

BORROWINGS IN JOURNALISTIC TEXT AS A FACTOR OF STUDENTS' SOCIAL AND CULTURAL COMPETENCE EXPANSION

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Purpose. Research of the borrowings in a journalistic text and the way they can influence the valuation of students' language competence are the relevant task. **Methodology.** analytical research, semantic, etymological, stylistic and structural analysis. **Findings.** The question of borrowings use in a journalistic text and the role of the latest in students' language competence were considered. The analyses of the borrowings has been given. The journalistic style and its peculiarities were under analyses. The ways borrowings are used in a journalistic style were shown. The necessity to improve students' language competence was proved. **Originality.** The use of borrowings was considered as the way of students' social and cultural competence expansion. **Practical value.** Journalist texts can be used while students' training at a higher educational establishment in order to improve students' competence and to widen their outlook. **Conclusions.** In terms of international ties and contacts, which are constantly developing in various sectors, the Ukrainian language vocabulary is enriching as a result of the new foreign words inclusion is intense. That's why borrowings, especially those from the English language, are considered to be the vast cluster of the Ukrainian language vocabulary. It is true to all styles, but journalistic text is a vivid sample of borrowing use in modern Ukrainian language. So, borrowings can be considered as the criterion of students' social and cultural competence and the way of its expansion.

Key words: borrowing, journalistic text, social, cultural, competence.

ЗАПОЗИЧЕННЯ У ПУБЛІЦИСТИЧНОМУ ТЕКСТІ ЯК ЧИННИК РОЗШИРЕННЯ СОЦІАЛЬНО-КУЛЬТУРНОЇ КОМПЕТЕНТНОСТІ СТУДЕНТІВ

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Розглянуто питання запозичень у публіцистичному тексті та їх роль в оцінюванні соціально-культурної компетенції студентів. Проведено аналіз особливостей публіцистичного тексту та ролі запозичень у ньому. Наведено приклади використання різного роду запозичень у локальних та центральних виданнях України. Доведено необхідність формування соціально-культурної компетенції студентів як складової їх професійної підготовки. Запропоновано механізми підвищення рівня соціально-культурної компетенції студентів через аналіз публіцистичних текстів, що насичені запозиченнями, коректне вживання яких демонструє високу мовленнєву та культурну компетенцію та виступає одним із факторів якісної підготовки конкурентоздатного фахівця в умовах жорсткої конкуренції на ринку праці у сучасних умовах.

Ключові слова: запозичення, публіцистичний текст, соціальний, культурний, компетенція.

PROBLEM STATEMENT. The most important and characteristic features of any language and its vocabulary are their mobility, variability, tendency for improvement and development through various means and resources. One of the vocabulary enrichment ways is borrowing words of foreign origin.

History proves the following: the national isolation often predetermines the lack of political, trade and economic, cultural and other contacts with other nations of the world that is the path to nowhere. Intensive course of such relationships contributes to the development of both the material and spiritual culture of peoples, stimulates their literary languages improvement.

As for the competence, it is considered by Oxford Advanced Learner's Dictionary of Current English as the ability to do something well [1]. According to the definition given by the Business dictionary, competence is a cluster of related abilities, commitments, knowledge, and skills that enables a person (or an organization) to act effectively in a job or situation. Competence indicates sufficiency of knowledge and skills that enable someone to act in a wide variety of situations. Because each level of responsibility has its own requirements, competence can occur in any period of person's life or at any stage of his or her carrier [2].

EXPERIMENTAL PART AND RESULTS OB-

TAINED. Contemporary journalistic materials, without any doubt, contain a number of new foreign words. Statistical processing of the actual data over the last decade shows that the main source of lexical borrowings in the Ukrainian language, like in many other European languages, is English.

In terms of international ties and contacts, which are constantly developing in various sectors, the Ukrainian language vocabulary enriching as a result of the new foreign words inclusion is intense. This manifests itself in different signs: according to the degree of relevance to native speakers of a language that borrows; the applicability and extension; the use context nature; in the distribution uniformity for different sources; the interaction nature with other lexical units in the modern Ukrainian language vocabulary; in the presence of the derivational and structural relations and others. These symptoms determine the status of new borrowings in the modern Ukrainian language vocabulary. The study of the peculiarities and regularities of the real new foreign words functioning shows that under the language and extra language factors influence, the number of new foreign words tend to consolidation in the vocabulary.

Over the past fifteen years there have been significant changes in the functioning of the Ukrainian language, especially in the field of mass communication,

predetermined by extra linguistic factors which are the global changes in political and economic life of society. In this regard, it seems necessary to study the stylistic features of the modern Ukrainian language media, namely, the language of journalism.

Journalism, which is called the annals of our time, as it in its entirety reflects the actual history turned to the burning issues of society – political, social, domestic, philosophical, etc., close to the literature. Journalism is considered to be a verbal field of consciousness modeling, a manifestation of the undying activity, the human spirit dynamism, political and moral and philosophical development of the history and current social practices. In the same way as fiction, journalism is thematically rich, it has a huge range of genres, great expressive resources.

The relevance of this topic is in the fact that the process of borrowing from foreign languages does not stop at any time and in any language, there are always new borrowings, new words, and which are considered by linguists and other scientists. Besides, currently, the process of borrowing happens so fast that new words become internationally known and used, but still may not be listed in dictionaries, and therefore the study and description of borrowed words becomes necessary and relevant.

The purpose of the study is to explore and explain the concept of borrowing and to determine the stylistic features of their functioning in a journalistic style and their influence on students' socio-cultural competence. The determined purpose of the research puts the following tasks: to determine the functional and stylistic characteristics of journalistic style; to figure out the functions of journalistic style; to consider borrowing as a means of journalistic style features expression; to analyze the borrowings functioning specificity in the Ukrainian language through the prism of language historical development; to define stylistic features of the borrowings use in journalism; to define the role of the latest in students' language competence. Based on the research theme the object can be defined as foreign borrowings in the modern Ukrainian language, which are presented in a journalistic materials and their influence on the students' socio-cultural competence expansion.

The subject is stylistic peculiarities of the borrowing used in journalistic discourse. While conducting the research the methods of semantic, etymological, stylistic and structural analysis have been used.

Practical value of the research is the creation of a systematic theoretical material concerning the specific nature of the modern Ukrainian language borrowing functioning in a journalistic style which can be subsequently used in the study of the Ukrainian language at educational establishments.

Journalistic style has a special place in the system of literary language styles because in many cases it needs to process the texts created in other styles. Scientific and business languages focus on the intellectual reflection of the reality, fiction language focuses on the emotional reflection. Journalism plays a special role – it seeks to satisfy both intellectual and aesthetic needs. The importance of the subjects covered by the media

requires considerable thought and appropriate means of ideas logical presentation and the author's relation expression to the events is impossible without the use of emotional language.

The feature of journalistic style is the wide coverage of the literary language vocabulary from scientific and technical terms to everyday speech. Speaking about journalistic style, it should be immediately noted that not all texts placed in the media refer to the journalistic style. For example, the newspaper "Uryadovy courier", which is the organ of the Cabinet of Ministers of Ukraine, publishes in addition to the political, economic, social and cultural life review, central bodies of executive power regulations and laws texts [3]. The cases of the different style units' interaction as part of the newspaper and journalistic style are an important feature of journalistic style.

So, journalistic style, one of the varieties of which is the newspaper language (newspaper sub style), is a highly complex phenomenon because of the communication tasks and conditions heterogeneity. One of the important functions of journalism (in particular newspaper and magazine varieties) is the informational one. Journalism, especially newspaper one, tends to have strongly and directly expressed exposure function, or expressive function. These are two main functions, as well as language stylistic features, which implement them, and today are not dissected in the newspaper language.

Diverse and genre repertoire of modern journalism rivals fiction. Here is a report, and chronology information, and interviews, and leading articles, essays, articles and reviews and other genres.

Journalism is rich in different expressive resources. As well as fiction, it has a great power of influence and uses a variety of tropes, rhetorical figures, and diverse lexical and grammatical means. The main stylistic principle of journalism was defined by V. G. Kostomarov as a unity of expression and standard that is the specifics of the newspaper speech [4].

Information function is embodied in such features of the journalistic style which are associated with the manifestation of the intelligence of speech, which are: the documentary, which is manifested in the objectivity and proven factual presentation; restraint, formality, emphasizing the importance of facts and information; a well-known generalization, abstraction.

For the newspaper the search for accurate assessments that require unusual word combinations, especially in the controversy is also characterized. So, given the above, it can be noted that these are in general terms the main features of journalistic style and language means of their realization.

Material for evaluation social and political journalism vocabulary creation is the entire vocabulary of the literary language, although some categories are particularly productive in journalism.

The fundamental difference between journalistic style is the big role of the emotional that has evaluative meaning in the journalistic style. Journalism is the literature on public and political issues of our time. The subject of journalism is life in society, politics, economics that concerns the interests of each person. In its

essence, journalism is designed to intervene actively in life, to shape public opinion. Journalist is not only a recorder of the events, but he takes an active part in them, passionately and publicly defending the idea that he committed. Journalistic idea realizes itself as the imperative idea, it belongs to the product and is a part of the text and it does not need any interpretation.

It should be reminded that journalistic style has functions of impact and message (information). A journalist reports the facts and gives them a rating. The interaction of these two functions defines the use of the word in journalism. In comparison with other functional styles (of course, except for art and conversational household), the share of means and ways to achieve the expressiveness is in general is very high in journalistic language. It is not by chance that the characteristic of journalistic style is usually limited by the description of specific expressive means.

The expression of newspaper language can be carried out in different forms, of course, not only by ready extra contextual linguistic means of expression. Sometimes intelligence a modern newspaper is emphasized, as opposition to direct agitation which is expressed in an open speech expressivity. It is not quite right to oppose these two properties. It should be remembered that the form of restrained, calm evidence is able to be vivid, i.e. expressive. That is the stylistic skill of the person who writes that based on the requirements of specific communication, to choose the best, in this context, language means of influencing the reader.

Slogan and declarative character of expressions is manifested in incentive nature of language by using stylistic features of mood, syntax means, simplicity and accessibility are manifested in comparative simplicity of syntactic constructions (manifested even in the use of complex sentences in the transparency of their structure, mild articulation and clarity of the semantic and grammatical relations expression), to use common vocabulary and attracted terminology commentary. Speech expression is implemented in the stylistic "effect of novelty", in pursuit of strangeness, freshness of phrases, and hence the semantics of the words, and, in addition, in an effort to avoid repetition of the same words (in addition to the terms), speed, structures within a small context, a wide use of means of verbal imagery.

Message function causes the use of neutral, general vocabulary, in which a special role is played by political, economic in general the conceptual vocabulary, the terms of which were tokens, constantly encountered on the pages of the newspaper. In principle, the whole range of the literary language is open to journalism. But the main criterion of use, selection of speech means is its accessibility. Language means without this quality such as highly specialized words and expressions, dialect, argotism, pietisms, barbarism – everything that can cause difficulties in understanding the message are excluded.

Forcing function (expressive function), that is important for social and political journalism, leads to the urgent need of journalism in the estimated means of expression.

However, journalism is not just using the material.

Journalism transforms words from different spheres of language giving them a evaluation sound. The newspaper creates and cultivates his phraseology. Stable combinations are a ready arsenal of newspaper standards and are often turned into a stamp.

Journalistic works are of extraordinary breadth of topics they can touch on any topics that fall in the center of public attention. This affects the linguistic features of this style: there is a need to include specific language that requires explanation, and sometimes detailed comments.

On the other hand, a number of topics is constantly in the public eye and the vocabulary related to these topics acquires journalistic coloring. Thus, in the structure of the dictionary language a circle of lexical units specific to the journalistic style is formed.

Among the topics that are regularly covered on the pages of periodicals in the first place there should be named politics, economics, education, health and social protection that in turn require the use of relevant vocabulary. The specified vocabulary used in other styles (scientific, official, business). In journalistic style, it is given a particular function – to create a real picture of events and to show the recipient the experience of a journalist about the events and his attitude towards them.

As it has been noted above, one of the main functions of journalistic style is expressive message about the most important events of our time. Namely these are borrowing that most now come from English which reflect the latest trends in modern colloquial speech and journalism in particular.

The factors that affect the emergence of new borrowings typically include the following: extra linguistic factors – scientific, technological and social progress, the dissemination of the information flow and the need to pass it with the least expenditure of time and place, linguistic factors – the tendency towards linguistic economy, a commitment to analyticity. "Borrowed words in Ukrainian lexical system interact with pure Ukrainian, and thus absorbed the Ukrainian language. For assimilation of borrowed words in the language system it is more important not the fact of a complete assimilation of forms, and its semantic evolution in the new speech condition [5, 48]."

In search of a reliable means for the realization of a new conceptual and semantic content the speaker can not only rely on the capacities of his own language, and find sample to create a sign in one form or another in foreign language. In the case of borrowing words affect the language system of the recipient and are exposed to this system.

The role of borrowings in the different languages varies according to specific historical conditions of development of each language.

There are the following extra lingual reasons that are pointed out: cultural influence of one nation on another; presence of oral or written contacts between countries with different languages; increasing interest in the study of a language; the credibility of the language of the source (which leads to borrowing in many languages, and the emergence of internationalisms); rooted in the passion for certain social strata culture of

a foreign speech; terms of social strata language culture that borrows a new word.

The linguistic reasons include the following: the lack of equivalent words to denote new concepts, phenomena or subject matter in a native language; the tendency to language means economy; the desire to improve and preserve the communicative definition of the lexical units to resolve polysemy or homonymy in the recipient language; the trend towards expressiveness, which leads to the appearance of foreign-language stylistic synonyms; the need to detail the appropriate value, the delimitation of some of its shades of meaning by attaching them to different words; the lack of the ability to form derivatives in native language, while with the borrowings they are possible.

It is necessary to pay attention not only to the question of borrowing from someone, but to the fact what really was created as a result of activities by borrowing words from other people. It is necessary to solve questions creatively and thereby to create the opportunity to identify patterns that they are subject to the development of vocabulary, explain the phenomena that occur in it and to identify their causes.

Any changes in the language vocabulary, including those in the form of foreign borrowings penetration entail semantic and stylistic changes in the words, which are already in the language.

A common problem with elements borrowing from one language to others includes the supplementary set of questions of different nature. The most relevant ones are the following: what linguistic phenomenon is borrowed; the reasons for borrowing; the types of items that migrate; mastering the words in the language that lends to its different assimilation; signs of foreign word assimilation which allow to consider it be borrowed.

To enter words in the language system, which lends to, the following conditions are necessary: transfer of foreign words phonetic grammatical means of the language that borrows; the correlation of words with grammatical classes and categories of the language that borrows; phonetic and grammatical development of foreign language words; word-building activity of words; semantic acquisition; regular use in the language.

The influence of English on journalistic vocabulary at the lexical level occurs in two ways. Journalism is enriched with semantic borrowings, which constitute only a small part of the total number of borrowings, and the so-called direct lexical borrowings, that is, lexical units belonging directly from a language acceptor for the language-receptor.

The problem of borrowings, especially Anglicism and their use in a language is relevant for all languages without any exception. It is connected primarily with the fact that over the last 10-20 years, the number of borrowed English words has increased significantly. The attitude towards foreign words and borrowings for centuries has been ambiguous.

The functional aspect of borrowing involves the study of social and cultural context combined with lingvocreative human activity, human thinking, and ability to perceive and interpret the reality. One of the

motives of a certain language behavior of native speakers is the desire to buy or to support their own social or cultural prestige. "The implementation of the competence approach as a system is characterized by the connection with the traditional one. It is important to emphasize that these approaches are, first, not the opposite, and, secondly, not identical, because the competence-based approach detects and sets the subordination of knowledge skills, focus on practical aspect [6].

In the modern theory of borrowing the greatest importance has the traditional classification based on the nature of the borrowed material: direct borrowing and calques. While direct borrowing from another language material form (sound and graphic) and the meaning of the prototype word are taken and during calques only value, or the semantic structure of lexical units is taken.

When analyzing the borrowings functioning in the text it is worth noting that: each text of the press uses borrowed words. Some of them help readers to understand the essence better, to evoke a sense of trust because of their wide usage of these innovations known to a wide circle of readers. Others, on the contrary, are not always clear to native speakers, and therefore there is a need to further explanation by their author; one of the reasons for the use of foreign words is the commercial interests of the newspaper. Avoidance of functionally simple and emotionally neutral vocabulary and the transition to the new one enhances the reader's attention.

On the basis of material examined, it has been found that among the main tendencies of replenishment of dictionary fund of modern mass media are: vocabulary update with neologisms of foreign origin; blotches of spoken lexical elements in the journalistic text; enrichment of the media language by the creation of new words; increase in the number of borrowed words due to derivatives.

Taking into account all the features of newspaper text, we can distinguish the following functions that are performed by lexical borrowings in the media text. Therefore, it is advisable to review the functioning of borrowings in the Ukrainian language through the prism of historical development of the state and the language in particular.

So, in certain periods of the historical development of language borrowing was seen as a way of enrichment of the vocabulary, and the process was considered as a positive phenomenon. In the history of national languages there was also the period of active struggle against foreign words, when purism has become the demand of time. Contacts with other peoples and related exchanges of information, experience, material achievements have left their marks not only in public life but also in the language.

In the XIX century the leading role in Europe was played by the UK and therefore English is a source of borrowings. It concerns not only business concepts but also vocabulary that supports the field of journalism, transport and social life (interview, reporter, tender, trust, smoking). The intensive enrichment of the Ukrainian language vocabulary with Anglicism started, this process continues up to now. In the twentieth cen-

ture the influence of English, especially its American variant, has significantly increased and gradually borrowing occur not only in public but in the private sector. So, the words like *bestseller*, *jazz*, *make-up*, *teenager* known not only to the language of media, literature and economic messengers, but also to ordinary citizens.

Signs of exploration can be formal (that is the adaptation of borrowings to the language system of the recipient with the maximum convergence of their phonetic, graphic and grammatical features) and functional, which include various aspects of lexical and semantic change and word-formation activity of borrowings in the language-recipient. Accordingly, in the scientific literature the following types of the borrowings development are allocated: phonetic, grammatical, word-building and lexical and semantic.

In the process of borrowing it can be divided two stages. The first stage involves the changes that occur in foreign words during their occurrence in the language-recipient. Thus, the characteristic feature of this stage in the development of the semantic structure of polysemous foreign words should be considered to be the borrowing in one of the values. Simplification is typical in the borrowing morphological structure development, i.e. the loss of morpheme division. It should be noted that assimilation of the borrowed terms are usually accompanied by changes in their material shell: graphics, sound structure, morphological and derivational forms. At the level of semantics there are often changes of the volume value that is the result of borrowings active functioning in the Ukrainian terminology. Thus, lexical borrowing in terminology is one of the types of lexical interference, which is a consequence of the languages interaction and originates in the bilingual mind. Thus it is obligatory to consider the peculiarities of the contacting languages terminological systems.

More important from our point of view is not the problem of the existence of a large number of borrowings in a language but the peculiarities of their use. The functioning of a word in speech is specified in most cases not by its origin, but the intention of the speaker. The choice of the word depends on the effect of the word chosen on the recipient. Therefore, the use of borrowings is a matter of style and communicative orientation, communication of the task statements.

Nowadays during a new information paradigm, the communication computerization, the science and technology integration as well as intercultural relations strengthening the need for designation of new objects (categories) that have their own set of semantic features and connotative characteristics increases. Annually modern cultural language requires thousands of new words. The vocabulary of social and political content is a layer of vocabulary with a fairly high rate of borrowed elements.

In the language of the media borrowings appear thanks to the advent of computer technology. Computer communication is very common. The Internet, computer programs, games, technology are used primarily by means of the English language. As a rule, all words from this area can be found in newspaper texts un-

changed, that is, they are included in the language system with preservation of graphics, accent and semantics, such as Google, Ebay, Yahoo. So, a person who is far from modern information technologies it unlikely becomes clear the text of one of the articles published on the Internet site <http://redactor.in.ua>. "Which of these *bots* do you use in order to follow the latest news? In early July, Facebook announced an update to its *Messenger* platform, which has become very popular among companies after its code is open to software developers. So, for the last few months (or rather – since April) companies, organizations and individuals have created more than 11 thousand *bots*. New features of Facebook *messenger* for *bots* include support for up to five actions, moreover, now, a person don't need to remember text commands, and added support for more *content* types, such as audio and video, which will now be open in the Messenger is very easy as their own software. However, the Messenger is not only the only *chat* platform, which includes the possibility for the bots. Other options that are also popular among organizations, it is Kik, Telegram and Slack. So, while publishers think which of these platforms to use to develop your own *bot*, I propose to see what automatic channels are already working for the tasks solution of various *media* and how these *media* with the help of robots establish communication with their audiences [7]."

Words like *bot*, *chat*, *messenger*, *content*, *media* and the like that have come from the pages of the Internet and that once were a layer of professionalism of the computer industry workers, are now increasingly beyond the scope of professional communication, penetrating to the literary language and everyday communication, have become common words, especially among young people.

The main reason for the new words emergence are society's expanding needs that arise with every new era, every cultural and historical event in the life of the people. "The girl presented the *message* about native land [8]."

The use of foreign words in journalistic style is often caused by the need to convey a certain state of mind, a desire to appear more modern, more dynamic, more aware This is especially typical for the language of the youth. So, the editorial portal redactor.in.ua contains a significant amount of borrowings, which, of course, explains the specifics of the target audience. "Khodorkovsky will be engaged in journalistic *startups*". "How to work with large data sets – *workshop* from the "1991" and "E-data" Incubator projects based on big and open data Open Data Incubator 1991 with a *web portal* use of public funds E-data has prepared the *workshop* "How to work with large data sets". "Long-read or non long-read: texts of what length are the most popular amongst readers [7]."

The use of borrowing in a particular context often determines the stylistic differences of the text.

Today, the field of new communication and information technologies is characterized by the huge pace of development that leads to the formation of a powerful terminology, dominated by angloamericanisms. According to the researchers, over 90% of new words

that appear in modern lexicons, are the special vocabulary. Such a large percentage of terms in the formation of new words relates to the requirements for the nomination of new processes and phenomena caused by technical progress, integration processes in economy, science and technology. "Grants for media: opportunities and key conditions of receiving." "The training of the EU delegation in Uzhgorod [7]." Borrowings give certain stylistic characteristics to the text, they are able to relate it to a certain stylistic levels: high or low. The use of foreign words can express subjective attitude of the speaker, which contains both positive and negative connotations. "Teacher as a PR-Manager of Ukrainian literature." ("The Day" newspaper of April 8, 2016) [9].

Words of foreign origin often have a special meaning, which brings them closer to terminology. The use of such borrowings is intended to soften the sharp discussion, or just unpleasant, taboo topics, failures or setbacks in professional sphere. Thus, "The Day" newspaper from April 8, 2016 prints material with the eloquent title "The PR battle for the University," "fraternity" accuses the administration of O. O. Bogomolets NMU in the theft of tens of millions of hryvnias.[9]"

In the field of communication, advertising and the business words of foreign origin are the most productive. But sometimes the use of borrowed words is due simply to the desire to bring something to focus on, highlight, or underline. "Earlier in the comment to the "New Time" edition Yulia Poroshenko said that on the territory of the exhibition center in Kiev it is possible to create an *agrohubs* as a *coworking* space and ecosystems, where there would be everything necessary for the development of a business [10]."

"Borrowed vocabulary is one of the most important factors in the development of the structure of language, which gain national recognition and are socially important element of speech behavior of native speakers, as well as language and country learning source that reproduces the culture of an ethnos at a certain stage of society [10, 93]"

Thus, borrowings play a very important role in the Ukrainian language. They represent a significant amount of the vocabulary and perform a variety of functions. The richest sphere in borrowing use is the sphere of communication, media, technology, computer technology, economics, and the like. Borrowings of this kind tend to spread very quickly to the household level with a specific offset of their lexical meaning.

This paper aimed detailed consideration of the functional and stylistic peculiarities of the journalistic style and peculiarities of the use of borrowings in materials of this type. Significant attention in our study was paid to the borrowing of English origin, which are most represented in the Ukrainian journalism considering the globalization taking place in all spheres of human activity in general and media in particular. We also consider borrowings to be the criterion of students' social and cultural competence and the way of its expansion.

CONCLUSIONS. The conducted research allows

drawing conclusions, which are as follows.

The functions of journalistic style include: emotion, evaluation, impact, communication (informing), expression and the like.

Borrowings play a significant role in journalism. They are used in order to provide journalistic content with a certain stylistic colour, to help the author to focus on a specific moment in the text, to emphasize a certain idea. Their study allows to trace the complexity of language processes, the intertwining of internal and external phenomena in the language. At present, modern journalistic materials are mainly replenished by English borrowings that is caused by the fact that nowadays due to the processes of globalization and universalization, the leading source of borrowings is English.

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**ЗАИМСТВОВАНИЯ В ПУБЛИЦИСТИЧЕСКОМ ТЕКСТЕ КАК ФАКТОР РАСШИРЕНИЯ
СОЦИАЛЬНО-КУЛЬТУРНОЙ КОМПЕТЕНТНОСТИ СТУДЕНТОВ**

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Рассмотрены вопросы заимствований в публицистическом тексте и их роль в оценивании социально-культурной компетенции студентов. Проведен анализ особенностей публицистического текста и роли заимствований в нем. Приведены примеры использования разного рода заимствований в локальных и центральных изданиях Украины. Доказана необходимость формирования социально-культурной компетенции студентов как составляющей их профессиональной подготовки. Предложены механизмы повышения уровня социально-культурной компетенции студентов посредством анализа публицистических текстов, богатых заимствованиями, корректное употребление которых демонстрирует высокую языковую и культурную компетенцию и выступает одним из факторов качественной подготовки конкурентоспособного профессионала в условиях жесткой конкуренции на рынке труда в современных условиях.

Ключевые слова: заимствования, публицистический текст, социальный, культурный, компетенция.

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