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THE GLOBAL INFLUENCE OF ENGLISH: THE INFLUENCE OF VOCABULARY ON THE LANGUAGES OF THE WORLD

Abstract. This article examines the concept of the global lexical influence of the English language. It establishes that English, as the dominant language of international communication, science, and technology, has significantly influenced the vocabulary of many languages around the world. This phenomenon is examined through the analysis of the mechanisms of lexical borrowing, including direct borrowing, loan translation, semantic extension, and phonetic adaptation. The study analyzes the key linguistic, cultural, and technological factors contributing to the global spread of English vocabulary. It identifies the main types and functions of borrowings, highlighting their role in enriching recipient languages. Attention is paid to the sociolinguistic and globalization processes that determine the integration of English lexical elements into other languages. In the era of globalization, English has become not only the language of international communication, science, and commerce, but also the dominant force in shaping the vocabulary of many world languages. The presented article examines the global lexical influence of English, analyzing how and why English words are borrowed and integrated into other languages. It focuses on the mechanisms of lexical borrowing, the social and technological factors that determine the course of this trend, and the linguistic and cultural consequences that result from it. The main mechanism of lexical influence is direct borrowing, through which English words are adopted with little or no change. Words such as "computer", "limit", "marketing", "blog", and "chat" associated with technology, business, pop culture, and online communication are now widely used in many languages. This phenomenon reflects not only the global dominance of English-speaking economies and technology industries, but also the prestige associated with the English vocabulary in many societies. Another important factor contributing to the

lexical spread of English is the globalization of the media. English-language films, television shows, music, and digital content are often viewed around the world without being fully localized. As a result, viewers are often exposed to English vocabulary in entertainment contexts, leading to the subconscious or conscious adoption of these words into everyday conversation. Social media platforms and video-sharing sites further accelerate this process, especially among younger generations who are more likely to confuse English words with words from their native language. Technological innovation also plays a central role. Most of the world's software interfaces, digital tools, and programming environments are built in English or use English vocabulary. As a result, professionals in fields such as information technology, engineering, and science often use English vocabulary, regardless of their native language. This technological reliance reinforces the global spread of English words in professional and academic discourse. However, the spread of English vocabulary is not without controversy. Critics argue that excessive borrowing can threaten linguistic diversity and cultural identity.

Keywords: lexical borrowing; globalization; spread of English vocabulary; global communication; borrowings; former British colonies.

INTRODUCTION / ВСТУП

Statement of the problem / Постановка проблеми. As the English language has become an international language, English words are replacing local equivalents, some languages risk losing traditional expressions and idiomatic richness. In addition, the unequal power dynamics between English and less dominant languages raise concerns about cultural imperialism and linguistic homogeneity. Despite these concerns, many languages have shown flexibility and creativity in their appropriation of English vocabulary. "Borrowing is the process of importing linguistic items from one linguistic system into another, a process that occurs any time two cultures are in contact over a period of time" [1, p. 1].

Borrowed words are often phonologically, morphologically, or semantically adapted to the structure of the receiving language. In some cases, hybrid expressions or "anglicized" forms develop to reflect local usage and innovation. This process reflects the dynamic nature of language contact and the ability of communities to negotiate global influences while preserving their linguistic identities. Ultimately, the lexical impact of English is a multifaceted phenomenon related to globalization, technology, identity, and cultural exchange. Understanding how and why English words enter other languages provides

valuable insights into the evolving nature of global communication and the linguistic landscape of the 21st century.

Analysis of (major) recent research and publications / Аналіз (основних) останніх досліджень і публікацій. The global spread of the English language began with British colonial expansion and acquired an impetus with the development of the United States in the 20th century. “Although Britain had been the greatest political, economic and industrial power in the world in the 18th century, by the end of the 19th and the early 20th centuries USA emerged as an economic and political superpower. During this time, the countries of the world began to come together in international organizations, and they need to be able to communicate” [2]. In the 21st century, English became the main language of the Internet, science, global business, entertainment and international diplomacy. As a result, other languages began to adopt English lexicon for scientific, technical and cultural development.

As English is closely connected with progress and innovation, its vocabulary began to enter various language systems in the world. This lexical entrance was not limited to the former British colonies, but extended almost to all the major languages. The conditions related to the computers, economics, fashion, marketing and social networks began to be used daily in different languages, such as Japanese, Russian, Turkish, Spanish and Arabic. In many cases, local equivalents were absent and this process caused the direct borrowings of English terms.

In some linguistic communities, borrowed English words protect their initial form, while others are adapted phonologically and morphologically to fit native language structures. For example, the English word “computer” appears as *компьютер* in Russian, as *komputer* in Azerbaijani and as *комп'ютер* in Ukrainian. In languages with non-Latin script, like Japanese or Arabic, English words are often reinterpreted reflecting the creative methods in which speakers incorporate foreign vocabulary into their own linguistic norms.

English borrowings appear in the city, especially on a young and professional discourses. In advertising, marketing and branding, English is often used to transmit modernity and global attractions. In daily speech, a mixture of code is widespread, especially between bilingual speakers. Phrases like “update etdim”, “like etdim”, “teqləmək” show how the combination of English words is combined with local grammatical systems.

The educational system also increases the lexical influences of the English language. In many countries, English is represented as a second or foreign language at an early age. Academic training in the field of science, medicine and engineering often depends on English textbooks and terminology that cause the

adoption of certain vocabulary in many areas. “Scientific discoveries and inventions do not always influence the language in proportion to their importance. It is doubtful whether the radio and motion pictures are more important than the telephone, but they have brought more new words into general use. Such additions to the vocabulary depend more upon the degree to which the discovery or invention enters into the life of the community” [3, p. 281].

Nevertheless, the integration of the English vocabulary increases questions about the linguistic identity and preservation. Language purists claim that excessive borrowings will lead to the dissolution of local lexicons and pose a threat to the vital power of local languages. In response, some governments and institutions contribute to the development of indigenous equivalents and try to regulate the use of foreign terms in official documents, education and the media.

AIM AND TASKS / МЕТА ТА ЗАВДАННЯ

The **purpose** of the research is to find out the influence of English on other languages which was carried out through various linguistic mechanisms. These mechanisms vary depending on the sociolinguistic context, the level of bilingualism, and the structural compatibility of English and the recipient language.

The **tasks** of the research may be described as follows:

- to analyse the relevant scientific literature;
- to identify mechanisms of vocabulary transfer from English;
- to classify types of borrowings.

THEORETICAL FRAMEWORK / ТЕОРЕТИЧНІ ОСНОВИ

The global influence of English can be analyzed using several theoretical models explaining language contact, borrowing, and linguistic globalization. One fundamental concept of this phenomenon is linguistic imperialism, introduced by R. Phillipson [4], which describes the dominance of English as a result of political, economic, and cultural power relations. This theory helps explain how English vocabulary permeates various language systems, often shaping or replacing native lexical units.

In his work, A. Witalisz argues that language globalization reflects the growing impact of global cultural and social interactions, a process largely facilitated by the widespread use of linguistic borrowing and the adoption of foreign words into various languages. He states: “In language studies, linguistic globalization may be seen as global intensive lexical borrowing from English by languages whose speakers use English as a foreign language, e.g. Polish, Spanish,

Chinese. The process of linguistic globalization is facilitated by cross-lingual borrowing, with English being the most prominent donor of vocabulary and set expressions" [5, p. 2]. In contemporary postmodern societies, Internet is a key factor in language planning and global English serves as its lingua franca, rapidly promoting its spread worldwide, despite efforts to promote linguistic diversity and multilingualism.

The phenomenon of English as a global language has been extensively examined by Crystal [6] and Graddol [7]. Other recent studies have introduced alternative terms such as "*English as an international language*" or *English* as a "*Lingua Franca*" [8], [9].

B. Seidlhofer (2005), in her article "English as a Lingua Franca" highlights the functional and intercultural dimensions of English used among non-native speakers: "Despite being welcomed by some and deplored by others, it cannot be denied that English functions as a global lingua franca. However, what has so far tended to be denied is that, as a consequence of its international use, English is being shaped at least as much by its nonnative speakers as by its native speakers. This has led to a somewhat paradoxical situation: on the one hand, for the majority of its users, English is a foreign language, and the vast majority of verbal exchanges in English do not involve any native speakers of the language at all. On the other hand, there is still a tendency for native speakers to be regarded as custodians over what is acceptable usage" [10, p. 339].

Furthermore, J. Grzega [11], [12], [13] proposed the concept of *Basic Global English*, while P. Nerrière introduced the simplified variety known as *Globish*, emphasizing ease of international communication [14], [15].

In today's highly globalized world, English has established itself as the dominant language in international communication, science, technology, and culture. Its influence is so widespread that many languages around the world have incorporated English words, phrases, and expressions into their own vocabularies. Studying the mechanisms behind this vocabulary transfer is crucial for understanding how languages interact, borrow from each other, and adapt to the demands of an increasingly interconnected world. It also sheds light on how globalization shapes the evolution of modern lexicons and influences the way people communicate across cultures.

RESEARCH METHODS / МЕТОДИ ДОСЛІДЖЕННЯ

In today's globalized world, English has evolved from a simple means of international communication into a linguistic force shaping the lexical systems of many languages. This study examines the widespread lexical influence of English, focusing on the reasons of the borrowing and adaptation of English words in

various linguistic and cultural contexts. The study aims to identify the mechanisms of this lexical transfer, the sociocultural and technological factors that facilitate it, and the broader implications for linguistic diversity and identity.

The globalization of media further accelerates linguistic exchange. English-language films, music, television shows, and online content often reach global audiences without translation. Constant exposure to such content, especially among younger generations, normalizes the use of English vocabulary in everyday communication. By interacting with digital spaces, as social media, streaming platforms, and gaming environments etc., users unintentionally incorporate English words into their native languages, creating hybrid linguistic forms which reflect cultural interaction.

Another important aspect of this process is technological development. Most software, digital tools, and programming languages rely heavily on English vocabulary. Professionals in fields such as information technology, engineering, medicine, and education often use English words even when communicating in their native language. This strengthens English's position as a global language of innovation and practice. However, the growing dominance of English vocabulary has sparked debate among linguists and cultural scholars. While many views this process as a natural consequence of globalization and technological progress, others express concern that excessive reliance on English could lead to the erosion of linguistic diversity and the weakening of cultural identity. Thus, the balance between linguistic enrichment and cultural preservation remains a key issue in understanding the global influence of English.

RESEARCH RESULTS / РЕЗУЛЬТАТИ ДОСЛІДЖЕННЯ

Vocabulary transfer occurs when words, expressions, or other lexical items from one language – known as the donor language – enter another language, called the recipient language. In the case of English, it often serves as the donor, supplying new terminology that other languages absorb. This process can happen in various ways, both consciously and unconsciously. For instance, some words are directly borrowed, while others enter a language through code-switching, or are adapted to fit the grammatical and phonetic patterns of the receiving language. Such transfers not only enrich the recipient language but also reflect the dynamic, evolving nature of linguistic interaction in a global context. “During the first half of the twentieth century the world wars and the troubled periods following them affected the life of almost everyone and left their mark on the language. At the same time, the growth in importance of some of England’s larger colonies, their eventual independence, and the rapid development of the United States have given increased significance to the forms of English spoken in these

territories and have led their populations to the belief that their use of the language is as entitled to be considered a standard as that of Great Britain” [3, p. 279].

Vocabulary transfer is the process by which words, expressions, or other elements of a language move from one language – known as the donor language – into another, called the recipient language. In the context of today’s globalized world, English often takes on the role of the donor language, introducing new terms and expressions into countless other languages. This transfer can happen in different ways and for different reasons. Sometimes it is a deliberate choice, such as when speakers borrow a term because it precisely captures a new concept or technology. Other times, it happens unconsciously, as people naturally mix languages in conversation, adapt foreign words to fit the sounds and grammar of their own language, or encounter English through media, the internet, and education. Whether intentional or not, vocabulary transfer plays a key role in shaping the evolution of languages and reflects the ongoing exchange of ideas, culture, and knowledge across the globe.

According to the established linguistic typologies, main mechanisms of vocabulary transfer from English borrowings may be categorized as follows:

1) Direct Borrowing

Direct borrowing is one of the most common and straightforward ways that English vocabulary enters another language. In this process, words are taken almost as they are from English and incorporated into the target language, often without significant changes at first. Speakers adopt these terms because they represent new ideas, technologies, professions, or cultural concepts that previously did not have an equivalent in their own language.

For example, words like *computer*, *internet*, *manager*, and *marketing* have been borrowed into many languages around the world. Over time, as these words become widely used, they often undergo a process of naturalization, gradually adapting to the phonetic system, spelling conventions, and grammatical structures of the recipient language. In Azerbaijani, for instance, these English terms are commonly modified to *kompüter*, *internet*, *menecer*, and *marketing*. Such adaptations make the words feel more familiar and easier to pronounce while still retaining their original meaning. Direct borrowing demonstrates how languages remain dynamic, absorbing foreign elements to meet the communicative needs of their speakers and reflect changes in society, technology, and culture.

2) Loan Translation (Calque)

“Loanwords are words brought into one country from another. Words are generally 'loaned' when two different cultures come into contact with each other. This might be because of immigration, trade, fashions or foods, the arts,

technologies, wars or colonisation. Most loan words tend to be nouns. New objects or attitudes coming from abroad need new words, and often the loaners adopt the original word as their own" [16, p. 1].

Loan translation, also known as calquing, is a fascinating mechanism of vocabulary transfer in which the meaning or structure of an English expression is translated literally into the target language, rather than adopting the word itself. Unlike direct borrowing, this method does not transfer the original sound of the English term. Instead, it conveys the concept in a way that feels more natural and intuitive to speakers of the recipient language, while still reflecting the influence of English.

For example, the English word *skyscraper* is rendered in Azerbaijani as *göydələn*, which literally combines *göy* ("sky") and *dələn* ("rise" or "tall building"). This translation preserves the original meaning of the word while fitting seamlessly into the phonetic and grammatical patterns of Azerbaijani. Loan translations like this highlight the deeper semantic impact of English on other languages, showing how ideas can be adopted and expressed in culturally and linguistically relevant ways without importing the foreign sound directly. This process enriches the recipient language while maintaining clarity and accessibility for its speakers.

3) *Semantic Extension*

Semantic extension is a process in which existing words in a language broaden or shift their meanings under the influence of English. Rather than introducing a completely new word, this mechanism allows a familiar term to take on additional senses or applications, often reflecting technological, cultural, or social changes.

For instance, the word *mouse* originally referred only to the small rodent. However, with the spread of English computing terminology around the world, *mouse* acquired a new meaning in many languages: *computer mouse*. This example illustrates how English can reshape the semantic fields of other languages, expanding the ways in which speakers understand and use words. Semantic extension demonstrates that language is flexible and adaptive, capable of evolving in response to global trends and innovations while retaining connections to its existing vocabulary.

4) *Phonological and Morphological Adaptation*

When English words are borrowed into another language, they often undergo phonological and morphological adaptation to better fit the sound system and grammatical rules of the recipient language. This process helps make foreign words easier to pronounce, remember, and use naturally in everyday speech.

For example, the English word *manager* is commonly adapted in Azerbaijani as *menecer*, and *speaker* becomes *spiker*. These changes may involve adjusting vowels or consonants to match local pronunciation patterns, as well as adding endings or modifying word forms in order to align with the grammatical structure of the target language. Phonological and morphological adaptation illustrates how languages not only borrow new vocabulary but also actively transform it, integrating foreign elements in a way that feels seamless and intuitive for native speakers. This process highlights the creative and adaptive nature of language in a globalized context, where words cross borders yet take on a life of their own within new linguistic environments.

CONCLUSIONS / ВИСНОВКИ

A comparative analysis of the theoretical frameworks of language globalization and English as a global language reveals that English has assumed a dominant role in science and technology, academic research and publishing, shipping and aviation, transnational business, diplomacy and international relations, as well as in mass media, youth culture, and sports. This non-exhaustive enumeration illustrates the extensive functional load carried by what has come to be known as “Global English.” From this perspective, the theory of language globalization and the concept of English as its primary vehicle should not be viewed as two distinct paradigms, but rather as parts of a single continuum. Nevertheless, further research is required to explore the full range of consequences of this “English globalization,” not only at the lexical and discourse levels but also from a broader sociolinguistic perspective.

To sum up, all recent interest points out the use English as the language for global communication and examines different aspects of it and/or its influence on other languages. Yet, the existence of specific characteristics of global English is still discrepant.

Despite these concerns, the interaction between English and other languages should not be a danger, as well as the natural process of language development. Adoption and adaptation of the English words enrich local languages, offering new means of expression and connecting speakers to a global linguistic community. Instead of replacing native languages, the English language has a function of a bridge by making the communication easier.

Prospects for further research in this direction / Перспективи подальших досліджень у цьому напрямі. Future research on the global influence of English vocabulary could be investigated from several promising directions. One potential direction involves conducting comparative studies to examine the phonological, morphological, and semantic adaptation of English

lexical borrowings in different linguistic and cultural contexts. Another promising direction of research could focus on sociolinguistic aspects of English influence, such as the impact of loanwords on linguistic identity, cultural perceptions, and attitudes toward language purity in different societies.

In addition, further research could analyze the impact of digital communication, social media, and globalization on accelerating the spread of English vocabulary. Corpus-based studies could also provide quantitative data on the frequency and distribution of English borrowings across languages and domains, such as technology, business, or youth slang. Finally, interdisciplinary research that combines linguistics, cultural studies, and communication theory could help us better understand how English continues to shape global language landscapes in the 21st century.

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ГЛОБАЛЬНИЙ ВПЛИВ АНГЛІЙСЬКОЇ МОВИ: ВПЛИВ СЛОВНИКА НА МОВИ СВІТУ

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Анотація. У цій статті розглядається концепція глобального лексичного впливу англійської мови. Встановлено, що англійська мова, як домінуюча мова міжнародного спілкування, науки та техніки, суттєво вплинула на словниковий запас багатьох мов світу. Це явище досліджується через аналіз механізмів лексичного запозичення, включаючи пряме запозичення, переклад, семантичне розширення та фонетичну адаптацію. У дослідженні аналізуються ключові лінгвістичні, культурні та технологічні фактори, що сприяють глобальному поширенню англійської лексики. Визначено основні типи та функції запозичень, підкреслюючи їхню роль у збагаченні мов-реципієнтів. Увага приділяється соціолінгвістичним та глобалізаційним процесам, які визначають інтеграцію англійських лексичних елементів в інші мови. В епоху глобалізації англійська мова стала не лише мовою міжнародного спілкування, науки та комерції, але й домінуючою силою у формуванні словникового запасу багатьох мов світу. У представленій статті розглядається глобальний лексичний вплив англійської мови, аналізуючи, як і чому англійські слова запозичуються та інтегруються в інші мови. У ньому основна увага приділяється механізмам лексичного запозичення, соціальним та технологічним факторам, що визначають хід цієї тенденції, а також лінгвістичним та культурним наслідкам, що з неї виникають. Основним механізмом лексичного впливу є пряме запозичення, завдяки якому англійські слова запозичуються майже без змін. Такі слова, як «computer», «limit», «marketing», «blog» та «chat»,

пов'язані з технологіями, бізнесом, поп-культурою та онлайн-спілкуванням, зараз широко використовуються в багатьох мовах. Це явище відображає не лише глобальне домінування англомовних економік та технологічних галузей, але й престиж, пов'язаний з англійською лексикою в багатьох суспільствах. Ще одним важливим фактором, що сприяє поширенню лексичного запасу англійської мови, є глобалізація медіа. Англомовні фільми, телешоу, музика та цифровий контент часто переглядаються по всьому світу без повної локалізації. У результаті глядачі часто стикаються з англійською лексикою в розважальному контексті, що призводить до підсвідомого або свідомого прийняття цих слів у повсякденну розмову. Платформи соціальних мереж та сайти обміну відео ще більше прискорюють цей процес, особливо серед молодого покоління, яке частіше плутає англійські слова зі словами з рідної мови. Технологічні інновації також відіграють центральну роль. Більшість світових програмних інтерфейсів, цифрових інструментів та середовищ програмування створені англійською мовою або використовують англійську лексику. Як результат, фахівці в таких галузях, як інформаційні технології, інженерія та наука, часто використовують англійську лексику, незалежно від їхньої рідної мови. Ця технологічна залежність посилює глобальне поширення англійських слів у професійному та академічному дискурсі. Однак поширення англійської лексики не обходиться без суперечок. Критики стверджують, що надмірне запозичення може загрожувати мовному різноманіттю та культурній ідентичності.

Ключові слова: лексичне запозичення; глобалізація; поширення англійської лексики; глобальна комунікація; запозичення; колишні британські колонії.

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