

Title: Indirect Individuation: Discourse Effects of Borrowed Words in Russian
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A large number of Anglicisms have been incorporated into the Russian language after Perestroika. My definition of borrowing corresponds to Krysin (2004) and Haugen (1950) definitions: borrowing is a process that occurs when lexical items are incorporated from one language into another.

In this presentation I will discuss various discourse effects of Anglicisms in Russian. I will show how they can individuate a specific area within a larger semantic area occupied by their native synonyms. This can be seen as individuation (Timberlake 1975: 123-138) in semantics. The example below shows that the borrowed word *gipermarket* not merely individuates markets within a more generic set (compare: Russian *magazin* or *gastronom*). It also individuates the positive feelings of the participants (customers) who are in these locations.

В современных **гипермаркетах** воплощаются практически все сокровенные мечты человечества. (*Ogonek*. 11.2003.)

Positive evaluation also creates a sense of prestige. Projecting prestige on potential customers is naturally employed for commercial effects: e.g. *pab* sounds more fashionable than *pivnaja* (Krysin 2000: 147).

I hypothesize that Anglicisms are used to produce discourse effects, such as: prestige, building solidarity and the progressiveness of the participants. A positive image of the participants, which is created indirectly through individuation of entities can be utilized in advertisements and in political speech to implicitly elevate the status of the speaker. Discourse-level individuation can also be used for negative evaluation.

My discussion will be based on my database using recent Russian periodicals and web-sites.

Haugen, Einar. 1950. "The analysis of linguistic borrowing." *Language* 26: 210-231.

Krysin, L.P. 2000. "Inoiazychnoe slovo v kontekste sovremennoi obshchestvennoi zhizni." *Iazyki russkoi kul'tury*. 142-61.

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Timberlake, Alan. 1975. "Hierarchies in the genitive of negation". *Slavic and East European Journal* 19:123-138.