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## **THE ISSUE OF USING ANGLICISMS IN MODERN UKRAINIAN LANGUAGE**

As a consequence of globalization, the influence of the English language on other languages has become more pronounced. Like many other languages, Ukrainian has experienced an invasion of English loanwords, commonly called Anglicisms. These loanwords are especially common in technology, business, and popular culture. While some researchers consider Anglicisms to be a natural part of linguistic evolution, others argue that their overuse can endanger the integrity of the Ukrainian language. New terms often lack direct equivalents in Ukrainian, making borrowed words a convenient alternative. (Martynova, 2023, 56)

Multiple factors, including globalization, digitalization, and sociocultural trends, have caused the integration of Anglicism into Ukrainian culture. Many English words have entered the Ukrainian lexicon due to the widespread use of social media and international trade. Terms such as "лайк" (like), "менеджер" (manager), and "стартап" (startup) are now commonly used in everyday speech. These borrowings are often adapted to Ukrainian phonetics and morphology, making them more accessible to native speakers. (Arkhypenko, 2021, 5)

Despite their prevalence, the use of Anglicisms remains a topic of debate. Linguists have different opinions about borrowed English words in Ukrainian. Some are convinced that this phenomenon harms the Ukrainian language. Others insist that words borrowed from English prevent the recognition of the native language and may even negatively affect traditional grammar and morphology. On the other hand, some experts are sympathetic to the appearance of such words in the Ukrainian language. They believe that languages must evolve intensively to reflect constantly changing trends and realities, and when they come from outside, words borrowed from the same culture are needed to express them. Supporters of the "golden mean" believe that everything should be in moderation. Of course, the excessive use of Anglicisms in speech can make it

incredibly difficult to understand the speaker, especially for those who do not belong to his/her social group or work in a different field. (Martynova, 2023, 57)

Linguistic adaptation processes play a crucial role in determining how Anglicisms are integrated into the Ukrainian language. Some loanwords undergo phonetic, grammatical, or morphological changes to bring them into line with the Ukrainian language norm. Others are used in their original form, leading to inconsistencies in pronunciation and spelling. How these loanwords are perceived depends on various factors, including the level of linguistic purism in Ukrainian society and official language policy. (Berladyn, Hrabovets, 2024, p. 57)

The impact of Anglicism on the modern Ukrainian language remains a complex and multifaceted issue. While they offer advantages in terms of linguistic adaptability and global integration, their excessive use creates problems related to the purity and identity of the language. It is crucial to find a balance between borrowing necessary foreign terms and preserving the richness of the Ukrainian vocabulary. Further research and discussions on language policy and society's attitude toward borrowings will help determine the future way of this linguistic phenomenon. Future research should focus on the long-term implications of Anglicisms and the development of strategies to regulate their incorporation into the language.

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