

## LOAN WORDS IN MODERN RUSSIAN LANGUAGE

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**Introduction.** The appearance of new words or new meanings of old words means that, the world around us has changed. Either there something new has appeared, or something that has been existing has become so important, that the language, in fact, people who speak this language, create a name for them

**Aim.** Consider and analyze some loan words which have appeared in Russian language in recent years.

**Materials and methods.** The research materials are the words of foreign origin, which have been partially or completely mastered by Russian language. The method of research is the analysis of the collected materials.

**Results and discussion.** Mastering of loan words in Russian language – is difficult and long process. It is not only the perception of words from other languages, but their creative development on all levels of language system, formal and semantic transformation according to the original features of Russian language and a high degree of its development. Foreign-language words were subjected to various kinds of changes (phonetic, morphological, semantic), submitting to the laws of development of the Russian language, its functional-stylistic norms. Correspondingly, it is accepted to allocate following stages of adoption of loan words: phonetic, graphical, grammatical and semantic. The process of mastering of words and expressions in Russian language causes us great interest, since at the current stage from long-term it has turned into one, which is happening right in our eyes.

The word *менеджер* (*manager*) appeared recently, it is not in the dictionaries of the 80's of XX century. It seems excessive to Russian language. There is already a word with the same meaning, for example, a *управляющий* or colloquial *управленец*. However, the word *менеджер* (*manager*) is absolutely unique, and there is no substitute for it. In new dictionaries, it is interpreted as a hired enterprise manager. But it's not like that (in this meaning, rather, they would say *топ-менеджер* (*top manager*)), and essentially, the word *менеджер* (*manager*) means almost any hired profession.

**Conclusions.** Thus, contemporary texts, the names of professions, shops, cafes, restaurants, firms and etc. show that the process of adoption of loan words takes place in a very short time. Will all these words included into Russian language or not, time will tell, and at this stage we can make only assumptions.