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ABOUT ENGLISH WORDS IN GERMAN LANGUAGE: THE USE AND SEMANTICS

Our time is characterized by the pursuit of global internationalization. This process covers all areas of our society both spiritual and material.

There is no doubt that all events in our life are reflected in the language: there appear new words for new objects and concepts, some words are slowly becoming obsolete. English language brightly represents new trends and current changes. However, frequent (sometimes unjustified) words borrowings of American origin cause a negative reaction in British society.

In Germany, there exists so-called Denglisch. It is acronym of Deutsch and English (German and English). This phenomenon serves as a wake-up call against German language contamination, but on the other hand, the language vocabulary becomes richer thanks to foreign words [1].

Advertising and media makes English fashionable and we actively use English words because we want to be stylish. That's why English words are often used in German language. Nowadays there are a lot of English origin words and expressions which create problems in communication process. According to the recent research only 49 % of West Germans and 26 % of East Germans are good at English [2].

Similarities in phonetic and orthographic form of words lead to the wrong use of foreign words. For example, English word «eventually» meaning «в конечном счете, в конце концов», is sometimes misused as «eventuell» meaning «вероятный, возможный».

Frequent misuse of English words may also lead to a change in values, as evidenced by the use of words «to control» which is replaced by the German word «kontrollieren». «Kontrollieren» means to «check», in English the word means «manipulation», «intervention». Under the influence of English language there appear new phrases in German, like «to have control of smth» – die Kontrolle über etwas haben; «to keep control of smth.» – etwas unter Kontrolle halten; «to loose control of the situation» – die Situation nicht mehr unter Kontrolle haben; «everything is under control» – alles in Ordnung; «to have control over oneself» – sich in der Gewalt haben, etc.

Thus it appears that due to English language «Kontrolle» in German language has undergone semantic changes: meaning of the word has been extended [3].

A further example of American values expansion is the word «city» which in German language denotes «центр города», in English it is «city-centre», and in American it is «down-town». In German, the word «city» is found in proper names: Pullman City ist ein Western Freizeitpark, sailing city, etc. [4].

«Drink» in English refers to a beverage, but in German it is only a mixed alcoholic drink. Extension of the word refers to semantic neologisms. Internationalisms can be acquired in different languages with different values. For example, English word «killer» which in Russian means «наемный убийца» and in German is «something that carries a devastating effect, causing death». For example: Ozonkiller, Arbeitsplatzkiller, Quotenkiller, Schmerzkiller, Soft-Ware-Killer-Virus [4].

Thus despite the fact that English has become an international language of science and a requirement in a number of fields it is important to preserve German language as the national language of Germany.

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RUSSIAN/ENGLISH PROVERBS: EQUIVALENCE ISSUES AND TRANSLATION PECULIARITIES

A foreign language is mastered via the acquisition and development of phonetic skills and comprehension of the grammatical system of a language. Language lexicon represents a link between the passive theory and active communication. Speech of a person acquiring a foreign language is typically not characterized by brightness, liveliness, and expressiveness. Phraseological units enable a foreign language learner to enliven his speech giving it the necessary stylistic coloring. Study of phraseological units is of a great interest both from the perspectives of the language theory, and translation practice. Moreover, studying and comparison of the phraseological units of two languages shed light on the differences and features of the cultures, people's mentalities, distinctions of the native speakers' thinking processes.

It is a known fact that wisdom and spirit of a people find their revelation in its proverbs, sayings and idioms. Thus, knowledge of proverbs, sayings and idioms of these or those people promotes not only the better language acquisition, but also the deeper understanding of their views and characters [1].

Comparison of proverbs, sayings and idioms of different nations indicates how much in common these people have, which, in turn, promotes their best mutual understanding and rapprochement. Rich historical and cultural experience of people, their perceptions of labor and life in general are reflected in their proverbs, sayings and idioms. The correct and pertinent use of proverbs, sayings and idioms adds unique