

NEW GERMANIC LOANS IN CONTEMPORARY BELARUSIAN MULTILINGUAL MEDIA

Tatsiana Shulha

Ghent University, Belgium

About half the world's population lives in an environment of multilingualism and intercultural communication, and the results often manifest themselves through lexical borrowing (Morozova 2013). As in many other languages, the internet is an important source of such lexical enrichment in Russian and Belarusian. My aim in the present paper is to investigate this linguistic process from the perspective of lexical borrowing and integration, both in semantic and structural-grammatical terms, with a focus on new loans (since ca. 2000) from English and German. Research on Germanic loans in multilingual media has so far been carried out using mainly descriptive and analytical methods. In the first, theoretical part of the paper I will survey these and other approaches, including some from Western Europe. My dissertation project integrates previous approaches into a cognitive usage-based methodology, which not only collects the loans from websites but also (i) tracks their usage characteristics in statistical terms and (ii) analyses the typology, characteristics and degrees of their assimilation into Belarusian bilingual sphere in comparison with their source lexemes in German and English. Once the project has been completed, the results will provide a detailed comparison of the usage of the loans in question in their new (Slavic) and native (Germanic) discursive environments in terms of phonology, morphology and semantics. In the second part of my paper, I will provide examples and initial results from the lexical-discursive domain chosen for my investigation, viz. the social-political and social-economic sphere, as this illustrates particularly well the interdependence between intercultural and intracultural factors of multilingual society (Fefilova 2012) and their influence on the usage of such loans as advertising, out stuffing, buy back, downshifting, Handy, Grossbuch etc. Accordingly, the material in question is taken mainly from news websites in Russian and Belarusian on the one hand and English and German on the other hand.

References:

- Fefilova, A. (2012). *Multilingual Society in Europe*. [internet resource] <http://alfinarium12.tabu.ru>
- Morozova, I. (2013). "Language Interaction and Sociocultural Identity in a Modern Multicultural Society." In: *Language and Culture in the Modern World: Collection of materials of the International Conference*. Burgas: 329-338.