Article

The Influence of Globalization on Language Practices: the Role of Anglicisms and Multilingual Blending in Modern Texts

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Abstract

This study explores the increasing penetration of Anglicisms into national languages, particularly focusing on Ukraine, to assess the broader implications of globalization on language development and policy. Anglicisms have become integral to political and scientific communication, often shaping journalistic discourse and influencing public understanding. The research identifies key lexical and thematic domains where Anglicisms are most prevalent, examining their conceptual role in article headlines and their functional characteristics within Ukrainian-language journalism. It also traces the effects of language diffusion on national language policy. The study utilizes both theoretical and empirical methodologies, including synchronous, contextual, functional, comparative, and experimental methods, alongside statistical analysis. Findings from the experiment support two main hypotheses: first, the overuse of Anglicisms can hinder comprehension, suggesting that journalists should resort to them only when no Ukrainian equivalent exists; second, the frequency of Anglicisms in Ukrainian journalism is rising due to the media's responsiveness to new global concepts and professions lacking native terminology. Furthermore, the data indicate that while many Ukrainian-speaking readers struggle to understand English borrowings, primarily due to their specialized usage, there remains a clear demand among native speakers for the contextual and purposeful application of Anglicisms in media. Overall, the study underscores the need for balanced language use that respects linguistic integrity while adapting to global linguistic trends.

Keywords: analytical language, culture, grammatical features, language diffusion, lexical equivalent

Introduction

Today, English is one of the world's dominant languages, i.e., the language of international communication. It is the second most widely spoken language in the world after Chinese, with approximately 400 million speakers, so its dominant influence on other languages is inevitable, not only on the languages of the Germanic group to which it belongs but also on the languages of other language groups and even language families (Crystal, 2003). English is an analytical language, which means that the grammatical meanings of words in sentences are expressed through prepositions, word order, and auxiliary words, making its grammatical structure relatively easy to learn as a foreign language (Biber et al., 2020).

Globalization processes are actively taking place in all spheres of civilization and affect the language policy of different countries. This contributes to the penetration of languages and shapes new trends in language development. "In line with its history and roots, globalization began after the Middle Ages as a geographical invasion of armies and forces when countries in Asia, Africa and Latin America were colonized and ends in the 21st century as a cultural and economic invasion through the Internet, communications and the information age" (Salih, 2023, p. 27). Accordingly, the impact of the English language cannot be assessed unambiguously because it creates conditions for the expansion of language terminologies, in which anglicisms often become internationalisms and contribute to the transparency and regularity of the terminological systems of individual languages (Brinton, 2000). English creates challenges for preserving national identity and cultural uniqueness.

The relevance of the research topic lies in the fact that anglicisms penetrate national languages, becoming an integrated part of political and scientific communication. Many linguists are beginning to talk about the "purity" of their national languages in this context, looking for possible equivalents to Anglicisms in the lexical layers of the language and proposing their own new words. These trends are prompting language policy reviews to find a balance between openness to foreign language influences and preserving national language norms and linguistic features. Media texts were chosen for linguistic analysis since a significant part of Anglicisms is found in journalistic discourse.

The article aims to study globalization's positive and negative effects on language policy, using the example of Ukraine to show the consequences of language diffusion for language development. To achieve this goal, several specific tasks were outlined:

1. to identify the lexical, thematic groups in which anglicisms are most common;
2. to investigate the role of anglicisms in journalistic discourse, their conceptual role in the structure of article titles;
3. to trace the consequences of language diffusion and their impact on the formation of language policy (in the example of Ukraine);
4. to study the functional peculiarities of anglicisms in the publicistic discourse of the Ukrainian language.

Literature review

A critical review of the scientific literature on the topic of our study has shown that the problems of globalization and the preservation of national identity in language are highly related. Salih (2023, p. 26), in his article "Globalization and Language", argues that the future challenges facing governments in the era of globalization are innumerable. Language, culture, history, and religion are all areas where educators will debate the preservation of their national language and identity and the development of curricula encompassing national and global aspects. The problem of globalization's impact on language policy is often considered in the context of bilingualism (Baker, 2000), educational concepts of migrant education (Basiga, 2004; Shytyk & Akimova, 2020), and the problems of preserving national identity (Demont-Heinrich, 2005; Scholte, 2000).

Todorova (2018) examines the reasons for the dominant role of English in the globalized world and concludes that two important circumstances contributed to this: first, the expansion of British colonial power, and second, the emergence of the United States as a leading economic and political power, which resulted in English taking a priority role in global business, medicine, science, popular culture, media. Ricento (2018) analyses the consequences of neoliberalism and, in this context, points to the usefulness of English worldwide as a means of mobility for some people, particularly in the economic sector.

Most scholars study the problem the researchers have outlined in the context of sociolinguistics (Trudgill, 1995). In particular, the issue of preserving linguistic diversity is studied by Evans and Levinson (2009). Cece (2021) conducted a sociolinguistic analysis of Anglicisms in the context of economic globalization. Kostiuk (2018) considers the role and influence of Anglicisms on the French language; in particular, she explores the concept of franglais as a social phenomenon in French. In her opinion, borrowings from English are one of the most important types of semantic neologisms in French. The researcher also made a typology of anglicisms in French, classifying them into six types: semantic, lexical, syntactic, morphological, phonetic, and graphic. Balteiro and Campos-Pardillos (2012) studied the influence of anglicisms on Spanish, particularly in the field of fashion and beauty. Moreover, Onuoha and Odeke (2020) investigated the determinism between globalization processes and religion.

In Ukrainian linguistics, the issue of anglicisms has also been the subject of research from different perspectives. For example, Martynova and Kukushnyk (2023, p. 59) conclude that "in modern Ukrainian discourse, dynamic linguistic processes contribute to the entry of new English loanwords into the lexical and semantic system of the Ukrainian language, as well as to their semantic transformations, such as clarification, narrowing, and expansion of semantics, and important factors in the semantic shifts of some anglicisms are changes in the sphere of functioning of lexical units, which is due to partial determination under the influence of extra-linguistic factors". Media or journalistic discourse has often become the focus of scientific

research, as they are the most frequent users of Anglicisms. Bahrii (2014) conducted a comparative analysis of English borrowings in the modern media. Boieva (2018) and Gurko (2012) studied the specifics of the functional paradigm of anglicisms in modern media discourse. Gudyma and Slodynytska (2012) focus on the ways of English borrowing. Molotkina (2018) studied the functional aspect of media vocabulary of foreign origin in modern Ukrainian online media, and Popova (2015) investigated the assimilation or adaptation of anglicisms in the Ukrainian language.

The chosen topic is controversial, as some scholars defend the importance of linguistic purity and call for counteracting linguistic influences and linguistic expansion, while others see these influences as a stimulus for language development and believe that it is impossible to avoid them. Most lexical borrowings perform not only a nominative function, but also a sociocultural function. By using Anglicisms, speakers demonstrate their belonging to a globalized information culture.

However, the influence of language diffusion on language policy in Ukraine, the expediency of borrowing from English in the presence of specific language equivalents, the impact of anglicisms on the level of comprehension of the text by the recipient, and the tendency to intensify or reduce the number of lexemes of English origin in Ukrainian remain poorly understood. Therefore, our research will focus on the lexical unilateral influence of English on the lexical composition of Ukrainian in the modern synchronic section.

Methodology

The empirical material for the research was the journalistic discourse of the Ukrainian language. The topic of the study combines linguistic issues in the context of social and political dynamics, which requires a comprehensive approach to the problem under study, including the use of the following theoretical and empirical methods:

1. synchronous method (to study the influence of English on the lexical composition of the Ukrainian language at the present stage);
2. functional and contextual methods (to study the functionality of anglicisms in Ukrainian-language texts);
3. the comparative method (for comparing the semantic meaning of an Anglicism with its specifically Ukrainian counterpart);
4. empirical method (method of experimentation) and methods of statistical analysis (to prove the hypothesis proposed in the article, to analyze the study results).

Two hypotheses were put forward in the course of the study:
1. Excessive use of Anglicisms complicates the process of perception and understanding of the text, so authors of journalistic articles should use Anglicisms only if there is no specific Ukrainian equivalent.

2. The number and frequency of anglicisms in Ukrainian journalistic texts tend to increase, as journalistic discourse is the fastest to respond to the emergence of new professions or new phenomena of reality for which there is no corresponding lexicon in Ukrainian.

An experiment was conducted at the Institute of Humanities and Social Science, Lviv Polytechnic National University, among 3rd-year philology students (n= 40) in November 2024 to confirm or refute the first hypothesis. The first group of students (experimental, n=20) was offered a political article with a significant number of Anglicisms to read, after which they were tested for comprehension of the text. The second group (control group, n=20) was asked to read the same article, in which the anglicisms were replaced by their Ukrainian equivalents. In cases where such equivalents were not available, the interpretation of the Anglicisms was given. Reading the text in both groups ended with a test task to understand the content, terms, and main ideas presented and covered in the article. The study's results compare and describe the data obtained in detail.

To confirm the second hypothesis and identify trends in the increase or decrease of Anglicisms in the publicistic discourse of the Ukrainian language, the frequency of Anglicisms in one issue of the newspaper "Ukrainska Pravda" for 2014, 2019, and 2024 was compared. The trend was traced in three sections with an interval of 5 years. For this purpose, the mathematical method was combined with the statistical analysis method.

Results

The phenomenon of moving elements of the language system from one language to another, as researchers acknowledge, plays an important role in language changes and includes the intensification of the inflow of foreign language vocabulary to several dynamic processes in the modern Ukrainian language. The generally accepted approaches to studying words of this lexical group are analytical (comprehensive analysis of borrowings) and normative (expression of a scientifically based assessment of the borrowing process and its results). In the publicistic discourse of the modern Ukrainian language analyzed by us, based on the material of the Ukrainian-language high-rated newspaper "Ukrainska Pravda" (pravda.com.ua) in 2024, the researchers can state that the authors of articles use both anglicisms and Ukrainian equivalents, often as synonyms in order to avoid lexical repetition or repetition of cognates in the immediate context (Table 1).

Table 1. The most frequent Anglicisms and their Ukrainian equivalents in Ukrainian journalistic discourse

Anglicism	Ukrainian equivalent
Legitimate	Legal
Contract	Agreement
Absolute	Complete, Thorough
Adequate	Appropriate
Sponsor	Benefactor
Reform	Transformation
Export	Extradition
Humanism	Humanity
Actual	Current, Relevant
Destructive	Ruinous
Natural	Natural
Original	Unique
Liquidation	Destruction
Confrontation	Opposition
Equalise	Level
Continent	Mainland
International	Global
Discussion	Debate
Image	Representation
Industry	Manufacturing
Modernization	Renewal
Compensation	Reimbursement
Stability	Resilience
Synchronised	Simultaneous
Revision	Review

All English borrowings can be classified as follows:

– direct borrowings (in these lexemes, both the form and the meaning coincide with English as a source of borrowing), for example, *Sales Manager, Financial Analyst, IT Consultant, MS Exchange, IT Solution Designer*;

– hybrid borrowings (the Ukrainian language adopted only the root, and then the word was adapted to Ukrainian morphology: *oligarchisation, deindustrialization, electoral, restructuring*.

Having analyzed the headlines of articles in Ukrayinska Pravda in 2024, it can be argued that anglicisms were rarely used in newspaper headlines, but such cases do occur, for example: *"New [not] Normality" (9 November 2024), "Scandals, Disappointments and Hopes: Results of 2024" (28 December 2024), "Manipulative Messages in the Headlines of Internet News Resources" (1 April 2023), "The EU Expects Ukraine to Resume*

Broadcasting Instead of a Telethon" (30 October 2024), "Peculiarities of the Functioning of Periphrases with Colour Names in the Texts of Articles" (15 March 2023). Most often, the use of anglicisms was due to the lack of a specific Ukrainian equivalent or to attract attention, for example, the word "scandal".

The media are engaged in shaping the language preferences of society; they react very quickly to any changes in the language and reflect on them. The researchers analyzed one issue of the Ukrayinska Pravda newspaper (22 December 2024) and statistically counted the number of anglicisms per thousand words in different sections to see the thematic palette of the distribution of anglicisms in texts of different topics. The researchers analyzed and presented statistics in the following sections: "Politics" (news in Ukraine and the world), "Life" (topics such as health, culture, and education), "Sports", "Economy", and "Historical truth" (materials on historical events and figures). Headings distributed the research data as follows (Figure 1).
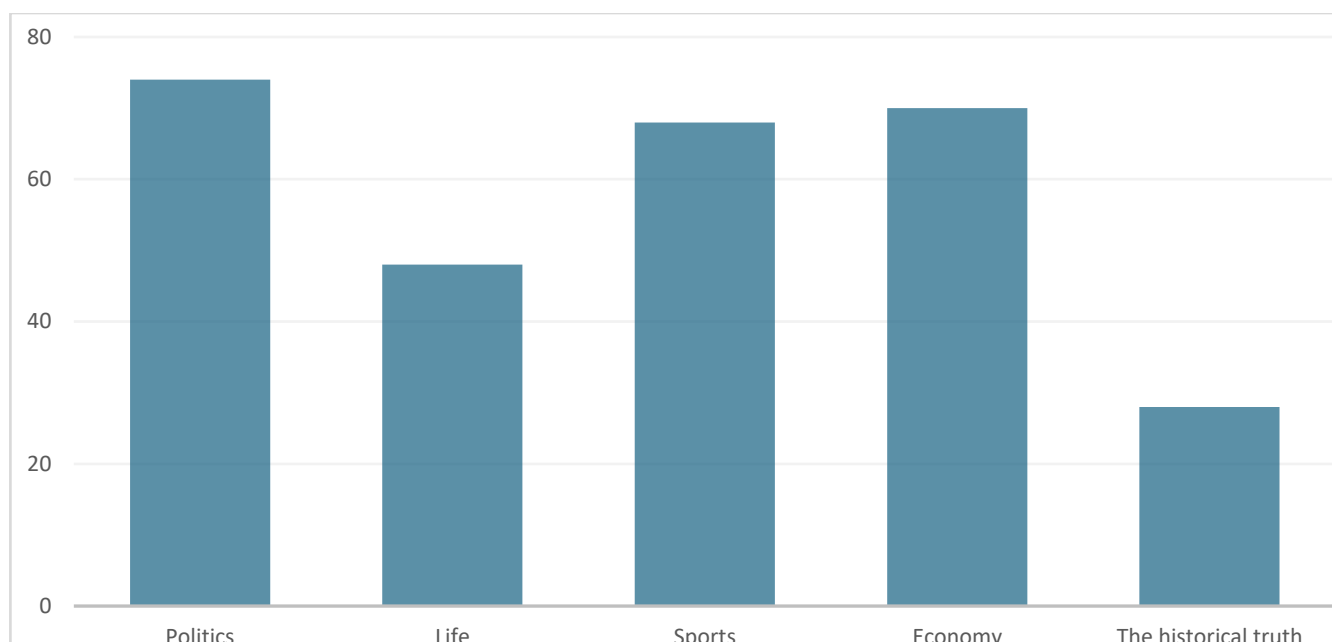

Figure 1. Frequency of Anglicisms in Ukrainian-language journalistic discourse (by headings) in units

As seen from the diagram, the most significant number of Anglicisms per thousand words falls on the headings "Politics" (74), "Economy" (70), and "Sports" (68). The least number of Anglicisms is observed in the sections "Life" (48) and "Historical truth" (28), as the latter mainly includes Ukrainian vocabulary, as the subject matter concerns historical Ukrainian realities, so the lexical composition of the articles is quite logical.

The next aspect revealed during the study of the functioning of Anglicisms in Ukrainian-language journalistic discourse is the study of the assimilation of Anglicisms based on the frequency of English borrowings. It has been established that

most of the anglicisms can be called fully assimilated because they meet the following requirements:

1. polysemy (*post; site; fan; champion*, etc.);
2. word-formation potential, i.e., the ability to form word-formation chains, word-formation nests (*boxer-boxing; sport-athlete-sporting-sporting-below-sporting*);
3. detachment from the source language (*region, sport, match)*;
4. ability to create phraseology and figurative meanings (*"sponsor", "offshore"*);
5. adoption of the grammatical paradigm of the relevant part of speech in Ukrainian (*latent, nominal).*

Among the non-assimilated words, the researchers noted words that have retained their Latin spelling and have no decoding in the Ukrainian text, i.e., barbarisms (*GPS-navigator*). In contrast, the partially assimilated words include cases of abbreviation (*EU, NATO*), calculation (*state department, financial analyst*), and transcription *(playoffs, taxi)*.

To confirm the hypothesis about the influence of the number of anglicisms on the level of text comprehension, the researchers will analyze the statistical data of an experiment conducted at the Institute of Humanities and Social Science, Lviv Polytechnic National University. An experimental and a control group of students (n=20 in each group) were offered the political article "Speaker of the Georgian Parliament Attacks the EU for Imposing Symbolic Sanctions" (European Pravda newspaper, 28 January 2025). The experimental group read the original article, which contains many political anglicisms. The control group read a revised version of the article, where the anglicisms were replaced with Ukrainian equivalents or explanations were given for borrowed units without such equivalents. After reading the article, the students completed a test to assess their understanding of the terminology and content of the article (the test consisted of 20 questions). Each correct answer was worth 1 point, and 14 correct answers were chosen as the criterion for success. The test results are presented as diagrams (Figure 2).
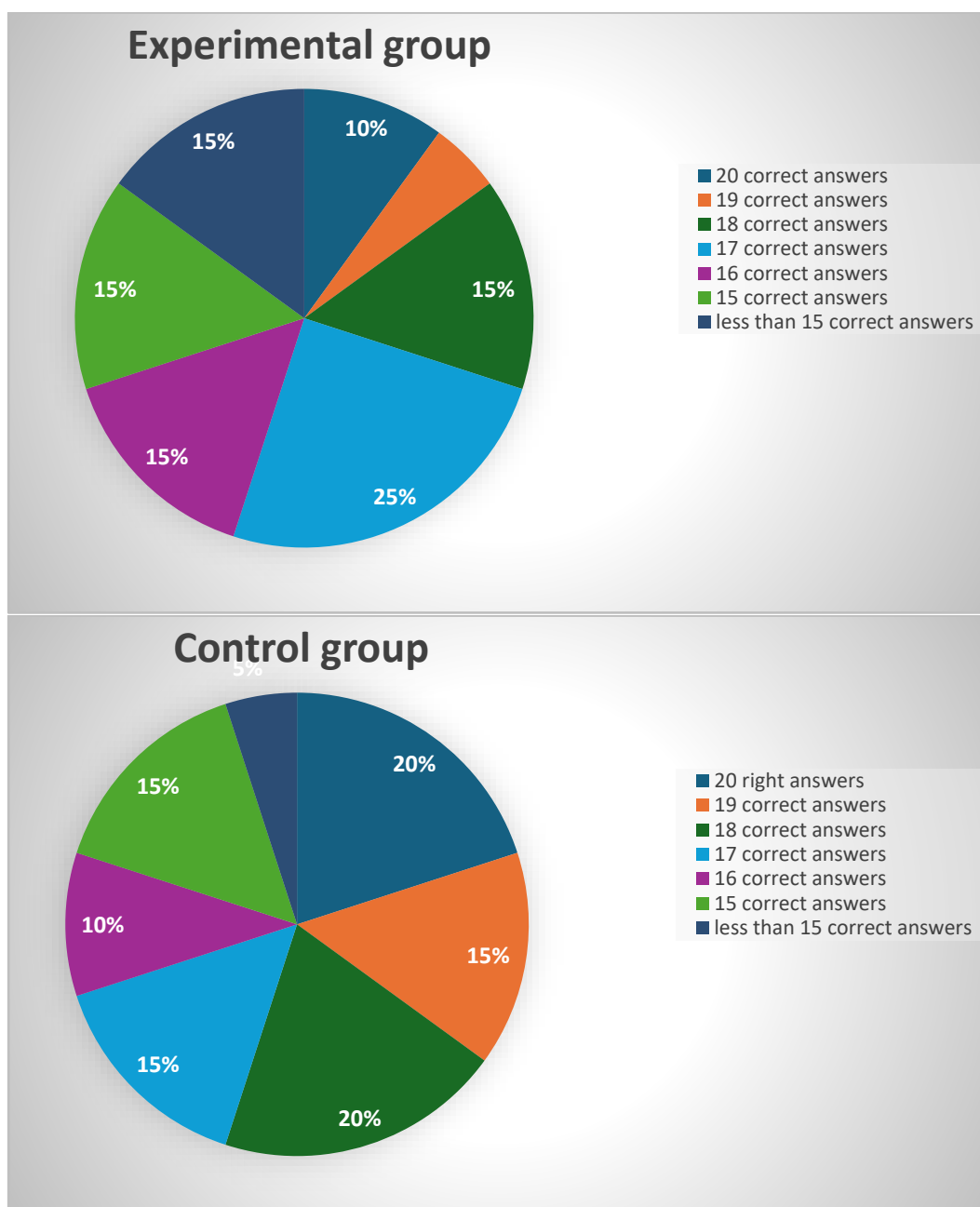
Experimental group

- 20 correct answers
- 19 correct answers
- 18 correct answers
- 17 correct answers
- 16 correct answers
- 15 correct answers
- less than 15 correct answers

Control group

- 20 right answers
- 19 correct answers
- 18 correct answers
- 17 correct answers
- 16 correct answers
- 15 correct answers
- less than 15 correct answers

Figure 2. Results of the experimental group, in units

Out of 20 students in the experimental group, only two students (10%) showed an accurate and complete understanding of the text of the political article, understood the context, and had some presuppositional knowledge to perceive this information. In comparison, in the control group, there were four students (20%), which is twice as many, and three students in the experimental group (15%) and one student in the control group (5%) showed a negative result (less than 15 correct answers). The average level of understanding and comprehension of the original and adapted texts was approximately the same (the researchers mean students who gave 16-18 correct answers). The lexical items of foreign language origin failed to fully fulfil their communicative function because the reader did not fully perceive the information in

the text. All other functions of lexical units (nominative, sign, contact and aesthetic) were fulfilled. This result gives us the right to say that many borrowed words used in media texts are not understood by unprepared readers (in our case, the researchers specifically chose students of philology, not political scientists, to read an article on political topics). The experiment results suggest that Ukrainian-speaking readers do not always understand borrowed vocabulary from English. This is due to the sphere of use of anglicisms and the vocabulary of native speakers. At the same time, the survey revealed that native speakers demand the appropriate use of Anglicisms in media texts. Based on the study's findings, it can be noted that Ukrainian newspapers use Anglicisms in their texts to target a unique audience. The texts are intended for people who know English. At the same time, such vocabulary creates a particular stylistic effect, thereby influencing the entire text. Below is an excerpt from the article featuring the use of Anglicisms, which was presented to readers: *The Speaker of the Georgian Parliament, Shalva Papuashvili, reacted angrily to the EU's decision to suspend visa liberalization for holders of Georgian diplomatic and service passports. The Speaker of the Georgian Parliament wrote about this on Facebook, as reported by "European Pravda". Papuashvili accused the EU of hypocrisy, claiming that it overlooked violations by the predecessors of the ruling "Georgian Dream" party, during whose tenure Georgia obtained visa-free travel. "Accusations from Brussels of ignoring democracy are, of course, illogical and hypocritical. However, in a place where the release of the architect of the authoritarian regime, Saakashvili, from prison is demanded, this is hardly surprising," announced the Speaker of the Georgian Parliament* (European Pravda newspaper, 28 January 2025).

To study the trends of increasing or decreasing the number of Anglicisms in journalistic discourse, the researchers counted English borrowings in three political articles published in the newspaper Ukrayinska Pravda, which the researchers have already studied, for three different periods with a 5-year interval: *"Behind the Scenes of the 2014 Revolution"* (19 November 2014), *"Presidential Elections in Ukraine 2019: Online"* (31 March 2019), *"Ukrposhta or Diia. How and whether Ukraine can organise remote elections"* (26 December 2024). The statistical method determined the number of anglicisms per 5,000 characters in these articles, and the frequency of anglicisms in the text was also determined (Figure 3).
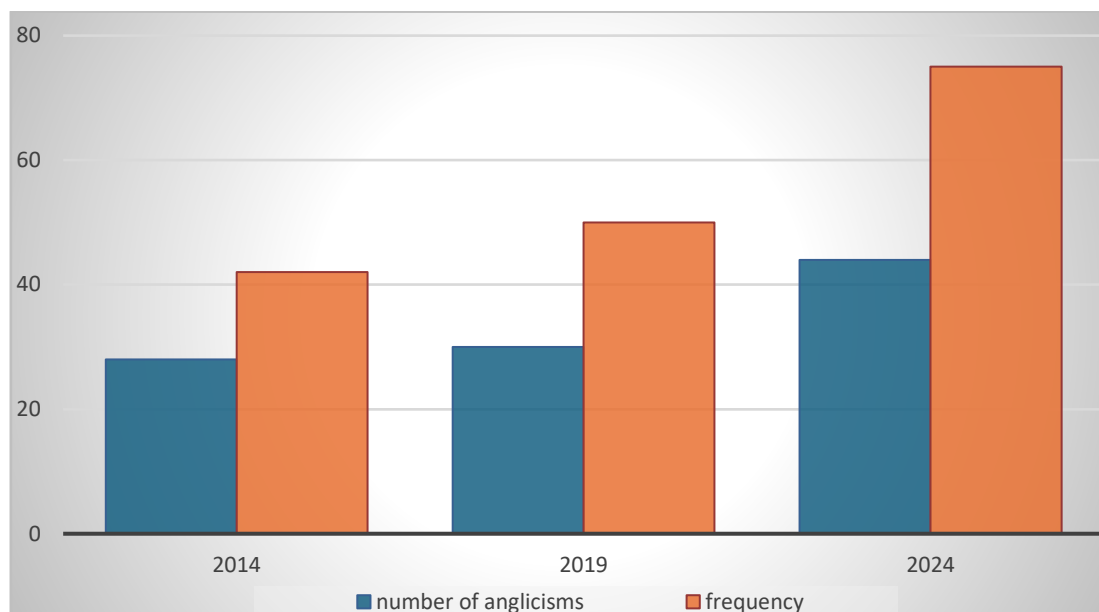
Figure 3. Frequency of Anglicisms in Ukrainian-language journalistic discourse (by headings) in units

As the chart shows, in 2014 and 2019, the number of anglicisms per 5,000 printed characters of a political, journalistic text was approximately the same (28 and 30 lexical items, respectively), while in 2024, there was an upward trend - 44 anglicisms. The frequency also shows that in 2024, the authors of the texts were more confident in using Anglicisms in their texts, as the frequency increased from 42 in 2014 to 75 in 2024. If the researchers analyze these articles at the morphological level, most anglicisms are nouns (82%), adjectives account for 11% and verbs for 7%. Verbs are usually adapted to the grammatical structure of the Ukrainian language and are derived from noun anglicisms, e.g., *donate, sponsor, destruct, minimize, deport, nationalize.* Most noun anglicisms refer to new realities or are internationalisms (*offshore, rating, website, corruption, structure, decentralization*). Most of the anglicisms presented in the articles have Ukrainian equivalents and can be replaced entirely by them. Sometimes, there is a need to distinguish between concepts that are similar in meaning (e.g., *image* and *image*).

It should be noted that Anglicisms influence not only the Ukrainian language and its lexical composition, but also Ukrainian culture as a whole, since language is a carrier of cultural codes. This influence is usually most noticeable in the field of education (Kong, 2024), as pupils and students are the most mobile social group, open to change and new things, and therefore easily accept new cultural ideologemes and, consequently, new vocabulary. Due to the war in the country, many Ukrainian students are currently studying abroad, mainly choosing English as their language of instruction. This also affects their language skills, as students gain access to new ideas, concepts, and cultural practices.

The influence of Anglicisms on Ukrainian culture can be seen in the following aspects:

1. Mixing of cultures, especially in the fields of music and cinema. Ukrainian performers adapt English elements to their works, creating new genres and styles.
2. Youth slang. Anglicisms are the most significant group of words in Ukrainian youth slang. Words such as "streetwear," "fashion," and "lifestyle" have already entered the everyday vocabulary of Ukrainian teenagers.
3. Technology and innovation are influencing communication culture, which has shifted mainly to indirect communication, i.e., through gadgets, new apps, and group chats, and new forms are undoubtedly dictating new rules for such communication. Anglicisms also dominate social media, so the use of English words and phrases in posts, comments, and memes is becoming the norm, shaping new communication practices among young people.
4. There is a dialectical relationship between the preservation of cultural identity and globalization, one of the tools of which is the English language. The entry of Anglicisms into the lexicon can lead to young people identifying themselves as part of Ukrainian culture and the global community.

Thus, Anglicisms influence Ukrainian culture in many ways, shaping new trends, styles, and ways of communication, reflecting the dynamic development of society in the context of globalization.

Discussions

A controversial issue regarding the influence of English as a lingua franca is the understanding of this influence as linguistic imperialism when knowledge or ignorance of English becomes an advantage or an obstacle to obtaining an education or getting a specific job. Even though most people perceive the spread of English as a positive phenomenon, some researchers view its spread as a homogenization of identities, as global English tends to align values and desires (Watson, 2016).

Johnson (2009) identifies the following issues as controversial: Is English an instrument of intercultural communication or homogenization and cultural imperialism? Is the current status of English as the Lingua Franca a potentially more dangerous phenomenon? The pessimistic outlook on the future dominance of English and the displacement of national languages is balanced by the tendency of many countries to counteract this influence through language policy and state-level measures to preserve linguistic diversity. Regional lingua franca such as Arabic, Spanish, and Chinese are also effective in providing intercultural communication, sometimes even more effective tools of understanding and interaction than English, especially for local communities, often united by a single cultural or religious paradigm.

This study agrees with Ricento (2018) that the following key questions require further discussion: Who can dictate language policy in a given country, and is this source of power individual to each state according to the linguistic and national landscape? Who in the government system should decide which language has value? The researchers are inclined to believe these questions can only be resolved in a single state.

Language mixing (code-mixing and code-switching), especially among young people, indicates a change in the functional distribution of languages. English is increasingly serving as a language of prestige and professional communication, illustrating lexical hybridity and the formation of new grammatical patterns. This challenges traditional approaches to language standardization and requires an update of language policy strategies. Excessive contamination of the language with inappropriate Anglicisms can threaten Ukrainian's systematicity and functional completeness, so language policy must consider both the needs of society and cultural security.

Among the main recommendations for the implementation of the language policy about English borrowings are the following:

1. formulate a strategy and concept of language identification;
2. use of anglicisms as terms only in a direct and general sense with a single semantic expression;
3. borrow only those words that do not have an adequate equivalent in the national language;
4. during the borrowing process, the euphony and stylistic relevance of the Anglicism are taken into account;
5. the inadmissibility of using synonymous equivalents for foreign language concepts due to the presence of connotative semantic shades;
6. consistency of borrowing with the terminology of the Ukrainian language;
7. the appropriateness of using anglicisms in relevant discourses.

Conclusions

The study found that Ukrainian-speaking readers do not always understand the lexical meaning of anglicisms or understand it approximately or partially. Therefore, when writing journalistic articles, one should consider the sphere of use of anglicisms and the vocabulary of native speakers. Based on the study's findings, it can be noted that Ukrainian political newspapers often use anglicisms in their texts to target a unique audience, i.e., the texts are intended for people who know English. Anglicisms are often used in the headlines of political articles for expressive purposes, creating a particular stylistic effect and thus affecting the entire text of the journalistic article and its general concept. Anglicisms in mass media texts perform the following functions: aesthetic, nominative, signifying, emotive, and contact. However, borrowed vocabulary is not always able to fulfil the communicative function. The reader of a journalistic text does not perceive the information of this text due to a lack of

knowledge of a foreign language or insufficient vocabulary, which indicates that the use of borrowed vocabulary is not always justified. The authors of journalistic articles should focus primarily on the communicative function of lexical units rather than the aesthetic one.

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Conflicts of Interests

The authors declare no conflict of interest.

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