**Обучение журналистскому сленгу через анализ английских заимствований в языке СМИ**

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**Teaching journalistic slang through the analysis of English borrowings in the language of the media**

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**Аннотация**

В рамках проекта анализируются английские заимствования в журналистском сленге. Обучение журналистскому сленгу с помощью такого метода, как анализ заимствований, способствует развитию критического мышления и аналитических навыков у студентов медийных специальностей, что очень важно в профессии журналиста. Умение объяснять заимствованные термины и их значение может повысить уровень информированности аудитории. В современном мире журналистика неразрывно связана с использованием англицизмов, что подчеркивает динамичность и актуальность языка. В процессе работы мы выявили, что использование английских терминов в русскоязычных медиа не просто расширяет лексический запас, но и формирует новые профессиональные стандарты, а также помогает адаптировать информационные потоки к актуальным глобальным трендам.

Проведенный анализ также указывает на необходимость адаптации образовательных программ для учащихся гуманитарных классов, которые должны не только овладеть основами языка, но и развить критическое мышление по отношению к языковым изменениям.

Это может быть особенно важно в условиях быстрого распространения информации и понимания терминологии, необходимой для адекватной интерпретации новостей. Цель проекта - создать комплекс упражнений для учащихся гуманитарных классов, чтобы попрактиковаться в лексике, используемой в языке СМИ.

Проект поставил важные вопросы о роли языка в медиа-пространстве. В конечном счёте, освоение журналистского сленга через призму англицизмов станет неотъемлемой частью профессиональной подготовки и практики.

**Abstract**

The project analyzes English borrowings in journalistic slang. Teaching journalistic slang through a method such as the analysis of English borrowings contributes to the development of critical thinking and analytical skills with media students, which is very important in the profession of a journalist. Being able to explain borrowed terms and their meaning can increase audience awareness. In the modern world, journalism is inextricably linked with the use of English borrowings, which emphasizes the dynamism and relevance of the language. While working on the project, we found out that the use of English terms in Russian-language media expands the vocabulary as well as forms new professional standards, and helps to adapt information flows to current global trends. The analysis also indicates the need to adapt educational programs for students in humanities classes, who must not only master the basics of language, but also develop critical thinking in relation to language changes.

This can be especially important in the face of rapid dissemination of information and understanding of the terminology necessary for an adequate interpretation of news. The goal of the project is to create a set of exercises for students in humanities classes to practice the vocabulary used in the language of the media.

The project raised important questions about the role of the language in the media space. Ultimately, mastering journalistic slang through the prism of English borrowings will become an integral part of professional training and practice.

**Ключевые слова:** журналистский сленг; заимствования; обучение; упражнения для журналистов;

**Key words:** journalistic slang; borrowing; training; exercises for journalists;

**Theoretical part**

The term “journalism” (from French journaliste → journal → Latin diurnalis, diurnale "daily news, news") stands for activities for collecting, processing and disseminating reliable information using the media (Internet, press, radio, television, cinema, etc.). Despite the large number of meanings of this concept, this interpretation is the most common. In Russia, the term "journalism" has been used since the 19th century. According to various researchers, this word was introduced by Nikolai Alekseevich Polevoy, but in 1755 the word "journalist" was first used by M.V. Lomonosov in his article "Reasoning about the duties of journalists when they present essays, intended to maintain freedom of philosophy."[1] It was derived from the French word "journal" (Journal. From the French (papier) journal - (newspaper) daily, this is exactly what the original meaning of the word was). It was in the beginning of the XVIII century that journalism began its formation in Russia.

In the XXI century, a lot of diverse professional vocabulary, referring to slang, came into use. The following terms in journalism are just a few examples of the terms that were borrowed from foreign languages[2]:

Briefing (English briefing < brief - short, short) - a very short press conference, which is held on one issue and immediately begins with questions from journalists[3].

Background - a background for creating a general picture of the news[4].

Kerning - a change in the letter spacing in the text.

Clock is a 60-minute radio hour[5].

Some journalism faculty, as well as media professionals, produce various manuals and glossaries for students and anyone interested in the subject. The examples of such books are given below:

1. "Journalism, advertising, public relations. Dictionary "(Compiled by V.V. Tulupov) (2010)

2. Boris Lozovsky "Journalism and the Media" short dictionary (2007)

3. Applied Ethics of a Journalist is a textbook in two parts.

4. Textbook on the special course "JOURNALISM AND MEDIA" (Faculty of Journalism, Moscow State University named after M.V. Lomonosov) (2022)

The language of journalism is rapidly changing, and new terms borrowed from English are actively included in the daily use of Russian media. However, without proper skills in their application, there is a risk of distortion of meanings and incorrect use of these words, which can lead to misunderstandings among the audience. Many words that are borrowed from English can be translated verbatim, but this does not always help to understand the meaning of the term and its application in the professional field. Many concepts are complex, but can be explained by whole sentences or texts detailing the activity of the word. Consider a few examples:

A showman is the host of a popular television show, if you shorten the explanation, you can simply say "host."

Life (English - "life") is a kind of plot that shows the event itself without journalist comments, which may contain a natural sound. A synonym may be "live "/" currently”/”on air”.

In order to find the correct equivalent in Russian one should study a foreign word or phrase, translating it literally. Having learned about the etymological origin of the term, one can correlate parallels with words in Russian, which can explain or replace the word. Here is an example of a complete parsing:

Backstage - English Backstage: back - "behind," stage - "stage." From this we can conclude that the translation of this term is "behind the scenes." If we explain it in more detail, this is a demonstration of the workflow, everything that is usually hidden from the eyes of the audience. The word " behind the scenes" can serve as a synonym in Russia[6].

**Research part**

In order to identify the extent to which students of specialized humanities classes can understand the professional vocabulary of journalists, a survey was conducted among students of 8, 10, 11 humanities classes. The main task of the survey was to identify whether there is a need to create special exercises to practice this vocabulary.

The total number of the respondents comprised 68 people. The questionnaire consisted of 10 questions (8 tasks with the choice of one correct answer and 2 with a detailed answer). The survey included the following questions asking for the explanation of the meaning of English borrowings in Russian:

1. What is “fake”?

2. What is "backstage"?

3. What is “deadline”?

4. What is a "lead"?

5. Who is the "speaker"?

6. What is a "feature"?

7. What is a "briefing"?

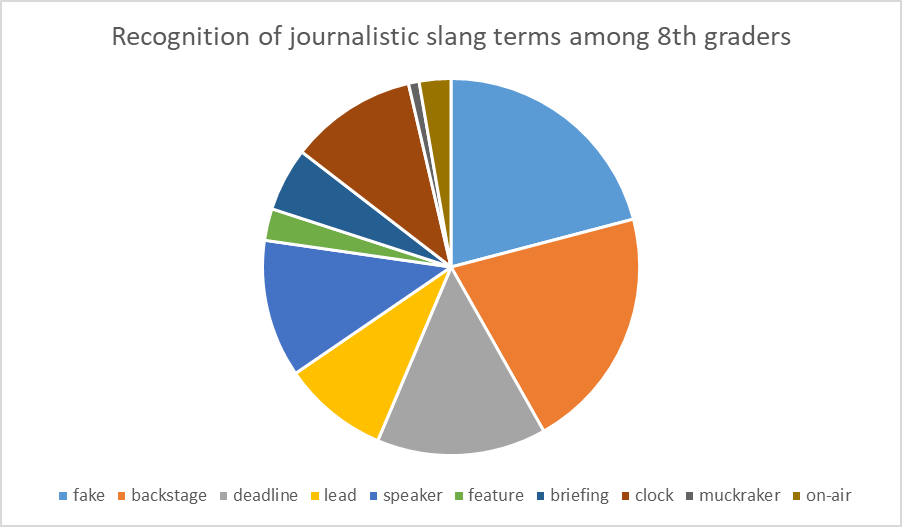
8. What is "clock"?

9. Who do you think a "muckraker" is?

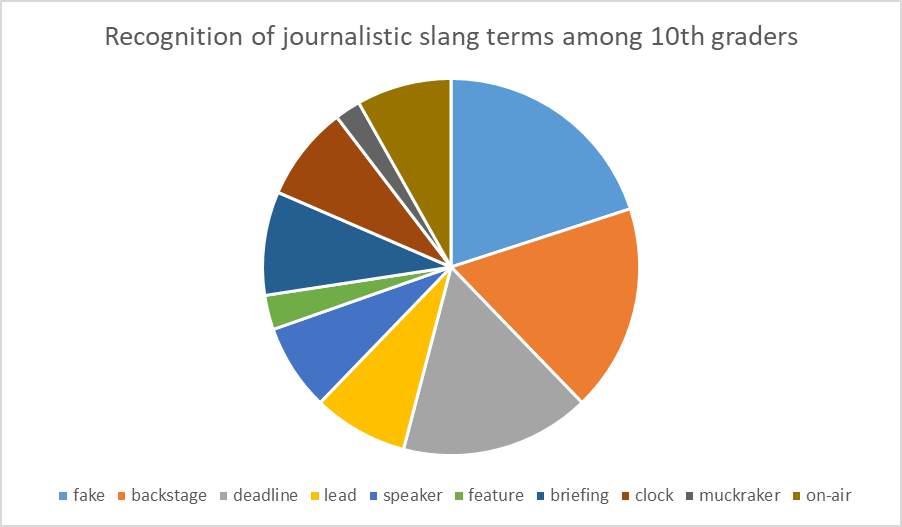
10. What does "on-air" mean? Where can you find this inscription?

The result of the study showed the extent to which students understand journalistic slang. The questionnaire included terms from the English language, which students of humanities classes study at a more in-depth level than other classes.

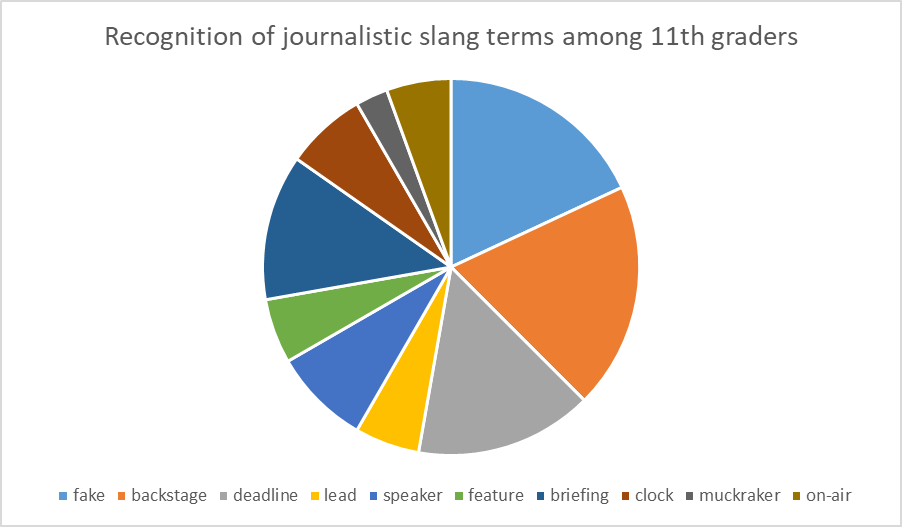
The charts provide statistics on the recognition of professional journalistic terms.



Pie chart

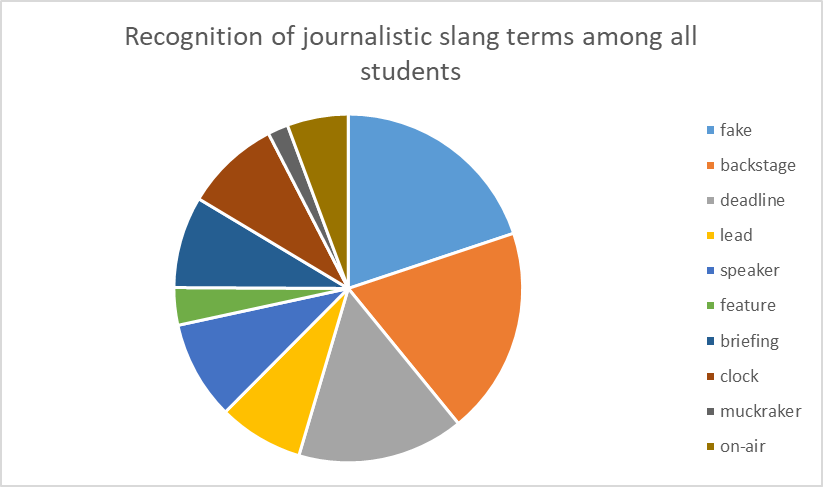


Pie chart



Pie chart

The survey results show that most students understand the meaning of such English borrowings as "fake," "deadline," "backstage," which indicates the widespread use of these terms in everyday communication. The smallest number of the students understand such terms as "muckraker," "feature," "on-air."



Pie chart

Thus, summing up the results of the survey, we can state that students are well versed in the basic concepts that we come across on the Internet every day. Most students in humanities classes could not cope with higher-level terms, despite in-depth study of a foreign language. All the terms in the questionnaire were borrowed from English, but the students were unable to understand most of them, which confirms the problematic nature of my project. We can conclude that the problem of misunderstanding journalistic slang is really relevant. Many respondents have difficulty interpreting terms and collocations used in journalism. This leads to misunderstanding of information, and often to distortion of its essence, which can harm both journalists themselves and the consumers of media content.

**Development and creation of vocabulary exercises**

The creation of specialized exercises allows not only to deepen the understanding of new terms, but also to teach students to use them correctly in context. Such classes contribute to building up confidence with future specialists, and provide basic knowledge on how to effectively apply English borrowings in various genres of journalism. This is especially important in the context of the globalization of media platforms, when information is transmitted instantly, which requires journalists to react quickly and properly.

The exercises are roughly divided into 2 blocks. The first block includes exercises to practice English borrowings of journalistic slang in English, that is via the native language of borrowings. The second block includes the development of English borrowings through the translation method and their inclusion in the context of Russian texts. We assume that working with English borrowings in two different directions will help students overcome difficulties with understanding and incorporating new terminology into their speech more successfully and increase students' perception of media content.

The exercises in English can be found on the link: <https://learningapps.org/watch?v=pzkznsip324>.

The exercises are included in a separate brochure that can be used both in lessons of Russian and in special courses in humanities classes: <https://disk.yandex.ru/d/-5JB786yh7YiFA>

**Conclusion**

In the modern world, journalism is inextricably linked with the use of English borrowings, which emphasizes the dynamism and relevance of the language. The research has shown that the use of English terms in Russian-language media not only expands the vocabulary, but also forms new professional standards. Besides, it helps to adapt information flows to current global trends.

Furthermore, the analysis indicates the need to adapt educational programs for students in humanities classes, who must not only master the basics of language, but also develop critical thinking in relation to language changes.

Creating effective exercises to practice these lexical units is a necessity, especially for humanities students and future journalists. Such exercises will help not only improve the understanding of English terms, but also develop the skill of their adequate use in various contexts.

Thus, our project has raised important questions about the role of language in the media space. Ultimately, mastering journalistic slang through the prism of English borrowings will become an integral part of professional training and practice.

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