

TENDENCIES IN THE TRANSFER OF LEXICAL MEANING OF ENGLISH LOANWORDS IN MODERN UKRAINIAN

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Abstract. This article explores the semantic evolution of English loanwords (Anglicisms) in modern Ukrainian, focusing on borrowings that entered the language from the 1990s onward. It applies J. Ajduković's theory of transsemantization to categorize the semantic changes as zero, partial, or free, depending on the degree of transformation from the original English meanings. The study defines Anglicisms as lexemes borrowed from or through English that contain at least one sememe formed under English influence. Drawing on a diverse corpus from media, fiction, conversational speech, and slang, the analysis reveals that the majority of Anglicisms in Ukrainian have undergone semantic narrowing, reflecting either a reduction in the number of sememes or a specification of meaning. Fewer cases involve semantic broadening or complete resemantization (derogation), the latter being more frequent in sociolects and expressive registers. The paper highlights how factors such as globalization, cultural prestige, and expressive stylistics contribute to the adoption and semantic reconfiguration of loanwords. Ultimately, the research underscores the dynamic nature of lexical assimilation and demonstrates how Anglicisms serve not only as linguistic imports but also as markers of cultural orientation and social identity within Ukrainian discourse.

Keywords: Anglicism, semantics, zero transsemantization, narrowing of meaning, expansion of semantic field, expansion of meaning, free semantic transfer.

1. INTRODUCTION

Over the past three decades, the emergence of recent English loanwords in modern Ukrainian has resulted from casual, one-sided contact between the English and Ukrainian language systems. This phenomenon is largely driven by the economic, social, and cultural development of English-speaking countries, as well as the establishment of English as a global lingua franca. The processes of globalization have intensified interest in learning English among younger generations, thereby facilitating the active adoption of linguistic and cultural elements by writers, scholars, journalists, and politicians. As a result, bilingual individuals incorporate specific elements of the English language into Ukrainian, both in speech and writing, promoting the diffusion and assimilation of these borrowings within the Ukrainian linguistic and cultural landscape. The aim of this study is to analyze recent shifts in the semantic behavior of borrowed words as influenced by their integration into a new linguistic environment.

2. THEORETICAL BACKGROUND

The issues of contactology have been explored by foreign scholars such as G. Paul, A. Martinet, N. Weinreich, S. Thompson, among others. In Ukrainian linguistics, the phenomena of lexical borrowing are examined in the works of Y. Zhluktenko, B. Azhnyuk, O. Muromtseva, N. Klymenko, E. Karpilovska, O. Styshov, L. Kyslyuk, and others. In particular, the stages and degrees of adaptation of borrowings have been the subject of research by A. Arkhypenko and I. Kamynin. The functioning of borrowings within the lexical-semantic system of the recipient language has been examined by O. Styshov and N. Popova. The nature of language interaction in contact situations has been studied by Yu. Zhluktenko, A. Arkhipenko, and O. Cherednychenko. The peculiarities of the adaptation of borrowed vocabulary at various linguistic levels have been studied by A. Gudmanyanyan and O. Muromtseva. However, the semantic behavior of English borrowings in the new linguistic and cultural context requires deeper analysis—particularly regarding the nature and strength of the semantic connection between the borrowed word and its etymon, the acquisition of new semantic nuances, and the hierarchical structuring of semantic components under the dominant influence of the recipient language environment. This underscores the relevance of the present study.

3. RESEARCH OBJECTIVE, METHODOLOGY AND DATA

In this study an *Anglicism* is defined as a lexical unit borrowed from or through English, possessing at least one sememe that has emerged under the dominant influence of the English language. Drawing on the ideas of I. Kovalyk (Kovalyk, 2006), we regard the semantics of Anglicisms as a complex, hierarchically structured semantic system, resulting from the process of borrowing a foreign lexical item and its subsequent assimilation into the lexical-semantic and grammatical system of modern Ukrainian. The semantic structure of the object under study is understood as comprising macrocomponents (denotative, connotative, functional-stylistic, grammatical, etc.) and microcomponents, which are further categorized as “core” or “peripheral.” The semantic behavior of Anglicisms will be analyzed within the framework of the theory of transsemantization developed by the Serbian scholar J. Ajduković (Ajduković, 2004). This theory conceptualizes transsemantization as a process of adaptive regulation at the semantic level, encompassing zero, partial, and free transsemantization. In cases of zero transsemantization, borrowings retain the original meaning of the etymon without alteration. Partial transsemantization involves several types of semantic transformation: 1a) a narrowing of the number of sememes in the borrowing compared to the etymon (narrowing of a meaning); 1b) a narrowing of semes—what Ajduković refers to as the reduction of the semantic field or nuance; 2a) an expansion in the number of semes, determined by the semantic structure of the recipient language; 2b) an expansion of both the number of semes and their possible combinations. These types may also occur in various combinations. Free transsemantization encompasses *derogation*—a radical expansion of the meaning of a loanword, in which the semantic connection with the original meaning is lost. This study focuses on the primary types of semantic change, excluding combinations of semantic modifications from consideration. The practical material consists of Anglicisms that entered the Ukrainian language in the 1990s and are used in mass media, fiction, conversational speech, and slang.

4. RESULTS AND DISCUSSION

The largest group consists of Anglicisms whose meanings were adopted into the Ukrainian language without modification—that is, according to Y. Ajduković's terminology, they are the result of *zero transsemantization*. In the source language, these are predominantly monosemantic lexemes, typically denoting phenomena and concepts that are new to society and emerged during the 20th century.

For example, the concept of *бейбібум* (*baby boom*) is relatively new even within the English-speaking world, as it refers to a phenomenon that occurred in the United States after the end of World War II—namely, “a significant increase in the birth rate” (Merriam-Webster, 2003). With this meaning, the English lexeme *бейбібум* is incorporated into the Ukrainian lexicon:

Демографи очікують, що після війни відбудеться невеликий сплеск народжуваності. Однак це навряд можна назвати “бебі-бумом”.

The **narrowing of meaning** is illustrated by the lexeme *істеблішмент*, the Ukrainian equivalent of the English *establishment*, which in English refers to a broad range of institutions, authorities, and dominant social or political groups, but in Ukrainian typically denotes only the political elite.

Фаворити нацвідбору. За кого вболіває культурний істеблішмент (headline of an article)

Французькі національні низи кинули виклик євроінтеграційному істеблішменту, не бажаючи поступатись своїм суверенітетом. (from the media)

The process of narrowing the meaning of the lexeme *маркер* is evident. In English, the polysemantic model of *marker* includes the following interpretations: 1 one that marks; 2 something used for marking such as a) a type of felt tip pen that makes wide lines; b) any of various sewing devices for making or indicating guidelines; 3 score; 4 promissory note; 5 something that serves to identify, predict, or characterize.

The Dictionary of Foreign Words (Pustovit, 2000) provides only one meaning for the lexeme *маркер*: a felt-tip pen used to highlight specific elements (such as lines or paragraphs) in a text. This reflects a specialization of meaning, derived from the direct nominative sememe of the etymon. At the same time, attested usage contexts indicate a shift—an expansion of the meaning of the Anglicism from a specific to a more general sense.

«Ой у лузі червона калина» як маркер нових наративотворчих трансформацій мистецької освіти в умовах широкомасштабної агресії РФ (from the media)

У змаганні повітроплавців є завдання, коли потрібно якомога влучніше поцілити в мішень на землі спеціальним маркером (мішечок з піском) з кулі (from the media). However, the semantic structure of the monosemantic Anglicism, when compared to the polysemantic model in the source language, positions the analyzed lexeme among those Anglicisms that have undergone semantic narrowing.

Language reflects the mentality and worldview of a people through the prism of their national and cultural characteristics. Borrowed lexemes, even when equivalents exist in the recipient language, often convey additional emotional, evaluative, or implicit meanings. In particular, the English lexeme *loser*, which carries the meanings: (1) a person or thing that loses, especially consistently; and (2) a person who is incompetent or unable to succeed—often extended to refer to something doomed to fail or disappoint—contains an inherent evaluative component in its very nomination and is perceived as highly offensive by the average native speaker of American English. This is rooted in the American way of life, which is closely associated with ideals of opportunity and financial success, achieved through persistence and hard work, as well as with societal disapproval of those who fail to attain such success.

The "winner–loser" dichotomy serves as a clear linguistic reflection of the nation's underlying life philosophy. Clearly, the borrowing of the lexeme *loser* into Ukrainian is not driven by a linguistic need to fill lexical gaps—given the existence of native equivalents such as *невдаха* and *неборак*—but rather by a desire to internalize certain elements of the American worldview, perceived as emblematic of economic and other forms of success. Indeed, in the context of globalization and the dynamic developments in the economic, financial, and political spheres, English borrowings have become a hallmark of the linguistic taste of the era—a marker of prestige, a sign of education, and an indicator of linguistic aesthetics. Ukrainian lexicographic sources do not yet record the Anglicism *loser*, although it is already defined and explained in the Ukrainian version of Wikipedia - Someone who consistently experiences failure or misfortune in a particular area, equivalent to the word *невдаха*. This semantic load is evident in the following attested usage contexts:

1) *Ми заціклюємося на негативному досвіді і замість того, щоб зробити висновки та уроки, ставимо на собі тавро лузера.* (from Facebook) 2) *Лузер та аутсайдер! Чому Пригожин не дійшов до Москви?* (video interview title). 3) *Я божеволію, я просто їду з глузду// Ще мить – і я зомлію//Я лідер, а не лузер* (lyrics of the band “Krykhitka Tsakhes”).

In the examples provided, the meaning of the analyzed lexeme is shaped by its contextual environment. In the first instance, semantic clarification arises through the connotatively charged lexeme *тавро* (“brand”), which equivalent, notably, has a broader and more neutral range of meanings in English. In the second example, semantic clarification occurs through the use of the synonymous Anglicism *аутсайдер* (*outsider*), which shares a common seme with *лузер* (*loser*). However, in our view, the negative evaluative connotation associated with *аутсайдер* (*outsider*) is weaker than that of the Anglicism *лузер* (*loser*). In the third example, semantic clarification is achieved through the use of the converse *лідер* (*leader*). Thus, based on the interpretation of the English model *loser* and the attested contexts, the lexeme *loser* in Ukrainian can be classified as having undergone semantic narrowing in comparison to its original model.

From the semantic structure of the English lexeme *cover*, the sememe denoting “a new performance or recording of a musical work by a different singer or musician” has been assimilated into the Ukrainian linguistic context.

Казер-версії – це не просто повторення відомих музичних творів, а можливість для виконавців продемонструвати власну майстерність і творчий підхід.

Significantly fewer cases of seme narrowing were recorded— a phenomenon that Ajduković refers to as “the reduction of the semantic field or nuance” (Ajduković, 2004, 193). The narrowing of semes can occur during the specialization of a lexeme, particularly when it is adopted as a term within a specific professional or scientific field. This type of semantic change is typically accompanied by the preservation of the core semantic components of the archiseme, along with the addition, replacement, or omission of differential semes (Stratulat, 2007, p. 75). The lexeme *cartridge* is defined in English explanatory dictionaries as “a case or container that holds a substance, device, or material which is difficult, troublesome, or awkward to handle and that usually can be easily changed” (Merriam-Webster, 2003). The dictionary subsequently lists various items that may be referred to as a *cartridge*, without distinguishing them as separate semes. In Ukrainian, however, the English term *cartridge* has been adapted with a narrower semantic scope, referring specifically to “a toner cartridge for photocopying machines, copiers, computer printers, and a range of other technical devices” (Mazuryk, 2002). Напр.:

Зараз лєвова їх частка йде виготовлювачам паперу та **картриджів** для кольорових струминних принтерів, головним чином виробництва компанії HP (Hewlett-Packard).

Among the six meanings of the polysemous English word *party*, the sememe denoting “a friendly, sociable gathering or entertainment event” has been borrowed into Ukrainian, along with the sound form *пamі*. Slang dictionaries interpret the anglicism *пamі* as *вечірка* (“party” or “social gathering”). (Skopnenko, 2006, p. 7). In speech contexts, the anglicism *пamі* is often used as part of a compound noun—such as *мафія-пamі*, *антипон-пamі*, *хеловін-пamі*, and others—thereby specifying a themed party with a particular purpose beyond mere entertainment. *Цікаві фото виходять, коли роблять **гендер пamі** на відкритому повітрі. Якщо вечірка проходить у закритому приміщенні, можна оформити тематичну фотозону.*

Thus, the analyzed lexeme can be classified as a borrowing with a narrowed semantic scope.

The meaning of the English lexeme *shopping mall* is delimited by two nuances: a) an urban shopping area featuring a variety of shops surrounding a usually open-air concourse reserved for pedestrian traffic; b) a usually large suburban building or group of buildings containing various shops with associated passageways (Merriam-Webster, 2003). The use of the anglicism *шопінг мол* serves as an illustration of this semantic context. *Універмаг «Україна» - твій найкращий **шопінг-мол**.* (advertisement).

The Great Explanatory Dictionary of Modern Ukrainian defines the lexeme універмаг (department store) as “a universal store of citywide significance offering a wide assortment of non-food goods.” In contemporary usage, the implicit seme of the word *універмаг*—“a large commercial space leased by various entrepreneurs for the sale of consumer goods”—has replaced the earlier seme “a state-owned retail store.” Therefore, the redefinition of the concept *універмаг* as a *shopping mall* is justified. At the same time, the anglicism lacks the differential semes “open-air vestibule” or “interconnected walkways,” as well as the seme “located in the suburbs,” since department stores have traditionally been situated in the central parts of cities. Nevertheless, the emergence of this anglicism in Ukrainian discourse is not driven by the need to name a new phenomenon or to enrich synonymous series. Rather, its usage is explained by the phenomenon of so-called “rank elevation,” whereby a lexeme that is neutral in the source language acquires connotations of prestige and significance in the recipient language.

An **expansion of the semantic field** of an anglicism relative to its source model is a relatively rare phenomenon. Such a restructuring of semes can be observed in earlier borrowings that have been functioning in the Ukrainian language for an extended period and have been recorded lexicographically. This type of vocabulary has been the focus of I. Kamynin’s research, who proposed his own classification of the lexico-semantic transformations of English borrowings (Kamynin, 1994, pp.100-160).

Nevertheless, such changes are also observed in some recent anglicisms, as their semantic scope is dynamically influenced by the new linguocultural environment. As an example, we present a comparison between the interpretation of the English lexeme *billboard* and its Ukrainian equivalent *білборд*. In the source language, the model *billboard* denotes “a flat surface (as of a panel, wall, or fence) on which bills are posted, specifically a large panel designed to carry outdoor advertising” (Merriam-Webster, 2003). The CCIC provides the following definition of the anglicism *білборд*: (1) display window, notice board, poster; (2) an enclosed, glass-covered, internally lit case for posters, placards, or various types of information, typically installed along streets (Skopnenko, 2006). The semes “enclosed,” “glass-covered,” and “internally lit” add new semantic content to the borrowing, allowing us to argue for an

expansion of the semantic field—an instance of transemantic shift in the adaptation of the anglicism into Ukrainian. *А ще ми з жахом почали спостерігати, як бізнес-рекламу на біл-бордах потроху посуває політична реклама; Дінос і Джейк Чепменн говорять у своїх роботах мовою рекламних білбордів – візуальність б'є навідріг так, що неможливо не звернути уваги.* It should be noted that in the process of adaptation, the English borrowing *білборд* acquired a new graphic form—*бізборд*—as a result of reinterpretation through so-called folk etymology, whereby the first component became associated with the English lexeme *big*, due to the large size of the advertising board. However, in our view, this has not significantly affected the semantic development of the neologism, since both semes—“large” and “advertising” (the latter being explicitly present in the component *bill*, meaning “advertisement”)—are inherent in both the etymon and its Ukrainian borrowing equivalents: *І як мені врешті явити дев'ятого, Варцабича? Може, у вигляді величезної візитної картки білборду, на якій уже зі ста метрів виразно прочитається: Ран Vartsabych, Ylko, Jr., Owner,...(Ю.Андрухович, Дванадцять обручів); Реклама на біз-бордах, транспорті, сімі-лайтах. Рекламна агенція Trampin.*

At the same time, the reinterpretation of the component *bill* as the adjective *big* contributed to the emergence of new associative parallels and, as a result, a word-forming act in which human thought is prompted by linguistic material and directed toward objectively existing reality. The seme “large” began to be associated with the figures depicted on advertising billboards—primarily politicians or other public figures. Thus, this remotivation led to the emergence of a new lexeme marked by a distinct emotional and expressive connotation. *Підретушоване обличчя майбутньої влади ми мали сумнівне задоволення спостерігати впродовж багатьох тижнів на численних «біз-мордах», а про потенції такої влади здогадувалися, слухаючи, як нас прилюдно обзивали козлами і щурами.*

The **expansion of meaning** in an anglicism, compared to its etymon, typically occurs when the etymon is monosemantic; more rarely, such expansion is observed in words whose lexico-semantic structure contains two or more meanings. Generally, these lexemes have either emerged recently in the English language or have evolved as derivatives. They are often terms denoting new phenomena, particularly in the fields of technology, social relations, economics, and similar domains.

For example, the monosemantic English lexeme *Xerox*, a trademark referring to a photocopying device, has a Ukrainian counterpart *ксерокс*, which refers not only to the device itself but also to the image produced by it—a photocopy. This expansion is the result of a metonymic shift, whereby a proper noun is transferred to denote a common noun, driven by the widespread use of such devices (Mazuryk, 2002, p. 106).

The development of a borrowing's semantic structure may be influenced by the specific features of the linguocultural environment and by the reinterpretation of the lexeme through the lens of linguistic and social mentality. The lexeme *ніар* (or in its extended form *наблік рілейшнз*) appeared in Ukrainian discourse in the late 1990s and, as in the source language, referred to the business of inducing the public to have understanding for and goodwill toward a person, firm, or institution (Merriam-Webster, 2003). A new term, which proved relevant and appropriate for covering political and cultural events, acquired additional meanings in its new linguistic environment. According to the *Dictionary of Foreign Words*, to the contact sememe “facilitating the establishment of understanding and goodwill between an individual, an organization, and the public through the dissemination of explanatory materials, the development of communication (information exchange), and the evaluation of public opinion” (Skopnenko, 2006), the sememes “the information department of a commercial enterprise” and “a

system of informational relations between government and the public" were added (Skopnenko, 2006). In addition, attested usage demonstrates the emergence of the meaning "advertising" within the semantic scope of the analyzed lexeme. *Помаранчева революція...зробила великий піар Україні. Нею зацікавились не тільки політики, а й видавці.*

At the same time, the phenomenon of *piar* increasingly acquires a negative connotation, shaped by the specific features of Ukraine's political and social life, as well as by the mentality of its speakers. As noted in the article "Why is PR a Dirty Word in Ukraine?", the term's poor reputation stems from Ukrainian political technologists who simultaneously engage in both public relations and manipulative or unethical practices. The negative connotation of the word is also attributed to Soviet-era stereotypes and certain associations with the word *публічний* (*public*). This perception is further explained by the influence of the Orthodox Christian worldview, which promotes modesty and discourages self-promotion. A similar view is expressed by the writer Yurko Pokalchuk in the aforementioned publication: *Що таке піар? Це бажання прославитися...Щоб прославитися, треба талант і роботу. Це явище має негативне значення, тому що за ним стоїть штучне бажання себе випхати за раухнок грошей* (www.bbc.co.uk/ukrainian/entertainment/story). The strong entrenchment and semantic expansion of the neolexeme *piar* is further evidenced by the emergence of stable word combinations: *чорний піар* (black *piar*) -covert PR aimed at destroying or discrediting an opponent, *сірий піар* (gray PR) - PR that conceals its source, *зелений піар* (green PR) -socially responsible PR, *коричневий піар* (brown PR) - promotion of neo-fascist and nationalist propaganda, *жовтий піар* (yellow PR) - use of offensive or sensationalist elements, and others. In this way, the lexeme *piar* acquires new semantic nuances under the influence of the recipient language and undergoes partial transsemantization through semantic broadening.

The phenomenon of a **complete change in the semantic scope** of a borrowed word (free semantic transfer) is relatively rare; lexical units of a derogatory nature constitute a small portion of the borrowing system. In our view, this is due to the core reasons and aims underlying the process of borrowing. The primary linguistic motivations for incorporating foreign words into the lexical structure of the recipient language include the need to name previously unknown objects and phenomena, linguistic economy—a tendency toward more concise naming—and the need for expanded synonymy, among others. On the other hand, in the context of using a foreign-language element, factors such as the prestige of the source language, adherence to linguistic fashion, and the pursuit of euphemism are also significant.

These reasons should be taken into account when examining the phenomenon of the loss of an etymon's original meaning and the acquisition of new semantics in the recipient language, particularly in colloquial styles and various sociolects, where verbal behavior is considerably more relaxed and freer. In such contexts, borrowing is not used to fill conceptual gaps but rather to create an effect of defamiliarization or cryptic speech comprehensible only to a limited circle. Wordplay and linguistic playfulness, as characteristic features of slang and jargon, are achieved through metaphorical and metonymic reinterpretations, folk etymology, and associative connections. The semantic potential of expressive words and the variability of a lexeme within context become much more apparent (Kondratiuk, 2006, p. 20).

Advertised products are especially productive triggers for such changes. The connotative semes that come to the fore in the semantic load of such borrowings are aimed at evoking the listener's emotions rather than reflecting objective reality. Their diffuse nature suggests the temporary status of these lexical

units. For instance, the chocolate bar *Сніккерс* (*Snickers*) is recorded in some dictionaries as a slang term for *кров'янка* (*blood sausage*) (Stavystka, 2003).

Since the primary motive of slang systems is expressiveness and verbal self-assertion (Kondratiuk, 2006, p. 17), their word formation tends to playfully rework the names of already familiar or widespread objects and phenomena. In some cases, the semantic connection between the object and its name (in our case, an anglicism) is minimal, and its interpretation relies on guesswork. For example, the *Dictionary of Contemporary Ukrainian Slang* records the use of the chocolate bar name *Bounty* to refer to moonshine made from sugar beets, accompanied by an illustrative etymological comment: *Bounty—because the first letter is “b,” just like in the raw material* (Dictionary of Contemporary Ukrainian Slang, 2006).

The linguistic play likely involves a subjectively ironic reinterpretation of the advertising slogan “*Bounty – a taste of paradise.*” Here, paradisiacal sensations are associated not with exotic sweets, but with a homemade alcoholic beverage. The particular cultural attitude toward this product in certain social strata has led to the emergence of an expanded set of expressive, evaluative, and stylistically marked synonyms. Moonshine is also referred to by the lexemes *Snickers* and *Uncle Sam*—the latter being both a humorous reference to the United States and the name of a popular brand of ketchup (Dictionary of Contemporary Ukrainian Slang, 2006). In our view, the principle behind the formation of such semantic loads is the same: the use of paronymic elements and individually associative thinking.

5. CONCLUSIONS

Thus, the theory of transsemantization has made it possible to reanalyze the semantic structure of English borrowings in the context of the Ukrainian language. In particular, it has been found that a significant number of English borrowings in the recipient language function with the same semantic scope as in the source language. The most common in speech are Anglicisms with a narrower semantic scope relative to the model, when the meaning most common in the English linguistic and cultural environment is borrowed. The semantic development of anglicisms is influenced by the new linguocultural environment, which leads to the enrichment of borrowed meanings with new semes and nuances. The expansion of meaning in recent anglicisms through the addition of new sememes is episodic. Typically, the etymons are also newly coined words in the source language, used to denote emerging phenomena in the fields of economics, technology, social relations, and so forth. The phenomenon of derogation, which entails the loss of semantic connection between a borrowing and its etymon and the acquisition of an independent meaning, is observed in various sociolects. Thus, understanding semantic transfer in Anglicisms not only reveals patterns of linguistic assimilation but also reflects deeper cultural dynamics in the Ukrainian language landscape.

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Ярина Битківська, Оксана Семак. Семантичні зрушення англiзмiв: особливостi лексичної адаптацiї в сучаснiй українськiй мовi. *Журнал Прикарпатського унiверситету iменi Василя Стефаника. Фiлологiя*, 12 (2025), 16–24.

У статтi досліджується семантична еволюцiя англiзмiв у сучаснiй українськiй мовi, зосереджуючись на лексемах, що увiйшли до мовного вжитку з 1990-х рокiв. У роботi застосовується теорiя транссемантизацiї Й. Айдуковича, яка дозволяє класифiкувати семантичнi змiни як нульовi, частковi або вiльнi залежно вiд ступеня вiдхилення вiд первинного значення етимона. Англiзм визначається як одиниця лексики, запозичена з англiйськiй мови (безпосередньо або опосередковано) i така, що має принаймнi одну семему, сформовану вiд впливу англiйськiй. На основi матерiалу iз засобiв масової комунiкацiї, художньої лiтератури, розмовного мовлення та сленгу з'ясовується, що бiльшiсть англiзмiв в українськiй мовi зазнають звуження значення, що виявляється або у зменшеннi кiлькостi семем, або в спецiалiзацiї значення. Рiдше трапляються випадки розширення семантики або повної змiни (дерогацiї), що частiше фiксується в соцiолектах. У роботi пiдкреслюється роль таких чинникiв, як глобалiзацiя, культурний престиж та експресивна стилiстика, у процесах запозичення та семантичної переорiєнтацiї лексем. У пiдсумку дослідження демонструє динамiчний характер лексичної асимiляцiї та показує, що англiзми виступають не лише мовними одиницями, але й маркерами культурної орієнтацiї та соцiальної iдентичностi в українськомu дискурсi.

Ключовi слова: англiзм, семантика, нульова транссемантизацiя, звуження значення, розширення семантичного поля, розширення значення, дeрoгaцiя.