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THE PROBLEM OF STUDYING COMPLEX BORROWED WORDS IN THE INTERNET MEDIA (BASED ON FAST FOOD ADVERTISING)

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Abstract: *The article examines the use of borrowed complex words in fast food advertising within the field of Internet media. The purpose of this article is to analyze different aspects of complex borrowed words in fast food advertisement and describe semantic features of these words based on English and Russian languages. Considered such important issues as theoretical problems differences and similarities of meanings fast food borrowed words, their formation in English and Russian dictionaries. A significant place is occupied by the characteristic of phonetic and semantic features of borrowed words. Fast food, with its wide spread availability and consumption, has permeated digital media through various channels, including social media, online reviews, and food blogs. The article provides some examples of the functioning of complex borrowed words in the Internet media of Uzbek and Russian media. In the result of our research we divided and classified the polysemantic and monosemantic words and similarity and differences of meaning fast food borrowed words.*

Key words: *borrowed words, advertisement, food blogs, digital media.*

INTRODUCTION

The relevance of our article stems from the growing significance of advertising, particularly fast food advertising, in modern society as a form of mass communication, alongside the globalization of economic, political, and cultural processes. Specifically, the article examines borrowed lexemes in fast food advertisements, reflecting cultural exchange. This linguistic issue is noteworthy as many word meanings remain unexplored, leading to potential misuse. Systematizing borrowed words can benefit linguistics by enabling separate examination of each category, aiding linguists and advertisers alike.

Both foreign and Russian scholars have shown keen interest in this topic, conducting research that contributes significantly. Works by E. Hall, L. Samovar, R. Porter, I.I. Haleyeva, S.G. Terminasova, and O.A. Leontovich are particularly influential. Linguists like Clow and Baak have analyzed advertising functions, emphasizing brand awareness promotion and persuasion.



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Advertising has become ubiquitous in the modern world, prompting linguistic inquiry. To understand this phenomenon, it's crucial to define advertising. While the term "advertisement" gained widespread usage in the English language in the 19th century, it simply denoted "a message about something" in the 14th-15th centuries, as per the Oxford dictionary. Romance languages such as French, Italian, and Spanish also had similar concepts ("publicite" in French, "publicidad" in Spanish, "pubblicita" in Italian), highlighting the mass nature of the audience. With the development of trade and integration, advertising evolved, accompanied by language exchange, resulting in borrowed words.

The primary function of advertising is informational and communicative, serving as a channel between advertisers and target audiences. Social advertising also serves a communicative function, addressing social issues, causes, or soliciting participation in charities, distinct from brand promotion.

The objective of this article is to illustrate examples based on empirical data, specifically internet sources. Utilizing theoretical frameworks and examples gathered from online platforms, we have categorized various food groups. It's crucial to note that these categories encompass sub-categories.

Methods: In this article, we used descriptive method. Studying complex borrowed words in internet media, particularly in fast food advertising, descriptive methods can be utilized to thoroughly examine the use and impact of these words. By conducting a thorough analysis of fast food advertising in internet media platforms, we can identify and categorize complex borrowed words, such as loanwords and blends, that are commonly used in these contexts. Additionally, descriptive methods help understand the cultural, social, and linguistic implications of these borrowed words.

RESULTS:

Fast food: Advertising for fast food items features a plethora of borrowed words:

Brands: "McDonald's," "Burger King," "Subway," "KFC," "Pizza Hut," "Taco Bell," "Wendy's," and "Starbucks."

Burgers and hot-dogs (чизбургер, твистер джуниор, шеф бургер, нагетсы, стрипсы etc.): These terms are commonly used without translation, such as "Шеф burger."¹

¹ <https://www.gazeta.uz/ru/2017/10/06/burger/>



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Pizzas (пеперони, маргарита, Барбекю, Супер комбо, Dodo pizza, etc.): Borrowed words are frequently employed in pizza names, simplifying speech and attracting attention, as seen in "Dodo pizza."

Crisps (Lays, Cheers, Cheetos, etc.): Brand names like "Pringles" and "Lays" have become commonplace, with "Pringles" possibly conveying a sense of deliciousness.

Table: Meaning and naming of Fast food words in English and Russian language

English	Meaning	Russian	Meaning
Hamburger	a round, flat piece of minced beef, fried and usually eaten between two halves of a bread roll	Гамбургер	это горячее блюдо, обычно состоящее из котлеты из измельчённого мяса, как правило, говядины, помещённой внутрь разрезанной пополам булочки.
burrito	a Mexican dish consisting of a soft wheat tortilla (tortilla), in which a variety of fillings are wrapped, for example, minced meat, overcooked beans, rice, tomatoes, avocado or cheese.	Буррито	мексиканское блюдо, состоящее из мягкой пшеничной лепёшки (тортильи), в которую завернута разнообразная начинка, к примеру, рубленое мясо, пережаренные бобы, рис, помидоры, авокадо или сыр.
boxmaster	chicken fillet in crispy hot & spicy or original coating, crusty hash brown, piece of cheese, Tomatoes chunks, lettuce and tender sauce in hot flat bread	БоксМастер	куриное филе в хрустящей острой пикантной или оригинальной панировке, хрустящая оладья, кусочек сыра, кусочки помидоров, листья салата и нежный соус в горячей лепешке
Cheeseburger	natural ground beef steak with pieces of cheese on a bun with mustard, ketchup, onions and slices of pickles.	Чизбургер	рубленный бифштекс из натуральной цельной говядины с кусочками сыра на булочке, заправленной горчицей,



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			кетчупом, луком и кусочком маринованного огурчика.
Twister	Pieces of chicken fillet in crispy breading with juicy lettuce leaves, tomato slices and delicate sauce, wrapped in a wheat tortilla and toasted in a toaster.	Твистер	Кусочки куриного филе в хрустящей панировке с сочными листьями салата, кусочками помидора и нежным соусом, завернутый в пшеничную лепешку и поджарый в тостере.
sandwich	is a dish typically consisting of vegetables, sliced cheese or meat, placed on or between slices of bread, or more generally any dish wherein bread serves as a container or wrapper for another food type.	Сэндвич	вид бутерброда, состоящего из двух кусочков хлеба и какой-либо начинки между ними[1] (закрытый бутерброд)
Hot dog	s a dish consisting of a grilled, steamed, or boiled sausage served in the slit of a partially sliced bun	Хот-дог	это блюдо, состоящее из жареной или приготовленной на пару сосиски, подаваемой в разрезе булочки.
nugget	a small piece of chicken or fish that has been covered in breadcrumbs and fried	Наггетс	небольшой кусочек курицы или рыбы, обваленный в панировочных сухарях и обжаренный
pizza	a dish of Italian origin, consisting of a flat round base of dough baked with a topping of tomatoes and cheese, with added meat, fish, or vegetables.	пицца	Блюдо итальянского происхождения, представляющее собой плоскую круглую основу из теста, запеченную с начинкой из помидоров и сыра, с добавлением мяса, овощей.



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french fries	a thin strip of deep-fried potato	Картофель фри	нарезанный брусочками или пластинками картофель, жаренный во фритюре
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In the result of analysis of advertising material in the internet media we analyzed types of fast foods.

CONCLUSION

The Uzbek website zira.uz showcases recipes that utilize borrowings to add originality to meals. For example, "sandwich"², a common dish in American culture, features prominently. Another popular term among enthusiasts of a quick snack is "pizza," originally from Italian, meaning "a large circle of flat bread baked with cheese, tomatoes, and sometimes meat and vegetables". Similarly, "hot dog," a fast food name borrowed from English, has become ubiquitous in Russian and Uzbek menus.

In conclusion, the infiltration of borrowed words is inevitable in our digital age. Linguists must examine this phenomenon not only for linguistic reasons but also for its role in cultural exchange, enriching people's understanding of different societies' cultures.

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