

All these examples of dysphemisms serve to form a certain negative image of both persons and situations, emphasizing their negative features and creating the impression of a threat or general negativity [4].

'The same old show': Kamala Harris describes Donald Trump's debate performance, hinting at the repetitiveness and irrelevance of his arguments. This can be perceived as a disdain for Trump. "No action plan, concepts!": here Harris emphasizes that Trump has no real plan, only concepts. She mocks him for not providing concrete actions, only abstract ideas. It can also be taken as a dysphemism, as she questions the seriousness of his proposals. Harris also uses the term "Trump abortion bans," which can have a negative connotation, in an attempt to link Trump to restrictions on women's abortion rights. This emphasizes the critical attitude towards his policy [7].

Therefore, the lexical-semantic features of dysphemisms in the modern American press, in particular in the articles of "The New York Times", play an important role in the formation of public opinion and influence on the perception of political and social events (pragmatics). Dysphemisms, expressions used to express a negative attitude towards certain persons or phenomena, often contain veiled or direct disparaging undertones, which helps to emphasize criticism or irony.

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THE PLACE OF RP IN THE LANGUAGE IDEOLOGY OF THE UK AND ITS MODERN VARIANT

In today's globalized world there is an urgent need for the common instrument to conduct international business and other affairs. The English language has successfully

filled this gap and became a *lingua franca*. The most common variant of English is “The British English sociolect and accent known as RP or Received Pronunciation (also known under other names such as “The Queen’s English” or “BBC English”)”. Within the process of modernization and integration of the international area the language faces the changes too, thus, the appearance of the Modern RP in the result. Eventually, the place of RP in the language ideology of the UK and its modern variant are introduced in this paper.

A number of scientists did their research on the matter of our investigation. Lynda Mugglestone explored the history and identity of RP, tracing its development from the 18th century to contemporary discussions on usage and attitudes [8]. Paul Kerswill investigated the dialect levelling and the diminishing prominence of RP, analyzing social mobility and meritocracy's impact on accent variation [11]. Anne H. Fabricius examined sociolinguistic changes in RP, focusing on phonetic variation and the socio-economic factors influencing its evolution [5]. Devyani Sharma led the "Accent Bias in Britain" project, studying how accent perceptions, including RP, affect social mobility and professional opportunities [1]. Joan Beal analyzed the historical development of RP and its role in British society, particularly in relation to social class and regional accents [3]. Peter Trudgill researched sociolinguistic patterns in British English, including the status and perception of RP in relation to other UK accents [16].

First and foremost, it is better to start with the importance of RP in the UK language ideology. The question of why an accent is standardised may arise. “Standardisation occurs when features of a dominant variety are established and maintained. This can happen naturally through language contact with speakers of different accents and dialects” [14]. It is vibrantly connected with the historical overview and even the Industrial Revolution which influenced English to spread worldwide as the most common spoken language. “The historical origins of an English speech standard are commonly traced back to the 16th century [4; 3; 2], when prestige became attached to one type of pronunciation”. According to Honey [6], this development started as early as the 15th century, with the emerging predominance of a variety which was “a fusion of South Central Midlands influences with existing London speech forms” [6, p. 211]. For political and economic reasons, it was the educated speech of the capital and the surrounding areas which emerged as the high-status variant [11]. This shows us how even the accent may indicate people about their status and what to expect from their interlocutors, which exposes the level of their literacy and education at those and even these times. Eventually, this tendency may be called “linguistic prescriptivism”, which “refers to the ideology and practices in which the correct and incorrect uses of a language or specific linguistic items are laid down by explicit rules that are externally imposed on the users of that language” [10].

In the early 19th century, a notable shift occurred across Great Britain. Members of the upper echelons of society nationwide started altering their speech, adopting the pronunciation and patterns associated with the London upper class. And even now the members of the Royal family are implemented by this change. The youth, thus, uses the modern version of RP.

According to Paul Kerswill, “In Britain ... , there are distinctive ways of speaking in each town and city. Sometimes these differences are quite large ...” [11]. However, even the standard is changing. “When a consonant or a vowel starts to change, it is always young speakers (i.e. children, teenagers) who first use the new pronunciation. They do this subconsciously, in order to sound different from adults. Each new generation tries to establish its own identity, and there are various ways in which this happens: young people introduce new ideas and attitudes, new kinds of music, new fashions, and also new ways of pronouncing their native language. As a result, the speech of young people sounds more modern than the speech of older people, which can sound old-fashioned. This is true even in standard accents of English, such as RP” [12].

Thus, the case in point is the tendency and changes of the Modern RP. Well, the changes are in vowels including diphthongs and consonants. There are 8 diphthongs: /eɪ/, /aʊ/, /ɪə/, /aɪ/, /əʊ/, /εə/, /ɔɪ/, /ʊə/. Those at these times may be underestimated and reconsidered to be pronounced in the other way. The younger generation of RP speakers use them in the following course of action: “*beer*” /ɪə/ > /ɪ:/ ; “*chair*” /εə/ > /ε:/; “*poor*” /ʊə/ > /ɔ:/” [12].

Besides diphthongs, the other vowels have been reconsidered. The bright example is the broad sound [æ], in the word “*cat*”; it may be pronounced as more central [a] sound. The upcoming is the vowels /u:/ in “*food*” and /ʊ/ in “*good*”. These vowels were pronounced as back rounded vowels, but today they are articulated with a more central tongue position and less pronounced lip rounding. The vowel /ɔ:/ in words like “*thought*” and “*north*” has also shifted, moving from a relatively low [ɔ:] sound in traditional RP to a higher [ɔ:] sound in modern RP.

The next point to mention is the shift of the consonants. The most significant sound, if it can be called like that, of the many varieties of the British accents, in general, is the glottal stop. Glottaling, the pronunciation of /t/ (and sometimes /d/) as a glottal stop [ʔ], occurs at the end of words and before consonants [12]. It is common in many urban British accents, such as Cockney, Glasgow, Manchester, and Estuary English. Recently, it has become a standard feature in modern RP, especially among younger speakers. The significant instance in this case is the phrase: “The bottle of water”, which contains two glottal stops.

Also, modern RP has incorporated several characteristics from regional accents, including l-vocalisation, where the consonant /l/ is articulated as a vowel-like sound [ʊ] or [w] at the end of words or before another consonant. This feature, originally associated with Cockney and Estuary English, is now common in RP. For instance, “*deal*” has shifted from [di:t] to [di:w], and “*milk*” from [mɪlk] to [mɪwk].

Another modification is the introduction of intrusive r, where [r] sound is added between two words to connect them, as in “*law and order*” ([lɔ: ən...] → [lɔ: r ən...]). Once considered a marker of lower-class speech, this feature has gained broader acceptance in contemporary RP.

Furthermore, the affricates [tʃ] and [dʒ] have emerged from older pronunciations of /tu:/ and /du:/ (as in “*Tuesday*” and “*duty*”), which were originally said as /tju:/ and /dju:/. This shift, influenced by regional accents, has now become standard among younger RP speakers.

Overall, Modern RP represents an evolving version of traditional Received Pronunciation, influenced by regional accents and younger speakers. While RP has historically symbolized social prestige, it has adapted over time, incorporating features like the glottal stop, l-vocalisation, and shifts in vowel pronunciation. These changes reflect broader societal shifts and the desire of younger generations to establish their own linguistic identity, signaling that even established standards like RP are not static but continuously evolving.

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BORROWING PROCESS PECULIARITIES IN THE SPHERE OF TERMINOLOGY

The borrowing of foreign language units is inherent in all the languages at certain stages of their functioning: mutual enrichment of languages has characterised the development of language systems since ancient times. As a rule, in the course of language interaction, units of different language levels are borrowed – phonemes, graphemes, morphemes, lexemes, certain syntactic constructions, etc. However, the sphere of lexical borrowing is the richest and most diverse: in the context of language contacts, one of the most common types of lexical innovations is the transferring of lexical material from one language to another – the borrowing of foreign language lexemes.

The intensity of penetration of foreign lexical items is especially noticeable in terminological systems. Terminology is the most mobile, flexible part of the national vocabulary and has a very high ability to accept foreign language borrowings that form the common universal basis of special vocabulary in different languages. The ability of the terminological system to accept borrowed elements is an indispensable sign of its dynamic development, because for the full development of terminology it is important to take into account both foreign achievements and national traditions. Accordingly, the replenishment of the language vocabulary with scientific terminology is inevitably accompanied by the borrowing of certain foreign words, together with the borrowing of relevant scientific concepts [3].

It is a well-known fact that terminology functions according to the same linguistic laws as the general literary vocabulary, and the transition of foreign specialized vocabulary in terminological systems has much in common with the process of word borrowing in the general literary language. Therefore, the main aspects of the phenomenon of common vocabulary borrowing are also characteristic of the process of borrowing in terminological systems. However, taking into account the fact that terminology is an element of the professional language and serves as a means of professional communication, we note that linguistic phenomena in terminology are also characterized by certain specificity, so the process of foreign language terms borrowing has its own peculiarities.