

ENGLISH BORROWINGS IN POLISH WOMEN'S PRESS

The use of borrowings from foreign languages has become a common phenomenon in Polish. Anglicisms are noticeable not only in everyday speech, in the terminology of sports and technology, but their presence can also be seen in the Polish press. What is more, their number is still growing, and with their number – grows their usage. It turned out that very many English loanwords occur in the Polish women's press.

Firstly, it is essential to concentrate on borrowing as a linguistic and socio-cultural phenomenon. What is also important is providing the definition of borrowings, discussing the places of their occurrence, how they can be divided and the motives for borrowing words from foreign languages. What is more, the reader needs get to know the history of Polish-English contacts, both linguistic and socio-cultural.

Secondly, it is worth to devote some time to study the history of Polish women's press. Firstly, the reader needs to discover the general overview of the Polish mass-media. Then, narrow the topic down to the magazines that are destined for women. What is more and simultaneously essential, we need to understand the definition of women's press, its genesis and history based on the situation of Polish women during the interwar and after war periods. At the end, we need to study the division of the Polish women's press according to various conditions, for instance their frequency of issue or the subject area.

An important aspect, however, is to focus on the analysis of the particular words that have been borrowed from the English language. All of them have been found in Polish women's magazines, and divided according to the spheres they belong to. I have analyzed their meaning, their Polish counterparts, and the contexts in which they appear.

It is noticeable from the analysis that the language of the Polish women's press contains many borrowings taken from the English language. Most of them are connected with fashion and appearance, but there are also some which relate to people, their life in general, travels, career or portals that they use. A lot of loanwords are used in order to enrich the Polish language, the usage of some of them, however, emphasizes the universal character of several English words.

Polish people often tend to change the form of the word, by polonizing it and sometimes make it easier to say. Some of the terms change their original part of speech and become something else. The use of English borrowings in the Polish women's press is a very interesting area to study. It appears to be quite dynamic, with more and more terms making their way into the language of women's press.

People borrow words from foreign languages because they have many motives to do so. For example, it turns out that we have the natural human need for naming new things or we simply sometimes would like to incorporate language we found prestigious into our everyday speech. This is clearly the case with English.

The fact that it uses so many English words may suggest that the magazines are primarily intended for young women. The older generations may have problems with understanding such commonly used borrowings as *casual*, *oversize* or *trendsetter*.