

## Spanglish as a growing phenomenon in contemporary music

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The phenomenon of language mixing has become increasingly visible in the context of globalization and multicultural communication. One of the most notable examples of such linguistic interaction is Spanglish, a hybrid form of language that combines elements of Spanish and English. Originally associated with everyday communication in bilingual communities, Spanglish has gradually entered various spheres of culture, including contemporary music. The growing presence of Spanglish in popular music reflects broader sociolinguistic processes and changing cultural identities.

Spanglish emerged primarily within Hispanic communities in the United States, where constant contact between the English and the Spanish led to the formation of mixed linguistic structures. This phenomenon includes code-switching, lexical borrowing and hybrid grammatical constructions. Linguists describe Spanglish as a natural result of language contact in bilingual environments [1]. Russian scholars also emphasize that Spanglish represents a productive form of linguistic interaction between two language systems and reflects both social and cultural changes in modern society [2].

From a linguistic perspective, Spanglish demonstrates various mechanisms of interference between languages. In particular, researchers identify syntactic calques, lexical borrowing and restructuring of grammatical constructions as common features of Spanish influenced by English [5]. Such transformations show how bilingual speakers adapt linguistic structures in order to maintain effective communication in multilingual environments. Contemporary music plays a significant role in spreading and normalising Spanglish. Many artists intentionally mix English and Spanish in their lyrics in order to appeal to multilingual audiences and reflect the multicultural identity of their listeners. The use of Spanglish in music allows performers to express cultural hybridity and connect with both Hispanic and global audiences simultaneously. Researchers note that popular culture and media significantly influence the perception and development of mixed language forms [1]. A clear illustration of this tendency can be found in songs by artists such as Bad Bunny, Cardi B and Rosalia. These performers frequently alternate between English and Spanish within the same song or even within a single line. Such code-switching reflects the bilingual identity of performers and helps artists reach wider international audiences. Studies of Spanglish texts also show that switching between languages often serves stylistic and expressive purposes in both spoken discourse and artistic works [4].

Another important factor contributing to the spread of Spanglish in music is the globalization of the music industry. Digital platforms and streaming services have expanded the international reach of artists, allowing songs that combine multiple languages to achieve global popularity. As a result, Spanglish has become a recognizable stylistic feature of many contemporary genres, including pop, reggaeton, hip-hop and Latin trap.

Moreover, the use of Spanglish reflects broader sociocultural dynamics. For many bilingual speakers, Spanglish represents a natural way of communication and a marker of cultural belonging. Through music, this linguistic identity becomes visible to a global audience and contributes to the recognition of bilingual cultural experiences.

In conclusion, Spanglish in contemporary music demonstrates how language contact can shape cultural expression and artistic creativity. The increasing use of mixed linguistic forms in song lyrics highlights the influence of globalization, migration and multicultural identities on modern music culture.

#### **Источники и литература**

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