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MPHTI 16.01.07

<https://doi.org/10.51889/2021-2.1728-7804.04>

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INFLUENCE OF ENGLISH BORROWINGS ON THE CULTURE AND SPEECH OF KAZAKHSTANI YOUTH

Abstract

Being a living structure, the language is constantly evolving, including with the help of borrowings. It is impossible to stop this process. It is easier for young people to express their thoughts and feelings in a foreign language, rather than using fixed expressions in their native language. All this is happening as a result of increased information flows, the emergence of the global computer network – “the Internet”, the development of the world economic market, international tourism, and cultural ties. Today, the study of borrowings as manifestations of the interaction of different languages with each other is not the last among the problems of modern linguistics, and therefore, the attention of domestic and foreign researchers is directed to this issue. English plays a big role in the life of young people of Kazakhstan, who actively use foreign words in everyday life. In their opinion, it sounds beautiful and fashionable. The borrowing and use of words of foreign origin is a consequence of linguistic contacts influenced not only by historical and cultural factors, but also by the growing influence of the mass media. This article is dedicated to finding the peculiarities of the influence of English borrowings on the culture and speech of Kazakhstani youth.

Keywords: borrowings, anglicisms, slangs, jargonisms, language and culture, globalization and language

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АҒЫЛШЫН ТІЛІНЕН ЕНГЕН СӨЗДЕРДІҢ ҚАЗАҚСТАНДЫҚ ЖАСТАРДЫҢ МӘДЕНИЕТІ МЕН СӨЙЛЕУІНЕ ӘСЕРІ

Аңдамна

Ағылшын тілінен енген сөздердің Қазақстандық жастардың мәдениеті мен сөйлеуіне әсері тірі құрылым болғандықтан, шет тілдерден енген сөздер арқылы тіл үнемі даму үстінде

болады. Бұл үдерісті тоқтату мүмкін емес. Жастарға ана тілінде бекітілген өрнектерді қолданудан гөрі, ағылшын тіліндегі танымал сөздерді қолданып, ойлары мен сезімдерін жеткізу жеңілдірек. Мұның бәрі ақпараттық ағымдардың ұлғаюы, «ғаламтор» секілді ғаламдық компьютерлік желінің пайда болуы, әлемдік экономикалық нарықтың, халықаралық туризм және мәдени байланыстардың дамуы нәтижесінде орын алады.

Қазіргі таңда кірме сөздерді тілдердің өзара әрекеттесуінің көрінісі ретінде зерттеу тіл білімінің өзекті мәселесі. Сол себепті отандық және шетелдік ғалымдар осы мәселені өз зерттеу нысандарына айналдырған.

Ағылшын тілі күнделікті өмірде шетелдік сөздерді белсенді қолданатын қазақстандық жастардың өмірінде үлкен рөл атқарады. Олардың пікірінше, ағылшын сөздері әдемі және сәнді. Шетелдік сөздерді пайдалану тарихи және мәдени факторларға ғана емес, сонымен бірге бұқаралық ақпарат құралдарының жетілуіне де әсер етуші тілдік байланыстардың салдары болып табылады. Мақала ағылшын енген сөздердің Қазақстандық жастардың мәдениеті мен сөйлеуіне әсер ету ерекшеліктерін анықтауға арналған.

Түйін сөздер: кірме сөздер, ағылшын сөз тіркестері, сленг, жаргонизм, тіл, мәдениет, жаһандану

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ВЛИЯНИЕ ЗАИМСТВОВАНИЙ АНГЛИЙСКОГО ЯЗЫКА НА КУЛЬТУРУ И РЕЧЬ КАЗАХСТАНСКОЙ МОЛОДЕЖИ

Аннотация

Являясь живой структурой, язык постоянно развивается, в том числе с помощью заимствований слов иностранных языков. Остановить этот процесс практически невозможно. Молодежи легче выражать свои мысли и чувства используя модные слова английского языка, чем использовать фиксированные выражения на родном языке. Все это происходит в результате увеличения информационных потоков, появления глобальной компьютерной сети - «Интернет», развития мирового экономического рынка, международного туризма и культурных связей. На сегодняшний день изучение заимствований как проявлений взаимодействия разных языков друг с другом занимает особое место среди проблем современной лингвистики, и поэтому внимание отечественных и зарубежных исследователей направлено на эту проблему. Английский язык играет большую роль в жизни казахстанской молодежи, активно использующей иностранные слова в повседневной жизни. По их мнению, английские слова, звучат красиво и модно. Заимствование и использование слов иностранного происхождения является следствием языковых контактов, на которые влияют не только исторические и культурные факторы, но и растущее влияние средств массовой информации. Статья посвящена выявлению особенностей влияния английских заимствований на культуру и речь казахстанской молодежи.

Ключевые слова: заимствования, англицизмы, сленги, жаргонизмы, язык и культура, глобализация и язык

Introduction. Nowadays, the English language continues to strengthen its position as a language of international communication, it has a high social status and is expanding the scope of its functioning as a world language. Of particular concern is the fact that borrowings from English slang and their derivatives are increasingly common in the everyday speech of modern youth. It is easier for young people to express their thoughts and feelings in a foreign language, rather than using fixed expressions in their native language. All this is happening as a result of increased information flows, the emergence of the global computer network – “the Internet”, the development of the world economic market, international tourism, and cultural ties [1, p. 211].

Methods. Today, the study of borrowings as manifestations of the interaction of different languages with each other is not the last among the problems of modern linguistics, and therefore, the attention of domestic and foreign researchers is directed to this issue. The borrowing and use of words of foreign origin is a consequence of linguistic contacts influenced not only by historical and cultural factors, but also by the growing influence of the mass media. The problem of borrowing was dealt with by such linguists as: V.I. Karasik, N.F. Alefirenko, E.S. Kubryakova and others.

Borrowing is the transition of units of one language into another as a result of the interaction of peoples, cultures and languages, as well as the unit itself, which entered another language as a result of such a transition. This is a process as a result of which a foreign language element appears and is fixed in the language. It is one of the main sources of vocabulary improvement. Those who study borrowings are able to see the entire history of the development of the language, economic, social and cultural contacts between peoples.

First of all, borrowings are manifested when adopting foreign cultural concepts - when meeting with someone else's linguistic culture, and names for which do not exist in the native language of non-native speakers of this culture (such as: *тореадор, вигвам*) or when new concepts appear in the development of science and technology (*компьютер, сканер*). The concept here can be understood as a unit of concept renewal, which arises as a result of rethinking information coming to a person, reflecting new knowledge and experience, forming new words (neologisms) in the language, denoting borrowed concepts. But it is much more interesting to borrow words for concepts whose names already exist in the language.

In this regard, it is interesting to consider the classification of English neologisms that were introduced into Russian:

- 1) “zero”, or empty concepts used in speech, mainly as barbarism or youth slang;
- 2) quasi-concepts denoting realities borrowed from other cultures (for example, designations for office equipment);
- 3) "parasitic concepts" - words denoting concepts that exist in the language, but introduced in order to emphasize a certain "feature" of the concept;
- 4) other people's concepts, representing other people's values and concepts that do not exist in the language [2, p. 188].

Over the past few years, a whole layer of "new" words have appeared in the Russian and Kazakh languages, denoting quite familiar concepts. According to the presented classification, these words can be attributed to the groups of "zero" and "parasitic" concepts.

For a word to enter the system of the borrowing language, the following conditions are required:

- transmission of a foreign language word phonetically and grammatically by means of the borrowing language;
- correlation of a word with grammatical classes and categories of the borrowing language;
- phonetic and grammatical mastering of a foreign language word;
- word-formation activity of a word;
- semantic mastering, namely, the definiteness of meaning, differentiation of meanings and their shades between words and borrowings that existed in the language;
- regular use in speech [3].

However, some conditions are optional, for example, the phonetic and grammatical association of the word and its derivational activity.

Once in our culture, borrowings have undergone a whole series of changes. Initially, getting into speech, they retained their graphic and grammatical image, for example, the words “freelance”, “like”, “fashion”. Over time, they have acquired an adapted graphic form (transcription): “фриланс”, “лайк”, “фэшн”. Then, the already changed words were influenced by the grammar of the Russian and Kazakh languages, creating derivatives from these words, such as “заниматься фрилансом”, “лайкнуть”, “фэшенебельный”, etc.

All events occurring in the world affect the formation and development of colloquial speech, and also enrich the vocabulary of humanity with new phrases and expressions. Youth are an integral part of society. Being the "future of the nation", it has at all times been of great value for the development of society. This is a socio-demographic group, united according to certain criteria: age, social status and socio-psychological characteristics.

Borrowing is a common way to enrich any language. However, today the influence of the English on the Kazakh and Russian languages is a rapidly growing process with no signs of stopping. Modern youth speech and culture can serve as proof of this phenomenon.

English is one of the most popular languages in the world. One and a half billion people all over the world speak this language. It is from this language that a lot of words came to us related to various spheres of interest, occupation, the field of politics and economics. The main aspiration of young people is almost always to consolidate the most important worldview concepts in a vivid expressive form, possibly incomprehensible to the majority of people in society.

The Internet is the most popular area of communication for the use of borrowings. When communicating, the younger generation uses in their speech a large number of borrowings, which, in general, are understandable only to a certain group of people [1, p. 209-210].

Various sporting events are also not complete without the use of borrowings, which have already become common among all ages.

Language is the main tool for learning and mastering the outside world. It also acts as the main means of communication between people. Equally, language makes it possible to get to know other cultures.

Culture is a process and product of spiritual production focused on the creation, storage, dissemination and consumption of spiritual values, norms, knowledge, ideas. Language, therefore, acts as a kind of concentrate of the culture of the nation, embodied in various groups of a given cultural-linguistic community. However, language serves not only the sphere of spiritual culture, it is directly related to material culture, production, with social relations, it is a means of communication, an instrument of struggle, i.e. acts as an integral element of the social sphere. Despite this, it should be recognized that language is fundamentally a phenomenon of spiritual culture.

So, language is a kind of foundation of culture, because with the help of language, cultural norms and social roles are assimilated, without which a person's life in society is impossible.

The researchers characterize the relationship between language and culture as follows:

Language is a mirror of culture, which reflects not only the real world of a person, but also the mentality of the people, i.e. his specific way of perception of the world, his national character, traditions, customs, morality, system of norms and values, picture of the world;

Language is a storehouse, a piggy bank of culture, since all knowledge, skills, material and spiritual values accumulated by the people are stored in its language system, in oral and written speech. Thanks to this, a person does not start his development every time anew, but assimilates the experience of previous generations;

Language is a bearer of culture, because thanks to the epistemic function of language, it is transmitted from generation to generation, and children, mastering their native language, also master the generalized experience of previous generations;

Language is a cultural tool that forms the personality of a person who, through language, perceives the traditions and customs of his people, a specific cultural image of the world [4].

English plays a big role in the life of young people of Kazakhstan, who actively use foreign words in everyday life. In their opinion, it sounds beautiful and fashionable. In turn, the native language is clogged with jargon, and the culture of native speech is harmed. Borrowing foreign words is, first of all, a way of human development. Thanks to the development of international relations, language contact has a huge impact on the speech of young people and directly on the dictionary of the Russian and Kazakh languages. The appearance of new foreign words in the speech of young people, on the one hand, replenishes their vocabulary, and on the other hand, the language loses its unique beauty and originality. Linguists and philologists note that the regular borrowing of foreign language vocabulary has reached an alarming rate. They are alarmed by the fact that borrowings from English slang appear more and more often in the speech of modern youth, borrowed words make up to 25% of common vocabulary. With the help of foreign words, it is easier for young people to express their thoughts and feelings. This fact causes concern, since L.P. Krysin notes that ignorance of the terms of the native language speaks of a decrease in intellectual abilities and even some degradation of modern young people [5, p. 37].

In the explanatory dictionary of Efremova, you can find the following definition: "Anglicism is a word, an expression borrowed from the English language, or a turn of speech, built on a model characteristic of the English language".

Throughout history, many scientists have devoted their works to the study of the influence of foreign words on the formation of the Russian language. M.V. Lomonosov made a great contribution to the study and regulation of foreign borrowings of the 18th - 19th centuries in his work "Reader on the History of Russian Linguistics." In his opinion, the Russian language has lost its stability and linguistic norm due to the "clogging" of the living spoken language with borrowed words. However, such scientists as V.G. Belinsky, R.F. Brandt, J.K. Groth, E.F. Karsky express the opposite point of view and believe that Anglicisms and other borrowings are useful for any language and are inevitable, since a language is a living organism that lives, develops, changes and borrows words from other languages.

M.A. Breiter, who studied the problem of borrowing foreign words, claims that there are several ways of introduction of foreign borrowings into one's native language:

- direct borrowings are words that hardly differ from their original meaning. For example: антураж - entourage, чипсы (chips), etc. This is how the majority of advertising agencies, media, names of cafes and restaurants originated;

- hybrids - changed words, due to the addition of the native language suffix, prefix and ending to the foreign root. In this case, the meaning of the borrowed word is slightly changed. For example, камбэки - comebacks;

- calque - these are words that have completely retained their appearance: меню - menu, диск - disk. And also semi-calque - words that, when grammatical development, obey the rules of native language grammar (suffixes are added). Such as: герла - (girl), бейба (baby);

- jargon are words that people use to quickly convey information, most often with informal communication. For example: крейзи (crazy);

- exoticisms - words that characterize the specific national customs of other peoples and are used to describe non-Kazakh reality. A distinctive feature of these words is that they do not have Russian synonyms. For example: лаваш (pita), сулугуни (suluguni), хотдог (hot-dog), чизбургер (cheeseburger);

- composites - words consisting of two English words, for example: фотешоп - photoshop - graphic editor (photo (photography) and shop) [6, p. 55-56].

Anglicisms in the speech of young people can be divided into several thematic groups: fashion, food, business, sports, mass and youth culture.

An obvious problem of the culture of speech of young people is damaging the culture of the language - littering it with jargon, the tendency to illiterate use of language structures and units in colloquial speech. Our everyday speech is not only an indicator of the level of literacy, aesthetic development of a person, the presence of cultural values in him, but also a means of reflecting these characteristics for the whole society as a whole. It is also the most important factor in the formation of spiritual culture, moral and intellectual development of the younger generation. On the one hand, the appearance of new words expands the vocabulary, and on the other hand, due to the use of a huge number of unjustified borrowings, the language becomes clogged, its originality and unique beauty are lost. A certain role of propaganda and rooting of foreign words in the lexicon of adolescents is played by their constant use in advertisements, announcements, labels. Products with English labels appear: "Milky Way", "Baunty", "Nuts", "Head and Shoulders" shampoo, "Fairy" detergent, "Tide" washing powder. On the audio and video equipment you can see the words: "Play"; "Stop"; "Rewind"; "Low"; "High", etc. Borrowed words, already adopted to one degree or another, are added to the numerous inscriptions. For example, you can hear phrases such as: Вотэтошоу! (show); замечательный клип (clip); купить бестселлер (bestseller); это был хит (hit).

Most of the borrowings have found their place in youth slang, because it is slang that is an important part of the language culture of young people. The most productive sources for replenishing the vocabulary of young people are such spheres as the media (the Internet is a "record holder" in the use of borrowings, especially in advertising texts, reports of incidents, etc.) [4]

Research result. Passion for Anglicism has become a kind of fashion, it is due to the stereotypes and ideals created in youth society. Such a stereotype of our era is the image of an idealized American society, in which the standard of living is much higher and the high rates of technological progress are leading the whole world. Thus, by adding English borrowings to their speech, young people in a certain way approach this stereotype, join American culture, lifestyle ("шузы" from shoes; "бутсы" from boots; "хаер" from hair; "инглиш" - "English"; "френд" - from "friend"; "фейс" - from "face"; "комп" - from "computer", etc.). But, despite this, everyday speech does not experience excessive influx of foreign words. Our people have long entered into political, commercial, scientific and cultural ties with other peoples. At the same time, the language was enriched with words from other languages. These words called things new for our people, customs, concepts, etc.

All unnecessary and superfluous are eliminated from the language independently. The most important thing is to know the meaning of the spoken words and use them on time.

It is also impossible not to give some justification for the use of anglicisms:

- firstly, sometimes it is more convenient to use anglicisms, because they are shorter, more clearly express the meaning;
- secondly, anglicisms are already clearer to many than a long translation;
- thirdly, these words have already firmly entered our everyday speech, especially among young people [7, p. 25].

Discussion. Many linguists were engaged in the study of the reasons for borrowing foreign words: V.V.Vinogradov, L.P.Krysin, E.D.Polivanov, D.E.Rosenthal and others. E. Richter considers the need for naming things and concepts to be the main reason for borrowing words. The very process of linguistic borrowing was considered by him as inextricably linked with cultural and other contacts of two different linguistic societies and as a part and result of such contacts. Linguists also name other reasons that are different in nature - linguistic, social, mental, aesthetic, etc., the need for new linguistic forms, the need for dismembering concepts, for a variety of means and their completeness, for brevity and clarity, for convenience.

Conclusion. Most often, young people use anglicisms when communicating with friends and in the computer sphere, as well as when conveying their emotions and moods, least often when describing the weather, food and family. The younger generation cannot help but use English words in their speech, as some of these words have long entered our spoken language. Borrowing words

from other languages is a natural and logical process that is characteristic of any developed language. Therefore, the correct attitude to borrowings is not a refusal to use them, but a correct understanding of the meaning of a particular foreign language word, its semantic shades, stylistic coloring, and the peculiarities of its combination with other words. Knowledge of foreign words expands a person's horizons, introduces him to the world of other languages, helps him to better navigate in modern life.

Being a living structure, the language is constantly evolving, including with the help of borrowings. It is impossible and impractical to stop this process. Computer terms, names of dance elements or designations of procedures from beauty salons, Internet jargon have entered into our speech and are firmly entrenched. Of course, there are words, the presence of which is necessary to denote new phenomena, especially when it comes to words related to the professional sphere, but, nevertheless, it is possible to limit the use of foreign words, the equivalents of which exist in the Kazakh and Russian languages, and are used just to give your speech a certain chic. In many cases, people who use foreign words in their speech do not know their real meaning, especially when it comes to obscene language.

Modern journalists or speakers at business conferences find themselves in roughly the same situation. The more foreign (and often incomprehensible) words there are in their speech, the higher the likelihood that their work will receive more recognition [3, p. 137].

Of course, there are ways out of this situation. For example, France adopted a law banning foreign words on the initiative of Jacques Toubon, Minister of Culture. Thanks to him, the majority of public speeches, advertisements or films must be accompanied by a translation into French. The reverent attitude towards language in Spain is expressed in attempts to find new words to denote new concepts. So, for example, the word computer has two Spanish designations: "computador" and "ordenador", and the later, more "Spanish" form, is much more popular.

It is difficult to say whether the abundance of borrowings is a problem and whether it should be dealt with at the legislative level (for example, to prohibit the use of foreign words that have Russian and/or Kazakh equivalents in the press, advertising, or force the words cookies and muffin to be removed from the menu and replaced with similar one concepts already existing in our culture. Borrowing is an inevitable and practically uncontrollable process. It is impossible to stop it, but it is possible to slow it down, increasing the status of the native language and culture.

(This article was written as a part of a scientific project which is financed by Abai Kazakh National Pedagogical University)

(Данная статья написана в рамках научного проекта финансируемого КазНПУ им. Абая)

(Бұл мақала Абай атындағы Қазақ ұлттық педагогикалық университеті қаржыландыратын ғылыми жоба аясында жазылған)

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