

ANGLICISMS IN THE MODERN KAZAKH MEDIA

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Abstract. *The article examines the use of Anglicisms in the modern Kazakh media text, focuses on the similarities and differences in their adoption and adaptation to the language system. In this regard, the study of the historical conditions of the penetration of Anglicisms and the description of the lexical and semantic spheres of their use are given. The functions of this rapidly growing lexical group reflect a wide range of socio-political and cultural-humanitarian processes taking place in modern society. This active layer of the lexical system of the language testifies to the scientific and technological progress of Kazakhstan, which is involved in the process of globalization.*

Key words: *anglicisms, globalization, media text, extralinguistic, interlinguistic, cognitive linguistics.*

Introduction

As the modern Kazakh scientist Kul-Mukhammed noted: «Language and nation are inseparable concepts, and therefore a language's ups and downs naturally depend on the vitality of the people creating it. The language of growing and developing nation is thriving, where in a dying nation the language disappears. The linguistic theory has long had an eerie term «dead language» including not only the languages of small nations and tribes, but also great ones in terms of their place and role in the history of planetary civilization, like Sanskrit, Coptic, Avestan, Hun and even Latin. While calling these languages absolutely hopeless and lifeless would not be quite true: despite the fact that they have long fallen into disuse and no one speaks them, these languages are the progenitors, historical antecedents and fertile ground for many new and modern languages» (Kul-Mukhammed 2011).

It was recorded in written manuscripts that the Kazakh language was in long and close contact with other languages, mainly Turkic, Arabic, Russian and nowadays English. The great influx of borrowings from these sources can be accounted for by a number of historical causes. The character and number of borrowings tell us about the relations between the peoples, the level of their culture etc.

The historical periods given on the following table explain the main ethnopolitical and sociolinguistic transformations which occurred in those times of the history of Kazakhstan and the results of dynamic shift of foreign languages in communication space of this state.

Table 1

**Chronology of relative importance in functioning of
lexical items of foreign origin in Kazakhstan**

№	Pre -1731	1731-1917	1917-1940	1940-1991	After 1991
1	Persian	Arabic	Russian	Russian	English
2	Arabic	Persian	Arabic	English	Russian
3	Mongolian	Russian	French	French	Turkish
4		Mongolian	German	German	Arabic
5			English	Arabic	German
6					French
7					Chinese

For example, in 1731 Kazakhstan began joining into the Russian Empire; 1917 is marked by establishment of the Soviet Union; and in 1917-1940 the transition of alphabet of majority languages of the USSR from Arab into a Latin graphic is fulfilled; and 1940 the basis of Kazakh alphabet changed from Latin into Cyrillic; in 1940-1991 in Kazakhstan the russification policy of

USSR amplified and the ethnodemographic situation of the republic changed in favor of Slavic ethnoses, Kazakhs became minority to the aboriginal homeland; and 1991 Kazakhstan became the independent state and the process of nation-building began.

As we see on the table, such foreign languages as Arabic, Persian, Mongolian, and Russian gradually conceded their places to the European languages and as a result of this sociolinguistic process, in the beginning of XXI century, English language became the main source of borrowing of the Kazakh language.

Lexis was significantly affected by the Russian language. Almost the whole socio-political and scientific terminological system in the languages of people of the former USSR was borrowed from Russian or developed under its strong influence. Only languages of the Baltic States – Lithuanian, Latvian and Estonian – are exceptions. The corresponding terminological systems had been developed in these languages in many ways before Lithuania, Latvia and Estonia entered into a part of the USSR» (Musorin 2004, p. 196).

For the last 24 years the diapason of social functions of Kazakh language is considerably extended. That is why the lexical structure of Kazakh language is changed. These changes are closely connected with political, social, technical and cultural spheres of Kazakhstan. In this regard the lexical fund of the mentioned language is filled with international words. Especially professional lexis and terminological system are being intensively developed, political-social terminology is being formed, the meanings of many terms and loan words are being extended, and cultural, scientific, economical and other new words (neologisms) are appeared.

The end of XX and beginning of XXI centuries were marked in the world by dramatically intensified globalization process. World community experiences a complex stage of all social processes which in particular is conditioned also by the development of information technologies. Globalization covered economic, political and cultural spheres of the society. This phenomenon is discussed in all branches of modern science: sociology, culturology, political science, and, of course, in linguistics.

In this connection, K. Khanazarov, a well-known scientist on linguistic philosophy, considers that «Globalization is an objective process which by no means is aimed at causing damage to the existing languages. However, it breaks the basis of languages by its speed-up and expansion, destroys the foundation on which thousands of languages are based especially languages of small nations, folks, tribes and ethnic groups» (Khanazarov, 2007, p. 134).

English is a motive power of globalization and information therefore it is called «global language». One of the criteria of globalization of English is quickly spreading Anglicisms which bear valuable installations of the West European culture. In this way the world and national mass media is a kind of distributor of Anglicisms in all languages.

Kazakh is a state language of the Republic of Kazakhstan. According to the statistical evaluations, about 12 mln. people speak Kazakh in the world, including over 9 mln. people – in Kazakhstan, 2 mln. – in other CIS countries, 1,5 mln. – in China. Besides, Kazakh language is widespread in Mongolia, Afghanistan, Pakistan, Iran, Turkey, Germany, etc. Thus, it can be noted that the world has significant potential audience of the users of information in Kazakh among which 25% live beyond Kazakhstan (Seilov and Zhumanov, 2008).

Kazakh language is included in Kypchak group (North-east areal) of Turkic languages (Tatar, Bashkir, Karachay- Balkar, Kumyk, Karaim, Crimean Tatar, Karakalpak, Nogai) and closest to Nogai and Karakalpak. As is known, Kypchak areal covers Kazakhstan, part of Eastern Europe – Northern Crimea, lower reaches of Volga, Northern Caucasia, part of Khoresm, Karakalpak and part of Uzbekistan.

In the Kazakh grammar there is a set of distinctive features, but the main peculiarity is that the Kazakhs, living in the enormous territory, being the divided long distances speak in one language, i.e., without dialects.

Kazakh standard language has the extensive lexical fund and developed system of word-building and form- building means that enabled to express the considerable part of notions

reflecting new social phenomenon in different fields of science, engineering, production, culture, informatization, etc. using the means of Kazakh itself.

On December 14, 2012 in the Address to the people of Kazakhstan «Strategy Kazakhstan 2050: New Political Course of the Established State» the President N. Nazarbayev declared: «From 2025 we need to modernize our language to use Latin fonts and a Latin alphabet. For the sake of the future of our children we should make this decision and create it as a condition of entry for our wider global integration. This will enable our children to have a better understanding of the English language, the internet and reinforce our desire to modernize the Kazakh language

We should conduct modernization of Kazakh language. It is necessary to make the language modern, to look for consensus in terminology issues, forever resolving the issues of translating international and foreign words into Kazakh language. These issues should not be resolved by a circle of solitary figures. The Government should resolve this» (Nazarbayev, 2012).

In 2002, the Ministry of culture, information and public accord in collaboration with the Institute of Linguistics under the National academy of Sciences of the Republic of Kazakhstan started work on these important projects of nationwide significance. It was successfully completed in 2011 and resulted in a 15-volume Dictionary of the Kazakh literary language.

In 15 volumes of the Dictionary of Kazakh literary language there are 92 300 words and 57 856 phrases, which together account for more than 150 thousand lexical units. The dictionary explained 166 612 lexical meanings. In fact, this is a concrete contribution of the current generation of Kazakhs to the cause of careful preservation of linguistic heritage of their ancestors and full ordering and scientific classification, subject to a great purpose – to pass this centuries-old baggage to the young (Kul-Mukhammed ,2011).

Since the Independence and up to date, the basic language for borrowing the words in Kazakh is English. English words have been securely adapted in terminology in all spheres of social life of Kazakhstan: from diplomatic relations to everyday oral communication. Percentage ratio of vernacular and international words in Kazakh has not been studied yet. Firstly, the borrowing is a long process, secondly, the etymological dictionaries are not enough. The scientists still debate the translation of international terms into Kazakh language. In this connection, the linguist Aygerim Hudaibergenova noted: «The basic requirement to borrowing the terms is not to use alien word if the native language has already had familiar and motivated term with similar meaning. It is desirable to fill the terminological lexical gaps with available international words. In case of unequal level of motivation of the synonymous terms, the preference shall be given to the most motivated terms» (Hudaibergenova 2003, p. 28).

We have done the content analyses to the materials of Kazakh-language mass media and lexicographical literature which demonstrated that Anglicisms are often used in such spheres as: economics, policy, education, medicine, information technologies, art, sports, show business, mass-media etc.

Table 2

Anglicisms in Kazakh Language

№	Functioning spheres	Anglicisms
1.	Education	<i>университет (university); институт (institute); факультет (faculty); си́лабус (syllabus); лекция (lecture); ректор (rector); директор (director); доктор (doctor); профессор (professor); диплом (diploma); грант (grant); тест (test); курс (course); технология (technology); инновация (innovation); стандарт (standard); сертификат (certificate); конференция (conference); эдвайзер (advisor); супервайзер (supervisor); тезис (thesis) etc.</i>
2.	Informational technologies	<i>компьютер (computer); диск (disk); модем (modem); интернет (internet); чат (chat); сканер (scanner); ксерокс (xerox); символ (symbol); флешка (flash card); монитор (monitor); бит (bit); байт (byte); алгоритм (algorithm); факс (fax); скайп (skype); блог (blog); дисплей (display); файл (file); интерфейс (interface); принтер (printer); браузер (browser); сайт (site); веб-сайт (website); портал (portal); плейер (player); драйвер (driver); чат (chat); фейсбук (facebook); ватцан (WhatsApp), etc.</i>

№	Functioning spheres	Anglicisms
3.	Sports	<i>атлетика (athletics); акробатика (acrobatics); аутсайдер (outsider); бокс (box); бейсбол (baseball); гольф (golf); футбол (football); волейбол (volleyball); гандбол (handball); виндсерфинг (windsurfing) сноубординг (snowboarding) теннис (tennis) хоккей (hockey) нокаут (knock-out); нокадаун (knock down); рекорд (record); снайпер (sniper), etc.</i>
4.	Show business	<i>хит (hit); пиар (PR - public relations); интервью (interview); альбом (album); номинация (nomination); шоу (show); шоумен (showman); шоу бизнес (show business); триллер (thriller); блокбастер (blockbuster); бестселлер (bestseller); видео (video); видеоклип (videoclip) etc.</i>
5.	Mass-media	<i>пресс-конференция (press conference); брифинг (briefing); журналист (journalist); журналистика (journalism); интервью (interview); интервьюер (interviewer); репортер (reporter); журнал (journal); радио (radio); пиар (PR – public relations); спикер (speaker), фото (photo); фотосалон (photo salon); фотосессия (photo session); дискотека (disco); клуб (club); диджей (диск-жокей) (DJ); имидж (image); имиджмейкер (image maker); мейкап (make-up); спонсор (sponsor); детектор (detector); дайджест (digest); масс-медиа (mass media); офис-менеджер (office-manager) etc.</i>
6.	Economy and business	<i>агент (agent); акция (action); аудит (audit); аудитор (auditor); банк (bank); банкир (banker); бартер (barter); бенефициар (beneficiary); бренд (brand); бюджет (budget); брокер (broker); ваучер (voucher); дилер (dealer); дистрибьютер (distributor); дефолт (default); фирма (firm); менеджмент (management); менеджер (manager); инфляция (inflation); бизнес (business); маркетинг (marketing); дебитор (debtor); депозит (deposit); депозитор (depositor); кредит (credit); кредитор (creditor); экономика (economy); индоссамент (endorsement); индекс (index); импорт (import); экспорт (export); супермаркет (supermarket); гипермаркет (hypermarket); капитал (capital); консалтинг (consulting); инвестиция (investment); инвестор (investor); холдинг (holding); компания (company); индустрия (industry), etc.</i>
7.	Policy and society	<i>президент (president); парламент (parliament); сенат (senate); премьер-министр (prime-minister); декларация (declaration); делегат (delegate); департамент (department); дипломат (diplomat); кандидат (candidate); оппозиция (opposition); стратегия (strategy); конгресс (congress); автономия (autonomy); комитет (committee); демонстрация (demonstration); депутат (deputation); конституция (constitution); партия (party); реформа (reform), etc.</i>

As we see in the table, considerable part of the Anglicisms in Kazakh is used in nominative function. Semantics peculiar for these words in Russian is transferred into Kazakh language. During penetrating the borrowed word in new linguistic sphere, the aspiration to convey their semantics through explanation is observed as it is incomprehensible for speakers of the borrowing language.

In 2007, the cultural project «Trilingualism» was approved after the Message of the President Nursultan Nazarbayev to the people of Kazakhstan «A New Kazakhstan in a New World», where he emphasized: «Kazakhstan must be perceived throughout the world as a highly-educated country, whose population employs three languages: the Kazakh language – as a state language, Russian – as a language of international communication and English – language of successful integration into the global economy». Undoubtedly, there were also supporters, and opponents of this idea. For example, one of the supporters of this program, the dean of philological faculty of the Kazakh National University Khanseit Abdezuly estimated this project as one of the main priorities of a state policy (Abdezuly 2007).

The project titled «Trilingualism» underwent a rigid criticism by some of the Kazakh intellectuals. On November 26, 2009 known figures of culture, the editors-in-chief of the republic editions, representatives of the scientific intelligentsia, and also heads of public organizations – signed by 124-people, with support declared more than 5 thousand citizens, subsequently to policy of «Trilingualism» the Kazakh language will gradually die out, Russian and English languages will occupy a dominating and progressing role.

In this regard a neutral point of view is held by William Fierman, professor of Central Eurasian Studies of Indiana University (USA). Here is what he said to Kazakh journalists in response to the question on how he views the Kazakhstan president's initiative for implementing «Trilingualism» in the country: «In my opinion, this idea is a correct one, and will promote the

development of the state. It is too early, however, to speak of trilingualism in Kazakhstan. At present your country has one prevailing language – Russian. Even though according to the Constitution Kazakh is the state language. In my opinion, in contemporary Kazakhstan the Kazakh language must begin to play a greater role, particularly in the cities, as it has always prevailed in the villages. For example, the Kazakh language is not often used in the east and the north of the country, unlike the south and the south-east. English, oddly enough, has very quickly begun to occupy a significant place in Kazakhstan, which is a very positive trend» (Fierman, 2008).

Conclusion

Summarizing aforesaid theses, it is necessary to note that, borrowing is an inevitable language process. The borrowed words enrich any language and can help to replenish vocabulary with the borrowed words. Any language, including Kazakh and other Turkic languages shall borrow the missing words and certain terms from the other languages. It was estimated that a number of the vernacular words in English vocabulary is only 30%, and the borrowed words in English can be found in about 500 languages.

Studying the process of mastering of the Anglicisms in Kazakh language, the following trends can be noted:

1. The most of Anglicisms in Kazakh language were borrowed through Russian.
2. The most of Anglicisms in Kazakh language were borrowed through semantic assimilation.

It was found out that the most of the borrowed words in Kazakh language are the international words, i.e. the units of international lexical fund.

In spite of the fact that the problem of borrowings always drew attention of linguists to itself, the sociolinguistic nature of Anglicisms, i.e. processes of emergence, dissemination and functioning of English words and their meanings in system of the Kazakh language – still needs the complex studying.

The most important reasons for penetration and use of the words borrowed from English in modern Kazakh have extralinguistic nature. However, interlinguistic factors aren't an exception. Owing to distinctions of graphic bases of the alphabets and pronunciation norms of Kazakh language, the level of phonetic, grammatical and semantic assimilation of loan words in these languages are not identical. Because of incomplete morphophonological and graphic adaptation of loan words, it becomes clear that in the Kazakh language national coloring, phonetic and orthographic norms are partly changed. This problem can be solved by the systematization of national terminological fund and transition into the Latin graphic.

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