



әл-Фараби атындағы Қазақ ұлттық университетінің құрылғанына
90 жыл толуына орай және гуманитарлық ғылымдар академигі
Алтай Сәрсенұлы Аманжоловтың 90 жылдығына арналған
«ТҮРКІ ӘЛЕМІ: ТІЛ, ТАРИХ ЖӘНЕ МӘДЕНИЕТ» атты
XXVII Халықаралық «Аханов оқулары»
КОНФЕРЕНЦИЯ МАТЕРИАЛДАРЫ ЖИНАҒЫ

Международные Ахановские чтения – XXVII
«ТЮРКСКИЙ МИР: ЯЗЫК, ИСТОРИЯ И КУЛЬТУРА»,
посвященные 90-летию со дня основания
Казахского национального университета им. аль-Фараби
и 90-летию академика гуманитарных наук
Алтая Сарсеновича Аманжолова
СБОРНИК МАТЕРИАЛОВ КОНФЕРЕНЦИИ

International Akhanov Readings – 27
«TURKIC WORLD: LANGUAGE, HISTORY AND CULTURE»,
dedicated to the 90th anniversary of the founding
of Al-Farabi Kazakh National University
and the 90th anniversary
of Academician of Humanities Altai Sarsenovich Amanzholov
COLLECTION OF CONFERENCE MATERIALS

31 мамыр-01 маусым
2024 жыл

4-СЕКЦИЯ
САЛЫСТЫРУ МӘДЕНИЕТТЕРДІ ТҮСІНУДІҢ
МАҢЫЗДЫ ФАКТОРЫ РЕТІНДЕ
СОПОСТАВЛЕНИЕ КАК ВАЖНЫЙ
ФАКТОР ПОНИМАНИЯ КУЛЬТУР

МРНТИ 16.21.27

**GLOBALIZATION AND WORLD CULTURE:
 ANGLICIZATION OF THE YOUTH LANGUAGE**

Abdikadyrova A.K., Kuzembekova Zh.Zh.

Al-Farabi Kazakh National University
 Almaty, Kazakhstan
 Aikona959@gmail.com

Abstract: This article examines the consequences of globalization on the Kazakh language and the rise of anglicisms among modern youth. As a result of globalization and cultural exchange, new words have been introduced into the Kazakh language, which has led to the systematization of scientific, technical, financial, sports, and cultural vocabulary into a unified world language. However, linguists must strive to provide Kazakh alternatives to the slang used by young people, taking into account the unique characteristics of youth speech.

Keywords: *globalization, borrowing words, Anglicism, a slang and calque.*

**ЖАҢАҢДАНУ ЖӘНЕ ӘЛЕМДІК МӘДЕНИЕТ:
 ЖАСТАР ТІЛІНІҢ АНГЛИЦИЗМДЕНУІ**

Әбдікадырова А.К., Күзембекова Ж.Ж.

Әл-Фараби атындағы Қазақ ұлттық университеті
 Алматы, Қазақстан
 Aikona959@gmail.com

Түйіндемесі: Мақалада қазіргі жастардың сөйлеу тілінде кездесетін англицизмдердің қарқынды өсуі – жаһандану әсері жайлы болмақ. Мақалада қазіргі жастардың сөйлеу тілінде кездесетін англицизмдердің қарқынды өсуі – жаһандану әсері жайлы болмақ. Жаһандану және әлемдік мәдениеттің ықпалымен қазақ тілінде жана сөздер пайда болып, ғылыми, техникалық, қаржылық, спорттық және тіпті мәдени лексика әлемдік біріздендірілуге жүйеленіп келуде. Дегенмен, тіл мамандары жастардың сөйлеу тіліндегі ерекшеліктерді ескере отырып, жастар сленгіне қазақша баламасын ұсынуға тырысқандары жөн.

Кілт сөздер: *жаһандану, кірме сөз, англицизм, сленг және калька*

**ГЛОБАЛИЗАЦИЯ И МИРОВАЯ КУЛЬТУРА:
 АНГЛИЗАЦИЯ МОЛОДЕЖНОГО ЯЗЫКА**

Абдикадырова А.К., Күзембекова Ж.Ж.

Казахский национальный университет имени аль-Фараби
 Алматы, Казахстан
 Aikona959@gmail.com

ГЛОБАЛИЗАЦИЯ И МИРОВАЯ КУЛЬТУРА: АНГЛИЗАЦИЯ МОЛОДЕЖНОГО ЯЗЫКА

Абдикадырова А.К., Кузембекова Ж.Ж.

Казахский национальный университет имени аль-Фараби

Алматы, Казахстан

Aikona959@gmail.com

Аннотация: В данной статье рассматриваются последствия глобализации для казахского языка и рост популярности англицизмов среди современной молодежи. В результате глобализации и культурного обмена в казахский язык были введены новые слова, что привело к систематизации научной, технической, финансовой, спортивной и культурной лексики в единый мировой язык. Однако лингвисты должны стремиться предоставить казахские альтернативы сленгу, используемому молодежью, принимая во внимание уникальные особенности молодежной речи.

Ключевые слова: *глобализация, вводное слово, англицизм, сленг и калька*

Changing, developing languages, updating vocabulary and undergoing semantic changes is a natural phenomenon. First of all, language is a means of communication that undergoes various changes in society. Recently, under the influence of the globalization process, many of these transitions inevitably leave their mark on the lexicon [1, 69].

All languages contain words that come from another language. The penetration of new words is a natural and stable process of language development, which reflects the relations between peoples at different periods of their history (political, military, economic, cultural). Knowledge of foreign words expands the horizons of a person, introduces him to the world of other languages, gives him a good direction in modern life. The penetration of foreign words is one of the ways of modern language development. People, countries, states they are in close contact with each other. Today's modern world shows that English has become a language with a high social status, the scale of functioning as a world language is expanding. Kazakh media, especially television, lead to the "Anglicization" of our native language. For example, lexemes such as Briefing and talk show, thanks to the media, have become widespread [2, 104].

The penetration of foreign words is primarily a way of Human Development [3, 45]. Thanks to the development of international relations, direct language communication has a great influence on the speech of young people and the vocabulary of their native language. The emergence of new foreign words, on the one hand, replenishes the vocabulary of young people, and on the other hand, the language loses its originality and beauty. Linguists and philologists note that the ingress of words from a foreign language has reached an alarming pace. They affirm that English slang is increasingly, in the speech of young people, 25% of the total vocabulary. With the help of foreign words, it is easier for young people to express their thoughts and feelings [4, 8].

In Efremova's Explanatory Dictionary [5, 11] the concept of "Anglicism" is defined as follows: a word borrowed from English, an expression or a speech turnover based on a model characteristic of the English language. Today, in Youth Society, the passion for Anglicism seems to be in vogue. Some young people want to speak English and look authoritative during communication. Since America is the leading country in the whole world of high-intensity technical progress, the ability to speak that language, according to the stereotype that we have, is considered worthy of high culture and honor.

A well-known scientist of linguistic philosophy K. Khanazarov noted that "globalization is an objective process that is in no way aimed at harming existing languages. However, through the acceleration and expansion of the languages themselves, it destroys the basis of thousands of languages, mainly to the languages of small nations, peoples, tribes and nationalities" [6, 130].

At the beginning of the twentieth century, English became the language of international communication. This English today serves as a kind of "lingua franca" – for people whose native

language is not native English, the language of international communication of communities in the era of globalization in the world language [7]. In recent decades, scientists say the process of globalization – the processes of development of society. This relatively new term is widely used in scientific and political literature, to each of the socio-scientific disciplines it has a special significance.

In this article, we will consider the concept of globalization as “economic, political and cultural integration and unification of the World process” [8, 6]. Since the concepts of language and culture are closely related, the process of cultural globalization is important in this study. At the moment, any film, Book, video will immediately spread to all countries and instantly become popular among readers. The role of the internet in cultural globalization is quite distinctive.

On the one hand, this is the popularization of certain types of cultures around the world, on the other hand, popular international cultural phenomena can be replaced by national culture. Many people see this as a loss of national cultural values and fight for the revival of national culture.

As a result of globalization, the language becomes international, as if the people who speak it have a certain authority. In English, power is understood as power, power, political, military, and modern society – as scientific, technical, economic, cultural leadership. All this led to the fact that the English turned out to be the World Cup [2, 106].

The importance of knowledge of the English language in modern society is in various areas:

1. Knowledge of English is a necessary criterion for a successful career.
2. English is the language of international communication.
3. English is the language of business. It is enough for all big businessmen who want to enter the international market to master English at a high level.
4. Knowledge of English allows you to study at prestigious foreign universities.
5. Most of the interesting and necessary literature is published in English. As you know, you will have to wait for a translation that tends to distort information and cannot fully convey the author's idea.
6. Most of the pages on the Internet with the necessary information are distributed in English [9, 204].
7. All international competitions and conferences are held in English.
8. Most computer programs and applications are written in English.

The introduction of new words in any language is important, since they are an integral part of the process of functioning and historical transformation of the language and are one of the main sources of vocabulary replenishment. Input words reflect the facts of ethnic, social, economic and cultural ties between linguistic communities [7]. The process of entering words is the basis of linguistic activity, as well as the integration of the culture of globalization.

M. A. Breiter noted several ways in which English words entered the Russian language [7, 49]. The penetration of words in such ways occurs not only in Russian, but also in Kazakh.

Direct penetration of words-words that are no different from the original meaning of the word: top – model, chips-crispy potatoes.

I. hybrid-complex words in which one word is formed from English, the other from another language: SMS-text, newsmaker, janayou, etc.

II. tracing paper – on the example of foreign words, you can find four common types of copying, entering, tracing of words and phrases.

a) semi – phraseological – one component of the phrase is not translated: straight barter – tikelei barter.

b) complete phraseological calculus – both components are calcified. Green power – money power.

c) specific phraseological calculus – the content is accurate. Kill birds with one stone – shoot two rabbits with one shot.

d) word – forming calculus-a foreign language is formed by preserving the root of the word and connecting the suffix of the Kazakh language. Planning-plandau, manager – manager.

I. Slang-words that people use to express informal quick thoughts: crazy – stupid, ROFL – mockery, cringe – shame.

II. Exoticism – words that describe a particular nation are used when describing the customs of other peoples. A distinctive feature of these words is that there are no synonyms. For example: hot-dog-hot dog, cheesburger-cheeseburger;

III. Composites – words consisting of two English words, for example: photoshop – Photoshop (graphic editor), (photo – foto, shop – shop).

About 15% of the most recent anglicisms are derived from the lack of a corresponding name in the language: Virtual, Investor, sponsor, spray, second-hand, hot dog, etc. Some words have already been mastered or have supplanted units in the Russian and Kazakh languages, for example, the words “look” instead of dress code, “sale” for the place of discount are used today.

Since young people are rapidly adapting to innovations and changes, today we see Anglicism in the language use of youth speech. Anglicisms in youth speech can be divided into several thematic groups: fashion, cinema, internet, music, sports, mass and youth culture.

Young people who spend a lot of time dressing up in fashionable clothes and walking around the shops say the names of clothes in their speeches, not knowing the translation of some English words. Long sleeve is a long-sleeved garment, known directly as “longsleeve”, at this point one may not know the direct meaning of this word. Also, the words leggings, stretch, sweater, shopping, Shopper, etc. are coming into direct use from English.

The increase in the number of internet users has led to the spread of computer vocabulary. Among the most popular social networks: “Instagram”, “Tik-Tok” fans: like; comment; blog; post; selfie; repost; vibe; blogger; hator; direct; stream; vine; looser; cringe; respect, etc.

As for the film industry, although all foreign films are translated into our native language, some words are already entering our vocabulary. For example: premiere; trailer; actor; spoiler; drama; genre; tragedy; blockbuster, etc.

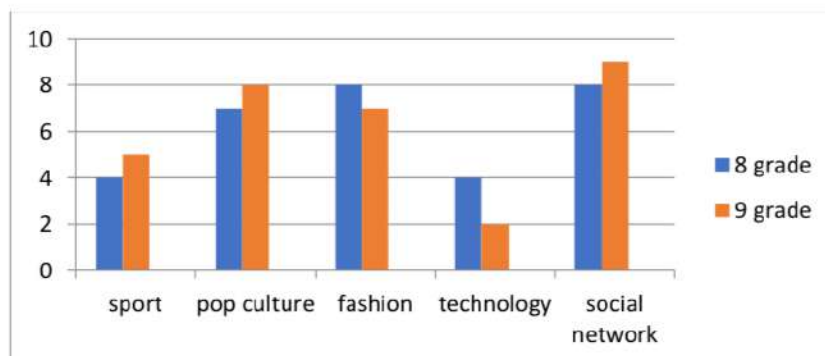
Since sports games are in most cases foreign games, we also come across new words in the sports field. However, today it is more difficult to say that these words are non-entering words, since they have been in use for a long time. Gradually, such anglicisms penetrated into sports terminology: doping, penalty, football, sport, fitness and others [10, 315].

Thanks to the internet, new songs are spreading rapidly. Young people memorize these songs and sing them without understanding their meaning. Among the young people, many of whom listen to foreign songs, words such as: hit; single; track; superstar; remake; lyric; cover; etc.

On the one hand, the appearance of new words develops vocabulary, on the other hand, the language can lose its originality and value. But including schoolchildren and students are increasingly using words of the English language.

From the research work on students of grades 8 and 9 studying at the Kazakh General Education School №198 in Almaty, the reasons for the use of foreign words by young people in their speech were revealed. According to the conclusion from this study, among the most used areas are: social networking (Tik-Tok, Instagram), pop culture (cinema, music), Clothing (Fashion).

First of all, 60 students took part in the survey to achieve this conclusion. The survey asked how often they use Anglicism in everyday communication and how often they write down the most used words.



Appendix 1. areas of application of Anglicism by students of grades 8 and 9

Looking at this table, you can understand the interests and views of students on life. 75% of 8th grade students did not know that they often use Anglicism in their lives, and even some words have an English translation. For example, students who thought that prove are words in the Kazakh

language, they were surprised to learn that the translation is from the English word “prove”. 8th grade students can be seen that the areas in which students use anglicisms the most are social media and clothing. There were too few words he wrote in the field of technology, including the words IT manager, fix, quest.

About 60% of 9th grade students confirmed that they use Anglicism in everyday life. Noted that the reason for the use of words is that there are words in the Kazakh language that have no analogues, and it is convenient to use these words for new names. The most common use is in the social network Instagram and Tik-Tok, when writing comments, among friends, during conversations.

According to the average results of common calculations, more than 60% of respondents use input words to express their thoughts more easily and quickly. 27% of them use the Kazakh equivalent because they do not know it, 13% try not to use slang words at all, because they believe that the purity of the language is destroyed by using words from another language.

According to the research work carried out, the following conclusions were identified. English, being the language of international communication, is deeply embedded in the language code of the Kazakh language. Young people are increasingly using anglicisms in their speech, thus freely expressing their thoughts and feelings, striving to be bright and modern. However, observing the current situation, many linguists noted a large number of foreign words. Some young people are concerned about the unconscious use of English words in the Kazakh language. Violation of the purity of the language gradually begins to manifest itself through the penetration of such intrusive words into the vocabulary of the language without any translation. For this reason, we should not forget that the words and slang used by young people on a daily basis should be controlled by linguists and try to provide the most Kazakh equivalent of these words. Thus, the language of youth can be beautifully reflected even in the native language.

Appendix 2. questionnaire from students of grades 8-9

1. Do you use English words in your speech? YES / NO
2. Why do you use anglicisms in your speech?
 - A) easy and fast
 - B) there is no Kazakh equivalent
 - B) fashionable from a modern point of view
 - C) your own answer
3. What Anglicism words do you know in five different areas?
 - A) sport B) pop culture B) technique C) social network d) clothing

References

1. Maira Y. European Scientific Journal. // Language Modernization in Kazakh: Terminology Issues. – 2014. – 2. – 1857-7881. P. 69-72.
2. Nabidullin A.S., Ordabaev Ch.K. International Journal of Humanities and Natural Sciences. // The role of globalization and angloification of world culture on the appearance of borrowings of the English language in the speech of modern youth. – 2021. – P. 104-108.
3. Слепцова Е.В. Заимствования, их роль и место в системе современного немецкого языка // Иностранные языки в школе. – М., 2009. – С. 45-47.
4. Ваулина Е.Ю. Давайте говорить правильно!: Новейшие и наиболее распространенные заимствования в современном русском языке / Е.Ю. Ваулина, Г.Н. Скляревская. – М., 2005. – С. 86-88.
5. Ефремова Т.Ф. Новый словарь русского языка. Толково-словообразовательный. – М.: Русский язык, 2000. – 289 с.
6. Ханазаров К. Х. К проблеме философии языка. – Ташкент: Узбекистан, 2007. – 133 с.
7. Брейтер М.А. Англицизмы в русском языке: история и перспективы. Пособие для иностранных студентов-русистов. – Владивосток: Диалог, 2012. – 156 с.
8. Abdalgane, Mohammed. English Language and Globalization. – 2020. – P. 5-11.
9. Heather M. The Globalization of English and the English Language Classroom, ELT Journal. – 2006. – 60. – 2. P. 204-206.
10. Мартин М. Словарь иностранных слов. – М., 2000. – 315 с.