CAUSES OF LANGUAGE CHANGES IN COMMUNICATION

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Abstract. This study aims to study the influence of the linguistic and social factors on changes in linguistic communication for a social context. The article examines the factors influencing the choice of words, social environment and speech behavior, characterizes the analysis of language as a socio-cultural phenomenon, as well as the use of the first and second languages, since the social context is a key element of this process. The social, cultural and psychological rules in society influence the worldview of people, changing the model and structure of the language. There were argued linguistic and sociolinguistic variations and factors of communication models. With regard to the continuous advancement of human civilization and the differentiation of people's status and interaction, the findings can raise awareness of language variation caused by various social factors, as well as the influence on the language development. The article analyzed the opinions about sociolinguistic variations and factors of communication models.

Key words: linguistic situation, dialectics, socio-communicative system, sociolinguistics, linguistic norm, bilingualism, language style

Introduction

Linguistics studies the linguistic manifestations of local people's speech experience, their cultural models, traditional features of life, concepts related to the linguistic manifestations andverbal signals, while the culturology studies the features of idio-ethnic development, spiritual culture, customs and traditions, and the mythology studies the worldviews, believes and attitudes to the environment. All of them are interconnected, and there is a common "intersection point"exactly the road where they intersect. In this sense, sociolinguistics is a holistic synthesis of an image for the linguistic scientific research.

Ralph Fasold developed sociolinguistics in terms of relationship between the language and ethnicity, language and culture, language and mentality [1, pp. 315-334]. The development of the common language and ethnicity is always closely related. Therefore, it is not easy to imagine the extralinguistic study of language without paying close attention to ethnic history of nation. There are not many special works that comprehensively investigate the development of language and ethnic history of people who use that language.

The connection between the development of civilization and vocabulary changes, intellectual progress and creation of new grammatical forms and categories were demonstrated by Meillet A. [2, pp. 384-400]. Sommerfelt A. studied the connection between the language, social order and thinking [3, pp. 64-70]. The research direction such as the economics of language is developing on the basis of sociolinguistics and economic theory.

Charles A. Ferguson researched depending on the field of speech how the use of language is changed, the prestige of each language, the recognition of its native language, grammatical systems, diversity of vocabulary, literary heritage, phonology and other factors [4, pp. 325-340]. Dell Himes proved the relationship between speech and way of thinking. Based on the theory that understanding a language requires knowledge not only of its vocabulary and grammatical form, but also of each word volume, he developed the model that identifies components that determine language interaction [5, pp. 8-38]. Basil Bernstein's work focused on the sociological structure of the language and pedagogical discourse, defining relationships between a person's manner of speech and social class [6, pp. 73-84]. There are three main areas of sociolinguistic research, each of them has its own methodology and object. They are urban numerical variations, linguistic sociology and communicative ethnography. The urban quantitative or variation field studies the linguistic variation depending on the social factors in which speakers live. Among other things, it analyzes the influence on religion, education, socioeconomic status, occupation, age, gender, historical aspects and ethnicity.

Methods

The specific methods of sociolinguistics as the linguistic discipline are divided into three groups: methods of collecting material, methods of processing it and methods of assessing the reliability for obtained data. The methods such as questionnaires and interviews and general scientific method for analyzing written sources were used in this study. After analyzing the written sources during the observation process, a hypothesis was formulated. To verify the collected data, a certain part of the social community resorted to the survey.

There were 105 Kazakh repatriates of which 55 males and 50 females took part in the experiment. Most of them arrived in Kazakhstan from China, Turkey and Mongolia between the years of 2000-2019. The data was collected from real life situations, interviews and communication (2019-2021). About 50 speech acts were analyzed and 3 sociological experiments have been carried out. The sociological experiments included topics for outdoor discussions with friends and customer services at work. The experiments examined how native speakers use the language, examined the impact of the language on community, social dynamics and personal identity, and analyzed the use of two languages in the same area and the reasons why a person wants to use two or more languages in a certain situation, or if a person is forced to use two or more languages in service centers, and some reasons have been identified when choosing a language.

Discussion and Results

The language norm is a set of rules of the choice and use of linguistic means in the same society. In multilingual society, where more than two languages function and interact, sociolinguistics studies in which areas of social life these systems are used, what are the relations between them in terms of status and function, which language is dominant, i.e. state or official, accepted as the main means of communication and which are forced to play the role of family and everyday languages, under what conditions and in what forms of bilingualism and multilingualism arise. The languages are rarely equal. The use of the primary language is often predominant, and the other language acquires an additional status.

Table 1. The impact of the social aspects to the language.

Language dominance and proficiency	Second language acquisition	Typology of linguistic situations determined by social factors	Relationships between linguistic and social structures	Cross-linguistic influence
25.72	32.86	18.57	14.28	8.57

As it can be seen from table 1, the subjects of our sociolinguistic research were the national and linguistic relations, mutual behavior, evaluative attitudes and predispositions of speakers and the forms of linguistic existence in relation to both foreign and native languages, as well as the linguistic variants, their attitude to the use of language and its policy.

Table 2. The repatriates' facing language difficulties after moving to the country.

Pronunciation (accent)	Euphemisms (Taboo words)	Dialectism	Neologism	Sentence structure and word order
40 %	17.1%	8.16%	4.3%	30%

Most of all, the repatriates are hampered by pronunciation of words, for example, Chinese belongs to the Sino-Tibetan language family, and the other language belongs to the group of the Turkic languages, their manners of articulation are completely different. The words typical for spoken language include euphemisms, taboo words, dialectics and professional words.The speech-style equations are usually too simple, even crude. The words that cannot be spoken due to religious beliefs, old customs or censorship are called euphemisms. The taboo words do not convey the message directly, they describe the situation in a hint. From the point of view of their style, it is better to use a metaphor than to speak directly. Dialecticism is also used in the scientific, formal, and office styles. Professional vocabulary has a broader scope than dialectics. This area of vocabulary includes

words and various terms related to the types of activities specific to the particular sphere, e.g. coal mining, cotton farming, fishing and etc.

Different vocabulary is used depending on the means of communication, the topic under discussion, communication between native speakers and the reason for the conversation. Contextual versions refer to different speaker cases and linguistic differences which depend on their contexts. The historical or diachronic versions refer to the linguistic differences that have arisen over years as the result of linguistic evolution. Some words may be lost, unused and disappeared, the new words will appear that have not existed before, such as 'Covid' or 'coronavirus', and etc. By describing the national language from the point of view of its social differentiation, it usually contains certain subsystems: the literary form, the territorial dialects, the professional and social jargons. For example, 'telefon sogu' - to call 'telefon yru' - to hit the phone; 'Mashina tez jure ma?' - Does the car go faster? - 'Mashina tez jugire ma?' - Does the car run faster? and etc. Such expressions are translated directly from Chinese, the direct translations of words, phrases and expressions are widely welcomed among people.

In the context of globalization people translate many expressions directly from the other dominant languages. In any society if a language has no social support for development, sooner or later it will die, therefore the language gets filthy and foul and the scope of language application narrows. Due to the small number of sources, people are often forced to use only dominant language data.Since people nowadays mainly use social media more than television, newspapers and magazines, they get used to language of social media and build their vocabulary from them. There is no language control here, nobody edits language style and people learn its poor language. This demonstrates that if there is no communication in the native language for interaction, then the language is in a state of survival. The simplification of the morphological structure is noticed. Such signs of speech may appear in speakers under similar social conditions, it can be judged the linguistic situations are typical for the socio-communicative system.

Conclusion

The change of political situation and economic transformation affect the condition of the socio-communicative system and function of its components. As the research shows people violate the language norm, make mistakes and mix different language styles. The language variant occurs when there are social barriers. The linguistic variants as geographic, contextual, socio-cultural and historical refer to different forms that exist in language to denote the same concept. Depending on the socio-ethnic tradition, colloquial speech may or may not constitute the normative space of the same language.

Geographic versions refer to linguistic differences associated with different geographic origins of speakers. All factors that may affect the use of language are taken into account: the characteristics of speakers (age, gender, level of education, culture and occupation) and characteristics of particular speech acts and speech factors (theme, setting, communicator), e.g. a person cannot talk to an adult as he usually talks to a child. It also changes language depending on the topic of discussion

with friends on the street or client service at work. Sociolinguistics focuses on how native speakers use it. The sociology of the language examines how language affects community, social dynamics and personal identity, and analyzes the common use of two languages in the same area, why a person wants to use two or more languages in the certain situations, the reasons of choosing them and the relationship between different languages. In linguistics, it is customary to distinguish between the synchronic and diachronic conditions of language and some aspects of linguistic research.

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ҚАРЫМ-ҚАТЫНАСТЫҢ ТІЛДІҢ ӨЗГЕРУІНЕ ӘСЕРІ

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Аңдатпа. Бұл зерттеу әлеуметтік контекстте лингвистикалық қарым-қатынастың өзгеруіне лингвистикалық және әлеуметтік факторлардың әсерін зерттеуге бағытталған. Мақалада сөздерді таңдауға, әлеуметтік ортаға және сөйлеу әрекетіне әсер ететін факторлар қарастырылады, сонымен қатар тілді әлеуметтік-мәдени құбылыс ретінде талдау, сондай-ақ бірінші және екінші тілдерді қолданыс аясы сипатталады, өйткені әлеуметтік контекст бұл процестің негізгі элементі болып табылады. Қоғамдағы әлеуметтік, мәдени және психологиялық ережелер тілдің моделі мен құрылымын өзгерте отырып, адамдардың дүниетанымына әсер етеді. Қарым-қатынас модельдерінің лингвистикалық және социолингвистикалық вариациялары мен факторлары туралы пікірлер талданады. Адамзат өркениетінің үздіксіз алға дамуы мен адамдардың мәртебесінің өзара әрекеттестігінің дифференциациясына қатысты тұжырымдар әр түрлі әлеуметтік факторлардың әсерінен болатын тілдің өзгеруін және де сонымен қатар тілдің дамуына әсер ету ықпалын арттыра алады. Мақалада әлеуметтік ортаға және сөйлеу әрекетіне әсер ететін факторлар қарастырылады, сонымен қатар тілді әлеуметтік-мәдени құбылыс ретінде талдау, сондай-ақ бірінші және екінші тілдерді қолданыс аясы сипатталады, өйткені әлеуметтік контекст бұл процестің негізгі элементі болып табылады.

ПРИЧИНЫ ИЗМЕНЕНИЙ ЯЗЫКА ПРИ ОБЩЕНИИ

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Аннотация. Это исследование направлено на изучение влияния языковых и социальных факторов на изменения языкового общения в социальном контексте. В статье исследуются факторы, влияющие на выбор слов, социальную среду и речевое поведение, охарактеризован язык как социокультурный феномен, а также использование первого и второго языков, поскольку социальный контекст является ключевым элементом этого процесса. Социальные, культурные и психологические правила в обществе влияют на мировоззрение людей, изменяя модель и структуру языка. Рассмотрены лингвистические и социолингвистические вариации и факторы коммуникативных моделей. Что касается непрерывного развития человеческой цивилизации и дифференциации статуса и человеческих взаимодействий, результаты могут повысить осведомленность о языковых вариациях, вызванных различными социальными факторами, а также о влиянии на языковое развитие. В статье рассматриваются факторы, влияющие на социальную среду и речевую деятельность, а также проводится анализ языка как социокультурного феномена, а также использование первого и второго языков, поскольку социальный контекст является ключевым элементом этого процесса. Анализируются мнения о лингвистических и социолингвистических вариациях и факторах коммуникативных моделей.