

ANGLICISMS IN KAZAKH NEWSPAPERS: SEMANTICAL AND CONTEXTUAL APPROACH

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Abstract. The authors of this article investigate the spread of anglicisms in modern mass media, their use in media texts. The term "media text" has gained great interest in the Kazakh scientific community over the past 10 years.

The urgency of this research is conditioned by the great importance of scientists to the study of the peculiarities of language activity and the problems of media speech in the field of mass communication.

The main object of this study is to explore the factors that influence on the distribution of anglicisms in Kazakh newspapers.

The theoretical significance of this research lies in the fact that the results of this research can be basis for further in-depth analysis of loanwords from other languages (German, French and etc.) in Kazakh media texts.

The practical value of this research is that the results of the study can be used by teachers and students of universities of humanities in such disciplines as Lexicology, Terminology.

Quantitative and qualitative analysis and data collection are used in this piece of work. The anglicisms are collected based on the semantical categorization of articles and analyzed which articles they are most often used in (for national or international news).

This study examines and analyzes anglicisms found in the media context. 3 popular newspapers periodicals (Egemen Kazakhstan, Almaty Akshamy and South Kazakhstan) in Kazakhstan are taken as the object of the research.

According to the results of the research, 1060 anglicisms were found and this amounted to 0.14% of all analyzed words, which doesn't pose any threat to purity of Kazakh language.

Keywords: anglicisms, mass media, media text, semantic category, periodicals, newspapers, articles.

Basic provisions

In the beginning of XX century Britain became the most profitable imperial power, which owned India, Canada, Australia and many other small geographical locations. English became the master language in all of these places. It was used as an international communication language in Europe more often than other languages. The English speaking United States of America took the lead in economic domination after the Second World War. The economic, social and military help of the United States to the developing countries caused English to expel French language from the role of diplomatic language step by step. There

were several reasons why English language spread all over the world and became popular:

- recognition as one of the official languages of the UN;
- development of industrial and technological progress;
- development of telecommunication and aviation directions;
- broadcasting of new films and programmes in cinematography;
- popularization of pop music all over the world;
- invention of electronic communication tools.

In all the spheres which were mentioned above, English was used as an international language.

The fact that singers such as Bob Dylan and John Lennon, who sang in English and had more audiences than their counterparts in other countries did not mean that they were more talented, but that their songs in English have become more popular.

The influence of the English language is growing in the world from year to year. The same situation has been observed in Kazakhstan over the past 20-30 years. The number of people who speak English is growing. Children learn English from primary school. The first sign of the influence of the English language is the considerable amount of loanwords from this language. These words are adapted to the sound system of the local language. Secondly, many people started also using adapted English words.

English words that have been adapted and officially entered the vocabulary are called anglicisms.

From the perspective of language relations, anglicisms are now becoming widespread in Kazakh language. They are often used in different situations and by different specialists. However, in Kazakhstan, the opinion of society about it has divided into two parts: purists and modernists. Purists believe that anglicisms have a negative impact on Kazakh language, while modernists see anglicisms as a useful addition which have no harmful impact on the language. It is interesting to note that the institutions that deal with the language are lagging behind the event. They present the corresponding neologism, calculus, or English translation alternative to Kazakh language late. It is proposed only after the word had already been introduced into the spoken language, and is widely distributed among the population.

G. Doszhan studies anglicisms as a part of her thesis work and confirms: “English as a motive power of globalization and information is called global language. In this process anglicisms are one of the quickly spreading criterions of globalization that bring valuable installations of the West European culture. Thereby, the world and national mass media is a type of distributor of Anglicisms in all languages” [1,p.2].

The tasks assigned in this research are to give explanation to the way of spreading anglicisms in the contemporary Kazakh media texts, the frequency and context of their use. First of all, it is needed to draw a distinction between these 2 notions.

Introduction

The mediatext as a term appeared in English scientific literature in 90th of XX century, and it spread to international academic community and national mediadiscourse soon. Russian linguist T.G.Dobrosklonskay states: “The dynamic formation of the concept of media text in the scientific environment is due to the growing interest of scientists in the study of the peculiarities of language activity and the problems of media speech in mass communication” [2]. “The definition of media text has moved far from the traditional understanding of text as words written on paper by ink, it has acquired much broader conception, as speech, melody, sound effect and video, etc.” specifies A. Bell [3]. Media text expresses all the technology that creates it.

According to L. Antonova: “Media texts fix real events, get them into an unstable, constantly changing social and cultural space and impose additional informational and cultural meanings on them” [4].

TV, radio, newspaper, magazine, social networks and other types of mass media are included into the notion “media text”. Newspapers are data for study of this article. It gives preference to standard language which makes newspaper text different from other types of mass media texts.

In terms of anglicisms, the Dictionary of loanwords of Kazakh language defines it as “words, word formations, syntactic structures, slang, terms, which were adopted from English language” [5,p.39].

Slovenian lexicologist Eva Sicherl defines Anglicism as “a word borrowed from the English language which is adapted in terms of the linguistic system of the recipient language and integrated into it” [6].

Henrik Gottlieb gave a broader definition stating that “any individual or systemic linguistic characteristics adapted or adopted from English, or inspired or boosted by English models, used in intralingual communication in a language other than English” [7,p.163].

Anglicisms are signs of language contact. These language connections may be established either directly or indirectly. Directly means by interpersonal contacts while indirectly stands for mediated by cultural artefacts varying from literary works, translations, technical inventions. The notion of Anglicisms is part and package of what is sometimes referred to as “non-English-speaking cultures” but which should rather be referred to as cultures in which English is not the language of habitual us. Anglicisms not only confer how the world looks, tastes, or sounds (*website, burger or hiphop*), they also order how it is view, what good taste is, and what sounds right in other languages [7,p.162].

Haugen expresses his concept of anglicisms as “attempts to reproduce previously discovered patterns in another language”, and Deroy assures that “words that are completely naturalized in the target language and are no longer identifiable by the ordinary speaker”. There is also Dubois who states that “whenever there is an individual who is able to use 2 different languages fully or

partially, there are borrowings, the most important social and linguistic phenomenon in all language contacts” [8; 49].

The term “anglicism” was introduced by Miege in 1687. He defined it as an expression proper to the English that could be found as is in any modern language.

Kazakh public intellectuals as A. Baitursynov, N. Torekululy, Kh. Dosmukhameduly called words from other languages as someone else’s words, interterms, borrowed words.

A. Baitursynov wrote about it in his research: “The time when we cannot live without foreign words has come The nation the follows the culture, they soon will change their language, the majority of words penetrated into education will come with foreign knowledge, habits as words that give new explanation to new words” [9,p. 212].

According to Omirzak Aitbayuly’s opinion, Kazakh terminology has established in 2 ways: by riches of national language and loan words. Translation of some terms from foreign languages, or more precisely established interterms is not required, as it is not always possible to find or form the Kazakh equivalent of international terms used in the same field of science. The formation of a term carries a great responsibly, as the spiritual, cultural, social and other wealth of the nation is recognized through the language [10,p. 28].

Over the last years, the Turkic languages have penetrated an increasing number of loanwords and international terms from English language. Unfortunately, the degree of assimilation of these loanwords and terms varies. In accordance with the phonomorphological regularities of the national language, currently, there are many vulnerable spots in their assimilation, adaptation and use. This type of linguistic situation causes the disruption and interference in the speech culture of Turkic peoples.

Professor Rabiga Syzdykova’s comprehensive and wide-ranging work “*Language norm and its formation*” [11,p.11] says that “... not all foreign language words may have the status of loanwords, and the term *foreign word* can be the opposite of loanword: if loanwords in one language are units that are adopted and acquired normative right, foreign words are units that are not adopted and assimilated yet”.

When loanwords have such features as the potential of use, frequency, the possibility to enter into syntactic, morphological relation with other words, individuality (no variation) to express by only one and the same word, names of concepts, objects, phenomena, entered in the life of people, society, etc., then loanword is considered as a property of the lexical treasury of the recipient language... [11,p. 12].

Kazakh linguist, famous Turkologist Abduali Kaidar noted that [12,p.443] “the number of loanwords in the lexis of Kazakh language after mixing with Kazakh words will eventually increase but not decrease”.

Description of materials and methods

There are the following hypothesis regarding 2 factors. Firstly, it is expected that anglicisms appear more often in articles that deal with themes that have a strong relation to international news. Secondly, articles that revolve around themes that possess a strong semantic relation to certain specific category will contain more anglicisms than others.

The theoretical and methodological basis of the research include works of old and modern linguists on general Turkic linguistics, on theory of borrowings, prepared by using materials about languages of various systems. The theoretical basis was prepared based on ideas and views of such scientists as A.Baitursynuly, R.Syzdykova, K.Abduali, Kh.Losmukhamedov, G.Doszhan, L.Antonova, T.Dobrosklonskaya, H. Gotleb, A. Bell and etc..

The empirical part of the research is composed of media texts of mass media in Kazakh language of Kazakhstan. There were selected 3 Kazakh newspapers for the analysis. They are: *the Egemen Qazaqstan* (№209, 2020, №210, 2020, №211, 2020), *the Almaty Aqshamy* (№10 (, 2022, №131, 2021, №129, 2021) and *the Ontustik Qazaqstan* (№144, 2021, №152, 2021, №148, 2021). All 3 newspapers have Politics, Society, Economics, Technology, Culture, Sport and etc. columns. All 3 newspapers are considered as popular, Republican, non-satirical newspapers. All 3 newspapers have electronic versions.

To solve the tasks assigned in this paper, we used descriptive and comparative methods: the first one was used for selection and classification of language materials, the second one was used as the basis to establish lexical and semantic relations; qualitative and quantitative analyses were also used.

The research was held in accordance with the following procedure:

1. Anglicisms were identified and collected from the articles. Advertisements, weather forecast items, amendments to legislations, articles with no anglicisms were excluded.
2. Each article was summarized in one category based on key words and the subject with which it dealt with. For example: each newspaper had many columns such as Politics, Culture and etc. The category naturally emerged out of the actual content of the article. 1 additional and unfamiliar column for newspapers was attached. As a result of pandemic that swept the world starting from 2019, no matter what kind of mass media you observed, there was always more than 1 article dedicated to coronavirus. For example, in *the Egemen Qazaqstan*, the column was called *Take Care of Your Loved Ones!* (*Жақыныңа Жанашыр Бол!*), and in *the Almaty Aqshamy* it was *Fight Against the Epidemic!* (*Индетпен Күресу*). These articles were decided to unite in the category Covid-19.
3. Afterwards articles were divided into national or international news. The headlines of the articles and sometimes key words helped to distinguish it. For example, *All The World Is Fighting Infectious Decease* (*Жұмыр Жер Жұқпалы Дертпен Жұмыла Күресін Жатыр*), *What Does The World Experience Say?* (*Әлемдік Тәжірибе Не дейді?*). It was obvious that the articles with such headlines linked to international news section.

4. After the anglicisms were collected, articles were categorized, quantitative analysis took place. In order to examine the distribution of anglicisms, it was estimated the total number of anglicisms, the number found in national news, international news respectively, and the number of anglicisms that occurred per semantic category.
5. Finally, it was commented and concluded on the distribution of anglicisms within their semantic category.

Results

After having summarized all of the articles, it became obvious that all 3 newspapers have certain topical clusters. For example, *the Egemen Qazaqstan* newspaper dedicated 3 articles for the theme of population census in one edition: (1) *Interviewed Once (Бір Мәрте Ғана Сұралды)*, (2) *Almaty Took Leadership (Алматы Көш Басында)* and (3) *Important Promotion (Маңызды Науқан)*. When counting the occurrence of the subject “census”, it would seem logical to assign the overarching article category “Census” to these three. However, this would discount a crucial linking element: the author’s emphasis on specific subjects within the articles. What these articles have in common is that they resolve firstly and foremost around the government’s outreach to the population and what is being done during the census – only secondly around the issue of census on itself. Consequently, the selection of categories was defined in such process. Although the categories were general, they were more specific. The categories were:

- Politics (president, government, social parties);
- Society (articles dedicated to city, region, society problems and works);
- Law (articles on military affairs and laws, some facts of violation);
- Finance (articles about news and changes in Economics);
- Health (achievements and works done in Healthcare system);
- Covid-19 (pandemic, vaccination, epidemical situation in cities);
- Education (achievements and works done in Education system);
- Art (theatre, cinema, museum news and achievements);
- Sport (articles on different contests and athletes);
- Technology (news and achievements in technology sphere).

Discussion

As demonstrated below in Figure 1, the total number of anglicisms amounts to 1060 in total in 3 newspapers. Of these, 748 anglicisms occurred in articles classifies as national news, and 312 anglicisms came out from international articles.

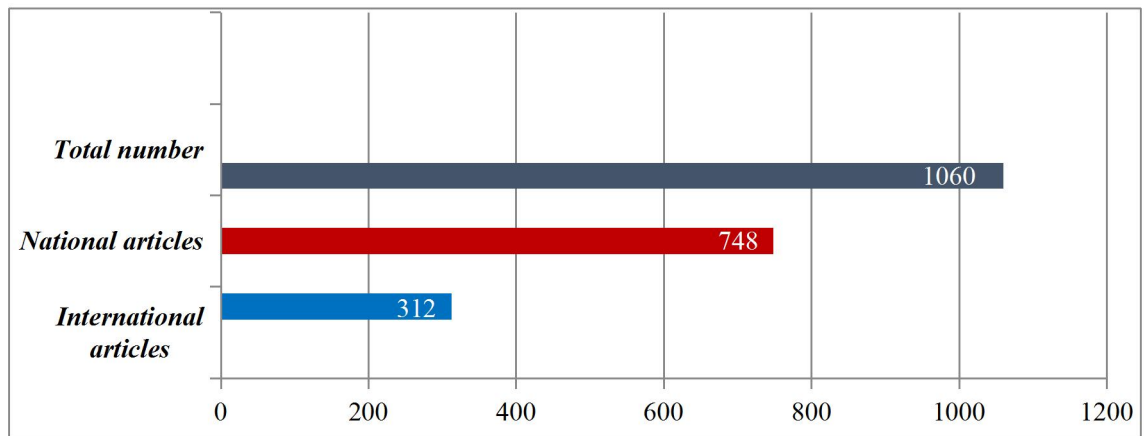


Figure 1. Quantitative distribution of anglicism

Figure 2 displays the total number of collected anglicisms in 3 newspapers. *The Ontustik Qazaqstan* has 140, *the Almaty Aqshamy* - 254, and the majority of anglicisms were found in *the Egemen Qazaqstan*. It can be noticed that more anglicisms were defined in the articles dedicated to national news. For instance, the number of anglicisms found in international news in *the Almaty Aqshamy* is 30, while anglicisms in articles dedicated to national news are 7 times more. The number of anglicisms found in articles devoted to national news in *the Ontustik Qazaqstan* is 115, and the number of anglicisms found in international articles is 4 times less. Comparing to these 2 newspapers, the result of *the Egemen Qazaqstan* looks more or less attractive. The number of anglicisms found in the newspaper's international news is about 2 times less than the number of English loanwords in articles focused on national news.

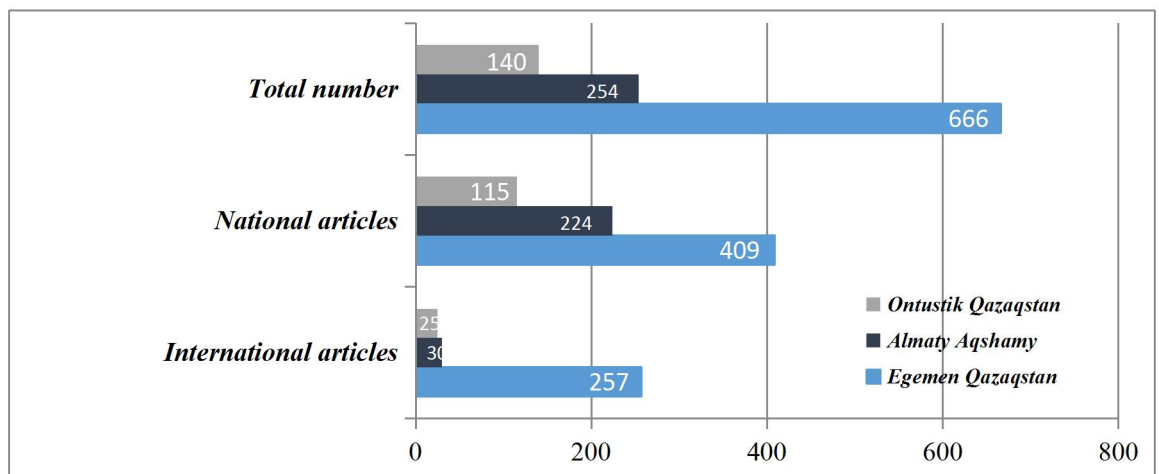


Figure 2. Quantitative distribution of anglicisms per newspaper

Regarding semantic category of the articles in all 3 newspapers, Society contains more anglicisms compared to other categories. The least number of anglicisms were defined in Finance category (see Fig. 3).

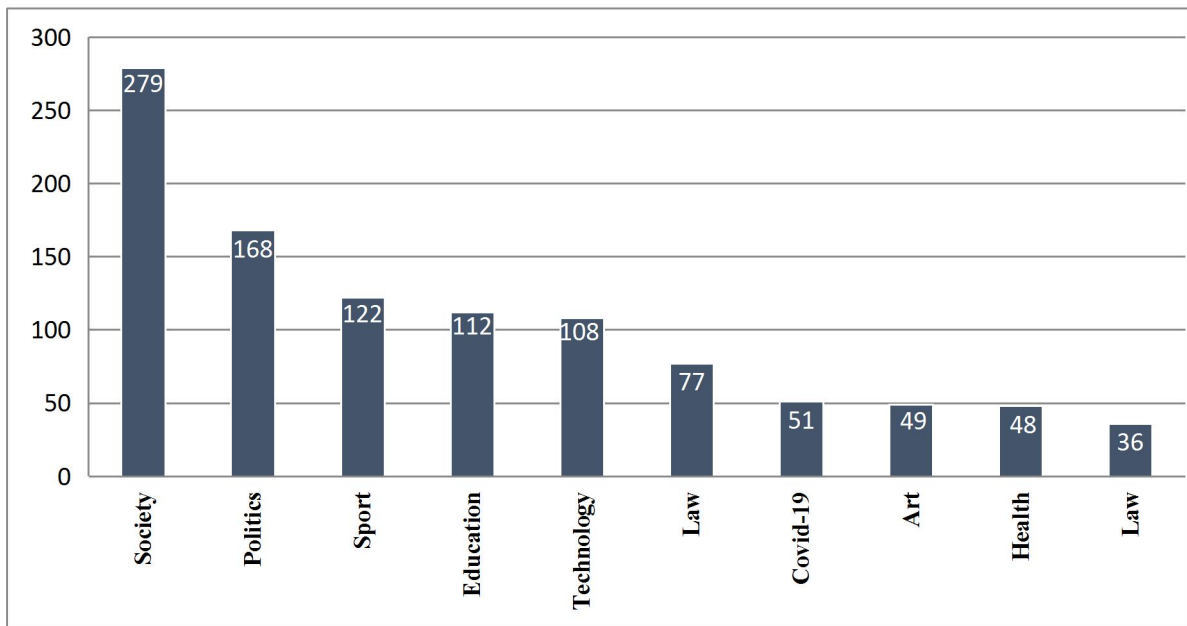


Figure 3. Quantitative distribution of Anglicisms per semantic category

The greatest number of anglicisms were discovered in Society category. The anglicisms as *воркаут* (workout), *сквер* (square), *роллердром* (rollerdrom), *рейд* (raid), *респондент* (respondent), *интервьюер* (interviewer) were often collected in the article devoted to social issues. 168 anglicisms were found in Politics category. The following anglicisms were identified in the articles devoted to political issues: *брифинг* (briefing), *саммит* (summit), *митинг* (meeting), *спикер* (speaker), *локдаун* (lockdown), *мониторинг* (monitoring), *менеджмент* (management), *реинжиниринг* (reengineering), *импичмент* (impeachment), *инаугурация* (inaguaration). The anglicisms as *нокаут* (knockout), *нокдаун* (knockdown), *панчер* (puncher), *фристайл* (freestyle), *сет* (set), *матч* (match), *раунд* (round), *корт* (court), *промоутер* (promoter) were often found in articles related to Sport category. The categories Covid-19 and Education had many anglicisms as *онлайн* (online), *офлайн* (offline), *грант* (grant), *Телеграм-бот* (Telegram-bot), *сайт* (site), *ПЦР-тест* (PCR-test), *QR-код* (QR-code), *модератор* (moderator), *скрининг* (screening). The wide-range of anglicisms was found in Technology category. *Тренд* (trend), *блогер* (blogger), *чат* (chat), *сторис* (stories), *файл* (file), *медиа* (media), *стикер* (sticker), *биткойн* (bitcoin), *сенсор* (sensor), *Ай-Ти* (IT), *аутсорсинг* (outsourcing), *сервер* (server), *хакер* (hacker), *хаб* (hub) and other anglicisms were discovered in articles devoted to news and achievements in Technology sphere.

In terms of the semantic category of each newspaper (see Fig.4), it can be noted several obvious differences. Although *the Ontustik Qazaqstan* has a low number of anglicisms in all categories, but compared to *the Almaty Aqshamy*, there are 30 more anglicisms in Society category. With respect to *the Almaty Aqshamy*, although it has an average rating in all categories, it has 23 more anglicisms in Politics category compared to *the Egemen Qazaqstan*. *The Egemen Qazaqstan* takes the highest rating almost in all categories. Exclusively, the number of anglicisms found in Art and Health category articles doesn't exceed 30.

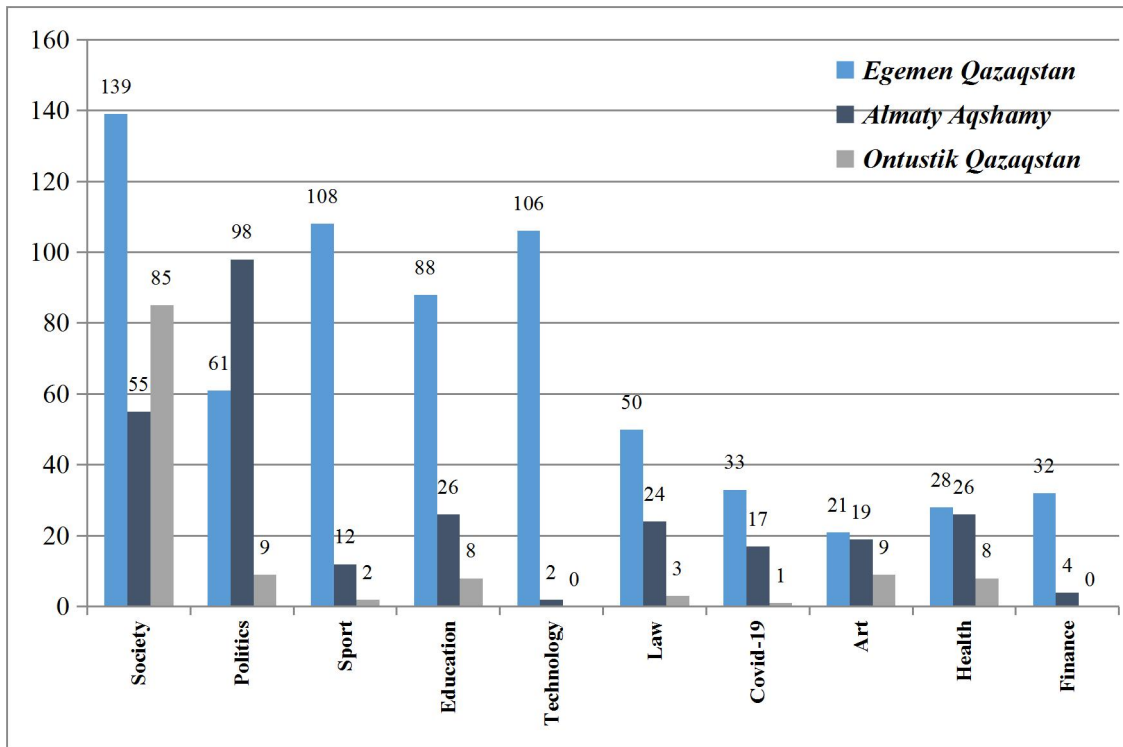


Figure 4. Quantitative distribution of anglicisms per semantic category

Figure 5 demonstrates the average distribution of anglicisms in 3 newspapers for each semantic category. The percentage indicator in the Fig.5 shows the relative number of anglicisms that occur in relation to the total number of words in the reviewed articles. Based on this data, Sport (*the Egemen Qazaqstan*) and Art (*the Almaty Aqshamy*) are the categories that contain the most anglicisms. The second place is taken by the categories of Education and Technology of *the Egemen Qazaqstan*.

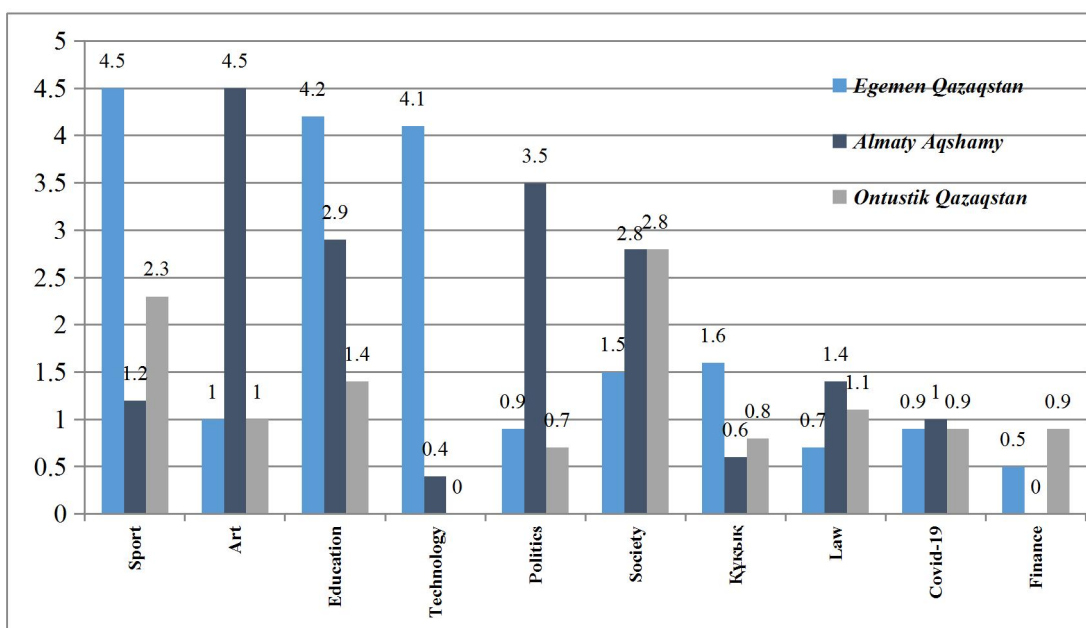


Figure 5. Average distribution in percent of anglicisms per semantic category

Conclusion

Summing up the results, there is a significant difference in the division of national and international news presented in this research. The anglicisms found in international articles are 2.3 times less than in national news. It means that foreign reality has entered Kazakh language and became our reality. If any Kazakh had been asked about the meaning of бустер (booster), локдаун (lockdown), хайп (hype) 5 years ago, nobody would have answered it. But today, these and many other English words have integrated into Kazakh language and penetrated in everyday vocabulary. For instance, although the article *Let's Treat Interviewer With Respect (Интервьюерге Құрметпен Қарайық)* in the *Almaty Aqshamy* discusses the inner social issues, nevertheless the lexis used in it (интервьюер (interviewer), онлайн (online), офлайн (offline), сайт (site), кол-центр (call-center), респондент (respondent) and etc.) is at least based on the international concept.

Thus, it is not a strict contradiction to accept the national or international division. To search the influence of anglicisms in national or international articles, it is necessary to establish more specific criteria to describe the interaction of these 2 elements.

Generally, some categories have slightly more anglicisms than the others. For instance, Sport is the category with the most amount of anglicisms - 4,5%, followed by Education and Technology. The least number of anglicisms has Finance category with the percentage of 0,9%. Thus, it is evident that there is a difference in the division into categories in the articles.

One of the difficulties that was encountered during the research was the absence of previously tested or approbated semantic structure in the dividing of articles. There was defined overlap which mainly caused difficulties in semantic categorizations. The most prominent example: *Winner who improves knowledge (Білімін толықтыра түскен ұтады)*. The emphasis in this article puts on Education. It is said about political workers who improve their knowledge in the article. The question that comes up: which category does this article relate to? Politics category was chosen as it was decided from the beginning to follow and remain systematic in the research methodology. But the solution may not be perfect. The second difficulty, some categories might be considered as subcategory. For example, Covid-19 might be subcategory to Health. They were divided because the research took place exactly when coronavirus pandemic was arisen and all the newspapers dedicated 1 or 2 full pages to this issue. Thirdly, an important feature of all newspapers to take into account is the variability of the themes from day to day. The results of the research might have looked entirely different if:

- 1) other newspapers would have been chosen;
- 2) long-term publications of these 3 newspapers would have been analyzed. Specifically, the analysis was held during the population census in the country. If another editions of these newspapers had been analyzed, the words *интервьюер (interviewer)*, *респондент (respondent)* wouldn't have been found. The number of anglicisms in Society category might have been completely different.

In essence, absolutely perfect system of categorization is needed. This system can be obtained by examining a much larger linguistic Corpus. In the presence of such Corpus, it is possible to create a clear and relevant system for semantic analysis of media texts (newspaper, radio, television texts).

The articles examined in this research comprised 744952 words in total. 1066 of them are anglicisms. It means that 0,14% of the total number of words examined is anglicisms. For this reason, it is certain that the use of anglicisms in the modern Kazakh language doesn't carry any threaten to the purity of Kazakh language, especially not when taking into consideration that articles without anglicisms weren't analyzed. Would we have done so, the percentage of anglicisms per total words would have been lower still. Moreover, as newspapers give precedence to standard language, the present inflow of English loanwords into modern Kazakh language can be counted as overreaction, and there is no proper evidence for seeing anglicisms as a thread to the survival of Kazakh language.

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ҚАЗАҚ ГАЗЕТТЕРІНДЕГІ АНГЛИЦИЗМДЕР: СЕМАНТИКАЛЫҚ ЖӘНЕ КОНТЕКСТУАЛДЫҚ БАҒЫТ

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Андағна. Бұл мақаланың авторлары қазіргі бұқаралық ақпарат құралдарындағы англицизмдердің таралуы, олардың медиамәтіндерде қолданылуын талқылайды. «Медиамәтін» термині қазақ ғылыми ортасында соңғы 10 жылда үлкен қызығушылыққа ие болып жатыр.

Зерттеудің өзектілігі бұқаралық коммуникация саласында тілдің қызметінің ерекшеліктері мен медиасөз мәселелерінің зерттелуіне ғалымдардың орасан зор мән беруіне негізделген.

Зерттеудің мақсаты қазақ медиамәтін құрамындағы англицизмдерді талдау.

Зерттеу идеясы 2 гипотезадан тұрды:

- англицизмдер жиі халықаралық мақалаларда әлде ұлттық жаңалықтары бар мақалаларға кездеседі және олардың таралуына себеп болады ма?

- мақалаларды категорияландыруы англицизмдердің таралуына ықпал етеді ма?

Зерттеудің теориялық маңыздылығы оның нәтижелерінің қазақ медиамәтіндерінде басқа тілдерден енген (неміс, француз және т.б.) кірме сөздерін талдауға негіз болады.

Зерттеудің практикалық құндылығы гуманитарлы бағыттағы жоғарғы оқу орындарында мұғалімдер мен студенттердің Лексикология, Терминология сияқты пәндерде қолдана алады.

Зерттеуде ақпаратты талдау мен жинақтаудың сандық және сапалық әдістері қолданылды. Англицизмдерді мақалаларды семантикалық категориялау тәсіліне сүйене ажыратып, олардың қандай (ұлттық әлде халықаралық жаңалықтарға арналған) мақалаларда жиі қолданылатыны талданады.

Қазақ тіліндегі мерзімдік басылымдар негізінде жасалған бұл зерттеу медиамәтіндегі кездесетін англицизмдерді талдап, сараптайды. Зерттеу нысаны ретінде Қазақстандағы мерзімдік басылымдардан 3 танымал газеттер алынды. Егемен Қазақстан, Алматы Ақшамы және Оңтүстік Қазақстан газеттерінің 3 басылымы сараланып, англицизмдер кездескен мақалалар жинақталды.

Зерттеу нәтижесі бойынша 1060 англицизм табылды және бұл барлық зерттелген сөздердің 0,14% құрады, ол дегеніміз англицизмдердің қазақ тілінің тазалығына ешқандай қауіп төндірметінін білдіреді.

Тірек сөздер: англицизмдер, БАҚ, медиамәтін, семантикалық категория, мерзімдік басылым, газеттер, мақалалар.

АНГЛИЦИЗМЫ В КАЗАХСКИХ ГАЗЕТАХ: СЕМАНТИКО- КОНТЕСТУАЛЬНЫЙ ПОДХОД

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Аннотация. Авторы статьи рассматривают распространение англицизмов в современных средствах массовой информации, их использование в медиатекстах. Медиатекст вызывает большой интерес в казахской научной среде в последние 10 лет.

Актуальность данного исследования обусловлена большим вниманием ученых к изучению особенностей функционирования языка и проблем медиаречи в сфере массовой коммуникации. Целью данного исследования является анализ англицизмов в казахских медиатекстах.

Идея исследования заключалась в 2 гипотезах:

- статьи с международными новостями содержат большее количество англицизмов, чем статьи с национальными новостями, что является главным источником распространения англицизмов в казахском языке;
- категоризация статей влияет на распространение англицизмов в языке - реципиенте.

Теоретическая значимость данного исследования заключается в том, что результаты данного исследования в дальнейшем могут быть базой для более глубокого анализа заимствованных слов из других языков (немецкий, французский и т.д.) в казахских медиатекстах.

Практическая ценность данного исследования заключается в том, что данные исследования могут быть использованы преподавателями и студентами вузов гуманитарного направления в преподавании и изучении таких дисциплин и разделов языка, как лексикология, терминология и др.

В исследовании были использованы квантитативный и квалитативные методы анализа и сбора информации. Исходя из подхода семантической категоризации статей, проводится анализ, в каких статьях англицизмы чаще всего используются (национальных или международных новостей).

В процессе исследования проведен теоретический обзор трудов отечественных и зарубежных ученых, даны определения терминов "медиатекст", "англицизм".

Данное исследование, составленное на основе периодических изданий на казахском языке, рассматривает и анализирует англицизмы, встречающиеся в медиатекстах. В качестве объекта исследования были взяты 3 популярные газеты из числа периодических изданий Казахстана: Егемен Қазақстан, Алматы Ақшамы и Южный Казахстан. Были собраны статьи, в которых встречались англицизмы. По результатам исследования были найдены 1060 англицизмов, и это составило 0,14% всех изученных слов. Отсюда следует вывод об отсутствии угрозы чистоте казахского языка.

Ключевые слова: англицизмы, СМИ, медиатекст, семантическая категория, периодические издания, газеты, статьи.

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