

Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайғыров университета

**ТОРАЙҒЫРОВ
УНИВЕРСИТЕТІНІҢ
ХАБАРШЫСЫ**

Филологиялық серия
1997 жылдан бастап шығады



**ВЕСТНИК
ТОРАЙҒЫРОВ
УНИВЕРСИТЕТА**

Филологическая серия
Издается с 1997 года

ISSN 2710-3528

№1 (2024)

Павлодар

**НАУЧНЫЙ ЖУРНАЛ
ТОРАЙГЫРОВ УНИВЕРСИТЕТА**

Филологическая серия

выходит 4 раза в год

СВИДЕТЕЛЬСТВО

О постановке на переучет периодического печатного издания,
информационного агентства и сетевого издания

№ KZ30VPY00029268

выдано

Министерством информации и общественного развития

Республики Казахстан

Тематическая направленность

публикация материалов в области филологии

Подписной индекс – 76132

<https://doi.org/10.48081/QZXY9517>

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При использовании материалов журнала ссылка на «Вестник Торайгыров университета» обязательна

<https://doi.org/10.48081/OQAL4372>

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LINGUISTIC NATURE OF HYBRID TERMS IN THE MEDIA SPACE

Linguoecology examines the state of language in its dynamics, and the state of language today can be seen in the mirrorless media space. Because in the last twenty years, humanity is experiencing a real revolution in the field of communication tools and methods. The Internet and other information and communication technologies have a fundamental impact on all areas of our life, creating new skills and abilities, ways of thinking. New phenomena are emerging as social networks, blogs, personal mass media, etc., which did not exist until now. The article provides theoretical information about the study of linguoecology and five stages of the formation of linguoecological studies in the Kazakh language education. The linguo-ecological phenomenon of hybrid words created by mixing input and original components in the media space is taken as a research object, and the names «media space», «hybrid term», «hybrid word» are defined. In the course of the research, linguistic and ecological monitoring, internet analysis, and statistical analysis are carried out. In the information space of the Kazakh language, the transformation of names from the centaur, contaminant origin into a linguistic fashion leads to the deformation and degradation of the national language.

Keywords: linguoecology, media space, input words, hybrid terms, hybrid words, language fashion.

Introduction

Today, the research process at the intersection of language and ecology is rapidly developing all over the world. The concept of «language and ecology» was first introduced by E. Haugen, which appeared in his work as a concept representing the interaction between language and the environment. Since then, linguistic ecology has been formed as an interdisciplinary field of linguistics and ecological research and is continuously developing. The founder of this direction is E. Haugen: «Language ecology can be defined as the study of the interaction between any language and its environment. The true environment of a language is the society that uses it as one of its codes. «Language lives only in the minds of its users, and functions only in the communication of these users with each other and with nature, that is, with the social and natural environment.» The researcher says that the psychological part of language ecology examines the relationship between the mind of a speaker of two or more languages with other languages, and the sociological part considers the relationship of language with society, which serves as a means of communication.

E. Haugen's opinion that «Language ecology is defined primarily by people who learn, use and communicate language to others» can be taken as the basis for considering linguoecology in the framework of the main trend of modern linguistics – anthropological direction. In the 21st century linguistics, the nature of language, which is the most important tool for human life and existence – through the content of linguistic units at the phonological, morpheme, lexeme, syntactic, contextual, discourse levels; the content features of linguistic units within the framework of the processes of thinking, judgment, information reception, information delivery in human cognition; in terms of the manifestation of other innate, later developed human qualities; as a linguistic structure influenced by historical, public, social factors; the actualization of differentiation in terms of the essence of the worldview and spiritual culture, which characterizes the general human existence, increased the interdisciplinary nature of linguistics and the research opportunities» [1, pp. 15–16]. Linguistic and ecological problems of the Kazakh language in the works of researchers as K. S. Dusipbaeva, L. V. Ekshembeeva, A. K. Zhumabekova, Zh. K. Zhubantayeva, A. B. Amirbekova, Zh. A. Zhakypov, G. O. Syzdykova, Zh. K. Umirbekova, M. B. Nurtazina, K. S. Kulmanov, N. S. Amirzhanova, S. J. Urkinbaev, G. A. Doszhan, J. N. Zhunisova, G. T. Kanaybekova, M. D. Zhumashev, G. Bakytzhol, J. K. Kairbaeva, etc. Are differentiated from various aspects within the framework of the anthropocentric paradigm.

E. N. Akimova's article «Linguo-ecological interpretation of active processes in the modern Russian language» emphasizes the hybrid phenomenon in it as a real

experimental word-formation: «hybrid words (words-centaurs, words-telescopes): трепортаж, моменталитет, пофигуристы» [2, p. 42].

B. Momynova says «The mine of Budan words is journalistic style. Hundreds of words have penetrated through the media and are gradually stabilizing in the language: trade and economic cooperation, official business delegation, «Tengizshevratl», school-gymnasium, teachers-professors and students of the International Kazakh-Turkish University, in our regularity and legal acts, historical-memorial museum, Su concert-entertainment program, monument complex, boarding school, theater-art institute, historical-museum complex, archaeological reserve-museum, Kazakh music-drama theater, children's and teenagers' theater, literary-memorial, physical therapy department, water-energy, cultural-humanitarian, service training center, Zhetisu NC JSC, pilot project, dairy plant, etc.» [3, p. 260].

K. S. Dusipbaeva, who studies the language of the media from a linguistic-ecological point of view, talks about the linguistic and ecological danger of foreign words in the Kazakh language. The researcher concludes: «Linguoecology as a new direction in science, studying the linguistic sphere of man and society, leads to the formation of rules and principles, systems, which are necessary not only for ecology, but also for the development of language and opportunities to solve environmental problems. Linguoecology is not only a branch of linguistics that includes the problems of speech culture, it protects against abusive, indecent and vulgar vocabulary while preserving the spiritual integrity of humanity» [4, p. 24].

Materials and methods

The following special methods and approaches have been used in the work: linguistic-ecological monitoring – determining the information balance in the news section; content analysis – studying programs, news texts and analyzing units that allow to identify negativity and linguistic aggression; intent analysis - when studying the content of opinion leaders' posts and comments, statistical analysis - when analyzing the numerical data of store names. Theoretical foundations of linguistic ecology (E. Haugen, A. Fill, P. Mühlheuser, T. Levasseur, A. V. Kravchenko, N. A. Kurashkina, I. N. Poteryakhina, V. P. Korovushkin, A. P. Skovorodnikov, S. A. Aktuganova, V. I. Shakhovskiy, E. Sushchenko, N. Vali, Z. Zhakypov, D. Alkebaeva, G. Smagulova, M. B. Nurtazina, K. S. Kulmanov, M. I. Kadeeva, J. B. Bekturova, N. S. Amirzhanova, S. Zh. Urkinbaev), media space (M. McLuhan, I. M. Dzyaloshinsky, E. N. Yudina, Z. K. Buenbaeva), emotion (A. Aldamuratov, P. K. Anokhin, A. R. Leontiev, G. K. Imanalieva), linguistic aggression (A. Altayeva, I. V. Pekarskaya, E. A. Shpomer, K. F. Sedova, Yu. V. Shcherbinina), language style (V. G. Kostomarov, I. T. Vepreva, L. K. Graudina), hybrid terms (Sh. Kurmanbayuly, B. Momynova, A. Kurmanbaeva, A. R. Koshekova).

Results and discussion

A mix of foreign words and native words is becoming fashionable in the media space. As a result of this, the Kazakh language is mixed with different languages, and based on this, there is a tendency to use mixed speech such as «Kazakh-English», «Kazakh-Russian», «Kazakh-Arab», «Kazakh-Korean» and use words that have an equivalent in the Kazakh language to replace them with words of another language. According to the researchers, this situation is closely related to the problems of linguistic taste and linguistic fashion.

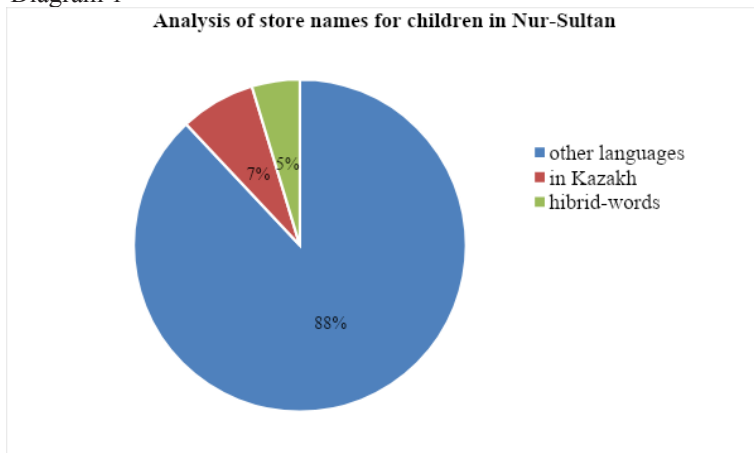
There are two main characteristics of buzzwords: the first is that it is a new word, and the second is that it is in popular use. That's why Kazakh-speaking young people, who tend to speak in a fashionable way, prefer to use new words in English, Russian, and Korean. And the consequences of this threaten the ethno-historical worldview of young people, devalue the Kazakh word, its spiritual meaning, genetic memory, and lead to the destruction of our linguistic ecology. It is known that the problem of foreign words and language invasion has been studied from the point of view of language culture and speech culture. However, language culture considers all this in terms of its impact on language, and linguoecology considers it in terms of its impact on a person.

S. Ter-Minasova says: «Introduction words are gradually entering the lexicon and phraseology, but they also include phonetics, morphology and syntax and are getting deeper» [5, p. 127]. As proof of this, we can cite words from the word «centaur image» appearing in the modern Kazakh language. For example, @janasozdik's page on Instagram has 357 such words (their number is increasing day by day): *ұятмен* (a decent person who is limited by the values imposed by society and whose decency turns into mania and reaches absurdity), *қыртапер* (he always said that he should have done business, but a person who walks around without doing anything), *көршейірің* (a system of neighbors who ask about this and that when necessary), *дінкоғнито* (a person who secretly practices religion), *қққ* (laughing loudly), *қайырфандиң* (cyber-philanthropy of hipsters and startups), *байкетиң* (no an attempt to increase the probability of getting rich by sharing your opinion, pictures of desirable image, despite having no informational weight/interest), *перзентация* (showing a child in his forties to the public for the first time), *қоқыс-ньюс* (news distributed by the majority of Kazakh news sites), etc. In the course of the analysis, we saw that the words *paydaraz* and *piaraz* given on this page were used by journalists in TV and radio broadcasts: «*Пайдараз продюсер*» («Astarly aqikat», November 19, 2019); «*Пиараз әнші кім?*» («Ұят Parade», November 21, 2018). Therefore, with the passage of time, there is a risk that some of these words, which now seem vulgar, will come into common use.

Even the major TV channels broadcasting to the republic support and use such a trend. If this continues, we think that the meaning, pronunciation, and

writing of these words in the linguistic consciousness of the younger generation will be completely forgotten and replaced by English words that have taken their place [6]. The danger of the influence of the English language can also be seen in the names of objects in the country. All this is reflected in the various applications that are downloaded to our mobile phones that we use every day. As an example, we present our analysis of store names for children in Nur-Sultan:

Diagram 1



Here, the names colored in blue are in other languages, the names colored in orange are in Kazakh, and the names colored in grey are hybrid-words. If we give a percentage, all names here are 150 (100 %), 132 (88 %) of them are in other languages, 11 (7.3 %) are Kazakh, 7 (4.7 %) are partially Kazakh. The share of the Kazakh language is only 7.3 %. Although this analysis covers only one field, we saw that the indicators in other fields are similar during data collection.

Abbreviation as a contamination component: *ЭКСПО калыпсис* *Контаминанттар* *гибридтік түзілімдер негізінде: уикимақ (уикипедия + акымақ), нетұрғын (интернет + тұратын), фейсмолда (фейсбук + молда), фейсөкжие (фейсбук + өрше), қатеррорист (қатер + террорист), Брекзиттену (Брекзит + тену), тойстаграм (той + Instagram), эмбелогер (эмбебап + блогер), тойгустатор (той + дегустатор), айқафон (айқай + айфон), бэйбекю (бай + барбекю), бабкер (бапкер + бабки), шаикриминация (шаи + дискриминация), жаскриминация (жас + дискриминация), жемуар (жеу + мемуар), риясыз (спортшы + понт). In our study, there are hybrid contaminants (75 units) in modern Kazakh language related to hybrid formations, formed by welding domestic and foreign lexemes.*

The same is the case with Kazakh TV channels, which support the trend of replacing Kazakh words with foreign words. It can be seen from the analysis of program names of 15 national, private, and commercial national channels in the country. Kazakh-language program titles are partially Englished on all TV channels. The names of the programs are partially in English: *Әзіл Ман*, *Qazaqstan fighter*, *Qazsport Pro football*, *Balapan ABC+*, *Bala time*, *I-balapan*, *Online balapan*, *Balapan news*, *Hello*, *Balapan*, *Қызық times*, *Шіркін life*, *Хабарline*, *Astana life*, *Kazakh TV*, *Qazaq LIFE*, *Стартап мекені*, *WTO шеңбері*, *Qazbooks*, *Astana TV*, *Q-travel*, *KazNet*, *Astana times*, *Nur Otan talks*, *Tengeland*, *Elorda live*, *Bas times*, *Той Beststar*, *Инсталайық*, *Айна online*, *Тамада battle*, *Тамаша City*, *Qalay'um live*, *Basty Prime*, *Жұлдызды weekend*, *Жаңалике show*, *Hit Bala*, *Hit Балдырған*, *Біздің Дыбысstar*, *Хахастан show*, *Cool Тізбе*, *Gakku News*, *Ұят Parade*, *Ән+Gimme*. Бұл мәліметті радиохабар атауларымен де толықтыра түсуге болады: *Түнгі life (Астана радиосы)*, *Кешикі time (Orda fm)*, *Ұят Parade*, *Туысstar (Gakku fm)*, *Бұлбұл Микс*, *Бұлбұл Лайт (Бұлбұл фм)*, etc.

М. К. Akhmetova says: «Professionals have a great responsibility to develop and mature the language of today's media without being influenced by other languages. The mass media has a special place in determining the identity of the nation, its distinctiveness from other nations, expanding the scope of use of the national language, increasing its vitality», adding that the language of the mass media is one of the tools that shape the linguistic environment and the linguistic personality [7, p. 18]. The influence of mass media in other languages has threatened the national language of many countries. Therefore, the conflict between the national language and the global language is going on intensively. This is because all countries are struggling to preserve their national language, mentality, and culture, rather than being swallowed up by global integration. Linguistic ecologists of the world look critically at giving priority to the English language. Many current studies are written about the danger of English, its dominance in international communication, its place in the extinction of languages. Among them J. Nash and P. Mühlhüisler «Language and environment connection: the case of Norf and Norfolk Island» [8], S. Premrirat's «Endangered Languages of Thailand», A. Sherris' Rethinking the Ganga Ecological Landscape: Local Illustration and Literacy [9], and other works can be attributed. The future important research of scientists will be devoted to the linguistic-ecological study of people and languages in the Global South. One solution to this problem is to incorporate a non-Western epistemology into future linguoecological research. Recent research made by J. Dryzek [10], and by J. Lakoff [11] shows that the current environmental crises are linked to Western ideas of modernization and individualism.

Information on funding

The Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan has funded the research (Grant No. AP19677837).

Conclusion

Today's media space, which creates an opportunity for the interaction of different cultures, strengthens the influence of other languages on our national language. Sh. Kurmanbayuly says: «In today's age of information and technology, people are interested in getting the knowledge and information they need quickly and staying informed about the news happening all over the world. That's why the process of globalization puts before humanity the task of searching for a common language. None of the widespread, developed national languages wants to be left out of the same status. On the one hand, this may increase competition between languages and lead to language conflicts. No nation will easily give up its national languages that have been developed for centuries» [12, p. 85]. Therefore, the conflict between the global languages that are conquering the global linguistic space and our national language imposes a great linguistic and ecological responsibility on the Kazakh-language media space and media consumers. At the same time, there is a need for linguistic persons to acquire linguistic and ecological knowledge.

As a result of the major scientific and technical revolution of information technologies, the globalization of linguistic processes and the entry of other languages into the linguistic space of the world's peoples lead to the deformation and degradation of the national language. Although there is an equivalent in our language, deliberately replacing it with a foreign word increases indifference to the native language and opens the way for foreign mentality to invade the image of the Kazakh ethno-cultural world. As a result of the gradual exchange of key words of the cultural-historical consciousness of our people – national cultural concepts, the traditional logical-conceptual network is broken and lacuna appear.

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Received 19.09.23.

Received in revised form 10.11.23.

Accepted for publication 25.02.24.

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19.09.23 ж. баспаға түсті.

10.11.23 ж. түзетулерімен түсті.

25.02.24 ж. басып шығаруға қабылданды.

МЕДИАКЕҢІСТІКТЕГІ БУДАН ТЕРМИНДЕРДІҢ ЛИНГВОЭКОЛОГИЯЛЫҚ СИПАТЫ

Лингвоэкология тілдің динамикадағы жай-күйін қарастырады, ал тілдің бүгінгі қалпын айна қатесіз медиакеңістіктен коруге болады. Себебі соңғы жиырма жыл көлемінде адамзат коммуникация құралдары мен тәсілдері саласында нағыз революцияны бастан кешіп жатыр. Интернет пен басқа да ақпараттық коммуникациялық технологиялар біздің өміріміздің барлық саласына түбегейлі әсер етіп, жаңа дағдылар мен қабілеттерді, ойлау амалдарын туғызуда. Осы уақытқа дейін болмаған әлеуметтік желілер, блогтар, жеке масс-медиа, т.б. жаңа феномендер пайда болуда. Мақалада лингвоэкологияның зерттелуі жайлы теориялық ақпарат және қазақ тіл біліміндегі лингвоэкологиялық зерттеулердің қалыптасуының бес кезеңі көрсетіледі. Медиакеңістіктегі кірме және төл компоненттердің араласуы арқылы жасалған будан сөздердің лингвоэкологиялық құбылысы зерттеу нысаны ретінде алынады да, «медиакеңістік», «будан термин», «будан сөз» атауларына анықтама беріледі. Зерттеу барысында лингвоэкологиялық мониторинг, интернет-талдау, статистикалық талдау жүргізіледі. Қазақ тілді ақпараттық кеңістікте кентавр, контаминант текті будан атаулардың тілдік сәнге айналуы ұлттық тілдің деформациялануы мен деградациялануына алып келеді.

Кілтті сөздер: лингвоэкология, медиакеңістік, кірме сөздер, будан терминдер, будан сөздер, тілдік сән.

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Поступило в редакцию 19.09.23.

Поступило с исправлениями 10.11.23.

Принято в печать 25.02.24.

ЛИНГВОЭКОЛОГИЧЕСКИЙ ХАРАКТЕР ГИБРИДНЫХ ТЕРМИНОВ В МЕДИАПРОСТРАНСТВЕ

Лингвоэкология рассматривает состояние языка в динамике, а современное состояние языка можно увидеть в зеркальном безошибочном медиапространстве. Потому что последние двадцать лет человечество переживает настоящую революцию в области средств и способов коммуникации. Интернет и другие информационно-коммуникационные технологии оказывают фундаментальное влияние на все сферы нашей жизни, создавая новые навыки и способности, способы мышления. Появляются новые феномены социальных сетей, блогов, личных масс-медиа и т. д., которых до сих пор не было. В статье представлена теоретическая информация об изучении лингвоэкологии и пять этапов формирования лингвоэкологических исследований в казахском языкознании. Лингвоэкологическое явление слова-гибриды, образованное гибридных заимствованиями и автохтонных компонентов в медиапространстве, берется в качестве объекта исследования и дается определение терминам «медиапространство», «термины-гибриды», «слова-гибриды». В ходе исследования проводится лингвоэкологический мониторинг, интернет-анализ, статистический анализ. В казахоязычном информационном пространстве языковая мода на слова кентавров, контаминантов приводит к деформации и деградации национального языка.

Ключевые слова: лингвоэкология, медиапространство, заимствованные слова, термины-гибриды, слова-гибриды, языковая мода.

Теруге 26.02.2024 ж. жіберілді. Басуға 29.03.2024 ж. қол қойылды.

Электронды баспа

3,58 МБ RAM

Шартты баспа табағы 28,72. Таралымы 300 дана. Бағасы келісім бойынша.

Компьютерде беттеген: А. К. Темиргалинова

Корректор: А. Р. Омарова

Тапсырыс № 4201

Сдано в набор 26.02.2024 г. Подписано в печать 29.03.2024 г.

Электронное издание

3,58 МБ RAM

Усл. печ. л. 28,72. Тираж 300 экз. Цена договорная.

Компьютерная верстка: А. К. Темиргалинова

Корректор: А. Р. Омарова

Заказ № 4201

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