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## **FUNCTIONS OF ANGLICISMS IN THE MEDIA DISCOURSE OF KAZAKHSTAN**

*This article explores the pragmatic characteristics of English loanwords (anglicisms) and the factors contributing to their adoption and use in various languages. The study of foreign language vocabulary has always been a subject of interest, given its dynamic nature. Anglicisms have deeply integrated into the lexicon of numerous languages, with their prevalence observed across contemporary linguistic landscapes.*

*The inclusion of anglicisms in speech serves to convey a distinctive and «special» message, with speakers opting for these loanwords to demonstrate their alignment with modernity, trends, and fashion. Several additional motives for borrowing anglicisms are identified, including the absence of equivalent terms in the target language, linguistic efficiency, more precise definitions, the necessity for novel linguistic forms, a diverse range of linguistic resources, and overall convenience.*

*The extensive usage of anglicisms is not limited to everyday vocabulary but extends to professional communication domains. The article also delves into the concepts of «linguistic purism» and «language ecology», which have gained prominence within linguistic circles due to the widespread adoption of anglicisms. This influx compromises the uniqueness, authenticity, and originality of languages themselves. The study draws its materials from media discourse, as the media space serves as the primary source for the dissemination of anglicisms.*

*Keywords: anglicism, pragmatic features, linguistic purism, media discourse, media text.*

## Introduction

The language is a dynamic system and it has the ability to change throughout its history. The most changeable part in language is a vocabulary system comparing to the grammatical one. Every language has borrowings from another language because of many factors including: historical, intercultural, political, economic connections and ties between nations. During certain periods of time, definite languages were dominating. As a result, some of the languages were influenced by this domination. It was Latin, German, French, Turkic, Arabic and nowadays it's English language. Have you ever noticed how many borrowings certain languages have? Actually, a lot. Sometimes, while speaking we don't even notice that this word is a borrowing, and it has own history of its spread. But what language is dominating right now? Well, the answer is English. But why English? It's because of historical factors, global communication, economic influence, education, accessibility and resources. But the main factor is the rise of the Internet and media. English-language media, including movies, music, literature, and television shows, have achieved global popularity. Hollywood films and English-language music dominate international markets, exposing people to English in various forms of entertainment.

This cultural influence further reinforces the prominence of English. This is the main reason why anglicisms have become so popular in everyday speech. But what is the definition of this term?

The term «anglicism» can have slightly different definitions depending on the context and the perspective of different linguists. This definition focuses on the borrowing of words or expressions from English and their incorporation into other languages. In the explanatory dictionary of S. I. Ozhegov, anglicism means a word or turn of speech in some kind of language, borrowed from English or modeled after an English word or expression [1, p. 37]. The explanatory dictionary of Efremova defines the following: anglicism is a word, an expression borrowed from the English language, or a figure of speech built according to a model characteristic of the English language [2, p. 32].

The main source of widespread of anglicisms is the media discourse. In its most general form, media discourse is a set of processes and products of speech activity in the field of mass communication in all the richness and complexity of their interaction [3, p. 21]. Defining text, media text and media discourse on the basis of a universal communication model, T.G. Dobrosclonskaya says that text is a message, media text is a message plus a channel, and discourse is a message in conjunction with all other components of communication [4, p. 45]. Media texts contain a lot of anglicisms nowadays. But what are their communicative-pragmatic features? Why and for what reason do people use them in their speech?

## Materials and methods

The study examines content from the media discourse of Kazakhstan using a sampling method. The research conducted a pragmatic analysis, exploring the impact of anglicisms in mass media. The data was sourced from various social networks, including Instagram blogs, Telegram blogs, and online news platforms.

## Results and discussion

Let's take a look at some media texts taken from media in Kazakhstan and see which anglicisms were used there and what their main pragmatic function is.

1 «Депутаты Мажиліса все же взялись за медиаличности KZ. В закон хотят ввести понятие **«инфлюенсер»**. Пока его точного определения (юридического) СМИ не дали. Но вообще так называют людей, имеющих большую и лояльную аудиторию в соцсетях» (Telegram Qumash).

2 «Познакомились с Асель Малгонусовой, стилистом и **«fashion influencer-ом»** из Алматы» (Instagram gorod24\_almaty).

3. «В сети появился новогодний **коллаб** казахстанских музыкантов, лидеров отечественных **стриминговых** площадок MOLDANAZAR, Aldiyar, Darkhan Juzz, Ayau, Dequine и De Lacure» (Tengrinews).

4 «Кроме того, мажилисмен Едил Жанбыршин заявил о том, что подвергается в интернете информационным атакам с **фейковых аккаунтов**. Парламентарий также назвал во всеуслышание организаторов такой травли» (Tengrinews).

5 «Шоукейс-фестиваль корейских артистов при поддержке Министерства Спортa и Туризма Республики Корея и КОССА прошел 23 июня в EVENT SPACE ТРЦ FORUM. **Хедлайнер** и специальный гость мероприятия – DPRIAN @dprian. Все было проведено на высшем уровне **перформанса** и организации» (Instagram gorod24\_almaty).

So, here, the following anglicisms were used like **«инфлюенсер»** (this anglicism is made from English word **«influencer»**, which means an individual who has established credibility and a significant following in a specific field or niche, usually on social media platforms. They are known for their expertise, knowledge, or lifestyle, and have the ability to influence the opinions, behaviors, and purchasing decisions of their audience). Next anglicism is **«коллаб»** (it came from English word **«collaboration»** which the context of social media and digital marketing, collaboration refers to the partnership or working relationship between an influencer and a brand or another influencer). **«Стриминговый»** (this anglicism originated from English word **«streaming»** which refers to the process of transmitting or receiving multimedia content, such as audio or video, over the internet in real-time). The most popular anglicism is **«фейковый»** (**«fake»**) is often used to describe something that is not genuine, authentic, or true. It refers to something that has been deliberately altered, falsified, or misrepresented to

deceive or mislead others). «**Хэдлайнер**» was derived from «**headliner**» which typically refers to the main or featured performer or act in a concert, festival, or event. In general, anglicism «**перформанс**» came from the term «**performance**» that implies the execution or demonstration of skills, abilities, or tasks in a specific domain or context, with the expectation of achieving desired outcomes or results.

The communicative-pragmatic feature of using the above-mentioned anglicisms is to convey a sense of modernity, trendiness, or prestige. They are often associated with popular culture, technology, and global trends. Their usage in advertising, fashion, music, and entertainment industries can create a sense of allure and desirability, appealing to younger audiences in particular. The use of anglicisms can also be driven by trends, fashion, and perceptions of prestige associated with the English language.

Other pragmatic feature of anglicism is the efficiency and conciseness: anglicisms are often employed for their brevity and conciseness. In some cases, an anglicism may encapsulate a complex idea or concept in a single word or phrase, eliminating the need for lengthy explanations. This can enhance efficiency and streamline communication, particularly in professional or technical contexts. Let's take a look at these media messages.

1 «**Шоукейс-фестиваль** корейских артистов при поддержке Министерства Спорта и Туризма Республики Корея и КОССА прошел 23 июня в EVENT SPACE ТРЦ FORUM» (Instagram gorod24\_almaty). **Showcase festival** (from English «showcase») is a cultural and entertainment event where emerging talents, unknown to the general public, perform in order to attract attention from the media and business representatives. Here, it will be too lengthy to describe this word, so that's why it is much better to substitute this word with anglicism, which is much shorter.

2 «Извините за обилие **тру-крайм** новостей сегодня в Кумаш, но полиция задержала подозреваемых в убийстве юриста «АрселорМиттал Темиртау» – 52-летнего мужчину и 44-летнюю женщину (Telegram Qumash). True crime is a genre of film and literature in which the author analyzes a real crime and the actions of the people involved with it. This genre is very popular nowadays, that's why this anglicism is used to name this genre shortly.

3 «У нас с @kuat\_bolatov и @diasalimzhan так и получилось, пока основная группа полностью отдалась шоппингу в **аутлет-деревне** La Rosa Village, мы решили поехать осьминогов в этом карликовом государстве» (блогер Alibekov). **Outlet** (English: Outlet center) is a format of a shopping center specializing in the sale of well-known brand clothing at significant discounts. This anglicism became widespread because people are now paying attention to the fashion, also there is a massive fascination with the brand culture.

So here, we have a principle of linguistic economy which is a principle whereby a borrowed word is shorter than a descriptive phrase, that is, there is a purely quantitative reduction of the nominative unit [5, p. 32]. Yes, people often use anglicisms or borrow words from other languages as a means of linguistic economy. By adopting a shorter foreign word or phrase instead of using a longer descriptive expression in their native language, they can convey the same meaning more succinctly and efficiently. The relevance and prestige of using foreign words in speech have continuously grown [6, p. 360].

The next communicative-pragmatic feature is that anglicisms can express specific concepts. Anglicisms are often used in media texts to express specific concepts or ideas that may not have exact equivalents in the target language. This is particularly true in technical fields, such as technology, science, and sports, where English terms are widely adopted due to their precision and global recognition. Also, the terms that don't exist in the recipient language are often met in the social media sphere.

1 «В современном мире 180 секунд – это очень много. Люди за это время теряют всякий интерес к повествованию, их одолевает зевота, а пальцы неудержимо тянутся к «**думскроллингу**». The term «**doomscrolling**» gained popularity in recent years, particularly during times of significant global events or crises when the consumption of news and social media content escalated. It serves as a reminder of the potential negative impact excessive exposure to distressing news can have on one's mental well-being» (блогер Alibekov).

2 «Конечно, можно было бы наделать коротких **рилсов** и набрать сотни тысяч просмотров на бессмысленной красоте. Но я же журналист и рассказчик. Мне мало десяти секунд, чтобы рассказать о своих впечатлениях о Рио-Де-Жанейро» (блогер Yelikbayev). **Reels** are full-screen vertical videos up to 90 seconds long. They now feature a suite of editing tools and audio tracks as well as trending voice and sound snippets.

3 «Из-за бесконечных пробок, и отсутствия конкуренции, в столице Монголии состоялся самый успешный запуск **кикшеринга** JET, для казахского сервиса это уже 10я страна» (блогер Alibekov). **Kicksharing** is a short-term scooter rental service. This means that you can rent a scooter at one point in your city and drive to your destination, leaving it in any allowed place.

4 «Вводится запрет на распространение, размещение ложной информации на онлайн-платформах. Кроме того, предусматривается обязательная интеграция государственного языка в **интерфейсы** и модерация онлайн-платформ» (inform.kz). In general, **an interface** is a device or a system that unrelated entities use to interact.

Overall, anglicisms which derived from English words like «**doomscrolling**», «**reels**», «**kicksharing**», «**interface**» are employed to refer to specific objects,

activities, or phenomena that may not have direct equivalents in the native language. They provide precise and specialized vocabulary for discussing specific topics or engaging in domain-specific discourse, in this case it is a social media and computer terms.

Sometimes, it seems that anglicisms have the similar meaning comparing to their equivalents in recipient language. But, sometimes they have a slight difference in their meaning. So, another reason of using anglicisms is the differentiation of conceptually similar but distinct terms. Let's take this example:

1 «**Буллинг** и реклама в социальных сетях будут регулироваться законом, передает корреспондент Tengrinews.kz». (Tengrinews.kz). **Bullying** (травля in Russian) is the aggressive pursuit and harassment of one member of a group by another, but often also by a group of individuals, not necessarily belonging to the same formal or recognized collective. When talking about bullying, usually it refers to bullying at school, university or among peers of the bullied person. There is a difference between such words like «**буллинг**» and «**травля**». The term «**буллинг**» is an anglicism borrowed from English and refers to the phenomenon of bullying or harassment, typically involving repeated acts of aggression or mistreatment towards an individual or a group. It specifically focuses on the negative behavior, intimidation, or abuse inflicted by one person or a group upon others.

On the other hand, «**травля**» is a Russian word that translates to «harassment» or «persecution» in English. While it can encompass similar aspects as «**буллинг**», «**травля**» has a broader scope and can refer to various forms of harassment, including bullying. It can involve systematic mistreatment, psychological abuse, or social exclusion targeting an individual or a group. In summary, «**буллинг**» primarily emphasizes the specific concept of bullying, while «**травля**» encompasses a wider range of harassment or persecution-related behaviors. Each word in the series we have listed has its own peculiarities in meaning, which distinguishes it from the other words; therefore, the language is not freed from terms that may initially appear completely synonymous. Perhaps in the future, one of these terms will be displaced. But for now, all the words we have considered have the right to exist and be used in our speech.

2 «К сожалению, на сегодня выявляются факты употребления наркотиков среди учеников. Поэтому в будущем планируется внедрение системы **скрининга**», – сообщил министр» (Informburo.kz). Screening is translated like «проверка» but this anglicism in the recipient language has it's quite a different meaning. Screening (from English «screening» – «selection, sorting») is a specific set of diagnostic procedures and specialist consultations aimed at identifying diseases in clinically asymptomatic individuals or those with minimal clinical



manifestations. That's why this anglicism is still remaining in the language system, because it is more concrete comparing to his equivalent in Russian.

3 «Достигнута договоренность с корпорацией Microsoft об открытии мультирегионального **хаба** с расположением на территории Казахстана, сообщается на официальном сайте Минцифры». The term «hub» in Russian is typically translated as «хаб» or «центр». It refers to a central location or point of connection that serves as a focal point for various activities or networks. In the context of transportation, a hub can be a major transportation center where routes converge. In the context of technology or data, a hub can refer to a central device or system that connects multiple devices or components. The specific translation may vary depending on the context in which the term is used.

In Kazakh media discourse, foreign language insertions are often encountered. The term «foreign language insertions» refers to a collection of words and expressions in a foreign language, used in their original spelling (or written using transliteration) without any changes at the morphological level.

1 «**Smart-остановки** в Атырау, каждая из которых обошлась бюджету в 14 миллионов тенге, превратили в свалки и ночлег для бездомных. Двери сломаны, кондиционеры и вовсе не работают. Об этом говорится в сюжете телеканала Almaty.tv, передает Tengrinews.kz».

2 «**Esenshot** – первый казахский проект о финансовой грамотности на YouTube. Это вклад Jusan в развитие казахского языка и финансовых навыков у населения. У нас уже есть образовательный проект JusanAcademy в приложении банка. **БайЛИКЕ** – это уже игровое шоу в интернете, мы также будем размещать уроки по финансовой грамотности и бизнес-исследования (Tengrinews.kz).

3 «Елена Рыбакина продолжает топтать из топов в топы мирового рейтинга. Она поднимается с седьмого места на шестое. Правда, на этот раз роль сыграли не только ее личные заслуги. На скрине **live-рейтинг** Women's Tennis Association» (Telegram Qumash).

The use of foreign language insertions may also be motivated by social or cultural factors. Inserting words or phrases from a prestigious or widely spoken language can convey a sense of sophistication, education, or membership in a particular social group. In certain cases, speakers may use foreign language insertions to add emphasis, humor, or stylistic flair to their speech or writing. This is particularly common in informal or creative contexts, where borrowing from other languages can contribute to a desired effect.

However, it is important to remember that the uncontrolled use of anglicisms can negatively affect the understanding of the text and create obstacles for readers who are not familiar with these terms. The use of anglicisms in other languages can sometimes provoke debates or criticism, especially among language purists who

believe that non-native words and expressions should be avoided. In some cases, the use of Anglicisms can be seen as a threat to linguistic diversity or as a sign of cultural imperialism. In some media texts, anglicisms are used, even though the recipient language already has an equivalent term with the same semantic value. «С 1 сентября все школы КЗ будут оснащены охранной системой на 100 % – так сказали в Минпросвещения, уточнив, что имеются в виду камеры, турникеты, тревожные кнопки и, собственно, сами секьюрити». It seems there is no need in using anglicism here as «секьюрити» because it has the same equivalent in the recipient language as «охранная служба» [7, p. 2721].

### **Conclusion**

The use of anglicisms can also be driven by trends, fashion, and perceptions of prestige associated with the English language. In certain cultures, the inclusion of anglicisms in speech or writing may be seen as modern, fashionable, or sophisticated. This influence can be observed in advertising, entertainment, and youth culture. As a result, there are several functions anglicisms carry out:

**Language Evolution:** The adoption of anglicisms reflects the dynamic nature of language and its evolution over time. Languages continually borrow words and expressions from other languages as a means of adapting to changing societal needs, cultural influences, and technological advancements. Anglicisms contribute to this linguistic evolution and the enrichment of languages. Anglicisms are signs of language contact [8, p. 58].

**Expressing Specific Concepts:** Anglicisms are often used in media texts to express specific concepts or ideas that may not have exact equivalents in the target language. This is particularly true in technical fields, such as technology, science, and sports, where English terms are widely adopted due to their precision and global recognition.

The use of anglicisms in speech can convey a sense of prestige, modernity, or being up-to-date with global trends. Speakers may use anglicisms to project a certain image or to align themselves with a specific social group associated with the English language or English-speaking cultures.

The prominent linguist David Crystal states that a language achieves a genuinely global status when it develops a special role that is recognized in every country [9]. Anglicisms play a significant role in media texts, particularly in contexts where English has become a dominant or influential language. Media texts, such as movies, TV shows, and music, have a significant impact on cultural exchange and the spread of anglicisms. Mass media is the main source of information in modern society and plays a crucial role in shaping public opinion. In connection with the above, it should be noted that the language of modernity, the language of society, undergoes renewal through the sphere of mass media

[10, p. 17]. However, it is important to strike a balance in the use of anglicisms to preserve linguistic diversity and avoid the excessive dominance of one language.

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## ҚАЗАҚСТАННЫҢ МЕДИА ДИСКУРСЫНДАҒЫ АНГЛИЦИЗМДЕРДІҢ ФУНКЦИЯЛАРЫ

*Мақалада ағылшын тілінен енген кірме сөздердің (англицизмдердің) прагматикалық сипаттамалары, оларды қабылдауға және әртүрлі тілдерде қолдануға ықпал ететін факторлар қарастырылады. Шет тілдерінің сөздік қорын зерттеу оның динамикалық сипатына байланысты әрқашан қызығушылық тудырады. Англицизмдер көптеген тілдердің лексиконына терең енген және олардың қазіргі лингвистикалық ортада кең таралуы байқалады.*

*Англицизмдерді тілге енгізу оның айқын және «ерекше» хабарламаларды жеткізу қызметін көрсетеді. Сөйлеушілер өздерінің қазіргі заманға, трендтерге және сәнге сәйкестігін көрсету үшін осы кірме сөздерді таңдайды. Мақалада англицизмдерді қолданудың бірнеше қосымша мотивтері анықталған, соның ішінде реципиент тіліндегі баламалы терминдердің болмауы, лингвистикалық тиімділік, дәлірек анықтамалар, жаңа лингвистикалық формалардың қажеттілігі, тілдік ресурстардың алуан түрлілігі және жалпы ыңғайлылық сынды себептер қарастырылады.*

*Англицизмдерді кеңінен қолдану күнделікті сөздік қорымен шектелмейді, сонымен қатар кәсіби қарым-қатынас салаларына да қатысты. Мақалада сонымен қатар англицизмдерді кеңінен қабылдауға байланысты лингвистикалық ортада танымал болған «лингвистикалық пуризм» және «лингвистикалық экология» ұғымдары қарастырылады. Бұл тілдердің бірегейлігін, түпнұсқалығын және өзіндік ерекшелігін жоғалтуға әкеледі. Зерттеу медиа-дискурс материалдарына сүйенеді, өйткені медиа кеңістігі англицизмдердің таралуының негізгі көзі болып табылады.*

*Кілтті сөздер: англицизм, прагматикалық ерекшеліктер, лингвистикалық пуризм, медиа дискурс, медиамәтін.*

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## ФУНКЦИИ АНГЛИЦИЗМОВ В МЕДИАДИСКУРСЕ КАЗАХСТАНА

*В данной статье исследуются прагматические характеристики английских заимствований (англицизмов) и факторы, способствующие их принятию и использованию в различных языках. Изучение словарного запаса иностранных языков всегда вызывало интерес в связи с его динамичной природой. Англицизмы, глубоко интегрировались в лексикон множества языков, и их распространенность наблюдается в современных лингвистических обстановках.*

*Включение англицизмов в речь служит для передачи отличительного и особенного сообщения, говорящие выбирают эти заимствования, чтобы продемонстрировать свое соответствие современности, трендам и моде. В статье определяется несколько дополнительных мотивов для заимствования англицизмов, включая отсутствие эквивалентных терминов в языке-реципиенте, лингвистическую эффективность, более точные определения, необходимость в новых лингвистических формах, разнообразный набор языковых ресурсов и общую удобность.*

*Широкое использование англицизмов не ограничивается повседневным словарным запасом, оно также распространяется на области профессионального общения. Статья также затрагивает концепции лингвистического пуризма и языковой экологии, которые стали популярными в лингвистических кругах из-за широкого принятия англицизмов. Это приводит к утрате уникальности, подлинности и оригинальности самих языков. Исследование опирается на материалы медиадискурса, поскольку медийное пространство служит основным источником распространения англицизмов.*

*Ключевые слова: англицизм, прагматические особенности, лингвистический пуризм, медиадискурс, медиатекст.*

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