



ТЕХНОЛОГИИ ПЕРЕВОДА И СРАВНИТЕЛЬНОЕ ЛИТЕРАТУРОВЕДЕНИЕ В ЗЕРКАЛЕ НАУЧНОГО НАСЛЕДИЯ АХМЕТА БАЙТУРСЫНОВА

Сборник материалов международной
научно-практической конференции

**Технологии перевода и сравнительное
литературоведение в зеркале
научного наследия Ахмета Байтурсынова**

*Сборник материалов международной
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В сборнике представлены тексты докладов участников одноименной международной научно-практической конференции, проведенной кафедрой иностранной филологии ЕНУ им. Гумилева и посвященной 150-летию Ахмета Байтурсынова. Разносторонность научного наследия великого казахского ученого обусловила представленную тематику включенных в сборник текстов на казахском, русском и английском языках.

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сөзінің құрамындағы сақ элементі бір сөз түбірінің йа//йақ, жа/жақ, са/сақ сияқты варианттардың бірі дейді.

Қорыта келе, лингвистикалық тұрғыдан алып қарасақ, Кенесары-Наурызбай жырының тілі, оның ішінде құрылымдық жағынан күрделі болып келетін, әлі де зерттелуді қажет ететін айрықша тақырып екенін аңғардық. Жалпы эпос жыры тілінің лингвистикалық зерттелуі Е. Жұбанов, Р. Сыздық, Ж. Жақып, Г. Сыздықова, еңбектерінде кездеседі. Тілтануда эпостың тілін талдаған кезде мәтінмен тығыз байланыстыра отырып талдау оң нәтиже беретіні анық байқалады. Өйткені эпос тілінің алуан түрлі ерекшеліктері контексте көрініс тауып, сол арқылы анықталады. Бұл ретте эпостың негізгі көзі мәтін екенін, ал оның тілдік белгілері лингвистиканың еншісінде қаралатынын ескеруіміз шарт. Мәтін негізінде эпос тілінің зерттелуі болашақтың еншісіндегі маңызды мәселе.

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ENGLISH BORROWINGS IN THE SOCIAL NETWORK

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Түйіндеме: Бұл мақала әлеуметтік желіде ең көп кездесетін ағылшын тілінен алынған англицизмдердің мағыналарын қарастыруға арналған.

Түйін сөздер: Англицизмдер, кірме сөздер, тіл, интернет, коммуникация.

Аннотация: Эта статья посвящена рассмотрению значений англицизмов, заимствованных из английского языка, наиболее часто встречающихся в социальной сети.

Ключевые слова: англицизмы, заимствования, язык, интернет, коммуникация.

Abstract: This article is devoted to the consideration of the meanings of anglicisms, borrowed from the English Language, most often found in a social network.

Keywords: Anglicisms, borrowings, language, internet, communication.

Currently, there is a massive breakthrough in information technology. A person cannot imagine life without the Internet and social networks in our time. The changes taking place in society also affect the language itself, since these are two interrelated phenomena. English has the status of an international language, so most of the borrowings come from this language. The most common borrowings are anglicisms. Anglicisms help build vocabulary and also serve as a source of new phrases and expressions that help create new terms. The problem of introducing anglicisms into the usage of other languages is the fact that the identity of the recipient language begins to lose its unique identity, thereby crowding out its authentic words. This is a negative trend in the development of the language itself as a system for determining the values of the people themselves. Nevertheless, anglicisms have long been an integral part of replenishing the vocabulary of various languages of the world. The active process of introducing anglicisms into the system of other languages can be seen on the example of social networks, which are one of the main reasons for their spread.

In the social network you can find a large number of borrowed words. For example, «хайп» or «хайпануть». These words come from the English word “hype”. The meaning of this word, which provides us with an electronic Cambridge dictionary: Hype - a situation in which something is advertised and discussed in newspapers, on television, etc. a lot in order to attract everyone's interest [1].

So “hype” means doing something that will attract attention, during which you can advertise yourself and make money from it. The next word «свайпануть» is derived from the word “swipe”. Swipe – to move your finger over the screen of a mobile phone or tablet in order to move onto the next page [2]. The following verbs are often found in the social network: «шипперить», «шейдить», «фоллоуить», «лайкать». «Шипперить» comes from the word “Relationship”. Shipping is the emotional empathy of a love affair between two or more fictional characters from a work of fiction. The verb «шейдить» was formed from the phrase “to throw shade”, «фоллоуить» from the verb “follow”. “To throw shade” - to show disapproval or contempt for someone publicly but often indirectly). If you follow a particular person on a social media (website where people can publish their thoughts, photographs), you choose to see everything that person posts (= publishes) on the website. The verb «лайкать» comes from the English verb “like” to show that you think something is good on a website by clicking on a symbol or the word “like”. Videos of various «лайфхак» are circulating on social networks. «Лайфхак» is a derivative of two English words “life” and “hack”. The concept of «лайфхак» originated in the 1980s, as we now say, in the IT environment. Or rather, it was invented by programmers who sought to optimize everything and everyone. Perhaps life hacking would have remained a computer term if not for Danny O'Brien, a British journalist who writes about computer technology. In 2011, the term appeared on the online pages of the Oxford Dictionary. The Oxford Dictionary gives us such a definition: lifehack - a strategy or technique adopted in order to manage one's time and daily activities in a more efficient way. The word «челлендж» derived from the word “Challenge”. Challenge - an invitation to do something difficult, funny, or embarrassing, especially on social media, often as a way of raising money for a good cause. In social networks, users spread a lot of impartial criticism of various bloggers. These people are called «хейтеры». The word «хейтер» is derived from the English word “to hate”. Also, the list of modern words used in social networks includes: бан, селфи, твит, флейм, флуд, хэштег, изи, пруф, бодишейминг, бодипозитив, краудфандинг, юзать, стримить, зафакапить, агрить, войсить, гамать, рофлить, таск, фрилансер, абьюз, аутсорсить, эйчар.

So why are there so many anglicisms in our language?

E. I. Kosenko identifies the following reasons for borrowings:

- 1) the global trend towards the internationalization of the lexical fund;
- 2) development of the world market, economy, information technologies;
- 3) the emergence of new terminology;
- 4) the perception of a foreign word as more prestigious, beautiful-sounding in comparison with its counterpart in the native language;
- 5) the need to specify the meaning of the word.

The main reason for the spread of anglicisms in social networks is the fact that the younger generation uses foreign language vocabulary in their speech more often than the older generation. Most of the younger generation often use English words in their speech because of fashion trends, considering the use of anglicisms prestigious. E.D Suleimenova in the article “Globalization and Language Policy” writes: “You get even more confused from communicating with your grandchildren when you hear that they are «лолят» or «рофлят» from memes; «чатят» in «Телега»; they famously recognize «селебс», «хаслс», «хейтеров»; ignore «читерс» and «нубов», but appreciate «хаслов»; they easily «флексят» and like «чилить»; they can easily «твитнуть», «постить», «лайкать», «стримить», simultaneously creating «хайп», and, most importantly, they have their own «ИМХО» for everything and strive to voice it out loud [3].

A.I. Solzhenitsyn pointed to the growing volume of borrowings from the English language as a direct threat to the language. He recognized the justice of borrowing non-equivalent vocabulary, but was against the use of such “unbearable words” as «уикенд» and «брифинг» (having Russian analogues): according to the writer, then “We must say goodbye to our native language altogether”. A.I. Solzhenitsyn called for the protection of the language. The percentage of borrowings, the abundance of English words and the monstrous mixture of Latin and Cyrillic are now taking alarming proportions. Today, the expansion of the modern language space with foreign words reveals a direct threat to the degeneration of the language. The language, reflecting the way of thinking and way of life of the individual, loses its uniqueness, and interest in culture is lost.

However, some scholars ambiguously assess the possible consequences of the intensification of the process of borrowing and the influx of Anglicisms. Most linguists do not see this as a threat to

language and culture [4]. L.P. Krysin believes that it is impossible to completely abandon foreign words, but they should not be abused. Borrowing of words is a natural result of language contacts; one of the ways to replenish the vocabulary with new words (together with their creation on the basis of word-formation and semantic changes) [5].

N. V. Sidakova believes that the process of borrowing is a natural phenomenon, and sometimes inevitable for the development of a language; borrowing words can lead to both an improvement in the culture of speech and its deterioration [6].

Thus, the trend of spreading anglicisms in the language will increase, as the Internet has accelerated this process of introducing English borrowings into the common language of many world languages.

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CONTRIBUTION OF AKHMET BAYTURSUNOV TO THE DEVELOPMENT OF KAZAKH LANGUAGE STUDIES

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Abstract: *Among the tasks carried out by modern literary science, the study of the phenomenon of literary work occupies an important place. In many ways it comes from the breadth of the boundaries of the subject itself and from the multifaceted range of issues: from the basic concepts of the literary work as a whole to the principles of studying a separate literary text. One of the great figures in linguistics and literature of the Kazakh language is Akhmet Baitursunov.*

Keywords: *school, history, education, publication, development,*

This year marks the 150th anniversary of the birth of Akhmet Baitursunov, a teacher of the nation, an outspoken publicist, a dedicated politician and a great scientist. He is often called a reformer of writing, as he is the founder of the science of Kazakh language and literature. Mukhtar Auezov equates it with a bee, the honey of which becomes a healing for the people. He began his teaching career as early as 1895, immediately after graduating from the "Teacher's School" built by Y. Altynsarin. In 1895 - 1909 Baitursynov worked as a teacher in schools in Kostanay, Aktobe and Karkaraly. In the same years, he went to Omsk, where he met A.E. Alektorov, a researcher of Kazakh history, ethnography and folklore. [1] While working in Karkaraly, he actively participated in politics. It is known that in 1905 he and the rest of the Kazakh intelligentsia drew up a petition against the colonization of Kazakh lands. For the fight against the tsarist government, in 1907 he was arrested. Returning to Orenburg, he continued his activities. In 1913, with the initiative of young students in the