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XII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ
XII Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ – 2017»

PROCEEDINGS
of the XII International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2017»



14th April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
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MY IPHONE IS LAGGING, OR ENGLISH BORROWINGS OF RECENT YEARS IN THE CONTEMPORARY RUSSIAN LANGUAGE

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The article narrates about the trends of the flow of English borrowings of recent years in the Russian-speaking audience. Article covers the most frequent and wide-spread English words which have entered the Russian languages in the two recent decades, with special attention to the several recent years. The author considers words related to the spread of informational and communication technologies, policy, arts, sports, business, etc. Key words: borrowing, English, Russian, sports, social media, internet, social networks, business.

Nowadays the history of linguistics is characterized by the period of activation of interest towards Russian-English language contacts, and we see substantial reasons hereto. The English language is now called the Latin of the XXI century quite reasonably: approximately 3/4 of all borrowings in the Russian language of the end of XX – beginning of XXI are British and American borrowings. The interest toward these takings of the recent ten-fifteen years is quite special. Hence, this work is characterized by culture-studies approach to the topic.

Novelty of this research lies in the very interpretation of the topic, therefore its urgency, defined by significance of the English language in modern life of Kazakhstan's society. The subject of the work is research of English borrowings in the contemporary Russian language of recent decades.

Recent 20-30 years the English words penetrate into the Russian language so rapidly and massively, that linguists have started calling this phenomena *English-Russian bilingualism*. It is caused, first of all, by the openness of modern society for international contacts.

Majority of words is represented by the thematic groups:

Science and technology, informational technology, policy, public administration, history, Literature:, art, religion, sport. Then go domestic lexica, navy and military affairs, positions, institutions, finance, units of measurement, trade nomenclature. The table below gives example of some English words, which has started to be actively used by the means of mass media quite recently.

The subject of research is lexical items of English origin and their derivatives. Hence the objective of work is analysis of specifics of English words in the colloquial speech of Russian speaking community. General goal has defined the definite research tasks:

1. To define the reasons of English elements in the Russian language;
2. To analyze theoretic materials related to borrowings;
3. To consider means of English borrowings generation process;

4. To classify the most frequent English borrowings in the spheres of communication;
5. To reveal usage of foreign lexica of regional newspapers and in colloquial speech of youngsters in Astana;
6. To reveal the attitude to the phenomena under research.

When solving the above mentioned tasks the following methods and technics were used:

1. Descriptive method with observation of linguistic phenomena;

The method of systematics and classification;

2. Newspaper research.

1. Reasons of borrowing English words in the contemporary Russian language

Contemporary period of time is characterized by such speed that we don't have enough time to realize all the new things that appeared yesterday and this morning. The language is changing the same fast, that is, its lexica, its vocabulary composition. In the process of historical development the human languages constantly entered and continue to enter definite contacts with each other. The language contact is called interaction of the two or more languages, which exercise certain influence upon the structure and vocabulary of one or more of them. Appearance of huge number of foreign words of English origin, their fast enrooting in the Russian language is explained by tremendous changes in the social and scientific life. Strengthening of informational flows, emerging of global computer network Internet, expansion of interstate and international relations, world marketplace development, economics, informational technologies, participation in Olympic games, international conquests, festivals, fashion shows – all aforesaid could not help but lead to accession of new words into the Russian language. We, Russian language speakers, are tolerant towards external influence. Openness of our society leads to significant extension of world outlook and scope of knowledge, to improvement of knowledge in foreign languages sphere. Business, trade, culture ties have become more proactive, foreign tourism has flourished; durable work of our specialists in offices and enterprises of other countries has become common, as well as functioning of great number of joint stock ventures in the territory of Kazakhstan and Russia. Necessity in intense communication with people – speakers of other languages has become urgent. And this is precondition for not only direct borrowing of lexica from these languages, but also for joining of Russian language speakers to the international (frequently, established on the basis of English) terminological systems. Thus, borrowings from English at the end of XX – beginning of XXI corresponds to the abovementioned reasons.

1.1. Foreign language speaking – fashion or necessity?

Entrance of foreign lexica into the Russian language was of interest to many linguists yet in the beginning of XX century. They had enumerated reasons, which are different in essence – language, social, psychic, esthetic, etc.

Having analyzed the whole theoretical material, we have come to conclusion that the reasons of borrowings may be the following:

1. The world trend toward internationalization of the lexical fund;
2. Need to name the new items, subjects, notions and phenomena (notebook, organizer, scanner);
3. Absence of the relevant (more precise) name (or its weaker expression in comparison with the borrowing) - 15% of the newest English borrowings have enrooted the vocabulary of the business man namely due to absence of the relevant name in the language-recipient ('sponsor' – «спонсор», spray – «спрей», digest – «дайджест», virtual – «виртуальный», media – «медиа»);
4. The need to express by the English word multi-notion descriptive expressions (thermopot «термопот» – a thermos and a pot in a one thing, peeling cream - «пиллинг-крем» – a cream which peels the upper layer of the skin, quiz - «квизз» – radio or TV game with questions and answers for various topics with prizes);
5. Enriching of the language with more expressive means (image instead of 'obraz' («образ»), price-list instead of 'preiskurant' («прейскурант»), show– instead of predstavleniye' - «представление»);
6. Perception of foreign word as more prestigious, “scientific”, “wonderfully sounding”

(presentatsia (derivative of 'presentation' – instead of «представление»; 'exclusivniy' - derivative of 'exclusive' – instead of iskluchitelniy («исключительный»), look «лук» instead of «вид», ISQ – 'aska' «аська») upgrade – «апгрейдить», google «загуглить» copy paste «копипаста», loser «лузер», gamer «геймер», playlist «плейлист», mem «мем», trash «треш», screenshot скриншот, slang слэнг, LOL ЛОЛ, mail мыло, bestseller «бестселлер»;

7. Need for precision of the word meaning (sandwich «сэндвич» – hamburger «гамбургер», fishburger «фишбургер», cheeseburger «чисбургер», chicken-burger «чickenбургер»; killer «киллер» – профессиональный убийца, убийца-наемник; «player» плеер и recorder «проигрыватель» – are not equal in their semantic).

1.2 Ways of English borrowings' generation

The range of new notions and phenomena with Russian origin is restricted.

Therefore more prestigious and efficient is borrowing of already existing nomination with borrowed notion and item. We could allocate the following groups of foreign borrowings:

1. Direct borrowings. The word occurs in the Russian language approximately in the same look and meaning, as in the original language. These are such words as, week-end «уик-энд», black «блэк» (Afro-American); money – «мани».

2. Hybrids. These words are generated by attaching to a foreign root the Russian suffix, affix and ending. In this case the meaning of foreign source-word is a bit changed, for instance: 'askat' «аскатъ» (to ask), buzit «бузить» (busy).

3. Calque. Words of foreign origin, used with preservation of their phonetics and graphics. These are words like menu «меню», parole «пароль», disc «диск», virus «вирус», club «клуб», sarcophagus «саркофаг».

4. Semi-calque. Words which subordinate to the rules of Russian grammar under grammatical implementation (suffixes are attached). For instance: drive *драйв* – *draiva* *драйва* (drive in Parental case) “Давно не было такого драйва” (we have not had such drive for quite a long time) – in the meaning “energy”.

5. Exotisms. Words, which characterize specific national customs of other nations and are used at description of non-Russian reality. Distinctive peculiarity of these is the fact that they do not have any Russian synonyms. For instance: «чипсы» (chips), «хот-дог» (hot-dog), «чизбургер» (cheeseburger).

6. Foreign inclusions. These words usually have lexical equivalents, but are stylistically different and are embedded in this or the other sphere of communication as an expressional means, which attaches special expression to the speech. For instance: «о 'кей» (OK); «вау» (Wow !).

7. Composed words. Words which are made by the two English words, for instance: «секонд-хенд» second hand; «видео-салон» – video salon.

8. Slanguage. Words, which appeared due to deviation of some sounds, например: krezanutiу «крезанутый» (crazy).

Thus, neologisms may be created according to the models available in the language, borrowed from other languages, or appear new meanings as result of development in already known words.

2. Culture studies profile of research

Culture studies approach to the topic enables us not only to understand other culture, but also spiritually grow and perfect on the basis of a new culture in its dialogue with the native one. Comparing our own language and the foreign one, we derive common and specific, which enhances unification, getting closer, development of understanding and kind attitude toward the country, its people and their language.

2.1. Social significance of the English borrowings in means of mass media

Borrowings, being mostly bookish words or special terms, are used mostly in the genres of bookish speech, in the texts of scientific and technical nature. Recently the main source of language material have become the modern mass media. Looking through the newspapers or watching TV, anyone inevitably comes across great number of English borrowings. As a rule, all these words, which are seen on pages of newspapers or magazines, may be divided into three groups:

1. Words which have synonyms in the Russian language and are mostly not clearly understood by the people, for instance: *monitoring мониторинг* – synonym ‘nabludeniye’ «наблюдение». Using such words in many cases is not necessary and frequently just complicates perception and understanding of the text.

2. Words, which usually do not have synonyms in the Russian language. They have enrooted long ago, everyone understands them, and many do not even think that these words are English, for example: ‘sportsman’ «спортсмен», ‘football’ «футбол», ‘problem’ «проблема».

3. Words, printed in the newspaper in English, by English letters. These are moreover not clear to majority of people, for instance: *Non – stop*.

Table 1. Table of the fields of borrowings

Policy/economy / positions	Summit саммит, briefing брифинг, speaker спикер, rating рейтинг, holding холдинг, electorate электорат, voucher ваучер, impeachment импичмент, image maker спичрайтер, имиджмейкер, investment инвестиция, sponsor спонсор, barrel баррель, media медийный, recession рецессия, marketing маркетинг, leasing лизинг, sequester тендер, retail оффшоры, ретейл, секвестирование, pricelist прайс-лист, top manager (топ) менеджер, promoter промоутер, distributor дистрибьютер, dealer дилер, broker – брокер, businesswoman бизнесвумен, businessman бизнесмен, business-lady бизнес-леди, mentality менталитет
Food products / clothes /trade	Hot-dog хот-дог, cheeseburger чизбургер, hamburger гамбургер, fishburger фишбургер, barbecue барбекю, chosorie, popcorn поп-корн, orange fresh (апельсиновый) фреш, yogurt йогурт, pudding пудинг, Coke-Cola, Nuts, Twix, Sprite, fast food фаст фуд, lunch ланч, shorts шорты, boots ботсы, bandanna бандана, cotton коттон, top топ, neck-roll некролловая, multi-brand мультибрендовый, casual унисекс, кэжуэл, Catering кэтеринг, shopping шоппинг, шоппоголик, sale, Kodak Express, gel гель, SPA - salon SPA – салон, supermarket супермаркет, VIP-hall VIP–зал, second-hand сэконд хэнд, discount дисконт
Sport	shaping шейпинг, fitness фитнес, diving дайвинг, surfing серфинг, bodybuilding сноуборд, fitball фитбол, бодибилдинг, пейнтбол, frisbee фрисби, freestyle фристайл, wrestling рестлинг, power lifting пауэр лифтинг, training тренинг, skating-rink скейтинг-ринк, forward форвард, goalkeeper голкипер, biker байкер, sniper снайпер, Turboslim турбослим, overtime оувертайм, step-class степ-класс, contest контекст, paintball, scooter скутер

Arts / Radio / TV	thriller триллер, клипмейкер, newsmaker нюсмейкер, блокбастер, Hard) rock шейк, breakdancing шоу, hit - parade суперста, superman супермен, skinhead	western вестерн, video bestseller бестселлер, андеграунд, pop (хад)рок, rock-n-roll кастинг, рок-н-рол(л), casting кастинг,	clips видео клип, musical мюзикл, underground shake (talk) show (ток) meteο-time метеотайм, superstar	clip-maker blockbuster –Art, shake
House /domestics / stationary	Conditioner кондиционер, blender блэндер, antifreeze антифриз, Head & Shoulders, Dove, Tide, company клининговая компания, памперс, stapler степлер, scotch скотч	cooler кулер, siding сайдинг, magic bullet булет мэджик, par fume парфюм, cleaning scrub скраб, spray спрей, color колор, rampers	mixer миксер, toaster тостер, rollers ролл – шторы, Vanish, Fairy, Comet, company рольставни, Comet, color колор, rampers	calculator upgrade
Information and communication technologies	Computer - компьютер, дисплей, калькулятор, notebook ноутбук, printer принтер, DVD, processor процессор, hackер, обгрейд, click кликать, smile смайлик, SMS	monitor монитор, display device девайс, hacker internet Интернет, site сайт, blog блог, smile смайлик, SMS	calculator upgrade	calculator upgrade
Social networks (recent 2 years)	LOL, bug-баг, lag - лагать, playlist плэйлист, браузер, bestseller фолловер, сору-paste (mirror effect of the name SHREK diminutive affection)	trash- треш, gamer - геймер, google гуглить – бестселлер, loser лузер, мем мем, kek – кек	, target таргетирование, look лук, ISQ - аська,	browser fallover

We have analyzed the range of newspaper material (“Kazakhstanskaya Pravda” (“Казахстанская Правда” – all editions for March 2016 (popular newspaper in the Republic of Kazakhstan) and we have stated that most frequently English borrowings are used on the following sections:

- political and economic themes;
- music articles;
- sportive articles;
- scientific and technical articles.

In His Address to People of the Republic of Kazakhstan Mr. President Nursultan Nazarbayev stated necessity of knowing at least three languages by every citizen – English, Kazakh and Russian. Urgency of performed research is in consideration of issues related to theory and practice of borrowings is specially important in contemporary conditions, since nowadays there are serious concerns regarding landslide overflowing of borrowings, which may lead to devaluation of the Russian words. But language is a self-developing organism and mechanism, which is capable of

self-cleaning, getting rid of all excess, not needed. This happens as well with foreign words, whose borrowing was represented in the course of research.

In general, foreign terms represent a linguistic phenomena of utmost interest, the role of which in the Russian language is quite strong. English-Russian interaction is permanently attracting attention of researchers aimed at study of the inflow of foreign lexica into the Russian. Practicability of the present work is that material may be used in the process of teaching English and Russian languages at schools, lyceums, gymnasiums. In these institutions it is necessary to lead a planned work on embedding the culture of treatment of foreign words, good language taste. And good taste is the main precondition of correct and timely usage of language means, both alien and native ones.

Many people, who have not studied the English language, and who do not understand borrowings, think that these violate generally established language norm and are weeds in the Russian language. Some linguists are highly concerned by English language expansion. Actually it is hard to stay calm in view of gradual pushing out of many Russian words which bear not less semantic load than their foreign analogues.

However inflow of foreign words in the Russian, must not be considered as totally negative phenomena. With flow of time words either fall out of circulation and are forgotten, or used in restricted spheres (professionalisms, slang), or these lose their alienation and enter the main body of the Russian language thus enriching it.

What has to cause concern is the level of the language capacities of our society. It is completely obvious that the issue of improvement of the general language culture is extremely urgent.

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NEURO-LINGUISTIC PROGRAMMING IN TEACHING ENGLISH LANGUAGE IN KAZAKHSTAN

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One of the main goals of Kazakhstan is to be among the developed countries of the world. The learning of foreign languages is becoming more important with developing of the country. Today Kazakhstan adheres to trilingual educational programs in the institutions. The program has