

ANALYSIS OF THE BORROWING METHODS OF FOREIGN WORDS IN MODERN RUSSIAN AND AZERBAIJANI LANGUAGES

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Abstract: The article presents a comparative analysis of the ways of borrowing (phonetic, semantic, graphic) foreign words in modern Russian and Azerbaijani languages. The article focuses on borrowed lexical units that have emerged over the past 10 years and are widespread on the Internet, most of which are not recorded in any dictionaries, as well as on the features of their functioning in the Russian and Azerbaijani speakers on Internet communicative space. The study uses the following methods: observation, description, classification, and contrastive comparison. It is established that an important feature of the latest borrowed words used by Russian and Azerbaijani Internet users is that the source language is mainly American English.

Keywords: Azerbaijani language, Borrowed word, Borrowing method, Internet communication, Linguistics, Russian language.

1 Introduction

Being the most accessible way of providing, searching, storing and transmitting unlimited information, the Internet quickly turned from an information resource into a communication environment, and also quickly provides communication between people, including intercultural ones. Lexical borrowing does not mean the insufficiency of the word-formation means of any language, but primarily indicates the linguistic contacts of peoples and countries in the course of the development of various spheres of social activity. The language of communication in the Internet space is actively enriched with borrowed words from other languages, which are the object of conscious word creation – many foreign language lexical units are borrowed for the emotional and defiant self-expression of Internet users, as well as their creative self-expression. According to M. R. Zheltukhina, "a new effective mediated two-way communication is being implemented in connection with the intensive development of information technologies and the global Internet, which determines the creation of mass social networks and other communication products in the Internet space" [20, p. 12].

Some scholars note that language norms are undergoing the changes; the language is rich in neologisms, jargon and profanity. Of particular concern to researchers is the prevalence of borrowed vocabulary, as well as the use of youth Internet jargon in media texts [12, 17, 20].

2 Literature Review

According to N.A. Minakova, E.B. Ponomarenko and E.V. Talybina, when considering the topics of works devoted to borrowing, two main points of view can be distinguished in relation to this problem. Firstly, this is the process of penetration of a significant layer of foreign vocabulary into the Russian language, which is fraught with a certain danger; however, the dynamic inclusion of foreign vocabulary to the language system is simultaneously determined by some extralinguistic reasons. Secondly, these units are in demand by society and serve its needs, thereby enriching the language. It is noted that the "principle of necessity" of such language units takes the first place [11, p. 139]. Theoretical and methodological basis was the study of English, Russian and Azerbaijani linguists' investigations in the field of lexicology, lexicography, neology and the theory of borrowings, in particular D. Crystal (2008), L. P. Krysin (2004, 2010), E. V. Marinova (2012), Sh. A. Jafarova (1999), T. R. Yagubova (2008), A. F. Bayramova (2009) and others [3, 5, 6, 10, 18].

Taking into account the traditional understanding of the problem of borrowing, as well as the views of modern linguists, we consider a *borrowing* as a process of transition of a language unit from one language to another. At the same time, it must be

understood as the process of forming a new language unit in a language under the influence of another language because of one or more language contacts. Thus, adhering to a broad understanding of the term "loan word", we consider lexical units formed because of lexical borrowing as borrowed words.

3 Materials and Methods

The material of the study was lexical units collected by the article author by continuous sampling of dictionaries of borrowed words and text messages of Internet forums.

During the study, the following methods were used: observation, description, classification and contrast comparison.

In the modern Azerbaijani language, in addition to the phonetic, semantic and graphic methods of borrowing foreign words, there is also a phonetic-graphic method. The phonetic method is also divided into oral and written methods of borrowing [6, p. 21].

4 Results

"Phonetically borrowed word" means a lexical unit in which the sound and meaning of a word in one language are established in another language through phonetic borrowing [10]. The introduction of new information and communication technologies, the rapid spread of the Internet, the constant increase in the number of users of network resources have led to the emergence of international computer terminology. In this case when it becomes necessary to use some foreign language concepts, the names of new realities or objects that do not exist in the original language environment, the Russian language often borrows lexemes (lexical units) of approximate sound and similar meaning from other languages. For example, Russian words used in the field of information and communication technologies, in the vast majority of cases are phonetically borrowed from English: *монитор* (English monitor), *файл* (English file), *роутер* (English router), *сайт* (English site), *форум* (English forum) etc. [9].

In the communicative internet space, there is a tendency to increase the number of words phonetically borrowed from the English language, semantically equivalent to the words that exist in the Russian and Azerbaijani languages. For example, in Russian: *хендмэйк* (can be replaced by the word "needlework"); *шопинг* /shopping; *креатив* = creativity; *ресепшн* = reception; *уикенд* = weekend; *маркет* = shop or market; *окей* = good; *фейк* = fake; *стагнация* = slowdown; *толерантность* = tolerance and etc; in Azerbaijani the words: *şorinq* can be replaced by the word "alış-veriş", *krativ* can be replaced by the word "yaradıcı", *reseşn* can be replaced by the word "qeydiyyat masası", *market* can be replaced by the word "dükan / mağaza" and etc.

The method of borrowing, in which only the sound shell is mainly borrowed and the language does not receive a new lexical meaning, however only a new sound is a specific feature of the language of Internet communication, especially among young people. Here, obviously, there has been a general trend towards the use of English loan words in everyday speech; young people see their use as a sign of modernity. For example, *мэн/мен* (English man); *мани* (English money); *сайз* (English size); *смайл*, *смайлик* (eng. smile); *лузер* (English loser) and others. Slang vocabulary is similarly created in the youth environment: the word *зудовый* with the meaning "good" (English good) was created by sound adaptation; *факир* (literally fakir in English) as a consonant to the English obscene word fucker is used in its meaning [12].

We believe that in this case it is more appropriate to talk about the influence of such cultural and linguistic contact as bilingualism and multilingualism (this also includes translation

activities), when the consciousness of one linguistic personality accommodates the experience of two or more linguistic cultures. The problem of bilingualism interests us because the linguistic consciousness of a bilingual is exposed to two linguocultures, and this is necessarily manifested in his verbal and mental activity. Cultural and linguistic contacts, which are carried out directly or indirectly, lead to the fact that in each of the contacting linguistic cultures arise the event that have developed under the influence of another linguistic culture.

The function of the above new words is expressive; they are increasingly replacing everyday words or expressions of the mother tongue from the speech of young people. Many of them become well known over time and are used by an increasing number of Internet users, regardless of their status, education, age or nationality. Phonetically borrowed vocabulary is represented not only by nouns, but also by other parts of speech in the communication of Internet users. So, for example, verbs with Russian suffixes *-a(m)* and *-u(m)* were formed: *аскать* (to ask), *стикать* (to speak); *-u(m)*: *ангрейдить* (English to upgrade), *коннектиться* (English) [12]. Verbs derived from borrowed roots can form aspect pairs. For example, the word *лукать* “look” (imperfect) and *полукать* / *лукнуть* (perfect) from the English word “to look” [12]. Adjectives can also be borrowed using Russian suffixes and endings. For example, *блюевый* = blue (English blue), *файный* / *файновый* = beautiful / thin (English fine); adverbs such as *кул* = cool (English cool), *вэри* = very (English very), *нэва* = never (English never); interjections such as *ау* (English wow), *ес* (English yes) [12, 13].

The sound form of a foreign word or its outer phonetic shell is reproduced using the method of phonetic borrowing. This method of borrowing has long been widespread in both Russian and Azerbaijani languages, since it accurately conveys the meaning of the original word. In the Azerbaijani internet space, in particular in the field of advertising, phonetically adapted words are used that are not marked in the latest dictionary of new words: *kovörking*, *frilanser* and others. The word *kovörking* is semantically equivalent to “to work together”.

English has become the main source of phonetically borrowed words at the present stage of development of these languages. In 2020, the “Spelling Dictionary of the Institute of the Russian Language” of the Russian Academy of Sciences included such words as *вайфай* (unlike the English original, there is no hyphen in the Russian spelling); *кеу/хеумез*, *имейл*, *дизлайк*, *блогер*. In 2020, the Spelling Dictionary of the Azerbaijani language included the old borrowed words with new spellings: *distribüter*→*distribütör*; *performers*→*performans*; *ədej* - *vü*→*deja-vü*; *sanatori*→*sanatoriya*; *profilaktori*→*profilaktoriya*; *ismarc*→*ismarış* [2].

More often, words are borrowed with a distortion of their main dictionary meaning: there is a narrowing, expansion or shift of meanings. One of the reasons for the change in meaning is the fact that during the borrowing, some words do not retain their systemic features, that is, the place and role that they had in the donor language.

It is appropriate to call semantically borrowed words the tracing (it is considered one of the methods of borrowing), and the tracing itself is a “semantically borrowed word” [7, p. 221] or a single word translation [15, p. 65]. Semantic borrowing is the transfer of the semantic structure or semantic content of the words of the source language.

However, we consider it expedient not to include tracing words to the circle of the studied words for several reasons.

Firstly, the tracing of foreign words is not a very common occurrence in the language. Secondly, it is quite difficult to draw a line between an explanatory translation and borrowing of the structure of a word or the semantics of a foreign word (for example, N.N. Raevskaya considers the phrase Young

Communist League to be a tracing paper, however N.N. Amosova takes it as an explanatory translation) [1, p. 77-79].

Thirdly, when creating and using a tracing word, the conflicting opinions arise. Some believe that the tracing is a positive phenomenon, since by means of the native language one can accurately convey the thought, “spirit”, and way of thinking of native speakers of another language. Others believe that the tracing is a negative phenomenon; the presence of a tracing word is an indicator of poor translation, as it demonstrates the insufficiency of the means of the native language or the unwillingness of the speakers to make an effort to find these means, demonstrates the lack of language proficiency. Perfect knowledge of the native language involves being expressed metaphorically or “idiomatically” to avoid tracing.

Fourthly, in the semantics of all languages of the world, there are regular, perhaps even universal processes of the semantic development of words. It is not always possible to draw a line between the independent (not borrowed!) semantic development of a word in one language and a similar borrowed phenomenon in another language.

We do not include to the study a mixed type of borrowing, when one part of a word (usually a compound word) can be borrowed, and the other part can be an original word. For example, in Azerbaijani *fri* – *kartof* [Eng. Free potatoes] means fried potatoes cooked in the same way as in McDonalds: “*Makdonalds üsulu ilə qızardılmış kartof*” [19, p. 109] (McDonald's fried potatoes). Some German speakers in Australia use the word “*gumbaum*” in the meaning of “gum tree” (gum tree) in their speech [15, p. 355].

We also do not refer *graphically borrowed words*, sometimes referred to as inclusions to the borrowings, since they are not included in the lexical system of the recipient language, they are used in the graphic form of a foreign language and only in certain communicative situations and discourses. For example, since March 15, 2016, Azerbaijan State University of Economics has been operating under the brand name “UNEC” (University of Economy). Or words such as *COVID-19*, *koronavirus*, *antiviral*, *status-kvo* and other words that are not included in the language system show a high frequency of their use. “«Pfizer» şirkəti COVID-19 infeksiyasına son vərə biləcək dərmanın insan üzərində testlərinə başlayıb. ...PF-07321332 adlı antiviral dərman koronavirus infeksiyası əlamətləri olan insanlarda xəstəliyin kəskinləşməsini dayandıracaq” [13]. (Translation: *Pfizer company has started human tests of a drug that can end the infection of COVID-19. The antiviral drug PF-07321332 will stop the exacerbation of the disease in people with symptoms of coronavirus infection*). However, these lexical units (*COVID-19*, *antiviral*) are not recorded in any lexicographic source.

5 Discussion

We give brief information about inclusions. According to Russian linguists, graphic borrowing means the reproduction of a borrowed word in the graphics of the donor language [4, p. 4, 10, p. 96]. Thus, a graphically borrowed word in the Russian language is a lexical unit with original graphics of another language. Currently, the Russian speakers’ Internet is characterized by the use of national languages with a large share of English language components. During determining the dynamics of events internet-communication requires the means of nomination of new concepts and realities. In the absence of nominative means in the original lexical stock, foreign words perform nominative functions, becoming graphically borrowed words. Many new graphically borrowed words can be found in the speeches of forum participants along with phonetically borrowed words from the same source word of a foreign language. For example, *trolling* / *троллинг*, *lamer* / *ламер* and etc. According to E.B. Marinova, “simultaneous existence in different graphic variants is characteristic for a foreign neologism, in particular in the original (Latin) and in the supposed (Cyrillic)” [10, p. 100]. The linguist considers the graphically borrowed word as the primary form of lexical

borrowing, as well as the initial stage of mastering the neologism of a foreign language, which ensures its transition from the state of inclusion to functioning in the system of the recipient language as a separate unit. In Azerbaijani texts, there is also variation in fixing the graphic form of some words: *whatsApp*, *votsap*, *vatsap*. In the new dictionary of borrowed words the form “*votsap*” is noted [19, p. 271], and in the orthographic dictionary — “*Vatsap*” [16].

There is one more type of words in the modern Russian text. It is a graphic type of borrowed words or abbreviations (the main image of the first component of the word), for example: *Аррмаркет* (Eng. Appmarket); *чатланин* (Eng. Chat LANin); *SIM-карта* (Eng. SIM card); *SMS-сообщение* (Eng. SMS message); *PIN-код* (Eng. PIN code); *ТВ-шоу* (Eng. TV show); *PR-менеджер* (Eng. PR manager) [8, p. 575]. Some linguists consider them as the complex words, others as the word combinations consisting of an analytical adjective and a defined noun [8, p. 577]. Krysin claims that “modern Russian word formation prefers the creation of complex words of this kind, and in it one can consider the influence of the word formation system of the English language, where such a word formation model is extremely widespread due to its universal character when forming words of different parts of speech” [8, p. 576]. The use of graphically borrowed words is influenced by the subjective social-psychological factor of discursive activity, in particular, the reliability of the use of foreign units in native language [10, p. 98]. Such words as *cool*, *crazy*, *good*, *happy*, *love*, *new* claim to be common foreign language inclusions when considering the communicative speech aspect. They can be qualified as communicative marked, since their use always corresponds to a specific communicative situation and is determined by the author's intentions. We have found some special graphically borrowed abbreviations based on the first letters of English phrases in the messages of participants of Russian forums. For example, *IMHO* (Eng.: In My Humble Opinion); *BBS* (Eng.: be back soon); *pls/plz* (Eng.: please); *NP* (Eng.: no problem) and etc. A similar phenomenon can be traced in Azerbaijani Internet resources. These graphically borrowed abbreviations have established themselves well among Internet communicators. Like a special speech education, they allow native speakers to react instantly to communication conditions.

Graphically borrowed lexical units can serve as a means of forming new words created by contaminating them with lexemes of the Russian language through structural association. Hybrid graphic neologisms are formed within the framework of language word formation and games with graphics, while two original words and their meanings are superimposed on the same material segment of language signs. For example, *clubуться* is formed due to the contamination of the graphic borrowed word *club* and the Russian word *klubitsya*; *VIPендриваться* = *VIP* (“очень важный человек”) + *выпендриваться* (“show off”) [14, p. 124]. Hybrid graphic neologisms, distinguished not only by the arbitrary character of intraword boundaries, but also by an increase in semantic volume, reflect the peculiarities of the speech situation.

5 Conclusion

Russian and Azerbaijani languages borrow foreign words phonetically, semantically and graphically. In both languages, there are different ways of creating neologisms when borrowing lexical units from foreign languages. The newest borrowed words, formed because of written communication on the Internet, have some features of the conversational vocabulary. Of these methods, only the phonetic method fits the classical definition of lexical borrowings. An important feature of the newest borrowed words used by Russian and Azerbaijani Internet users is that the source language is mainly American English.

Most borrowed Russian and Azerbaijani words that have new linguistic semantics are phonetically borrowed. They are borrowed in sound form and similar in meaning to the prototype,

they perform an expressive function, preserving the effect of novelty and fashion in their form.

Various English words and phrases become part of Russian and Azerbaijani texts and become graphically borrowed units, while preserving their original Latin graphics. Some graphically borrowed lexical units are part of the basis of the Russian language. As a result, the first part of a complex word of the Russian language is a graphically borrowed component, and the second part is a word written in Cyrillic.

This type of word is formed under the influence of a similar word formation model in the English language. Graphically borrowed lexical units can serve as a means of creating lexical neologisms in Russian, distributed on the Internet, for the emotional and expressive expression of users, as well as for their creative self-expression. Thus, the contrastive and comparative analysis of various ways of borrowing (phonetic, semantic, graphic) foreign words in the Russian and Azerbaijani languages proves that the newest borrowed words used by users of Internet communication have peculiarities of the conversational vocabulary.

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