English Borrowings In Uzbek Language In The Example Of Mass Media

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Summary: The given article is devoted to investigate borrowings and their influence to other languages and their usage .

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The continuous influx of English borrowings which started at the end of the XX centuries has led to the fact that the set of anglicisms in Uzbek is becoming more or less similar to borrowed vocabularies of many western European languages.

But at the same time it is important to say that the intake of anglicisms in the individual vocabularies differs, reflecting the cultural and social histories of the nations concerned, the structural and semantic properties of the languages and attitudes of the users to this process.

It is a well-known fact that borrowings' activity is selective even within one language. There is a certain distribution of foreign words between functional styles and speech genres or, in other words, anglicisms vary relative to the text-type of discourse. According to recent investigations they are distributed in the following way in different types of discourses: in fiction they comprise 6 %, in common communication their quantity is slightly higher (9 %), in business discourse they make up 14 %, in scientific discourse - 22 % and in mass-media discourse they are the most numerous - almost 30 %2.

Borrowings are a natural consequence of language and society interrelation and integration. The remarkable growth of English neologisms in the Uzbek language results mostly from sociolinguistic factors and widespread public

support. Borrowings are considered to be a truly international medium in cross-cultural communication and in globalization of English.

Some recent borrowings which penetrated through oral and written sources are found in the areas of business and economy, law, politics, science and technology, medicine, trade, advertising, etc.: *кросс-курс, сайтхолдер, рейдер, хостинг, флэш-моб, девелопер, блоггинг* and others.

The cultural domains affected in previous decades are also being enriched, in particular by heavy borrowing of youth slang referring to names of clothes, money, drinks, music, drugs and food products, parts of human body, and even social groups. It is remarkable how many recent words are strictly based on spoken forms. Due to mass-media colloquialisms have become accessible to language community and spread in the youth language and in journalese**:** *кавер, ре-лукер, флейрингист, слайдер, голд-диггер, хед-лайнер, арт-хаус, мейнстрим* etc. The persistent use of recent borrowings is motivated by prestige of these words. Young people use them to accentuate their role as members of the educated elite. The phrase like «**Тайминг** *ажойиб бўлди!»* is not a rare case in their speech.

Adaptation of anglicisms on the level of words is multifarious, it may be semantic, lexical, stylistic and pragmatic.

Semantic adaptation can be demonstrated by the following examples. An English impact on the semantic structure of some words already existing in Uzbek is called semantic borrowing or calque. This often pertains to borrowings in Uzbek having common roots with some words in other languages (mostly international ones). For example, the lexeme pirate, which was borrowed from Latin long ago, has lately acquired the new meaning: a person who infringes another S copyright or other business rights under the influence of English.

Once a French borrowing menu has extended its semantic structure by acquiring the new meaning from the English computer domain a list of options, usu. displayed on-screen showing the commands or facilities available. New

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additional meanings of these and other words, for ex. resume are classical examples of semantic borrowing. Let us analyze one of the examples.

The lexeme пират is a frequent unit on printed page. The following derivatives, compound words and word-combinations function in mass-media discourse: *пират, антипират, пират диски, пират компьютер, пират копия, пират Интернет, пират мусиқа, пиратчилик, пират махсулот, пират сайтлар, пиратский видеорынок, видеопират*, etc. The fact speaks for itself. The problem of piracy seems important for the Uzbek legislation and the Uzbek society as well as other Eastern communities. It has become a topic of heated discussions in mass-media discourse all over the world [5].

Lexical adaptation of anglicisms on Uzbek soil is common practice. Most borrowings are used first for specialist purposes in a science-fiction context or discourse and only later gain wider public recognition and usage. The borrowings like *компьютер, картридж, аутсайдер, роуминг* and many others have started as terms but later have become part and parcel of the Uzbek lexical system as they nominate vital concepts, notions and objects.

Many an anglicism establish one-to-one correspondence with their counterparts and do not undergo any noticeable change, which can be proved by the following cases: *клон, лайтбокс, сайдинг, прайм-тайм* etc.

It is well known that polysemantic words are never borrowed as an entity. But two or three lexico-semantic variants (LSV) may penetrate the recipient language. The recent anglicism промоутер, for example, functions in Uzbek in two different meanings. At the beginning it pertained to the domain «cinema, cinematography» as it derived from the following meaning of the word promote - help forward, encourage, support actively. But later another LSV of the verb to sell a product became more productive and formed several derivatives - *промоутер, промоушен, промо-гёрл,промо-акция,* which are frequently employed in mass-media discourse:

Промоутерлар охир оқибатда мерчендайзер, савдо вакиллари, супервайзер бўлишлари мумкин. (www.olam.uz .

Like a native element, an anglicism may change its semantic structure due to universal metaphoric and metonymic processes which inevitably lead to generalization or narrowing of meaning. This phenomenon is known as semantic derivation.

For example, along with the borrowing бренд the buzz word of our time is the anglicism хит. Originally hit meant a popular song or a successful pop record and in this very meaning it appeared in Uzbek. According to mass-media sources and electronic media the word has widened its semantic structure and in various contexts it functions either in the meaning any phenomenon of mass culture or any noticeable phenomenon:

ТВ Марказ ўзининг янги қўшиқлар ва ижрочилар хит парадини келтирди. (ТВ Марказ). Мавсум хитлари. (www.olam.uz),2013 .

A lot of anglicisms do not function in isolation. They are usually supported by derivatives which definitely indicate a high level of lexical assimilation and their productivity. Its abbreviated form пиар has firmly established itself in Uzbek, probably because it expresses a very important concept in communication. It has given rise to many derivatives: пиарить, пиарщик and a number of compounds, too, which are frequently used in mass-media discourse:*пиар-менеджер, пиар-фаолият, пиар-агентлик, пиар-шахс, пиар-технология,* etc. Besides, the lexeme displays wide collacability: *самарали пиар, сиёсий пиар, қора пиар*, etc [50].

There are other factors determining the course of adaptation. The ability of anglicisms to generate derivatives in Uzbek may be explained by already existing derivational model in the language. For example, by analogy with the calque the anglicism рейдер forms its derivational cluster in the same way: рейдерлик.

The analysis of my database leads to the conclusion that there exists a tendency of automatic invention of creative neologisms not only in English, but in

Uzbek too. For ex., the lexeme imagemaker became cliched and gave rise to many compounds due to a high productivity of the component maker. Among them we find *hitmaker, newsmaker, clipmaker, grantmaker, monstermaker, playmaker, softmaker, troublemaker* and many others. Almost all these anglicisms have been borrowed by Uzbek and what is happening now is the formation of uniting interactional patterns in many European languages, speeding up intergration.

Ушбу клипни суръатга олишда пойтахтимизнинг машхур клипмейкер ва имиджмейкерлари иштирок этишди. (ТВ Марказ)

Borrowing of foreign words is justified when the recipient language does not possess stable lexical units to denote unknown for Uzbek notions. For example, the following anglicisms took their place in the language almost immediately to fill lexical lacoons in the language: *буккроссинг (bookcrossing) - leaving a book somewhere purposefully for others to read, хостинг (hosting) - a service to store information in Internet, эндаумент (endowment*) - funds or property donated to an institution, individual, or group as a source of income .

Thirdly, very often journalists purposefully use absolutely unknown words in headings to intrigue or excite the readers' curiosity:

Эндаумент! (www.olam.uz).

Доимий ребрендинг (www.olam.uz).

The explanation of the anglicism is given in the body of the article. The author's objective is to make readers look through the article to get to know what a term means and what the article is about.

The currently used anglicism *лук* (translation from English outward appearance) is a synonym to the already assimilated and well-known word image. So лук and имидж may be used quite interchangeably. The pragmatic aspect of the borrowing лук is achieved by its novelty.

Besides, there seems to be vogue for codeswitching - the use of a foreign word in situations of bilingual communication - by which loans «adorn» the speech or writing to impress the addressee with the help of anglicisms spelled in English.

Code-switching takes place quite often in headings, advertisements and youth language.

The following anglicisms spelled in English were found in newspaper articles and their titles.

Американча dress-code: ишга қандай кийниш керак .

Fifthly, we come across redundant cases of metaphorically used anglicisms with negative or pejorative shade of meaning:

Бизнинг самолётлар – учувчи **секонд хэнд.**

Summing up, it is necessary to stress the following:

As can be seen from the problems discussed and the examples quoted above, recent anglicisms are characterized by novelty, which produces the strongest pragmatic effect on the Uzbek speech community .

The study of borrowings is very important for many reasons. We investigate anglicisms not only for the sake of anglicisms themselves. They give us an opportunity to gain a deeper insight into our own languages and make for the processes of integration which inevitably lead to the creation of informational «world culture» and the appearance of uniting interactional patterns.

Needs serve as the source of human activity. They are determined by the process of an individual's upbringing in a wide sense and association with the world of human culture.

The list of used literature

1.   Borrowings // http://www.en.wikipedia.org/borrowings

2.   Borrowings in English language // http://www.grammar.about.com

3.   http://www.olam.uz

4.   http://www.ziyonet.uz