

ENGLISH LOANWORDS IN KAZAKH AND RUSSIAN LANGUAGES: REASONS, FEATURES, AND INFLUENCE ON LINGUISTICS

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Introduction

In recent decades, the English language has acquired the status of a global language, becoming not only a means of international communication but also a powerful source of lexical enrichment for many national languages. Both Russian and Kazakh are no exceptions: English loanwords are actively incorporated, especially in the fields of technology, business, fashion, culture, and everyday communication.

Modern realities demand active interaction with international sources of information, participation in global projects, and integration into the world community. All of this is accompanied by the intense borrowing of new concepts, terms, and forms of communication. In the context of digitalization and globalization, English has become not only the language of science and technology but also an essential part of everyday life for Kazakh-speaking and Russian-speaking populations.

The relevance of this topic is driven by the need to analyze the scale and consequences of the influence of English loanwords on the lexical systems of Kazakh and Russian languages. Understanding the mechanisms of borrowing and adapting new words will allow the development of effective approaches to their study, teaching, and use in educational, scientific, and public practice.

The aim of this article is to explore the primary reasons for borrowing English words, identify the features of their adaptation in Kazakh and Russian, analyze their impact on the language system and culture, and outline the prospects for further research in this field.

1. Main Reasons for Borrowing English Words

The process of borrowing words is a natural phenomenon that reflects societal development, technological progress, and cultural changes. Borrowing from English into Kazakh and Russian occurs under the influence of several key factors.

1.1. Globalization and International Communication

The modern world is characterized by open borders, active international connections, exchange of information and culture. English has become the language of international diplomacy, science, trade, and mass culture. People encounter English terms in the internet, at work, in educational institutions, and even in everyday life. This facilitates their penetration into everyday speech.

1.2. Technological Development

Most innovations in information technology, the internet, programming, and social media occur in the English-speaking world. Terms such as computer, smartphone, update, login, software, chat are borrowed almost unchanged, as they lack exact equivalents in national languages or require brevity and universality.

1.3. Translation and Adaptation Issues

Some English terms lack exact equivalents in Kazakh and Russian. As a result, they are borrowed in their original form or with minimal phonetic and morphological adaptation. Examples include startup, manager, brand, marketing, freelance.

2. Features of Adaptation of English Loanwords in Kazakh and Russian

The borrowing of foreign words is not simply a matter of copying lexemes but also their adaptation to the phonetic, morphological, and syntactic norms of the receiving language. Russian and Kazakh languages perceive and process English words differently, reflecting the peculiarities of their linguistic systems and cultural contexts.

2.1. Phonetic Adaptation

In Russian, English words are adapted according to the rules of pronunciation:

- computer → компьютер
- manager → менеджер
- **marketing → маркетинг**

Sounds that are absent in Russian are replaced with the closest phonetic equivalents. For example, the English sound [θ] is often replaced by [ц] or [т], and [w] is replaced by [в].

In Kazakh, especially in its colloquial form, English borrowings often retain their original pronunciation, particularly among youth and in internet spaces. However, in formal speech, Kazakh transcription may be used:

- smartphone → смартфон
- banking → банкинг
- blogger → блогер

Phonetic adaptation in Kazakh is complicated by the fact that English words often do not fit into the vowel harmony rule — an important phonetic principle in Kazakh. Therefore, borrowed words in written and formal speech may remain in their original form, especially in the fields of technology and business.

2.2. Morphological Adaptation

Russian actively adapts borrowed words by assigning them endings typical for nouns, adjectives, and verbs. For example:

- сканировать (from scanner)
- постить (from post)
- лайкать (from like)
- фолловер (from follower)

Borrowed words are often supplemented with suffixes: -ЩИК, -ИСТ, -К, -НЫЙ etc.:

- блогер, маркетолог, дизайнерский

In Kazakh, such processes occur more slowly. Borrowed words may be used unchanged, especially in colloquial speech. However, Kazakh linguistics also shows attempts at adaptation:

- блогинг → блог жүргізу
- файл → құжат, дерек

- апгрейд → жаңарту

3. Sphere of Usage: Media, Youth Slang, IT, and Business

English loanwords are actively used in various spheres of life. The main areas where they become an integral part of the lexicon include media, youth slang, information technology, and business.

3.1. Media

In recent years, loanwords from English have become widely used in the mass media. This applies to both news agencies and entertainment media. Terms related to internet platforms, social networks, and digital technologies penetrate everyday life and even become widespread in informal speech. An example is the word контент (from content), which is used to mean “materials for publication on the internet.” It has gained significant popularity in Russian and Kazakh media spaces.

3.2. Youth Slang

Young people are the most active carriers of anglicisms. Many words, such as лайкать, френдить, селфи, хештег, have become part of everyday speech in recent years. The use of such words not only helps young people stay trendy but also creates a sense of belonging to global culture. This is particularly evident on social media, where youth actively exchange information with English-speaking users.

3.3. IT and Business

In the fields of information technology and business, anglicisms are an integral part of professional vocabulary. Technological terms such as startup, internet marketing, blockchain, influencer are actively used in both conversational and business speech. These words not only represent specific phenomena but also serve as markers of professionalism and modernity.

Conclusion

Thus, English loanwords have become an integral part of both Russian and Kazakh languages, penetrating various spheres of life and reflecting the processes of globalization, technological progress, and cultural integration. The influence of the English language on both languages manifests not only in vocabulary but also in changing cultural and social aspects of communication. This process continues to evolve, and its consequences will be felt in the future, influencing language norms and the perception of cultural differences.

The borrowing of English language elements has both positive and negative sides. On the one hand, it enriches the lexicon and provides access to new ideas and technologies. On the other hand, there is a danger of losing national linguistic features and reducing proficiency in the native language. Further research is needed to find a balance between preserving linguistic identity and integrating global lexical trends.

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