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THE PROCESS OF TRANSLITERATION IN ADOPTING TERMS IN THE AZERBAIJANI LANGUAGE

Introduction

At the request of the modern era science and technology is developing rapidly. There is created a wide variety of areas. In connection with the development a lot of new terms are created in the language. This makes richer vocabulary and terminology of the language day after day. In Azerbaijani language the development of vocabulary and terminology occurs in two directions:

1. On the basis of the language
2. On acquisitions

The problem. On the modern period the acquisition of new words and word combinations that are formed in the Azerbaijani language, the composition of the enriching Azerbaijan language dictionary, as well as the research subject of terminology. Acquired words are not an indication of poverty of the language, this process is simply due to the historical and cultural development, and as a result of this development is an indication of the interaction of languages. Borrowed words in our language are divided into two groups: acquired words and terms of acquired. The acquisition terms are used in the concrete fields of science and are determined as a result of necessity. Because, the development of science and technology are not associated with a language and its scope, this is a global problem. For this reason they are considered as an object of research terminology [10. p.233]

The process of mastering terms of acquisition into the language as a complex event is carried out at different levels. Borrowed terms are considered to be assimilated, then that adapts to the characteristics of the receptor and the national language phonetic language, graphics, lexical and grammatical rules are the same level of matching the words. Phonetic embezzlement with the purchase of a sound image of the source language, lexical units that make up the lexical unit with substation sounds. Phonetic embezzlement a foreign language material is drawn again, phonetic deformation takes place in accordance with the rules of our language and typical features of the system are regulated according to the phonetic of our language. The phonetic point of view the following words and terms obtaining of the reasons are due to certain changes:

1. The composition of the phonemes of the language and the alphabet is different from other languages;

2. The rules of spelling words from the language are different from other language;

3. The receipt of the pronunciation of the language in an attempt to follow the pronunciation;

Some of the borrowed terms in the language conforms their phonetic and graphic rules according to composition another language. The point of this, N.Mammadov groups origin of English literary words writing and phonetic structure in our language by the following way.

1. Holding the phonetic spelling and composition in our language;

2. Differ in writing, but close by the phonetic structure of words in our language;

3. Both for the record, and the phonetic characteristics differ English words;

The process of mutual enrichment of languages is an ongoing process since the ancient times. Each language applies to other languages as needed. This is related with development of science, technology, economics, politics, and other areas, or emergence of new concepts, due to the lack of the word in the language to express these concepts. This situation occurs most often in the field of terminology. Because terminology is a more inclined to become international than other areas of language. Transliteration is a type of adopting words in language. Transliteration originally was a term derived from the verb «to transliterate», meaning to write or print a letter or word using the closest corresponding letters of a different alphabet or language. In modern parlance, though, we extend the act of transliteration and apply it to the increasingly wide range of communication platforms and tools at our disposal. There are 4 types of graphical transliteration:

1. One graphical element is replaced with one graphic element;

2. One graphical element is replaced by a few graphical element;

3. Several graphical element is replaced with one graphical element;

4. Several graphical element is replaced by some other graphic element;

Transliteration is a grapheme conversion i.e., from one script to another. Transliteration (Latin. Trans-via, and littera-letters) ling. issuance of letters of one alphabet with letters of another alphabet.

Transliteration is opposed to transcription, which specifically maps the sounds of one language to the best matching script of another language. But there is a difference between them:

Transcription is a phonemic conversion, i.e., from one writing system into another, possibly including script conversion. Transcription (Lat. transkriptio-face transfer) ling. – signage system given the thinness as accurate as possible without any depending on graphics and graphic standards, regardless of the language. As can be seen, transcription is not based on the laws and principles of language translation, but transliterated based on laws and principles of language translation, and also the graphic and phonetic criteria. Still, most systems of transliteration map the letters of the source script to letters pronounced similarly in the goal script, for some specific pair of source and goal language. If the relations between letters and sounds are similar in both languages, a transliteration may be (almost) the same as a transcription. In order to research the rules of speech regulation transcription is applied as a method of writing the words of foreign languages (especially proper names and terms) to reflect as closely as possible to the pronunciation of the proposed method of another language. Transcription is understood as giving the sounds and forms of one language unique of other accepted language.[2. p.290]

It is necessary to note that phonetic appropriating process is not receiving of the phoneme from another language. Language can't borrow any phoneme from another language. Because possibility of such process will be able to take out to the changing of the adjoining, specific in number articulation system with being a cause for increase of the phonemes of the language. Specific features will be able to occur in ones pronunciation when carrier of the language uses another language. So the words not only changes by phonemically, but also they change according suitably properties of the other languages' rules.

M.D.Qutner writes about this: «Transliteration method shows the way of creation Russian words according by the graphic belonging to English. Words created with transliteration method does not supply the pronunciation of English, they show orthography of English only by archaic features. Giving the words and words combinations of English with transcription method is not the letter composition of the words; it is giving the words by Russian letters.» [5. p.20] Time of phonetic assimilation each language puts forward inside demands. Phonetic assimilation is implemented in a few directions:

Voices which do not correspond to language are substituted with analogous equivalent; definite voice or syllables are been abbreviation (abridgement); place of the stress is changed;

In the process of appropriating of terms by phonetically is a quite complex event. In adopting terms changes place and character of stress, length and shortness of the vowels, softness, thickness of the consonants and also boundary of the syllable division can be disturbed. In adoption process words changes weakly or strongly by phonetic assimilation depending on the system of languages. For the sake of the big differences between the systems of vowels and consonants of the languages time of phonetic assimilation falls to unrecognizable circumstance.

V.A.Sıchova tells about this: «not all words change in the same degree, some of them changes unrecognizable some of them changes a bit and some of them don't change so keep their form as in natural language». The main reason of this is that the phonetic rules of languages can be different or similar. [5. p.18]

A.V.Superaskaya shows six type of writing form of adopting words, but nowadays transcriptions is more modern and useful. Practice transcription is giving the words and words combinations according to the orthography and phonetic rules of other languages. [1. p.37-38]

A.Esmira shows the reasons of the adopting words changes in the Azerbaijani language as such ways:

1. Different alphabet and phoneme system of languages;

2. Different orthography system between languages;

3. Effort to subordinate the words according to pronunciation of Azerbaijani language.

S.N. Xalilova tells that those words can be accepted appropriated that they have been adapted according the orthography and phonetic rules of the Azerbaijani language, only this time words will be able to use in wide scale.

It is necessary to note that majority of the words received by phonetic principle are English origin. It is not accidental. Alphabet of English language is made on basis of Latin graphic. But on the basic of this alphabet stays not phonetic principles also historical principles.

From phonetic position attitude between sounds and letters are different. Different letters can express the same voice (sound) or the same letter can read differently. From this cause majority of the words in English is been transcripted to other languages.

According to rule of the language in one part of the terms of adopting words by phonetic demand is seen transliteration event. Words accepting phonetic changes and losing source form in the language obey to the rules of adopting languages. The words can't save their origin form and pronunciation because of the strong rules of Azerbaijani language.

In the modern Azerbaijani language as transcriptions of adopting words we can show the following examples:

Amortizasiya(amortization) İn business, amorti zation refers to spreading payments over multiple p eriods.The term is used for twoseparate processes : amortization of loans andamortization of intangibl e assets

Anderraytinq(underwriting) Underwriting refer s to the process that a large financial service provid er (bank, insurer, investment house) uses to assess t heeligibility of a customer to receive their products (equity capital, insurance, mortgage, or credit).

Bencmarkinq (benchmarking)

İs the process of comparing one's business proc esses and performance metrics to industry bests or best practicesfrom other industries. Dimensions typi cally measured are quality, time and cost. In the pro cess of best practicebenchmarking, management id entifies the best firms in their industry, or in another industry where similar processes exist, andcompare s the results and processes of those studied (the «tar gets») to one's own results and processes. In this wa y, they learnhow well the targets perform and, mor e importantly, the business processes that explain w hy these firms are successful.

Deklarant (declarant)

A declarant, generally speaking, is anyone who composes and signs a statement or declaration alleging therein that the information given is true he has. This differs from an affiant, as in the case of an affidavit sworn to before a notary public are the facts therein or other official, whereas a declaration is made usually by the use of one person for another

Depozit (deposit)

A bank account that allows money to be deposited by the account holder and withdrawn, paid a sum of money or property in relation to a rented item to ensure it is returned in good condition, that a and date must pay a sum in return for the right to stand in an election

Fiskal federalizm (fiscal federalism)

An important part of its subject matter which is the system of transfer payments by the central government grants or shares its revenues with lower levels of government.

Infrastruktur (infrastructure)

Infrastructure is the basic physical and organizational structures needed for the operation of a society or enterprise or the services and facilities necessary for an economy to function. It can be generally defined as the set of elements that of interconnected Provide structural framework of supporting development an entire structure. It is an important term for judging a country or regions development.

Klirinq (clearing) In banking and finance, clearing denotes all activities from the time a commitment is made for a transaction until it is settled.Clearing of payments is necessary to turn the promise of payment (for example, in the form of a cheque or electronic paymentrequest) into actual movement of money from one bank to another

Kliyentelizm (clientelism) A customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration

Royalti (royalty)

A fee that one receives in exchange for allowing another party to use and profit from one's property. For example, who a publisher prints and sells a book author must compensate for the use of his / her intellectual property. A royalty is usually a percentage of the revenue or profit that the other party (in this example, the publisher) makes.

Proses-(Процесс-Process) –compiling and maintaining the file of information about the transaction, including the credit report, appraisal, verification of employment and assets, and so on

Büdcə (budget)- This word in the Azerbaijani language pronounces as [búdʒə] and in finances field it uses in such meaning: Annual financial plan of the costs and the revenues of the economic entity for each fiscal year. It calculates future costs and income, their detailed description and application. The latter includes the budget notes.

Conclusion

The aim of transcription is one: to complete the exact opposite of the word in original as the process of translating. But transliteration has more wide coverage than that one. It consists original recording of the items, their pronunciation at the same time pronunciation and writing in accordance with the laws of the adopted language. «Transliteration is a written form of items in a formal word for word according to the alphabet of the translated language.» Transliteration is used when the languages have different graphics system, but in transliteration letters or graphics units of these languages can be able to adapt to each other. To make possible to implement the transformation process between languages is accordance with the relevant conformances. The main advantage of transliteration is that, text version of the word does not change. Thus, word regardless of language is able to maintain universality.[10.p.234] During transliteration writing of the word in the translation language is accordance with writing in the initial language. In this case, it is affected to the pronunciation of the word in accordance with the rules of pronunciation of translated language

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