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**The impact of globalization on  
the appearance of the english  
words into the kazakh language**

As the process of globalization involves drastic transformations of economies and societies as a whole, its impact on culture and language must not be underestimated as it can be traced in every aspect of life.

To analyse better whether or not the increasing use of English is detrimental to Kazakh language and culture in the long run, a further and detailed research needs to be conducted on the extent of the use of English in Kazakh society and its effects on Kazakh educational system and culture. In the process of globalization Language borrowings are a clear evidence of linguistic dominance of one language over others; Borrowing has been defined as the introduction of phonological, morphological, lexical, and syntactic items from one language or into another.

Also, having noted that the spread of English is an indication of globalization process, the analysis of who supports and who opposes to the spread of English in culture in general and in education in specific, one can draw some conclusions who supports and who rejects globalization.

**Key words:** globalization, interdependence of language, culture, dominance of one language.

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**Жаһандану кезеңінің қазақ  
тілінде жаңа ағылшын  
сөздерінің пайда болуға  
тигізген әсері**

Жаһандану үрдісі тұтастай экономика мен қоғамды түбегейлі өзгерістерге әкеп соғады және оны өмірдің әр аспектісінде байқауға болады, өйткені мәдениет пен тілге оның ықпалының бар екендігін жете бағаламауға болмайды.

Мақалада қазіргі кездегі заман талабына орай ағылшын тілін оқып-үйрену мәселесі қарастырылған. Әр студент өзін жан-жақты дамыған, шығармашылығы мол, өз бетінше іздене алатын тұлға ретінде көрсетуі тиіс. Сол себепті студенттер бірнеше тілді меңгеруге тиіс. Яғни, үш тілді меңгеру, білу – бұл жаһандық әлемге жолдама деген сөз. Бұл адамның өмірдегі табыстылық, жетістік принципі.

Кез келген қазақ тіліндегі жаңа ғылыми үрдістерді олардың өзекті мәселелерінің ғылыми және қоғамдық проблемаларын жетік меңгеру, қазіргі қоғамдағы лингвоэкологиялық жағдаяттарды толық игерту, ағылшын тілінің жаңа салалармен толығымен зерттелуінің мәселелерін анықтап білу болып табылады.

**Түйін сөздер:** жаһандану, мәдениет, тілге ықпалы.

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**Влияние глобализации  
на появления новых  
английских слов в казахском  
языке**

По мере того, как процесс глобализации предполагает радикальные преобразования экономики и общества в целом, его влияние на культуру и язык не следует недооценивать, как это можно проследить во всех аспектах жизни.

Для того чтобы лучше проанализировать, является ли все более широкое использование английского языка вредным для казахского языка и культуры в долгосрочной перспективе, дальнейшее и детальное исследование должно быть проведено по степени использования английского языка в казахстанском обществе и его влияния на казахстанской образовательной системе и культуры. В процессе глобализации языковые заимствования являются наглядным свидетельством лингвистического доминирования одного языка над другими; заимствование было определено как введение фонологической, морфологической, лексических и синтаксических элементов одного языка в другой.

Кроме того, отметив, что распространение английского языка является показателем процесса глобализации, автором был сделан анализ того, кто поддерживает и кто выступает против распространения английского языка в культуре в целом и в образовании в частности.

**Ключевые слова:**

**THE IMPACT OF GLOBALIZATION ON THE APPEARANCE OF THE ENGLISH WORDS INTO THE KAZAKH LANGUAGE**

In the 21st century the need for a deep scientific understanding of the nature of the process of globalization from the perspective of linguistics is particularly urgent. Language as a means of communication, traditionally considered one of the main indicators of the state of society as a whole, so any transformation of social relations is primarily manifested in the language environment of the country.

The world is developing towards intercultural communication. Knowledge of foreign languages today is not only cultural, but also an economic necessity. Foreign Language became aware as a communication tool, a means of understanding and interaction between people, the means of familiarizing with different national culture and as an important tool for the development of intellectual abilities of students, their educational potential. The global changes taking place in our society – the expansion of contacts, access to the foreign arena, the establishment of joint enterprises – led to interest in foreign languages.

Globality of language is determined by the role of the state, where it is the official language, in world politics, economics and culture. Race progress, for achievements in the field of science and technology, stimulates the intellectual and research capacity of community. Therefore, any language that is at the center of such a rapid development of international activities, immediately acquires the status of a «global».

The study of interaction and interdependence of language and culture helps linguists reveal the key points of their reciprocal influence upon the ethnic, cultural and social group an individual belongs to. This approach is of special attention in the modern age of rapid development of science and technology and universal globalizing processes [Левицкий (1) 2010, 82].

The Oxford Online Dictionary defines globalization as «the process by which businesses or other organizations develop international influence or start operating on an international scale» [Oxford Dictionaries Online]. Thus, globalization is first of all defined as the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, the spread of technology, and military presence [Bhagwati, 2004]. However, as the process of globalization involves drastic transformations of economies and societies as a whole, its impact on culture

and language must not be underestimated as it can be traced in every aspect of life.

The question should be answered: to what extent are languages involved in the

process of globalization? And on the one hand: If cultural identity is linked to language, what effect does this have on the culture? As Ricento points out, «Can (and should) countries protect their national linguistic resources, or should they «open their markets» and promote languages such as English in order to enhance access to technology, trade, and the like?» [Ricento 2010, 125].

Languages are understood as sets of speech norms of a particular community and people using them signal their cultural identity. Thus a language becomes a part of a culture and differentiates it from others.

The information revolution is based on a computer connected to telecommunications networks, radically transforms the human being. It compresses time and space, opens borders, and allows establishing contacts anywhere in the world, turning individuals into citizens of the world. As the world economy has been integrating actively, a common tongue is now important to promote international commerce. Over the past two or three decades, English has come to occupy a significant position among languages – previously one of the several dominant European languages, it is a world language today, the language people use when they want to communicate both internationally and within their own communities.

Today, English is used largely due to the fact that it is used so heavily in television, film and music; besides, it is also the predominant language on the internet pages other languages tend to have an English translation.

In the process of globalization Language borrowings are a clear evidence of linguistic dominance of one language over others; Borrowing has been defined as the introduction of phonological, morphological, lexical, and syntactic items from one language or into another. Borrowings occur when two languages are in contact. For many years now we have been referring to English as a global language – as the language of communication, technology, and business.; to track the stated tendency, we can consider some examples of English loan words into Russian, Kazakh Russian, Kazakh and speakers are using loan words frequently instead of the equivalents *business-related vocabulary* (the Russian language): бизнес (business), бизнесмен (Eng. businessman), брокер (Eng. broker), дефолт (Eng. default), дилер (Eng. dealer), дистрибьютер (Eng.

distributor), доллар (Eng. dollar), копирайтер (Eng. copywriter), нейминг (Eng. naming), пиар (Eng. PR (public relation)), прайс лист (Eng. pricelist), промоушн (Eng. promotion), пресс-релиз (Eng. press-release), стар-тап (Eng. startup), офис (Eng. office), холдинг (Eng. holding), (Eng. boicot, bonus, business, cash, check, management, marketing, voucher, tariff, flashmop etc.); *IT-related vocabulary* (the Russian language): байт (byte), блог (blog, from «web log»), блогер (blogger), веб (world wide web»), интернет сервис провайдер (internet service provider), клик (click), лэптоп (лептоп) ноутбук (laptop), логин, monitor, printer, file, on-line, chat, internet, intranet, modem, multimedia, PC, portal, printer, click (mouse)), display, browser, cd, cd-rom, (login), плагин (**plugin**), трафик (traffic), хакер (hacker), хай-тек (hitech, etc.)

The Kazakh vocabulary also presents a number of borrowings that function alongside with the national words though the former ones are used more often nowadays e.g.: lets compare such kind of kazakh variants веб-ғаламтор, (Eng. web, from «world wide web») информация – информация-ақпарат, universal – универсальный – әмбебап, businessman – кәсіпкер, broker – делдал, qualification – біліктілік, visit – іс-сапар, project – жоба.

And some authors have pointed out, that some loan words occurred under the influence of foreign culture and foreign words «fashion». For example: rating – (оценивать. определять – бағалау) ,(makeup), макияж, (show представление, көрсетілім, (presentation) открытие, ашылу, the dress code (кодекс одежды – киім кодексі, киім кию үлгісі), coffee – break – (короткий перерыв – қысқа үзіліс), volunteer (доброволец – өз ерікімен еңбектенуші), slogans (рекламный девиз – жарнама-лы құран), baby box ((ящик для младенца – жаңа туған нәрестеге арналған жәшік), interactive взаимодействия, очень важная персона. Аса лауазымды адам (VIP – very important person). show-buisness, bestseller, supermarket – азық-түлік сататын дүкен, cruise – морское путешествие, теңіз саяхаты, such kind of loan words are easy and short to use. If we didn't use such kind of loan words, while translating them into Kazakh, they would contain several words [46, 48].

Language borrowings are an evidence of linguistic dominance of one language over others. Globalization allows language and their culture to spread and dominant rapidly on global scale and it has lead to extinction of other language and culture, putting them in endangerment. Of course, the pressures of globalization are experiencing not only the languages of indigenous peoples, but also the lan-

guages of larger linguistic communities. The most important area of dialogue organized by the national language is the verbal sphere of national culture. Of course, the acquisition of the English language that role can not be treated uniquely. The positive side of this process is obvious: the general command of the English language provides a natural human need for understanding on a global scale.

However, the distribution of a second language violates other natural human need: the desire in all circumstances to use their mother tongue, the development in early childhood. People are forced to have to learn a foreign language, although still is, capable of conscious learning of languages. So every culture tries to learn English and put little effort in learning their native language. Because in doing

international business people need to learn English rapidly

Many scientists fear that the dominance of the English language can lead to a complete change of the language system, which under the influence of Anglo-American linguistic culture will bend the mental space of the native language. We believe that there is no reason for concern, because the English language – it is an opportunity due to the global information flow, with the result that every person can become an equal part of the global cultural community.

Globalization phenomena will be dominating in the future; it is our urgent task to outweigh the advantages and disadvantages of the globalization process, and find a way to benefit both national language and global values.

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