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CHANGES IN THE KAZAKH LANGUAGE IN SOCIAL NETWORKS

The article is devoted to the analysis of modern Kazakh Internet linguistics and changes in its language usage. Globalization is a multifaceted process that takes place in all spheres of economic, social, political and spiritual life. In various fields, the authors evaluate the globalization process from different angles and express their conclusions. In general, the historical basis of linguistics is considered in the political and economic aspects. Many studies show that it is better to consider the technological and cultural influences of globalization. In fact, the emergence of various phenomena due to globalization has not escaped the linguists' attention. Thanks to the Internet and personal computers, linguists have begun to pay attention to such issues as the convergence of languages, the threat of extinction. Thus, the penetration of man into the world of networks, his direct involvement, has aroused the interest of researchers in various fields of knowledge. The main purpose of today's article will be to find out what changes are taking place in the modern Kazakh national literary language through the Internet or in the new field of communication. Foreign words on the modern Internet, language operations that move from one language to another without any changes, tracing words, mixed entries (including words with preserved lexical and semantic status of foreign words), new abbreviations, barbarisms, slang / slang words, (occasional), words with new meanings, orthograms based on the pronunciation pattern of the English language, obscure words (to acquire new semantics), new poetic phrases, double words, including those made in pure Kazakh or the original words in Russian and English words etc. often encountered. It is known that global communication is expanding in the virtual space.

Key words: Internet linguistics, Internet communication, electronic network, text, discourse.

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Әлеуметтік желілердегі қазақ тіліндегі өзгерістер

Мақала қазіргі заманғы қазақстандық интернет-тіл білімін талдауға және оны тілдік қолданудағы өзгерістерге арналған. Жаһандану – экономикалық, әлеуметтік, саяси және рухани өмірдің барлық салаларында болып жатқан көп қырлы процесс. Түрлі салаларда авторлар жаһандану үдерісін әр қырынан бағалап, өз тұжырымдарын айтады. Жалпы лингвистиканың тарихи негізі саяси және экономикалық аспектілерде қарастырылады. Көптеген зерттеулер жаһанданудың технологиялық және мәдени ықпалын ескерген дұрыс екенін көрсетеді. Шын мәнінде, жаһанданудың салдарынан түрлі құбылыстардың пайда болуы лингвистердің назарынан тыс қалған жоқ. Интернет пен дербес компьютерлердің өмірге енуіне байланысты тілшілер тілдерді жақындастыру, жойылып кету қаупі сияқты мәселелерге назар аудара бастады. Тілдегі тілдердің жақындасуы бір тілдің үстемдігінен, олардың лексикалық және грамматикалық қабатындағы әртүрлі тілдердің жақындасуынан, әртүрлі тілдік құбылыстардың пайда болуынан көрініс табады. Басқа тілдердің үстемдігі кейбір тілдердің жойылып кетуіне қауіп төндірді. Жойылып кету қаупі төнген тілдерде кез келген тіл, әскери, саяси, экономикалық, мәдени немесе басқаша болсын, қоғамның сөзінде өзінің функционалдылығын жоғалта бастайды. Жаһандану процесі бүкіл әлемде жүріп жатыр, әлемдік тілдер өзгеріс пен эволюция дәуірін бастан кешуде. Интернет немесе әлеуметтік желі – ақпарат беру құралы ғана емес, сонымен қатар әлемдегі адам бағытын анықтаудың маңызды құралдарының бірі. Осылайша, адамның желілер әлеміне енуі, оның тікелей тартылуы зерттеушілердің қызығушылығын тудырды. Бүгінгі мақаланың негізгі мақсаты қазіргі қазақ ұлттық әдеби тілінде интернет арқылы немесе коммуникацияның жаңа саласында қандай өзгерістер болып жатқанын анықтау болмақ. Қазіргі заманғы интернеттегі шетелдік сөздер, бір тілден екінші тілге ешқандай өзгеріссіз ауысатын тілдік операциялар, аралас жазбалар (шетелдік сөздердің лексикалық және семантикалық мәртебесі сақталған сөздерді қоса алғанда), жаңа қысқартулар, варваризмдер, жаңа мағыналы сөздер, ағылшын тілінің айтылу үлгісіне негізделген ортограммалар, жаңа поэтикалық сөз

тіркестері, қосарланған сөздер жиі кездеседі. Виртуалды кеңістікте жаһандық коммуникация кеңейіп жатқаны белгілі.

Түйін сөздер: интернет-лингвистика, интернет-байланыс, электрондық желі, мәтін, дискурс.

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Изменения в казахском языке в соцсетях

Статья посвящена анализу современной казахстанской интернет-лингвистики (ИЛ). Глобализация – это многогранный процесс, который происходит во всех сферах экономической, социальной, политической и духовной жизни. Ученые оценивают процесс глобализации с разных сторон и высказывают свои выводы. Появление различных явлений в языке в связи с процессами глобализации оказалось в фокусе внимания лингвистов. Интернет или соцсети – это не только средство передачи информации, но и одно из важнейших средств определения направления человека в мире. Таким образом, проникновение человека в мир сетей, его непосредственное вовлечение вызвало интерес исследователей в различных областях знаний. Основной целью статьи является задача выяснения, какие изменения происходят в современном казахском национальном литературном языке посредством Интернет как новой сферы коммуникации. В статье рассматриваются такие проблемы современной интернет-лингвистики как языковые операции, которые осуществляются в процессе перехода с одного языка на другой без каких-либо изменений, трассировка слов, смешанные записи (включая слова с сохраненным лексическим и семантическим статусом иностранных слов), новые сокращения, варваризмы, сленг/сленговые слова, (случайные), слова с новыми значениями, орфограммы, основанные на образце произношения английского языка, неясные слова (приобретать новую семантику), часто встречаются новые поэтические фразы, двойные слова и т. д.

Ключевые слова: интернет-лингвистика, интернет-связь, электронная сеть, текст, дискурс.

Introduction

The study of the use of language on the Internet in foreign linguistics has taken several decades. This internet linguistics is related to various aspects of the science of D. Crystal, D. Yates, K. Tarlow, S. Herring, well-known scientists such as Schlobinski and others drew attention. Following these scientists, a relatively new direction in modern applied linguistics – the essence and various characteristics of the scientific concepts and principles of modern Internet linguistics – began to emerge.

Scholars who have studied this area briefly describe the methods, tasks, object, subject of Internet linguistics as a prerequisite for the study of the direction of IL. Linguists not only highlighted the current and future problems in this field, the terminological system of Internet linguistics, the main stages of the formation of this direction in modern applied linguistics, but also began to consider this field as a separate discipline and put it into scientific circulation. In the early 1990s and early 2000s in Russian linguistics L.Yu. Ivanov classified the linguistic features of the Internet and the changes that have taken place in it (Ivanov L.Y., 2003: 131). Russian linguistics E.I. Goroshko, L.F. Kompantseva et al researched problems of internet linguistics (Goroshko E.I., 2007: 223; Kompantseva L.F.,

2004: 112). However, despite the growing interest of scientists in Internet linguistics, many aspects of this science have not yet been sufficiently understood and described, and a unified terminological system, research methodology has not been developed. Internet communication In her research, L.F. Kompantseva notes that there are many unrecognized consequences, methods of analysis and synthesis, the method of narration, there are many types of genres, experimental methods, associative experiment, receptive experiment and content analysis, etc (Kompantseva L.F., 2008: 16). N.A. Akhrenova created the scientific and theoretical basis of Internet linguistics (Akhrenova N.A., 2013: 22).

E.I. Goroshko in 2007 in the study of modern language considered “Internet Linguistics” as a separate field, in 2008 L.F. Kompantseva was the first to introduce the term “Internet linguistics” and describe it (Goroshko E.I., 2007: 223; Kompantseva L.F., 2004: 112). N.A. Akhrenova created the scientific and theoretical basis of Internet linguistics, entered into scientific circulation, the term itself can be said to have entered into scientific circulation in dictionaries (Akhrenova N.A., 2013: 22). In addition to the fact that this term is still not used properly, there are other terms that are used in the language, which come into use and define such communication as the main type of activity:

communication, computer-mediated communication (CMC). In general, linguistics began to write linguistic research on each genre of the Internet. G.P. Dmitrieva, G.P. Dondukova, S.B. Kanashina considered internet communication (Dmitrieva G.P., 2010: 139; Dondukova G.P., 2013: 250). Thanks to the Internet, Internet communication has led to various changes in language. These different changes developed very fast with a variety of communications. That is why some linguists call it an online language or an electronic language. It is even called “operative genre”, “well-known online”. The most important thing is the increase in the number of different styles of functional language communication through electronic means. However, it should be noted that it is impossible to systematize them completely. In linguistics, communication is divided into real communication and virtual communication. Real, virtual communication takes place orally and in writing. The main features of virtual communication: in virtual, non-verbal, verbal operations. The ability to use a variety of linguistic, non-linguistic and language-based techniques in order to communicate via the Internet. According to researchers, non-verbal communication is a form of communication that complements and adds meaning to verbal communication, serves to continue the communicative act, helps to ensure mutual understanding between people.

Material and Methods

Internet language is a synthesized language. Chat, watsap, in contact, forum, e-mail, etc. The number of recipients of communication is not limited. The ability to communicate through various messages, the ability to provide instant feedback, etc., as well as the ability to exchange and interact with electronic messages and access information stored on a computer, demonstrated the freedom of communicators to use discourse. Their effective solutions to the study of this area are the scientific prediction of “dialogue writing” by analyzing the language paradigms specific nature of language users, observing changes and features of the dynamic action of the natural laws of language in Internet communication. Scientific consolidation of linguistic research on texts written of modern social networks is urgent Important for modern linguistic research is the problem of discourse in Internet communication to the basic center of “electronic discourse”, “computer discourse”, “virtual discourse”, “computer-media discourse”, “social network discourse”, “online discourse”, “Internet discourse”. Other studies

show the discursive nature of language on the Internet.

The concept of Internet communication covers a wide range of issues.

Literature review

Scientific ideas about the interaction of languages are not only expressed today, it has been developing rapidly for centuries, and modern Internet communication can be called its culmination. W. Matezius in his work “Language and Style” (1942) pointed out the directions of interaction of languages: first, the introduction of elements of one language into another language system, and secondly the degree weakening and strength of differentiation under the another language influence. In his opinion, however, V. Mathesiu is impossible to stand against and is often incompatible: on the one hand, the constant exchange of ideas, things, names and concepts between peoples, on the other hand, foreign words prevail over words that appear when using internal resources of language was the reason for its existence (Matezius B., 2010: 128). With the rapid development of the Internet on the Kazakh Internet, the number of social networks is very large. News speed from the site to the e-mail is indescribable. Even the type of articles written in a certain stylistic direction, the pattern of delivery and distribution to the public can be seen in various changes. Quantitative and qualitative differences are found in the texts of linguists, both in the modern social network and in the media space, who exercise their professional competence in various spheres of public life to cover different discourse in online communication.

Modern linguistic, social and computer phenomena, which can be defined as a communicative process and its consequences. Internet communication is a computer communication between two or more people characterized by “invisibility of communicators, written form”. A big feature of the language working on the Internet is the changes that take place at the level of vocabulary, in various aspects such as the rules of words and related texts, genre and stylistic norms, the ratio of oral and written speech, communication strategies and tactics.

The most important and common changes are: mixing speech strategies in virtually any communicative Internet format (blog, forum, interview, personal page, etc.), intensive generation of computer slang, the elements of which are transferred to the common vocabulary; revival of the epistolary genre (especially with the advent of secondary web technologies on the Internet); there is a frequent use of

language games due to the prevalence of communication game conditions; high level text implementation, dynamics, interactivity, hypertext in all formats of Internet communication.

Internet communication, despite the small size of any text, raises a number of complex issues. The role of computer technology plays a special role in human life, its influence has contributed to the creation of direct and indirect forms of personal communication. From the linguistic point of view, Internet communication should be studied as its pragmatic aspects. All the former traditional discourses have adapted to the Internet and its space, and then began to function. Kazakh literary language is a perfect language. Literary language is a language that has been systematized through written literature, has stylistic branches, and has a wide range of social functions. “As a rule, most of us understand the concept of literary language as a national written literary language, which today is perfect, has no stylistic differentiation, and serves various forms of cultural life” – says academician R. Syzdyk (Syzdyk, 2004:128).

The formation of the theory of the speech influence on social networks was influenced by factors of a political, economic, psychological, communicative nature. This has been widely discussed by scientists in their research (Sternin, 2001: 58, Dyck, 2013, 322, Carnegie, 1992, 710).

In linguistics, many approaches to the study of language influence are proposed: pragmatic, cognitive, communicative, discursive, semiotic (Ivanova, 2012: 88).

With the development of society, there is a need to manage through Internet communication, and over time, various linguistic and non-linguistic approaches to influencing the addressee have emerged, which are now actively used, and therefore studied by specialists (philologists, psychologists, sociologists, etc.). The study of the ways and means of effective linguistic influence and the dissemination of this knowledge is one of the most important tasks of linguistics, which is fully reflected in modern Internet communication.

In the Kazakh language there is a wonderful concept of the mother tongue, this name is not even used in other nations. “Mother tongue” serves as the main sign that a person belongs to a particular nation (ethnos). Inter-ethnic language is a language that plays an important role in the linguistic consciousness of any nation, a language associated with the notion of being able to distinguish “one’s own” and “other’s” in the individualization of any ethnic group. For the vast majority, the term “mother

tongue” means the language of one’s own nation. A person considers his mother tongue to be the main sign of belonging to that nation. Naturally, as a rule, a person should have his own native language, which is a principle of nature

Thanks to the Internet, functional styles can be mixed, that is, elements of different styles can be used in one style, and multi-layered stylistic phenomena can be created. In this case, the styles are created as a result of interaction and within them. Thus, the functional stylistic and stylistic classification in the language is very complex, multifaceted. Conversational style has become more versatile due to the Internet development. Comments posted on YouTube, Instagram, VK are a sign that the speech style has changed to the written version. After all, in the past, speaking style was spread only in the oral direction and served on an oral basis. And the rapid development of functional styles on the Internet today has led to a change in the speech style and new elements emergence. There are no rules in this style, stamps, clichés are distinguished by the presence of slang, dialects. The various phenomena that always occur in our language are first recognized on the basis of spoken language, because it is closely linked with society, social life. There are also many problems, such as determining the relationship between written and spoken language, that is, the relationship between language and speech, the differences. One such issue is the problem of “Internet language”. And it is difficult to name the most distinctive features of today’s speech style. Oral-written texts of the oral language appeared. The use of words on the modern Internet platform makes it difficult to understand that the use of language tools is deteriorating, and we can see that the national calorie of the artistic tradition is declining. This can be clearly seen in the following passages on the Internet.

For example, *тәй-тәй технологиясының қолдану тәсілі, бала күнгі қалып қайдан болсын, өн ерді қанат етіп бойларына қабылдап өскен әріптестерім, мағыналы жақсы күн, ең позитивті әнші, уат тәк, түрмеге дейін таныс-тамыр коррупция дегеніміз*. Delivers daily information, the two characters, especially the American celebrities, thus began the pioneering work in the feature film, the image in the mind of “horse belly”. In any genre of words, depending on their specifics, the first place is given to both expression and standard. If the main purpose of the information is to influence the audience, then the first priority is expression. There are no general expressions or standard packages in the text. The

author shows that some of the linguistic usages here are vague and vague. Phrases that are taken for granted, such as root corruption, the root cause, the use of the word “horse’s belly” are used to draw attention to ingenuity, or are taken to provoke a reaction, but are alien to the natural nature of the Kazakh language.

Internet discourse direction and attention to feedback, reactions, comments, “likes”, etc., the tendency to strengthen relationships, the abundance of colloquial vocabulary, slang, slang, foreign language slang, as well as simplified syntactic structures, complex Phenomena such as double words, their types, abbreviations, abbreviations of words by the method of economy are entering the language.

There is also linguocreativism (language play, word formation, deliberate distortion spelling, non-observance of punctuation, writing in several alphabets (inappropriate use of the alphabet of languages in the country). Global and hybrid forms of speech are common, as can be seen in the words and phrases found in information networks. For example: I got a new account, review, like, repost my account, don’t forget to leave a comment with a bell, I have a new old account (YouTube). Lack of motivation, search for motivation, platform (vkontakte). October is a time to learn new things and remember the long-forgotten ones. Aired today – D.M., VK Mini Apps team devs. It tells about the capabilities of mini-applications – October – an excellent time to get acquainted with something new or refresh in the memory of a long-time acquaintance. Today on the air was Denis Markov, who defeated the team VK Mini Apps, which tells about the great possibilities of mini-applications...

- The translation of the first sentence of the unsuccessful first sentence and the mini-application. (vkontakte). Listen to tracks, like tracks (vkontakte). Debut from ZaQ very soon! Smile Slim, a member of the famous Kazakh pop group Ninety One, who has been involved in a number of KZ Sound projects, will soon make his solo debut with the current Zaq. This artist, whose head is full of ideas, will definitely release a bomb album. We look forward to it! (vkontakte).

All the time we spend arguing, Are we laughing?

I, my soul, will find a way, You, my soul, please, be happy ... (vkontakte)

“I took out a romantic mafon, wearing a hat on my head” (vkontakte). Music career (vkontakte)

Along the bird’s path, in a hurry, instead of lights, stars,

An open window gives a little frost. This is our next stop on Andromeda, Andromeda, Andromeda. (lyrics of the song on vkontakte). “If you have hope in life,

Raise your hand for Shymkent CITY! (C) MaDoN (vkontakte), Are you waiting for the bombs? (vkontakte), if you like their songs, take them to the wall! (vkontakte), wait for the hit! (vkontakte) Your last like will determine who will track the track soon. (vkontakte) Type in the search, the link is in my page, this is how Aeka-Ayaulym writes her name. (instagram). Visualize the page, work with haters (instagram) to make more sales. Let’s set a record, the most likes and comments (instagram). Autumn look (instagram). I will write a sweet text, a meaningful text for the order (instagram).

Subscribe section, like the post (instagram). The problem is not the quantity of friendship, but the quality of true loyalty (Instagram). Let’s get acquainted with my readers! (instagram). I like it straight (instagram). I’m also addicted to rural life (instagram). What do I do now? (instagram). Thousands of thoughts of “why, come back, let’s go, horror, you’re crazy” are killing. (instagram). Opshym solved (instagram).

N.G. Asmus features Internet communication as follows: “...presence of a category of authorization with a dialogic, clearly defined subject, inclusion in social services, special nature of authorship, unification of author-reader categories, special understanding of the object of study, removal of time and space restrictions equality, the formation of a general picture of the world, not limited in the choice of language tools” (Asmus N.G., 2005: 43). The use of obscene words in the style of speech, violations of the rules of speech etiquette, violations of the rules of communication.

Results and discussion

Modern Kazakh language is the national language of the Kazakh people, which has developed and preserved its phonetic, lexical and grammatical laws. It is obvious that the process of changing the natural laws of the Kazakh language is taking place on various social networks on the Internet. Changes in the spelling of words on YouTube, Instagram, VK. For example, the original words whose spelling was changed incorrectly under the influence of oral words: assalou, zhaily, kagylez, appagym; The reason for this is the process of adaptation to the orthographic norms of the Kazakh language and the

influence of public opinion on the transition to Latin script. The second Kazakh language is a language rich in vowels, subject to the law of consonance. Allophone (Greek *ἄλλος* – other and Greek. – sound, phoneme) divergent, alternative, variant, is a kind of real manifestation of the phoneme. Allophone is a deviation in the pronunciation of a sound, in other words, the realization of a phoneme, a version based on the specific phonetic situation around it. Phonetic and graphic devices on social networks are often repeated when writing words with emotional meaning, signaling a person's strong emotional excitement or desire to speak and hear. They "stretch" the words in the texts: *Сәлем!*; *кppppp-yyyyyyyyтo*; *э-э-э-э-э-эй*, *Мен оған қол қоймадым*; *ПАААШШШАА!!* *Сіз гдееее??!!*; *Блииииии, барлық плоохо*, they show their emotions like that.

The different shades of the allophone phoneme that occur during speech are almost a variant of the phoneme. Changes in the pronunciation of this sound are often observed in the process of writing. The Kazakh language is a language rich in vowels, which obeys the law of consonance of sounds in the Kazakh language. Now it is customary to translate these thick vowels in the Kazakh language into thin vowels. Another "skill" is the tendency to abbreviate vowel sounds. Names of new concepts whose spelling has not yet been established: brand/brand; foreign words in the style of spoken language: calm (soothing), sofa (sofa), populist (populist), shorts (shorts), general (in general), obsession (communication), slang (handsome), hype (hype); Spellings based on the pronunciation pattern of the English language, even if they are mastered through the Russian language: opposition (opposition), motivation (motivation), project (project).

The timeliness and efficiency of information transmission, "real-time mode" smooths out the time difference and thereby creates new conditions for communication. It is the Internet that allows you to erase the distances between different cross-cultural groups and quickly exchange information in real time, being at a distance of thousands of kilometers from each other. This property makes the internet a convenient and widespread means of cross-cultural communication.

To carry out successful communication with representatives of another culture, it is necessary to have a certain level of intercultural competence, approaches of communication from the point of view of cultural relativism (Olaniran, 2007: 80, Kimberly, 1999:630, McLuhan, 1989) Thus, in modern conditions, the internet in the Kazakh language opens up new opportunities for

intercultural communication. In the social networks of the Kazakh Internet, there are more and more new words about intercultural communication.

Words from a foreign language in the modern Kazakh language are a special branch of the lexical system of the language, some words retain the semantic, grammatical, phonetic, orthographic features of the language, do not change their "foreign" nature. words that are perceived as "foreign" words in linguistic consciousness. In this way, a person enters the world of networks, influences the culture of one country to the culture of another, increases the desire to learn a foreign language, and the vast majority of keywords in our language came through the emergence of computer, sports, technology terms. The words iPad, Facebook, bike show, paging, biker, rally-marathon, shootout, breaststroke, newsjoking, steeds, Instagram, What's Up, etc. are becoming more and more popular.

Foreign words, which are often used in the language of young people, are understood only by themselves on the Internet. For example, Ultrabook, Barbershop, Battle, Tracker, Hype, Rilly, Chekout, Retweet, Repost, Lol, Heather, Rilli, Repost, etc.

Words derived directly from English are often encountered. For example, live, messenger, networking, online contest, online broadcast, offline, public, Play Market, selfie, story, skype, channel, trolling, troll, tag, WhatsApp, follow, follower, fake, Facebook, Twitter, hype, chat, chat-bot, hashtag, Yahoo, Youtube, Wi-fi, etc. For example, Selfie (English "self,") – is one of the most popular photos on social networks. The task of the selfie is to attract attention and often positive feedback. So the word selfie is used with qualitative or relative adjectives: my first selfie; very good selfie; not the best selfie.

Some passwords are passed from one language to another with the same concept, but there are patterns of writing in both the alphabet of the language and the alphabet used in the country. For example: *brand – brand, development – development, device – device, content – content, Instagram – Instagram, file – file, frame – frame*, etc.

Words and phrases that are based on the pattern of foreign words and phrases, which are a copy of their structure, are called tracing paper. For example, *business process – business process, Call-center – call center, SMS-message – letter, premium – high quality*, etc.

Words with lexical and semantic types of foreign words are often used, for example: online-game – online game, online-credit – online-credit, call-center – call-center, business-structure – business structure, etc.

Mixed foreign words are used in the Kazakh language in different ways via the Internet. If one part of the word is a foreign language, the other part is a word of the Kazakh language, the words are called mixed foreign words. For example, PR-specialist = PR (English) + specialist (Kazakh) = public relations specialist, etc. Words formed by duplication of words with another language are also used. For example, hard-talk – heated discussion, brain-ring – an intellectual game, sales of imported goods – second-hand, business coach – vocational training – shopping, higher technology – high-tech, fashion – fashion, media – mass media, innovation – modernization, hidden – incognito, volunteer – volunteer, teenager – teenager, advertising – publicity, etc.

The first condition for foreign words to have the ability to form words in the host language is the cliché-like, orthographic, phonetic words that come with their idiomatic combinations in the main vocabulary of the host language. These are often observed in the language of young people. For example: non stop – without a break, without a break, happy end – a happy ending (although in our language this word is not used literally (happy ending), can be replaced by synonyms such as “end well”), weekend – weekend.

Barbarisms are foreign words used in spoken and written language, which do not correspond to the lexical and grammatical structure, extralinguistic, that is, the result of continuous ethnic, socio-historical, socio-geographical development of a foreign country. In modern social networks, slang in Russian, Kazakh and English is used in competition: cruise, thief, accident, pont, weaving, jokes, etc.

In recent years, much attention has been paid to Internet linguistics, so scientific articles are often written. Among such works is the work of Lindsay Cox. He noted in his study that slang on the Internet has a significant impact on speech communication. (Lindsay Kolowich Cox., 2020: 5p). Slang/slang words in the Kazakh language: *зың, сындыр, ле-галдат, цифрланушы*.

English slang, slang: *wine, hype, trend, trolling, hit, background, Experience, Skill, Gow, High, flash mob, teenager, image, okay, know-how, winner, etc.* International jargons are often used, for example: *okay, life hack, logo, hi, highlife, etc.* Some barbarisms are used in conjunction with Kazakh suffixes, even if they are words in other languages, for example: *charge, subscriber, individualist*. These barbarisms are active not only on the Internet, but also in everyday life and communication.

Another group of foreign words, exotic words related to the national and everyday values of a certain people, are often used in Internet discourses in the Kazakh language. For example: DJ, break dance, dollar, euro, currency, yuan, lavash, kimono, sushi, etc.

In communicative speech, that is, depending on the situation the foreign languages used are often used. For example, there was an election in case of primaries, electorate, rating, impeachment, etc.

All complex words are subject to change. New abbreviations: civil service, state exam, state language, potential (social network), road, CITY, NSDP, new double words: call-center, meeting-message, investment-production, processor-memory, reality show, second-hand, seminar-training, online store, master class, online diary, internet traffic, business coach, follower, targeting.

In today's Internet, the use of foreign words in everyday life has become “fashionable”. For example: dress code (dress code), Moldavian (Moldovan film industry), trend, facelifting (pulling the skin to avoid wrinkles), digital (video advertising), digitization / digitization; World brand names: Ranger, Ducati, Messenger, Reuters, Real.

Different groups of people take part in the Internet, they continue their opinions, as well as develop their ideas, argue with each other, engage in various dialogues. Satirical, humorous, and humorous, sarcastic conversations are given on the Internet only with emotionally expressive vocabulary. Therefore, in Internet discourses there are often names related to national culture, national consciousness, music, Aridash-au (repetitions in the chorus of Kazakh poems), Bipyl (repetitions in the chorus of Kazakh poems), Alaulai (repetitions in the chorus of Kazakh poems), dislike in linguistics, There are many onomastic names that mean discrimination, contempt, harassment, ridicule, humiliation. Peyorative names (bad names) are especially often used. Many of them are associated with human behavior, misbehavior, and various habits. For example, it is used in the negative sense of Gulenist (supporters of Fethullah Gulen), Arabic (in the sense of blindly imitating Arabs), zombie (addicted to the Internet), (shouting “Trump”, “Trump”), Putinist (doing as Putin says). On the Internet communication platform, names are often used to describe a person's behavior, mood, and personality. In the past, these names were typical of the genre of satire – humor, but now they are very often used on social networks. For example, the names *Zhylypdaktar* (pleasant), *Solkyldak* (without feet), *Aldu, Dildu* (erke), as well as zoophoric names

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