



THE ROLE OF BORROWED WORDS IN SPEECH

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ABSTRACT

History shows that the processes of borrowing have come a long way. This is confirmed, for example, by a large number of borrowings from Latin and other ancient languages. In the context of globalization, these processes occur continuously and at great speeds. Thus, a huge number of borrowed words appear, which adapt to the grammatical norms of the recipient language and after a while cease to be perceived as "non-native" words does not always happen. Some words remain alien elements, not included in the active vocabulary of the language.

KEY WORDS

Adaptation, category.
Condition, globalization,
process, transfer.

Introduction

The following signs of assimilation of a foreign word can be distinguished: the transfer of a foreign word by phonetic and graphic means of the borrowing language; 2) correlation of the word with grammatical classes and categories of the borrowing language; phonetic mastery of a foreign word; 4) grammatical mastery of the word; word-formation activity of the word; semantic assimilation of a foreign word: definiteness of meaning, differentiation of meanings and their shades between the words that existed in the language and the foreign word that appeared; regular use in speech: a) for a word not attached to any special stylistic sphere - in various genres of literary speech; b) for a term - stable use in the terminological field that borrowed it, the presence of certain paradigmatic and "significant" relations with the terms of this terminological field. [2, c. 35] Doctor of Philology V. E. Morozov in his article "On the Use of Borrowed Words" writes: "... For the most part, the Russian language includes borrowings in its grammatical system, while changing their phonetic appearance, and often their meaning, if necessary. This process, as is known, is called the mastering of a foreign word. Going through this path, some borrowings create certain difficulties for native speakers, and not only in terms of pronunciation and spelling. These difficulties can be considered justified under the combination of the following conditions for the use of other people's words. In the Russian language, there is no lexical unit to express the meaning that needs to be conveyed in speech, for example: gastarbeiter. The phrase "foreign worker" is too ambiguous, and most likely it means migrant workers. Of course, having acquired new objects and perceiving new concepts, we are forced to accept their names along with them. However, one should be very careful not to consign one's own to oblivion in chasing after someone else's and thereby distort the truth. For example, in recent years, barbarism dereticizer is sometimes used in television programs, and you can hear that this is the name of a new profession, but if you remember the original Russian word "rat catcher", then you can doubt not only the need to use barbarism, but also the correctness of classifying the profession itself as a new one. Rather, we

should talk about the revival of the old profession. It is inexpedient to betray the meaning of barbarism in any other way. For example: computer. The expression "electronic computer" is too cumbersome, while the abbreviation "computer" is less popular today than in the Soviet era, and even then it was not used in relation to devices used in everyday life. The word-formation tracing paper of the calculator does not fully reflect the real capabilities of the computer. In addition, this noun is already used in the meaning of "computer technician."

A good reason to accept borrowing may be that it allows you to express in one word the meaning that in Russian is expressed by a phrase. But this is true only under two conditions: first, if the phrase consists of more than two words, otherwise "sheepskin is not worth making", and second, the borrowing should really be one word, and not a phrase. From this point of view, for example, the barbarism of second-hand (literal translation from English as "second hand") is no different from the primordially Russian used one, especially if we take into account the wide spread of the colloquial abbreviation BU. . Borrowing is justified if it is used in the text repeatedly. For example, in the article "Hostess - the face of the restaurant" the use of barbarism, which has become a term in the restaurant business, is justified by the fact that neither its literal translation - owners - nor other translations: flight attendants, floor attendants, do not correspond to the described position, which is established in many restaurants to meet customers, escort them to the table and call the waiter for the first time. Since the article is devoted to these official functions, the word hostess is legitimately used no more than twenty times with an appropriate explanation of its origin and literal meaning. . The author of the speech must be sure that the addressee will understand the borrowing, or is obliged to provide him with an understanding of the word. Violation of the listed conditions for the use of foreign words can lead to certain problems in understanding speech with its addressee. ... Very often, the original Russian word stoyanka, a relatively new noun with a foreign root parking and the barbarism of parking are used to denote the same urban object. It seems that if the authors are trying to avoid tautology, then the first two words are quite enough... ... Barbarisms can also create grammatical problems. Thus, with the "light hand" of the domestic mass media, a new, hardly necessary exception appeared in the Russian language. The word euro, which, as a general rule, should have become a noun of neuter gender, became one of the words of masculine gender. It is not surprising that until now, some native speakers say contrary to this: the euro has risen in price. And, to be honest, I don't want to reproach them for this. Rather, the media should be blamed for the ill-conceived use of the new borrowing. Finally, problems may arise due to the uncertain compatibility of barbarism with the words of the Russian language. If, for example, we turn to barbarism of pressure, then with which verb should it be combined: to render, to apply, to produce, or with some other? Another example. Everyone knows that you can park your car. And what about parking lots and especially parking lots? Thus, borrowing foreign words remains an important way to replenish the vocabulary. But they must be resorted to with caution, without neglecting the possibilities of the richest Russian language."

The method of diachrony helps to trace the features of the development of linguistic norms in different time sections of the formation of the Russian literary language. For a certain period of development in the Russian literary language, a linguistic core has been formed – a linguistic picture of the world, consisting of a set of ideas about the world, contained in the meaning of words and expressions of this language. which is mandatory for all its carriers. [5].

As is known, the dominant language of young people is the colloquial style, the oral form of the language. The ideals of "good speech" are originality, comedy, shocking, and language play. At the

same time, the subject of speech is young people: schoolchildren, students, creative youth, young professionals.

Social-group and professional jargons of adolescents, schoolchildren, students, young professionals, creative youth all together and as a whole form the conditional concept of "the language of youth" – a popular and influential sociolinguistic phenomenon in terms of speech.

The problem of the language of youth, or the features of the language code used in public communication by modern youth, is an integral part of the general problem of the global decline and "expression" of public speech. Since the 1990s, the process of intrusion into public communication of reduced speech, jargon, traditional vulgarisms and matisms, as well as the latest foreign borrowings has become massive and pervasive⁵. The legislator of this process has naturally been and remains the young part of Russian-speakers. As a result, some serious changes in the field of book and literary speech were determined. One of these cardinal changes was "the degeneration of the newspaper and journalistic style, which has actually ceased to be bookish, as is commonly believed, and has come as close as possible in form to everyday communication: both the oral speech of radio and television, and the written texts of newspaper and magazine publications persistently imitate reduced everyday communication"⁶.

It should be noted that, in our opinion, the deviation from the traditional "stylistic purity" of book styles cannot be unequivocally attributed to negative linguistic phenomena. Newspaper publications, close in form of narration to live colloquial speech, can be witty and bright, and the reader certainly appreciates this. Therefore, "stylistically alien inclusions in the texts of the media, in official public speeches or in scientific publications should be evaluated not by the fact of this foreignness, but exclusively by communicative and pragmatic expediency. For a long time, the orientation of communication only to the monocentric model of culture and language was in line with the ideological interests of a totalitarian society, which was interested in a rigid hierarchical representation of culture and language."

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