UDC 394
ETHNOLINGUISTIC PROCESSES AMONG KAZAKH IN GLOBALIZATION ERA

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INTRODUCTION

There is no doubt that the English language today is the most widely used language for international communication. The role and importance of the English language on the territory of Kazakhstan began to increase from the beginning of the 1990s, after the collapse of the USSR and independence [1]. Words and expressions are born, live for a short time and then die or find their place in our vocabulary according to the temporary or permanent nature of the phenomena they describe [2].

Indeed, if no new words were to appear, it would be a sign that the language was moribund; the progress of arts and sciences gives birth to a large majority of new words: each new word that does appear should be severely scrutinized before it becomes generally accepted. So this work does a research into all word - forming means to determine the most productive ways of forming new words that appeared *in the eighties, nineties and in the beginning of the XXI century*.

Goal

Is to explore the impact of globalization on the ethno language processes among Kazakhs.

Tasks

- to overview neologism diachronically (to present the historical development of the phenomenon);

- to investigate the problem of cultural acceptance, as that is the crucial point in the neologism existence, as stability and suitability, which are determined by the public;

- to give the complete classification of word-building means, both minor and major;

- to present the reasons for high or low productivity of each word-building type given;

- to give the overview of all possible sources, where the information on neologisms can be taken;

METHODOLOGY

The following methods have been used in the research work: theoretical and empirical methods: investigation, collecting opinions, comparing, analyzing and description of data. The material for the studies was collected in March 2018, on different websites. The results of the analysis were supplied with various diagrams.

RESULTS AND DISCUSSION

Theoretical background of neologism

No new science is possible without neologisms, new words or new interpretations of old words to describe and explain reality in new ways. How could Aristotle have developed the logic of syllogisms or Newton the theory of dynamics without new vocabularies and definitions? The term neologism originates from Greek: Neos means 'new', logos means 'word', i. e. a neologism is - literally - a new word [3]. «A *neologism* is the term used to describe a word that has been made-up or invented by a speaker, which appears in a transcript of spontaneous speech dialogue. It can also be described as a word which does not appear in the dictionary of the primary spoken language, but which is also not a foreign word» [4].

History and development of neologisms

As a literary concept and term, *neologism* appeared in the early 18th century, at the time when the neoclassical practices of the French Generation of 1660 began to consolidate, throughout

Europe, into a body of normative teaching [5]. The idea that different domains of human experience should be represented in literature by distinct literary styles entailed the notion that each of these styles should operate within distinct vocabulary [6]. Usage, i.e., specific usage of the «best Authors», «the Court», or «the City», determined the limits of this vocabulary, along with other grammatical and stylistic properties. Authors using words and expressions (as well as phrase structures) from outside this universe were said to use *neologisms*, new expressions [1]. Critics of the time conceived of *neologism* in literature as analogous to the continuous creation and introduction of new lexical units into language, and they thought of language change in general as a process of decay [7].

Cultural acceptance

We can mark that neologisms tend to occur more often in cultures which are rapidly changing, and also in situations where there is easy and fast propagation of information. They are often created by combining existing words (compound noun and adjective) or by giving words new and unique suffixes or prefixes [8]. Those which are portmanteaus are shortened. Neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words, or simply through playing with sounds.

Neologisms often become popular by way of mass media, the Internet, or word of mouth - especially, many linguists suspect, by younger people. Virtually every word in a language was, at some time, a neologism, though most of these ceased to be such through time and acceptance [9].

The top 50 neologisms and their analysis

We present the top 50 neologisms in the following table; the data was collected on the 5th of March, 2018 on different sites. Now we present the table, where words are arranged according the popularity first of all, the earliest citation, the short definition, the word-building type, the sphere of usage are presented [10].
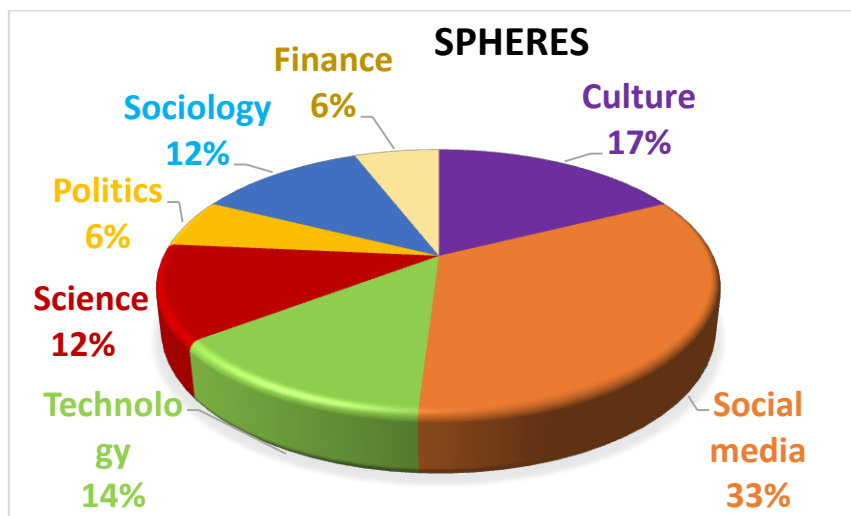
Culture- General-5, Food and drink-4
Sociology- General-6
Social Media- Internet – 4, Social network - 13
Technology- Digital currency – 4, Information - 3
Politics – General - 3
Science – Physics - 3, Biology-3
Finance – Business – 2, Money – 1

The survey was carried out both through social networks and directly from respondents. We interviewed people of different ages (from 13 to 45 years), which conditionally allowed us to divide the respondents into two groups: young people (13 - 25 years old - *50 people*) and people of mature age (25 - 45 years old - *50 people*).

The following results were obtained on the basis of revealing knowledge of the direct terminology of the question we are studying:

	Age group			
	13-25	25-45	13-25	25-45
Understand the meaning of the word "neologism" and able to give examples of neologisms	yes	yes	no	no
	76,6%	86%	23,4%	14%
	81,3%		18,7%	

Thus, the majority of respondents coped with the task presented, which undoubtedly indicates their sufficient level in studying the terminology. In addition, the majority of respondents (81.3%) were able to give examples of neologisms.

As a result, of identifying the understanding of the semantics of a number of neologisms, the following were identified:

	Age group			
	13-25	25-45	13-25	25-45
Understand the meaning of the word "chillax"	yes	yes	no	no
	88%	76%	12%	24%
Understand the meaning of the word "bitcoin"	84%	70%	16%	30%
Understand the meaning of the word "stream"	93%	53%	7%	47%
	77.3%		22.7%	

Thus, the table shows that most of the younger population is actively introducing neologisms associated with their activities and household items into their vocabulary. At the same time, the older generation for the most part is not familiar with the new vocabulary of young people. In addition, it is necessary to make an amendment to the fact that the majority of respondents in the mature age group work with young people in one way or another. Which, in turn, increases the percentage of those who know the semantics of the "chillax", "bitcoin", "stream" of people aged 25 to 45 years.

CONCLUSION

We tried to give a full presentation if all aspects of such a linguistic event as neology in connection with word building means. Currently, for ethno-linguistic processes of the Kazakhs of the typical acculturation. For example, the largest number of neologisms are observed in social media-33%, culture-17% and technology-14%. According to the survey of respondents, the use of neologisms is typical for adolescents and young people (13-25 years). Taking into account the fact

that respondents are moving to older age groups, the process of acculturation will increase. However, we do not believe that this will lead to language assimilation, soon there will be anglicisms in the Kazakh language/more anglicisms will appear.

Literature

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