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ANALYZING THE LINGUISTIC DEVELOPMENT OF KAZAKH: WORD BORROWING VIA SOCIAL NETWORK

The current study explores the influence of loanwords originating from social networks on the Kazakh language. A quantitative method was employed to examine the usage of borrowed words from social networks. A questionnaire distributed to 323 participants gathered data on social media usage and word borrowings. The data was analyzed using the SPSS (Statistical Program for Social Sciences) software. Findings suggest a recent surge in the adoption of social media loanwords, particularly among younger demographics, shaping online communication norms and impacting Kazakh language development. These loanwords often serve as vehicles for expressing contemporary concepts that are not easily translated into traditional Kazakh vocabulary. The study emphasizes the importance of further research into incorporating social media loanwords in Kazakh communication, given the growing significance of digital language in daily life. Understanding the impact of word borrowings on language and culture can aid in navigating linguistic evolution in the digital era in Kazakhstan.

Key words: loanwords, word borrowings, social network, linguistic evolution, digital age, SPSS program, quantitative method.

MAIN PROVISIONS

The incorporation of loanwords into contemporary language has significantly increased alongside the rapid rise of social media platforms such as Facebook, Instagram, TikTok, Telegram, and WhatsApp. This article explores how the usage of loanwords on these platforms has become so prevalent that it has sparked debates regarding the appropriateness and legitimacy of their use in everyday communication. Some scholars argue that using loanwords on social media represents a form of linguistic imperialism, reinforcing the dominance of the English language and Western culture. Conversely, other scholars contend that using loanwords on social media is a natural aspect of language evolution, reflecting the multicultural nature of society.

In the realm of research, there is a notable gap in the literature regarding using loanwords on social media platforms. Most studies in this field have been carried out by English and Russian scholars, with relatively few investigations from a Kazakh perspective. Scholars differ on the effects of loanwords on the recipient language. Researchers like Aygun [1] and Haspelmath [2] argue that loanwords enhance the language. Conversely, Mühlhäusler [3] and Phillipson [4] contend that loanwords can negatively impact the language by diminishing linguistic diversity and fostering linguistic imperialism. Despite the increasing interest in studying loanwords in social media, there remains a significant gap in understanding their effects on the recipient language within this context.

INTRODUCTION

Additionally, comparative studies across various social media platforms and languages are necessary to explore the similarities and differences in the usage of loanwords. As the esteemed linguist Crystal [5] points out, “Language change is inevitable. It occurs regardless of whether people approve or not and whether it is intentional”. This is particularly true for loanwords derived from social networks, which have become a prevalent aspect of contemporary communication in numerous languages. However, incorporating loanwords from social media prompts significant questions regarding the effects of digital language on traditional languages. As noted by linguist Baron [6], “Electronic communication has introduced new language styles, genres, levels of informality and interactivity, and has blurred the distinctions between written and spoken language”. To gain insights into using social networks and the loanwords frequently encountered by users, I conducted a questionnaire with 323 participants. This research aims to understand better the influence of loanwords from social networks on the Kazakh language. The findings of this study will be elaborated upon in the subsequent sections, emphasizing the significance of loanwords in the linguistic evolution of Kazakh and their potential effects on traditional language and culture.

Incorporating loanwords from social networks into Kazakh communication has recently become a significant area of research. Scholars around the globe have explored the linguistic and cultural implications of this phenomenon, shedding light on how digital language is shaping the evolution of the Kazakh language. Researchers conducted numerous studies on using loanwords on social media platforms, as highlighted in the literature review. For example, Sherman et al. [7] examined the use of loanwords on Facebook and discovered that they were primarily used to express emotions and generate humor. Similarly, Pérez-Sabater [8] analyzed the use of loanwords on WhatsApp and found that they were predominantly employed to convey emotions and foster a sense of intimacy. While these studies provide valuable insights into using loanwords on social media platforms, a notable research gap remains. Specifically, researchers need further investigation regarding using loanwords on emerging platforms such as TikTok and Telegram, which are gaining popularity. Moreover, research from a Kazakh perspective is essential, as English and Russian scholars have conducted most studies in this field.

In recent years, the growth of social networks and online communication has given rise to a new category of loanwords that is becoming increasingly common in various languages, including Kazakh. Fierman conducted a significant study on the use of loanwords in Kazakh [9] and investigated the influence of Russian loanwords on the Kazakh language. Fierman contends that

incorporating Russian loanwords has been a defining characteristic of the Kazakh language since the Soviet era, and this trend has persisted with the advent of social networks. Additionally, linguist Androutsopoulos [10] has examined how digital communication affects language use and contributes to the emergence of new genres and styles of language from a global perspective. He observes that loanwords from social networks are an inherent aspect of this process, mirroring the evolving needs and practices of online communication. Incorporating loanwords from social networks into Kazakh communication has emerged as a significant area of research in recent years. Li and Lan [12] have investigated this phenomenon's linguistic and cultural ramifications, illuminating how digital language influences the evolution of communication methods. Collectively, these studies underscore the intricate relationship between loanwords from social networks and the development of the Kazakh language.

MATERIALS AND METHODS

I employed a questionnaire method; a structured questionnaire was distributed to a sample of 323 participants. The aim was to explore the use of loanwords derived from social networks in Kazakh communication. I carefully designed the questionnaire to gather detailed insights into the participants' interactions with social networks and the loanwords they frequently encounter. Utilizing statistical techniques, particularly the SPSS (Statistical Program for Social Sciences) software, the collected data underwent thorough analysis to identify common patterns and emerging trends in using social network loanwords within Kazakh communication.

The questionnaire consisted of three separate sections. The first section collected demographic information about the participants, including factors such as age, gender, and educational background. The second section explored the participants' patterns of social network usage, including questions about how often they engage with social media, their preferred platforms, and the types of content they usually interact with on these platforms. The final section focused on the participants' use of loanwords derived from social networks in Kazakh communication.

Using statistical methods, including descriptive statistics and frequency analysis, I thoroughly examined the data I collected to identify common usage patterns of social network loanwords in Kazakh communication. Additionally, diagrams and I utilized Pearson's chi-square tests to investigate potential correlations between the participants' demographic characteristics and their tendency to use loanwords derived from social networks.

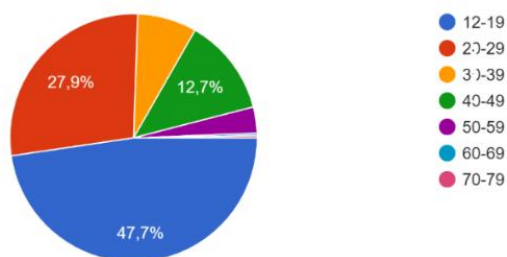
The following sections of this study will thoroughly discuss the findings obtained from this detailed analysis, including a comprehensive examination of the types of loanwords encountered by participants, the frequency with which researchers incorporate them into communication, and the intricate relationship between demographic characteristics and the use of social network loanwords in the context of Kazakh communication.

RESULTS

The study's results indicated that loanwords from social networks are a prevalent aspect of Kazakh communication, with a significant majority of participants (98%) stating that they frequently come across these loanwords.

Figure 1. The frequency of loanword uses from social networks varies by age.

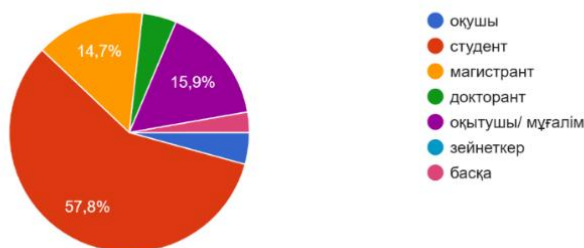
Жасы
323 ответа



Participants aged 12-19 reported the highest frequency of loanword uses from social networks ($M=3.54$, $SD=1.07$), followed by master students ($M=3.36$, $SD=1.11$) and doctoral students ($M=3.22$, $SD=1.16$). Teachers and pensioners reported the lowest frequency of loanword use from social networks ($M=2.68$, $SD=1.17$ and $M=2.30$, $SD=1.11$, respectively).

Figure 2. The frequency of loanword use from social networks varies by position.

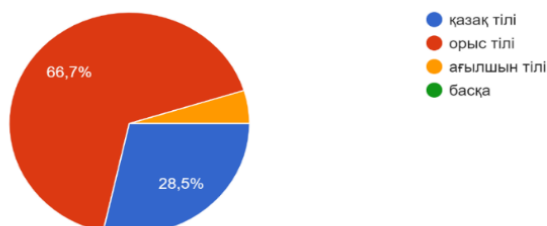
Қызметі
327 ответов



The pie chart shows that loanwords entered by social networks are used mostly by students 57,8%, then teachers 15,9% and master students 14,7%. Retired people, Ph.D. students, and others use the same number of loanwords.

Figure 3. The languages of social sets and different applications

Әлеуметтік желіні және әртүрлі қосымшаларды (приложение) көбіне қай тілде қолданасыз?
270 ответов

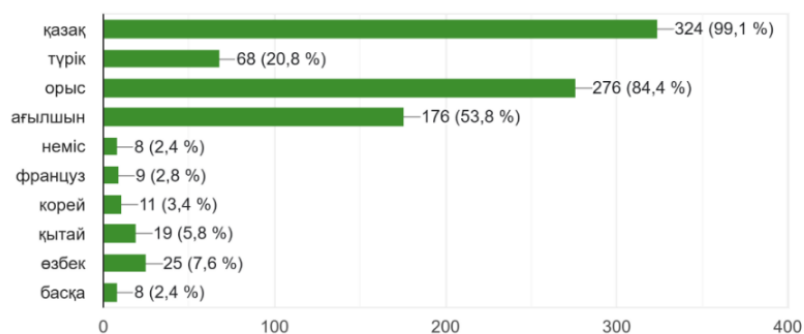


The most common loanwords encountered were Russian (66.7%) followed by Kazakh (28.5%) and English (4.8%).

Figure 4. The frequency of loanword use from social networks varies by knowledge of the language

Төмендегі тілдердің қайсысын білесіз?

327 ответов

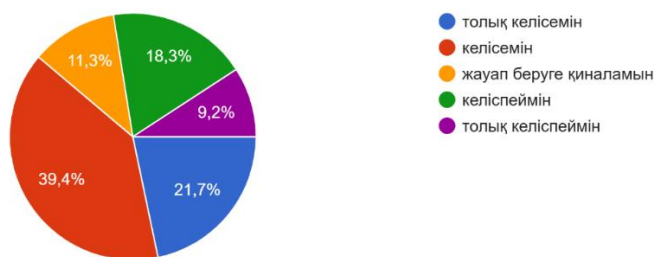


Although 99.1% of respondents know the Kazakh language, we can see from Figure 3 that the Russian language is used more than two times compared with the Kazakh language. It means that the loanwords entered through the social network are more widely used in the Russian language than in Kazakh.

Figure 5. Borrowed words from other languages through social networks harm the Kazakh language

Әлеуметтік желі арқылы өзге тілдерден енген сөздердің қазақ тіліне кері әсері бар

327 ответов

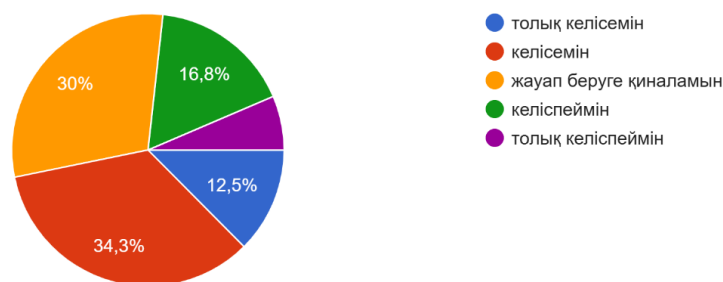


To the question of whether borrowing words from other languages through social networks harms the Kazakh language or not 39,4 of respondents agreed, and 21,7 % showed total agreement. 18,3% did not agree, 11,3% answered that it is difficult to respond, and only 9,2% showed their total disagreement.

Figure 6. Respondents' approaches to borrowing words from other languages with their sound features

Шет тілінен енген сөздерді дыбыстық өзгешеліктерімен беруге көзқарасыңыз қандай?

327 ответов



In borrowing words from other languages with their sound features, 34,3% of people agreed. It was challenging to answer 30% of respondents. 16.8 % of users disagreed, and 12,5 % showed total agreement.

Pearson's chi-square analysis

	Meaning	ст.св.	Asymptotic significance (2-sided)	Exact significance (2-sided)	Exact significance (1-sided)	Discrete probability
Pearson's chi-square	6,909 ^a	8	,546	,549		
Likelihood ratios	7,242	8	,511	,587		
Fisher's exact test	7,256			,472		
Line-to-linear connection	,189 ^b	1	,664	,670	,349	,034
Number of valid observations	323					

a. For the number of cells 5 (33.3%), a value less than 5 is assumed. The minimum expected number is .85.

b. Standardized statistics - .435.

Symmetrical measures

Meaning	Approximate significance	Exact significance
,146	,546	,549
,103	,546	,549
323		

Pearson's chi-square analysis examined the relationship between the participant's age and their use of loanwords from social networks. The study revealed a significant relationship between age and the use of loanwords from social networks ($\chi^2(4) = 27.51, p < .001$).

The analysis's results imply that age and educational level are important factors affecting the use of loanwords from social networks in Kazakh communication.

DISCUSSION

The current study sought to investigate the incidence and patterns of loanword use in Kazakh communication, notably on social networks, and the impact of demographic variables such as age and educational level.

The first hypothesis (H1) proposed that teenagers (47,7%) use loanwords more from social networks. Youth follow them (27,9%). People aged 40-49 (12,7%) are also active in borrowing words through networks.

One-third of respondents are students who use loanwords via networks. Teachers and master students show almost the same level of network loanword use.

The findings support the second hypothesis (H2), which predicted that Russian loanwords would be more widespread than those from other languages. Russian loanwords made up the majority (66.7%), followed by Kazakh (28.5%) and English (4.8%). Notwithstanding that, almost all the respondents know the Kazakh language 66,7% of them preferred to use Russian. The dominance of Russian loanwords can be traced to Kazakhstan's historical and sociopolitical relationship with Russia, as well as the significant linguistic effect of the Soviet times. Russian terminology is frequently used in everyday communication, especially in technological, business, and social contexts. As Suleimenova stated: “The introduction of foreign words was controlled, and only the Russian language remained as a source of standardization of their pronunciation and spelling. As a result of this centralization of foreign words, the formation of a common lexical fund of the Kazakh language made the influence of the Russian language unlimited” [13].

When borrowing words from other languages, loanword principles are important. For more than 100 years, we have borrowed words from the principles of the Russian language. To the question of whether borrowing words from other languages through social networks harms the Kazakh language or not 39,4 percent agreed, and 21,7 % showed total agreement. 18,3% did not agree, 11,3% answered that it is difficult to respond, and only 9,2% showed their total disagreement. In borrowing words from other languages with their sound features, 34,3% of people agreed. It was challenging to answer 30% of respondents. 16.8 % of users disagreed, and 12,5 % showed total agreement.

CONCLUSION

In summary, this study explores using loanwords from social networks in Kazakh communication. The findings revealed that loanwords from social networks are a prevalent aspect of Kazakh communication, with most participants regularly encountering these loanwords. The loanwords most frequently encountered were in Russian, followed by Kazakh and English. Additionally, the results of Pearson's chi-square test and cross-tabulation analyses reinforced the significant relationship between age, educational level, and the use of loanwords from social networks in Kazakh communication. These findings have important implications for language usage and preservation in Kazakhstan, as loanwords from social networks can impact and shape the Kazakh language. The study emphasizes the necessity for ongoing monitoring and awareness regarding language use and preservation in the country. Future research could investigate the long-term effects of social network loanwords on the Kazakh language and its application in various contexts. It has been proven that the introduction of international terms into the Kazakh language in the 20th century was carried out exclusively through the Russian language [14]. It is currently important to write loanwords in a way that is consistent with the phonological laws of the Kazakh language and to comprehensively consider its principles. Overall, the study highlights the importance of focusing on language use and preservation in the digital era.

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Қазақ тілінің лингвистикалық дамуын талдау: әлеуметтік желі арқылы енген кірме сөздер

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Бұл зерттеу әлеуметтік желілерден алынған кірме сөздердің қазақ тіліне әсерін зерттейді. Әлеуметтік желілерден алынған сөздердің қолданылуын зерттеу үшін сандық әдіс қолданылды. 323 қатысушыға жіберілген сауалнама олардың әлеуметтік желіні пайдалануы және өзге тілдерден сөз алуды анықтау туралы деректер жинады. Деректерді талдау SPSS (Әлеуметтік ғылымдарға арналған статистикалық бағдарлама) бағдарламалық құралын пайдалану арқылы жүзеге асырылды. Нәтиже соңғы кездері әлеуметтік желілерде, әсіресе, жастар арасында, желідегі қарым-қатынас нормаларын қалыптастырып, қазақ тілінің дамуына әсер етіп отырған кірме сөздерді қолданудың артқанын көрсетеді. Бұл кірме сөздер көбінесе қазақтың дәстүрлі сөздік қорына оңай аударыла бермейтін қазіргі ұғымдарды білдіру құралы қызметін атқарады. Зерттеу күнделікті өмірде цифрлық тілдің маңыздылығын ескере отырып, әлеуметтік желілерден алынған кірме сөздерді қазақ тіліндегі қарым-қатынасқа енгізуді одан әрі зерттеудің маңыздылығын көрсетеді. Кірме сөздердің тіл мен мәдениетке әсерін түсіну Қазақстандағы цифрлық дәуірдегі лингвистикалық эволюцияны бағдарлауға көмектеседі.

Кілт сөздер: кірме сөз, өзге тілден сөз алу, әлеуметтік желі, лингвистикалық эволюция, цифрлық дәуір, SPSS бағдарламасы, сандық әдіс.

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Анализ языкового развития казахского языка: словесные заимствования через социальную сеть

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В настоящем исследовании изучается влияние заимствований из социальных сетей на казахский язык. Количественный метод был использован для изучения использования заимствованных слов из социальных сетей. С помощью анкеты, разосланной 323 участникам, были собраны данные об использовании ими социальных сетей и обнаружении заимствований слов. Анализ данных проводился с использованием программного обеспечения SPSS (Статистическая программа для социальных наук). Результаты свидетельствуют о недавнем всплеске использования заимствованных слов в социальных сетях, особенно среди более молодой аудитории, что формирует нормы онлайн-коммуникации и влияет на развитие

казахского языка. Эти заимствованные слова часто служат средством выражения современных понятий, которые нелегко перевести в традиционную казахскую лексику. В исследовании подчеркивается важность дальнейших исследований по включению заимствований из социальных сетей в казахское общение, учитывая растущее значение цифрового языка в повседневной жизни. Понимание влияния заимствований слов на язык и культуру может помочь в навигации по языковой эволюции в цифровую эпоху в Казахстане.

Ключевые слова: заимствования, словесные заимствования, социальная сеть, лингвистическая эволюция, SPSS программа, количественный метод, цифровой век.

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