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Thesis Topic: Borrowing as a word formation process in the globalization era:

the case of English to Azerbaijani

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INTRODUCTION

Actuality of the thesis. In an era characterized by unprecedented global interconnectedness, the dynamics of language are profoundly influenced by the cross-cultural exchange that defines the modern world. The phenomenon of borrowing, as a linguistic process, has become increasingly prevalent in the context of globalization, shaping the lexical landscape of languages and reflecting the intricate interplay between diverse linguistic communities. This thesis delves into the realm of word formation processes, specifically focusing on borrowing, with a particular emphasis on its manifestation in the transition from English to Azerbaijani.

As globalization continues to facilitate communication and interaction among people across geographical boundaries, languages are inevitably exposed to new influences. English, as a dominant global language, plays a central role in this linguistic exchange, impacting the vocabulary of many languages, including Azerbaijani. Understanding the mechanisms and consequences of borrowing in this context is crucial for unraveling the evolving nature of languages in the contemporary world.

The increasing influx of English words into Azerbaijani raises questions about the adaptability and transformation of the latter in response to global linguistic trends. This thesis aims to address the challenges and opportunities posed by the borrowing phenomenon, exploring how it shapes the linguistic identity of Azerbaijani speakers and examining the factors that drive this process.

The primary objective of this research is to comprehensively analyze borrowing as a word formation process in the context of the globalization era, focusing specifically on the transition from English to Azerbaijani. The study seeks to:

- Investigate the patterns and trends of lexical borrowing from English into Azerbaijani.

- Identify the sociocultural, technological, and linguistic factors influencing the adoption of English words in the Azerbaijani language.

- Assess the impact of borrowed vocabulary on the linguistic and cultural dynamics of Azerbaijani.

This research contributes to the broader understanding of linguistic evolution in the globalized world by shedding light on the specific dynamics of borrowing between English and Azerbaijani. The findings will not only enrich academic discourse on language contact and change but also provide insights for language policymakers, educators, and language enthusiasts keen on preserving linguistic diversity while navigating the challenges of globalization.

The subsequent chapters of this thesis will delve into a detailed exploration of the

borrowing process, examining theoretical frameworks, analyzing case studies, and drawing conclusions based on the collected data. Each chapter will contribute to unraveling the complexities of borrowing as a word-formation process and its implications for the linguistic landscape of Azerbaijani in the era of globalization.

The objective of this thesis is to investigate and analyze the phenomenon of borrowing as a word formation process in the context of the globalization era, specifically focusing on the case of English to Azerbaijani language dynamics. The study aims to explore the linguistic implications of globalization on borrowing patterns, identify the factors influencing the adoption of English words into Azerbaijani, and assess the impact of these lexical borrowings on the linguistic landscape of Azerbaijani. By examining the cultural, social, and technological aspects that contribute to the borrowing process, the research seeks to provide a comprehensive understanding of how linguistic interactions occur in the globalized world and contribute to the evolution of languages, with a particular emphasis on the English-Azerbaijani language interface.

The aim (purpose) of this study

This study aims to investigate and comprehend the dynamics of borrowing as a word-formation process, particularly within the context of the globalization era, with a specific focus on the transition of English words into Azerbaijani.

Investigate and analyze the patterns and trends associated with the borrowing of English words into Azerbaijani. This involves identifying common linguistic features, syntactic structures, and semantic shifts that occur during the assimilation of borrowed vocabulary.

Identify and explore the multifaceted factors that influence the adoption of English words into the Azerbaijani language. This encompasses sociocultural, technological, economic, and linguistic elements that contribute to the borrowing process, providing a nuanced understanding of the forces at play. Evaluate the impact of borrowed vocabulary on the linguistic landscape of Azerbaijani. This includes assessing changes in phonology, morphology, and syntax resulting from the integration of English words, as well as examining the broader implications for language identity and expression.

Provide valuable insights for language policymakers, educators, and language planners by offering a detailed analysis of the borrowing dynamics. The findings of this study may inform decisions related to language policy, curriculum development, and language education strategies in the context of the English-Azerbaijani linguistic interface.

Recognize the importance of preserving linguistic diversity while navigating the challenges posed by globalization. By understanding the dynamics of borrowing, this study

contributes to the ongoing dialogue about maintaining the distinctiveness of languages in a world marked by increased language contact.

Purpose:

- examine linguistic imperialism as a result of the global spread of English;

- investigate English borrowings and calques in other languages as a symbol of language imperialism.

- to study the Azerbaijani language as an example of how the global English language affects other languages;

- borrowings in the Azerbaijani language;

- explore calques in Azerbaijani language;

The research methodology

The research methodology employed in this study is designed to systematically investigate the phenomenon of borrowing as a word-formation process, focusing on the transition of English words into Azerbaijani within the context of the globalization era. The methodology encompasses several key components:

1. Literature Review

2. Case Studies

3. Comparative Analysis

Through the systematic application of these methodological components, this research aims to provide a comprehensive and nuanced understanding of borrowing as a word formation process in the context of English to Azerbaijani language dynamics during the globalization era.

Research questions:

1. What are the prevalent patterns and trends of lexical borrowing from English into Azerbaijani?

2. What sociocultural factors influence the adoption of English words into the Azerbaijani language?

3. What is the role of globalization in shaping the borrowing phenomenon from English to Azerbaijani?

4. What are the semantic shifts and adaptations that occur when English words are assimilated into Azerbaijani?

5. How can the findings contribute to language policy and language education in the context of Azerbaijani?

6. What measures can be suggested to balance the integration of English loanwords in

Azerbaijani while preserving linguistic diversity?

Theoretical and pragmatic significance

This study contributes to linguistic theory by providing insights into the mechanisms of borrowing as a word-formation process. The analysis of patterns, trends, and linguistic transformations enriches our theoretical understanding of how languages evolve in the context of globalization. The research applies and tests linguistic models and theories to explain the borrowing phenomenon. It helps validate or refine existing theories and provides a basis for developing new models that can better capture the complexities of language contact and change. By focusing on English loanwords in Azerbaijani, the study contributes to the broader understanding of how languages interact and evolve in the era of globalization. It sheds light on the role of global languages, like English, in shaping the linguistic landscape of smaller, less globally dominant languages. The semantic and syntactic analysis of borrowed words contributes to our understanding of how meaning and structure evolve in the process of linguistic borrowing. This analysis provides empirical data for linguistic theories related to semantic shifts and syntactic adaptations. The comparative analysis of borrowing patterns between Azerbaijani and other languages influenced by English contributes to cross-linguistic studies. It offers valuable insights into the universality and language-specific nature of borrowing phenomena in diverse linguistic contexts. The study contributes to efforts aimed at preserving the cultural and linguistic identity of Azerbaijani. Understanding the dynamics of borrowing guides how to balance the integration of foreign words with the preservation of linguistic diversity and cultural heritage.

In summary, the theoretical and pragmatic significance of this study lies in its potential to advance linguistic theory, inform practical applications in language policy and education, and contribute to the preservation of cultural and linguistic diversity in the face of globalizing influences.

The scientific novelty. The scientific novelty of this study lies in its focused exploration of borrowing as a word-formation process within the context of globalization, specifically examining the transition of English terms into Azerbaijani. By delving into this specific linguistic phenomenon, the research contributes to a deeper understanding of language dynamics in the contemporary world. This study offers fresh insights into the mechanisms and implications of borrowing, shedding light on its role in shaping linguistic landscapes and cultural exchanges. Additionally, the examination of borrowing within the English-Azerbaijani language pair adds a unique dimension to existing scholarship, offering valuable perspectives on cross-cultural communication and linguistic adaptation in diverse sociolinguistic contexts.

Overall, the scientific novelty of this research lies in its nuanced analysis of borrowing processes and their significance within the broader framework of globalization and language evolution.

The structure of the thesis consists of an introduction, 2 chapters, a conclusion, and a list of used literature.

The introductory part of the thesis states the object, methodology, aim, and purpose of the study.

The first chapter consists of two paragraphs. This chapter examines linguistic imperialism as a result of the global spread of English.

The second chapter also consists of two paragraphs. In the second chapter, the study of derivation words and calques was carried out.

CHAPTER 1. LITERATURE REVIEW

1.1. GLOBAL ENGLISH AND LINGUISTIC IMPERIALISM.

1.1.1. Linguistic imperialism as a result of the global spread of English.

Linguistic imperialism refers to the dominance or hegemony of one language over others, often as a result of political, economic, or cultural influence. With the global spread of English as a lingua franca in various domains such as business, science, technology, and media, concerns about linguistic imperialism have become more pronounced.

English, as the predominant global language, has undoubtedly brought about numerous benefits, facilitating international communication, trade, and collaboration. However, its widespread use has also raised questions about linguistic diversity, cultural identity, and power dynamics.

One aspect of linguistic imperialism is the marginalization or even extinction of indigenous or minority languages in favor of English. As English becomes the primary language of education, administration, and media in many countries, local languages may face pressure to assimilate or adapt to English norms. This can lead to the loss of linguistic heritage and cultural identity among indigenous communities.

Moreover, the dominance of English in global communication can create unequal power dynamics between English-speaking and non-English-speaking populations. Proficiency in English is often seen as a prerequisite for access to higher education, employment opportunities, and participation in international discourse. As a result, individuals who are not proficient in English may face barriers to social mobility and economic advancement.

Additionally, the influence of English on local languages and cultures can lead to linguistic and cultural homogenization, as expressions, idioms, and cultural nuances are often translated or adapted into English equivalents. This can erode linguistic diversity and contribute to the standardization of language and culture according to Western norms.

However, it's important to acknowledge that linguistic imperialism is not solely a product of English-language dominance. Other languages, such as Spanish, French, and Chinese, have also exerted linguistic influence through colonization, trade, and cultural exchange.

Addressing concerns about linguistic imperialism requires promoting multilingualism, supporting the preservation of indigenous languages, and fostering respect for linguistic diversity. Efforts to empower speakers of minority languages, provide access to education in native languages, and promote translation and interpretation services can help mitigate the

negative impacts of linguistic imperialism and promote a more inclusive and equitable global language landscape.

The domination or influence of one language over another, which frequently stems from historical, political, economic, or cultural circumstances, is referred to as linguistic imperialism. Linguistic imperialism in the context of English is frequently debated in relation to the English language's global dissemination. Numerous interrelated causes have contributed to this phenomenon:

The English language has spread around the world in large part due for the previous growth of the British Empire. English became the official language of the empire and was used for administration and communication.

English is frequently linked to advances in technology and the economy. English is the most widely used language in worldwide commerce, banking, and technology in the contemporary era, with the United States emerging as a major economic force. English's global dominance is partly attributed to this economic effect.

The widespread use of English has been aided by the popularity of English-language literature, music, and movies across the world. For instance, Hollywood has been instrumental in establishing popular culture throughout the world, and many foreign artists create content in English in order to reach a wider audience.

English is often seen as a gateway to educational and career opportunities. Many universities and academic institutions around the world use English as the medium of instruction. Proficiency in English is frequently required for access to higher education and certain job markets.

The process of globalization, with increased interconnectedness and communication across borders, has further facilitated the spread of English. It is often used as a lingua franca- a common language for communication between speakers of different native languages.

While the global spread of English has undoubtedly brought about numerous benefits, it has also raised concerns about linguistic diversity and the potential erosion of local languages and cultures. Critics argue that the dominance of English can lead to linguistic and cultural homogenization, disadvantaging non-native English speakers in various contexts.

Efforts to address linguistic imperialism often involve promoting multilingualism, preserving and revitalizing endangered languages, and recognizing the value of linguistic diversity in fostering global understanding and cooperation. Additionally, there are ongoing discussions about the need for a more inclusive approach to language policies in various international organizations (Yıldırım, 2020).

According to the widespread classification of variants of the English language by B. Karch, known as the theory of three concentric circles, variants of the so-called inner circle represent the native version for its speaker, performing all possible functions in the language community. The variants of the second, outer circle are the official co-languages of their states, which were once colonies of English-speaking metropolises (India, Pakistan, Singapore, Philippines, Ghana, Kenya, South Africa, etc.). The most problematic is the status of the variants of the third, expanding circle, which act mainly as intermediary languages in intercultural communication, and therefore perform very limited functions in their countries (China, Japan, France, Germany, etc.). The problematic nature of the expanding circle options is associated with the significant narrowness and limitations of the functions they perform; with a rather negative attitude towards them as phenomena caused by a lack of linguistic knowledge; with perfectionist strategies in language teaching, which assume the achievement of a level of language proficiency by the elite layers of British society; with educational policies that target English language learners to communicate primarily with native speakers. Simultaneously, the approach of perfectionism in English language acquisition is being replaced in most nations worldwide by the approach of cultivating communicative competence for speaking not only with bilingual users but also with native speakers. Since English is a language that is used by people all over the world, it serves as a secondary way of linguistic and cultural identification, enabling members of different ethno-speech communities to share their cultural history with one another. The goal of teaching English is no longer to "master" it almost like a native speaker, which is inevitably associated with a subordinate position. Instead, students are being given tools to determine their place in the world, not as some imaginary English speakers, but as communicative competence.

The result of this new orientation in the development of language skills is the "de-anglicization" of the cultural basis of the teaching process and the fact that definitions such as "Hungarian English", "Korean English", "Argentine English", etc. become quite acceptable. These terms are now used not to stigmatize deviations in these variants as the result of negligence or simply laziness in training, but to indicate the features of local speech patterns that are the natural result of sociolinguistic and linguistic processes of nativization (Boduen de Kurtene, 2013). As cultural and linguistic contacts intensify, in particular as a result of the growing processes of globalization of the English language, the potential for conflict situations associated with rejection of both a foreign language and a foreign culture increases. In particular, the processes of linguistic borrowing, intensifying under the pressure of the global English language, when considered as an indirect result of contact of cultures, are often

accompanied by a negative reaction from the receiving language community, or rather, that part of it that refuses to accept these borrowings, and even if uses them, then evaluates them as contradicting the system of norms and values that has developed in a given cultural community. Linguistic and cultural conflicts indicate the desire of representatives of the countries of the "expanding circle" to preserve basic national and cultural ideas and values.

The technological progress during the latter part of the 19th century paved the way for the development of the modern world, often described as the "global village." In previous eras, language played a pivotal role in advancing humanity and spreading ideas. Looking ahead, language will become even more vital for further progress. As a result, it's essential for individuals to acquire necessary languages to facilitate a smooth transition of humanity towards maturity or global consciousness (Abbott, 1979) .

In the age of globalization, individuals need a universal language alongside their native tongue to enhance communication and expedite the process of national cohesion. English stands out as the most prevalent global language, particularly significant for scientific endeavors in India. Both adults and children perceive English as a gateway to opportunities and eagerly anticipate receiving education in it. Achieving full integration into the interconnected "global village" we inhabit today is challenging without proficiency in a common language shared by all. Despite recent concerns about the erosion of linguistic diversity and the evolving nature of languages, English, as a global lingua franca, faces tensions with local languages and cultures.

An estimated one billion individuals speak English as a first language or as a foreign language worldwide. More than 70 nations regularly utilize English as their official or semi-official language, and another 20 consider it to be extremely significant. In nations where English is the primary language spoken, there are over 1,400 million inhabitants. English is used to store almost 75% of all correspondence and information worldwide. The bulk of the 50 million or more Internet users utilize English (Eisenberg, 2001).

We explore the essential characteristics of a global language and trace the evolution of English in attaining this status. Regardless of its origin, a world language must be versatile enough to cater to the needs of diverse populations. English, originally associated with Britain, has diversified into numerous dialects, including American, African, Indian, and Australian English. Moreover, English has become a unifying force, intertwining the hopes, dreams, and experiences of people worldwide. It serves as a conduit for transmitting a vast array of information, ranging from the latest scientific and technological advancements to facilitating cross-cultural communication in various domains such as business and preserving cultural heritage.

Indian English now has about ten thousand terms that are taken from Hindi and other Indian languages. They consist of curry, chorpoy, babu, guru, and so on. We are well conversant in the following pidgin words: The lathi-charge, which is a police baton-wielding gang chasing an individual, the rickshaw-wall, which is a single-person, tiny, two-wheeled cart, the double-roti (bread), etc (Gürbüz, 2018).

English faces numerous challenges in its role as a global language. Variations in language and culture among different regions lead to distinct spoken English dialects. Additionally, written English exhibits significant differences in lexical features, form, and structure. As a result, English spoken in Africa differs from that spoken in Australia. Furthermore, exposure to electronic communication, such as SMS, has influenced English spelling and grammar. Debates persist regarding the "acceptability" and "clarity" of various English forms (Abbott,1979) .

The enduring challenge of reconciling the love-hate relationship with a foreign language remains unresolved. Moreover, significant reservations about the dominance of the English language persist among linguistic communities such as French, Arabic, German, and Dutch. Beyond linguistic factors, numerous non-linguistic considerations shape the discourse surrounding a global language, including nationalism, ethnicity, ideology, religion, politics, and culture, often intertwining in complex and sometimes volatile ways.

The phenomenon of language death and its impact on related languages further underscores these challenges. Presently, 2,473 languages worldwide face extinction due to the growing influence of English and other dominant languages. Approximately 25 languages vanish annually, with projections suggesting that around 3,000 languages could disappear by the end of the 21st century.

India tops the UNESCO list of countries with endangered dialects (196 languages). India is followed by the US with 192 languages and Indonesia with 147 languages.

Alitet Nemtushkin [1985], an Evenk poet, mourns this loss in this way:

If I forget my native speech

And the songs that my people sing,

Why then do I need eyes and ears?

Why do I need lips?

If I forget the smell of my native land

And I won't look after her,

Why do I need hands then?

Why do I live in this world?

How can you believe in a stupid idea,

That my tongue is poor and weak,

If the last words of my mother

Have you been to Evenki?

Many other difficulties have arisen due to the lack of an accepted world language, especially in the development of national policies for the linguistic countries of the world. Huge amounts of money, human resources, and teaching materials are used to teach English on a global scale. In a country with such a huge population as India, children learn English from the first grade. Students face numerous challenges, from failure in their studies to loss of their native language, culture, and identity. Below are highlights of recent discussions about the English language.

The widespread introduction of English into primary schools has been described by A. Johnston as "perhaps the greatest educational policy ever developed on a global scale". There are several reasons for this trend:

1. There is a widespread assumption that learning a language from an early age is much better.

2. Economic globalization has created an ever-increasing demand for knowledge of the English language. Demand from international economic forces puts pressure on governments to in turn guarantee workers with English language skills.

3. Pressure on national governments by parents who want their children to benefit socially and economically through learning English.

"Increasing the number of hours of English language teaching for young pupils has not received universal approval and the expected benefits that the pupils were supposed to receive... There has also been widespread criticism of the policy, which was implemented, as a rule, without sufficient preparation and ultimately led to a discrepancy between the policy plan and its implementation. implementation at the macro and micro levels."

Robert Phillipson (1992) notes research in Namibia and Pakistan that shows that poorly designed English language policies lead to educational failure. He believes that the demand for English has been orchestrated by Western governments and their allies around the world, as well as leading organizations such as the World Bank. The "supply" of expertise matches demand, thus classifying English-speaking people as elite and dooming the rest of the population to linguistic confusion and educational failure [Zubeida]. The initiators of the English education system, as a rule, are guided by their commercial interests, rather than educational ones. R. Phillipson concludes: "Research shows that multilingual education leads

to a single result. Such education is ineffective and unacceptable, because such education, acquired through English in post-colonial countries, leads to neglect of the mother tongue and local cultural values." (Demir, 2021).

English language teaching advocates, like Hywel Coleman, have shifted their focus paradigm. Attempts to provide greater access to English to improve education, work, and social mobility should add to, rather than replace, existing knowledge of a child's mother tongue, thereby remaining committed to the UNESCO Mother Language Principle while laying the foundation for multilingual education.

The growing outcry led John Knag, a member of the British Council, to defend: "Most of the 10 million English teachers around the world are native speakers of two or more languages. Knowing more than one language brings enormous benefits to their lives and work, and we support these employees." This idea is probably very reasonable.

1.1.2. English borrowings and calques in other languages as a symbol of linguistic imperialism.

English borrowings and calques in other languages can indeed be seen as symbols of linguistic imperialism, reflecting the dominance and influence of the English language on a global scale. This phenomenon is particularly evident in domains such as technology, business, popular culture, and academia, where English terms and expressions often permeate other languages.

Borrowings occur when a word or phrase from one language is adopted directly into another language with little or no translation. For example, terms like "computer," "internet," and "software" have been borrowed into numerous languages without significant modification. These borrowings reflect the dominance of English-speaking countries in the fields of technology and innovation.

Calques, on the other hand, involve the translation of a word or phrase from one language into another, often preserving the literal meaning. While calques may seem less obvious than borrowings, they still reflect the influence of English on other languages. For instance, the English expression "brainstorming" has been calqued into languages like French ("remue-méninges") and Spanish ("lluvia de ideas").

The widespread adoption of English borrowings and calques can have several implications for other languages and cultures:

1. Language Erosion: The influx of English terms may displace native words and expressions, leading to the erosion of linguistic diversity and the marginalization of indigenous languages.

2. Cultural Homogenization: The adoption of English borrowings and calques may contribute to the homogenization of culture, as foreign concepts and values become integrated into local languages and societies.

3. Power Dynamics: The prevalence of English terms in various domains can reinforce power differentials between English-speaking and non-English-speaking populations, creating barriers to access and opportunities for those who are not proficient in English.

4. Identity Loss: The dominance of English borrowings and calques may undermine cultural identity and heritage, as local languages and traditions are overshadowed by English-language expressions and norms.

While the influence of English on other languages is undeniable, efforts to resist linguistic imperialism and promote linguistic diversity are underway in many regions. These efforts include language revitalization initiatives, promotion of bilingual education, and advocacy for the use of indigenous languages in various domains. By recognizing the value of linguistic diversity and resisting linguistic hegemony, societies can strive for a more inclusive and equitable language landscape.

Following the independence of the Azerbaijan Republic, social and political progressions became intricately intertwined with linguistic advancements, catalyzing the emergence of new ideas as society evolved. The influence of scientific and technological advancements has notably shaped the evaluation of language, particularly in terms of terminology, leading to significant developments. Globalization, expanding diplomatic relations, and shifts in social and political dynamics also contribute significantly to the evaluation of language.

A focal point of inquiry revolves around the innovations resulting from linguistic borrowings into the language system over the past decade, contributing to a unique enrichment of vocabulary. Notably, there has been a substantial influx of loanwords from Arabic, Persian, and subsequently Russian, enriching the linguistic landscape of the Azerbaijani tongue.

Following our nation's independence, we have fostered social, scientific, and cultural connections with other countries, actively participating in international organizations, hosting global events, and experiencing socio-political advancements. The burgeoning tourism industry has facilitated interactions with Europe, leading to the adoption of European borrowings. In this context, the English language holds paramount importance, given its global prevalence and

widespread usage. It serves as a conduit for expressing new ideas, concepts, and assessments, with borrowed terms often shaping innovative word-building models. As society undergoes transformation, language legislation undergoes rigorous scrutiny, influenced by scientific and technological advancements.

Language is a dynamic social phenomenon, evolving in tandem with societal changes. Linguistics continually places great emphasis on this aspect, making it a focal point of study. Borrowings play a crucial role in enriching vocabulary and are regarded as a natural occurrence. Terminology, in particular, serves as a significant domain influenced by borrowings, driving innovation within a language.

The exchange of words through borrowings introduces diverse innovations into the language, with the process being particularly intensive in terminology today. Apart from terminology, there is a proliferation of word formations in our language. Explaining changes in the semantics of borrowed words necessitates examination across various linguistic levels, including phonetics, grammar, and semantics.

However, languages do not readily embrace new loanwords; rather, they undergo rigorous scrutiny, with new borrowings earning acceptance only after an analysis of their grammatical structure. Should a language reject a loanword, alternatives are sought to fulfill the same semantic function. The study of loanwords constitutes a significant portion of research on enriching the Azerbaijani vocabulary, often forming the basis of initial investigations in scholarly work.

The relationship between the concepts of "borrowing," "loanwords," and foreign words is explored extensively, highlighting the resilience of grammar and phonetics in comparison to lexicon. While grammar and phonetics tend to maintain their integrity, words that have already been assimilated into a language can undergo sequencing based primarily on grammar and phonetics. Some linguists argue that there is often confusion between the concepts of "interface" and "borrowing," with boundaries between them remaining undefined. Similarly, the terms "borrowing" and "loanword" are sometimes used interchangeably, although they have distinct meanings. "Borrowing" encompasses any foreign unit in a language, while "loanword" specifically refers to concrete words. Therefore, the concept of borrowing has a broader scope than that of a loanword. Moreover, "loanword" cannot be used synonymously with "foreign word," as the latter is not fully integrated into the language, lacks citizen rights, and is typically limited to literary speech.

Linguists approach the study of borrowing words from various perspectives, categorizing loanwords based on their origin, source, history, and other factors. Borrowing

words are classified into different types, including direct borrowing (involving the direct exchange of words between two languages) and indirect borrowing (involving the introduction of new words via a third language).

For example, words like "menecer" (manager), "vauçer" (voucher), "magistr" (master's degree), "logistika" (logistics), "menecement" (management), and "kompüter" (computer) have entered our language, originating from Persian words such as "zülümkar" (cruel), "cəfakeş" (fake), "bəlakeş" (childish), "saatsaz" (watchmaker), "əlaqədar" (related), "əzabkeş" (torturer), "kədərnak" (careless), and "sürətbaz" (speedy). These words can be categorized as "coming words" since they pass from one language to another before entering a third language. The Russian language has played a significant role in enriching the loanwords of the Azerbaijani language.

The process of borrowing words is influenced by both "innerlanguage" and "outlanguage" reasons. Outerlanguage reasons include language policies of initial states, achieving new success resulting from advancements in science, technology, economy, social and cultural development, and differentiation from other states. On the other hand, innerlanguage reasons involve the need for new terms with equivalents in the native language, among other factors (Özdemir, 2019).

The concepts of word borrowing and term borrowing are distinct in language. When discussing borrowing and its various types, it is crucial to examine how these words are adopted. Borrowed words undergo changes in meaning within the recipient language, often losing their original significance or undergoing semantic shifts. Grammatical changes may also occur, with words in the source language changing parts of speech or acquiring new meanings through suffixation in the borrowing process.

Professor S. Sadigova categorizes these terms as follows:

1) Borrowing terms that retain their original form from the source language without any alteration.

2) Terms that have undergone only graphical changes.

3) Terms that have undergone only phonetic changes.

4) Terms that have undergone both phonetic and graphical changes.

These loanwords from European languages are predominantly found in telecommunications and the rapidly evolving field of information science. Many of these terms can be considered international terms due to their widespread usage and adoption across different languages and cultures.

For example:

- "Desktop" (iş masası) refers to the work screen on a computer.

- "E-mail" (elektron məktublaşma) denotes electronic letters.

- "Online" (real zaman rejimi) signifies real-time.

- "Okyes" (təsdiqləmə) means confirmation.

- "Link" (fayla və ya sənədə istinad, birləşmə) refers to a reference to any file or connection.

- "Adapter" (sistemə qoşulan qurğu) denotes feedback.

- "A4" denotes a standard paper size of 210x297mm.

Terms in the Azerbaijani language can be classified as simple, derived, or compound. Prefix terms are particularly versatile and can be found across various scientific fields, such as "hidro-inşaat" (hydro-construction), "deaktivləşdirmək" (to deactivate), "etnoqrafiya" (ethnography), "makrobentos" (macrobenthos), and "makrofauna" (macrofauna).

In world linguistics, terms serve three main functions: nominative, emotional, and representative. Borrowed words fulfill these functions and seamlessly integrate into the phonetic and grammatical system of the receiving language, easily entering the linguistic paradigm. The structure of the borrowing element, whether in word composition or abbreviations (e.g., UNESCO, BMT, NATO), is not as important as its ability to serve these linguistic functions (Phillipson, 2020).

English borrowings and calques in other languages can indeed be seen as both a consequence and a symbol of linguistic imperialism. Here's how this process unfolds:

1. Borrowings (Loanwords): As English becomes a global lingua franca in various domains such as technology, business, and popular culture, other languages often incorporate English words directly into their lexicons. For example, words like "computer," "internet," and "software" are widely used in many languages without translation. This can be viewed as a linguistic influence where the borrowing of English terms reflects the dominance of English in specific fields.

2. Calques (Loan Translations): Calques involve translating the components of English phrases or expressions into another language. This can be a subtler form of linguistic influence, as the structure of the English phrase is adopted but with translated components.

3. Symbol of Globalization and Cultural Influence: It is possible to interpret the extensive usage of English loanwords and calques as a representation of globalization and the English-speaking world's cultural impact.

It reflects the interconnectedness of the world and the dominance of English in international communication.

4. Power Dynamics: The adoption of English borrowings and calques may also highlight power dynamics, as these linguistic elements often come from domains associated with economic, technological, or cultural influence. In some cases, the use of English terminology may be a reflection of the perceived prestige and modernity associated with English.

5. Erosion of Indigenous Terminology: The incorporation of English loanwords and calques can lead to the erosion of indigenous terminology. This can be a concern for language preservation and cultural identity, as local languages may be overshadowed or replaced in certain contexts.

6. Standardization of English Terms: In some fields, English terms become the standard, leading to a situation where professionals in various countries use English terminology for consistency and clarity. This can contribute to the marginalization of non-English languages in specialized domains.

7. Language Policy and Education: The influence of English borrowings and calques can also be linked to language policies and education. In regions where English is prioritized, there may be a tendency to use English terminology in academic, scientific, or business contexts, further reinforcing the dominance of English.

While the adoption of English borrowings and calques is a complex phenomenon influenced by various factors, it does raise questions about linguistic diversity, cultural autonomy, and the potential impact of global linguistic trends on local languages and identities. Efforts to address linguistic imperialism may involve promoting multilingualism, supporting the use of indigenous terminology, and fostering a more inclusive approach to language policy.

The French pay great attention to the purity of their native language. However, as the analysis shows, English borrowings are actively penetrating the French language, especially into the texts of the French press of an economic and advertising nature. Studying media materials seems to be one of the most effective ways to study Anglicisms appearing in the language. The modern world is characterized by such a concept as globalization (Karakaş, 2018). Knowing one of the world's languages, any person can touch the scientific, technical, and information achievements of our time. Today, the popularity of a language is directly related to the capabilities and success of a particular economic component of the country. The leading economies of the modern world dictate the leading positions of their languages. Currently, we are primarily faced with the threat of extinction of a huge number of languages, the problem of cultural self-determination, as well as the loss of linguistic diversity. In a language, the process of borrowing, when lexical units of one language can pass into the lexical

composition of another, develops very dynamically. The most relevant borrowings today come from the English language. Even though the topic of Anglicisms in the French language has long been a stumbling block between various scientists, linguists, politicians, and even ordinary residents of the French Republic, the interaction of these languages cannot be avoided. Both languages, both English and French, have a mutual influence on each other. At the same time, if some of them remain "staying" in the new language, other borrowings adapt to its system (Coleman,1962).

A.V. Sinitsyn, highlights three stages of adaptation of a borrowed word - 1) words are perceived by people as occasionalism; 2) if the language community accepts these words, they become habitual lexical units and 3) borrowings are part of the system of the receiving language - he concludes that "Anglicyzm is a neologism formed by borrowing an element or an entire lexical unit from the English language, which has gone through three stages adaptation and entrenched in the French language" (Bloomfield, 2001). It is undeniable that French is one of the richest languages in the world. It is one of the most beautiful, melodic, and expressive languages. In this case, of course, the question cannot help but arise about what functions Anglicisms perform in mass media discourse.

According to the research of S. G. Apetyan, six such functions can be distinguished: 1) transferring the way of thinking of the linguistic and cultural community of the English; 2) the emergence of jargon based on English borrowings; 3) expressive function; 4) manipulation of consciousness and creation of stereotypes among the addressee; 5) the use of narrowly targeted English vocabulary in the speech of specialists or the general population; 6) recognition of lexical units of the English language as more prestigious (Scherba, 2016). The modern trend of using Anglicisms appeared primarily thanks to the media, which, primarily through advertising, gradually formed in the minds of the addressee the importance of using English vocabulary. Having analyzed the Anglicisms selected from the texts of the French press, we consider it necessary to pay attention to the peculiarity of the transmission of borrowed words and expressions: the encountered Anglicisms are often italicized or placed in quotation marks; There are also frequent additions in the form of a description of the concept in French. Like any other borrowings, Anglicisms undergo a "stage" of adaptation and assimilation in the French language, since their morphological and phonetic systems have their distinctive features. Linguists offer various types of classifications for the adaptation of English borrowings. To select the practical material necessary for the analysis of English borrowings in the texts of the French press, we selected issues of the periodicals "Le Figaro", "Le Monde", "Le Nouvel Observateur", "E11e", published between 2014 and 2018 ., the classification of adaptation of

Anglicisms proposed by S. G. Apetyan is taken as a basis, in which the author distinguishes pragmatic, semantic and word-formation levels (Eisenberg, 2001).

1. Pragmatic level

• Frequent and active utilization of English lexicon alongside its French counterparts and alternatives: occupation - emploi, tavern - café, chart-topper - livre à succès, infant gown - poupée bébé, orb - globe, style - tendance, guide - chef, surge - flambée, pause - intermission, automobile - véhicule, wardrobe - garde-robe, Gallic - français, rejuvenation - rajeunissement, populace - la population, etc.

• Using English vocabulary as expressive means of speech (expressing through Anglicisms a disparaging or other special attitudes towards an object or action), for example, pop instead of popular, p ro f instead of professor, showbiz instead of show business -business', logo instead of logotype 'logo', fab lab instead of fabrication laboratory 'workshop for self-production', headband instead of heading band 'leading team', etc.

• Demonstration of the British way of thinking. This is most clearly expressed in phrases like a control freak, a person who wants to control everything around, home sweet home, business angels, and private investors. It is also of interest that, for example, in the minds of the British, home is "sweet", a person who wants to control everything is called an "eccentric", and investors who support start-up companies are called "angels".

• Creating stereotypes and manipulating the consciousness of society. Interesting and revealing adjectives such as Frenchy and so British can be called, which once again confirms the "mutual sympathy" between the French and the British.

• Perception of English borrowings as prestigious vocabulary, for example cool instead of excellent, cocktail instead of Boisson, cash instead of les especes, look instead of an image, week-end instead of la fin de la semaine 'weekend', lifting instead of lissage 'lifting\ fashion instead of mode 'fashion', star instead of celebrite 'celebrity', fake news instead of fausses nouvelles 'false news', come-back instead of apparition 'return', ticket instead of billet 'ticket', challenge instead of defi 'challenge', hobby instead of passe-temps favori 'hobby', made by instead of faite par 'made by someone', stress instead of tension 'stress', etc (Filipovic, 2020).

2. Semantic level

• The entry of anglicisms into synonymous series and their recording in dictionaries: for example: clown - fou, pi ire, bouffon, paillasse; cozy - comfortable, agrcable, team - equipe, bande, escouade, groupe\ leader - dirigeant, meneur, chef, etc.

• Expansion or narrowing of the scope of the concept of a word in the borrowing language: 1) the English word drop, which has about seven meanings in the native language,

passed into French in at least three known meanings: 'lifting equipment', used for loading (on ships) goods, arriving by rail'; 'kick' (in tennis and rugby); 'candy' (English); 2) the noun crack has 6 meanings in English, the main one of which is 'crack'; in French only 3 of them are known: 'exceptional racehorse'; a type of drug' and 'an outstanding person'; 3) the lexical unit of English origin "deal'' has enriched the French language with only two meanings: 'illegal drug trafficking' and 'deal'. In English, in addition to these meanings, there are also such meanings as 'agreement'; 'attitude'; and 'distributing cards during a card game'; 4) preservation of the original graphic form and original meaning of the abbreviations: for example, the abbreviation MOOC, which stands for massive open online course, was transferred to the French language without changes. 3. Word formation level • Predominance of nouns over other parts of speech. From the Anglicisms we selected, we can present the following quantitative expressions of parts of speech: noun -, adjective - 9, verb - 2, expressions and phrases.

• Use of semantically and structurally unadapted Anglicisms: all-in one 'all in one', smartphone 'smartphone', frency 'so French', t-shirt 't-shirt', start-up 'start-up company', garden-party 'party fresh air', baby-sitter 'nanny', disk-jockey 'disc jockey', leaderboard 'rating table', roll-on 'ball', box-office 'theater box office', etc. • The use of anglicisms that are not recorded in explanatory dictionaries of the French language, which as a result pass into the status of jargon or go through (all or partially) all stages of adaptation and are subsequently recorded in dictionaries. The following borrowings can be attributed to this category: dot-coms 'Internet companies' and problem solvers 'people who solve problems'(Görlach, 2020).

• The entry of English borrowings into the vocabulary of the French language along with words of the same root that belong to different parts of speech. For example, putt 'golf putt' - putter 'indoor golf club' - putting 'golf putt'; lifter 'tighten up' - lifting 'tighten up'; tweet 'tweet' - tweeter 'tweet' - tweeter 'twitter user'; click 'click' - clicker 'click'; flirt 'flirt' - flirter 'flirt'; surf 'to surf' - surfer 'a person who surfs', etc.

As a result of studying the selected material, it can be argued that the reasons why Anglicisms appear in French print media are undoubtedly facts such as attracting the reader, giving the effect of novelty, which gives the magazine or newspaper text itself prestige and helps the French text remain "in trend", to be relevant (Tekin, 2019).

Of particular interest to the study are unusual collocations, phrases, and expressions. Such English borrowings, as a rule, are not recorded in French dictionaries, and their parts can be combined to form other pairs of words. For example, the compound English noun garden-party 'outdoor reception' entered the French language as an independent linguistic unit, but part of this word party can be found in the formation of new nouns, where the first part is usually

native French. For example, baignades-party 'pool party', crepe-party 'meeting for pancakes', drogue-party 'meeting of drug addicts', surprise-party 'sudden get-together', teleparty 'television party' (Glück, 2020). Because the French Academy has been fighting for the purity and preservation of the French language for many years, on the official website of this scientific institution there is traditionally a section "Neologisms and Anglicisms", where entire articles with examples and explanations are devoted to individual expressions and words. For example, the column with English expressions in the articles is called "They don't say that," respectively, the column with French equivalents is "That's what they say," For example, you should say la bonne methode, le bon conseil, and not le bon workout a good way out; a la mode, not trendy 'in trend' coulisse, not backstage 'behind the stage', etc. The study of the areas and spheres from which English borrowings penetrate the French language also seems very interesting. The results of the analysis confirm that the more developed a particular sphere of life of society and the state as a whole, the more borrowing penetrates similar spheres of other people. The material we analyzed (207 Anglicisms) clearly showed that among the Anglicisms borrowed into the French language there are words relating to various spheres.

The results obtained look like this (Johnston, 1995):

• **Technology** - 2 percent (blog, blogger, cyberspace, book scanner, digital, email, automobile, clic, liqueur, dipping machine, Doud, doud computing, logo, device, game designer, hacker, open source, open space, MOOC, net, marketing web, high-tech, geek, portable, such as, tracker, tweet, tweeteur, zoom, web, woofer, slash, site, smart grid, smartphone, streaming, podcast),

• **music and entertainment** - 12% (video, fan, fan-zone, news, featured artist, one-man show, hip-hop, hipster, hit parade, pop, pop songs, press, protest songs, punk, red carpet, talk show, rock, rock-n-roll, star, entertainment, record),

• **12% of society** (false news, flirting, French kissing, control freaks, bad boys, bars, clubs, clubbeurs, people, leaders, pubs, the place to be, self-made men, start-up nations),

• **fashion, beauty** (11%), (t-shirt, shopping, spray, peeling, relooking, style outdoor, new-look, oversized, jumpsuit, fab lab, duffle-coat, dressing, look, and beauty sphere),

• **sports** (ball, baseball, basketball, coaching, football, jogging, match, surf, team, tennis woman) -1 0% ,

• **issues encompassing social, political, demographic, and environmental concerns** - 8% (reversal of aging, generation boom, market surge, Brexit reprise, adversity, evolution halting, substance overuse, tension, refuse, sustainable repurposing, narcotics warfare, diplomatic influence, tobacco usage, issue resolution experts, authoritative dominance),

• **financial sector** - 6% (community funding, internet-based businesses, financial supporters, currency, automated teller machine, leasing agreements, consumer targeting, revenue, merchandise, business start-up, negotiation impasse),

• **diverse vocations, daily routines of individuals** - 5% (child caregiver, DJ, canine companionship providers, pastime, employment, expert, self-quantification, recurrent offender, marksmanship),

• **literary, cinematic, theatrical, and circus arts** - 5% (high-selling work, avid readers, box office earnings, entertainer, imaginative literature, speculative fiction, factual science writing, frontier stories),

• **construction, interior design** - 5% (fissure, foundation, equipment set, bundle, product packaging, communal creativity, workplace design, outdoor aesthetic, waste reduction),

• **culinary industry** - 3% (serving bowl, mixed drink, traditional British meal, frozen dessert rolls, vineyard exploration, mobile cuisine),

• **medical field** - 1% (heart-regulating device, expectant mother's stomach bulge).

Studying the process of the appearance of borrowings in a language seems creative and very interesting since sometimes changes in a language are so inexplicable and unusual that they cannot but arouse special interest in their study. It is impossible to ignore the fact that the number and nature of borrowed words tell us about the relations between different peoples and the level of their culture. By the number of borrowings that came from a particular language, one can also judge the prestige, prevalence, and importance of the source language. I would like to emphasize that the topic of borrowing, from our point of view, will always remain relevant, one of the most analyzed, and attract the interest of scientists to research (Lehmann, 2014).

All existing definitions of the term "tracing paper" today have one common component – "translation". In English, this term, along with the lexeme calque, is denoted by the phrase "loan translation" (borrowing translation). Explanatory Dictionary by T.F. Efremova gives the following definition of the term: "A word or expression borrowed from another language using a literal translation of its components parts" (Abbott,1979). Here are a few more definitions of the term: According to linguistics, "a word or expression formed by literal translation of a foreign word or expression" is what is meant by "tracing paper," which is defined as "a special type of borrowing by translating someone else's word or phrase" (Johnston,1995) and "formation of a new phraseological unit or a new meaning of a word by literal translation of the corresponding foreign language linguistic unit". (Lehmann, 2014). Several writers, such as

G.A. Bortagaev (1972), L.P. Efremov (1974), N.M. Shansky (1987), and others, view tracing paper as a transfer of a language's inherent structure rather than as a term that has been borrowed. Other scholars who believed that tracing paper was an internal form that was borrowed included I.A. Arnold (1973), V.V. Ivanov (1961), A.Ya. Matveev (1966), I.P. Narkevich (1973), and others.

We attribute, following I.A. Arnold, a tracing paper for borrowing, since the semantics of the word was "invented" in the English language when tracing only the meaning of a foreign language unit, its structure with the help of Russian language material is adopted. Tracing paper is a borrowing of the internal form of a foreign language unit, and its content plan, and if a literal translation of an English-language unit is carried out, which will be used in the speech of a Russian person, then one should speak of an English-language borrowing (Anglicism). We call calques "latent" Anglicisms because the foreign language nature of such Anglicisms is revealed only through etymological analysis. If an ordinary Russian person is asked to find an English borrowing in the sentence "The US military-industrial complex dictates its will to the whole world," he will answer that it is not here. However the phrase "military-industrial complex" was coined by American President Eisenhower in the 60s of the twentieth century and translated (traced) into all languages of the world (Lewandowski, 2016).

On the one hand, tracing is part of Russian-English interference, which leads to the mutual enrichment of languages, helps to convey specific national flavors, and correctly translates nationally marked lexical units. The appearance in the Russian language of the translated English proverb "Curiosity killed the cat," which is used along with the traditional "Curious Varvara had her nose torn off at the market," is associated only with the inappropriateness in translated English / American texts of the presence of Russian Kolomna versts, Trishkin caftans, Barbarian, etc. Calques are a kind of compromise between Westerners, who do not see a problem in the intensive penetration of foreign words and phrases into their native language, and Slavophiles, who are concerned about its pollution. The compromise function of cripples gives a positive connotation to the term. On the other hand, "literal translation" is a negative phenomenon; literalisms are considered errors in translation theory, which allows opponents of tracing to criticize this process, fighting for the purity of the language. We agree with the opponents of tracing that the appearance of the tracing phraseological unit "to cut the long story short" is a consequence of the translator's inexperience or his reluctance to work with a dictionary (Koç, 2019). The existing Russian idiom "in short" could prevent the emergence of absurd literalism. Literalisms are cases of unsuccessful tracing of English idioms to roll out the red carpet for somebody - to roll out a red carpet instead of "to

warmly greet someone, to give a warm welcome" or to give (show) somebody the cold shoulder - to show someone a cold shoulder instead of " give someone the cold shoulder." To avoid such mistakes, it was enough to consult an idiom dictionary and find the corresponding Russian equivalent.. It is necessary to distinguish between literal (artisan) translation (red tape instead of bureaucracy) and word-by-word or component-by-component tracing, which is an exact and equivalent translation of the English-language unit (McArthur, 2002): my (better) half, call on the carpet, the taming of the shrew, etc. If the choice between a tracing English unit (sweatshop system) and its transcribed/transliterated version (lightship, lighting), then preference should be given to tracing paper since it does not complicate the communication process, is understandable to the average Russian speaker, and does not overload speech. Traditionally, by the criterion of objectivity (what is being traced), the following types of calques are distinguished: semantic, phraseological, word-formation, and syntactic tracings. Semantic tracing papers are those where a foreign word that has a similar primary meaning for both parties influences the original word to take on a new meaning when one of the lexical meanings is borrowed from another language. For instance, the Russian word "picture" has a long history of meanings, but it took on the meaning "movie" after being influenced by the English word "picture." The English term "challenge," which meaning "a difficult task, a problem," is translated as "challenge" in the phrase "challenges of our time." (Onysko, 2017).

Word-for-word translation of colloquial idioms often results in phraseological tracings. According to N.M. Shansky, most phraseological distortions are expressions where the foreign language structure is completely obscured. This happens because they retain the exact syntactic and semantic structure of the original Russian phrases.

I.O. Naumova defines stable verbal blocks under the phraseological tracing paper as those that developed in the language as a consequence of translating a foreign language prototype and are distinguished by differing degrees of replication in the linguistic environment that adopted them. I.O. Naumova provided thorough and in-depth information on English traced phraseological units, adjuncts, and phrases in his monograph. It is suggested to do a thorough etymological study of borrowed traceable English phraseological components. Translating phrases like "brainwashing" from Chinese, "losing face," which originated in English based on the Chinese model, or "knowledge is power" from Latin are a few examples. "You don't know how to do anything, you are a lost generation," a garage owner who was anonymous in France once told his teenage helper, is credited with coining the famous expression "lost generation" (English lost generation – French génération perdue). American author Gertrude Stein, a "mattress" and literary fashion trendsetter of the time who resided in Paris in her early 20s,

heard these lines and once brought them up in a discussion with Ernest Hemingway (Phillipson, 1992).

"I have to say," "I have to say," and "You are tough" are the phrases that make up the syntactic tracing paper since they both have the same set word order in English. Character speech is stylized through the use of syntactic tracings. A unit that is being traced or translated may come from a different language level. We refer to such a unit as a transfer or cake. There are several linguistic levels at which callemes and translations occur (Radchenko, , & Chernova, 2019): a) at the level of grapheme and phoneme. The transfer of an English word into the Russian language using transliteration and transcription is an example of such tracing.

Russian counterparts for English letters are t – t, m – m, l – l, f – f, and so on. One use of grapheme tracing is transliteration: Prepyatstwowat pozwolyaét kalkirowanié potoku inostrannyh slow. The most popular technique for graphically assimilating English borrowings (merchandising) is phonemic tracing; b) in addition to morphemic calque (described above), we also incorporate calque of the affixes -tion, -ing, -ment, etc. and their replacement, substitution, into Russian: -tion, -jenie, and so on; 8 www.interactive-plus.ru Center for Scientific Cooperation "Interactive Plus" At the word level, content is made accessible under a Creative Commons Attribution 4.0 license (CC-BY 4.0).

At this stage of the process, tracing entails looking up the Russian dictionary equivalent of an English term and putting it in place of the original. Because the Russian translation of the English term "mouse" has adopted its metaphorical meaning—that of a manipulator for directing the cursor—it has acquired a new connotation. Tracing paper is derived from the English term "volume," which means "logical disk or archive fragment," in the Russian computer vocabulary. A tracing paper from the English "SandBox" is designated as one of the Google system's filters.

The word "bottom," which has multiple meanings in the Russian language, is used in the context of the economy to mean "the lowest level of price, business activity." This meaning is derived from the English language, where the polysemic word "bottom" originally had this meaning. In the context of economics, the English service term "about" refers to "the possibility of deviation under a contract within certain limits." The word "about" has the same meaning in the Russian economic dictionary.

Nominations of exchange dealers often result in direct translations: "bears" for those "playing short" and "bulls" for those "playing long." These metaphors have influenced Russian stock exchange vocabulary, introducing terms like "sheep" for naive players and "pigs" for greedy ones, along with "eagle" for an American eagle scheme where Eurobonds are issued

with a principal amount tied to gold prices. In fashion, direct translations are common with composites like "pant-coat" and "bathrobe-coat." The abbreviation "UFO" is a direct translation from the English "UFO" (Unidentified Flying Object). Some English abbreviations are also used in Russian in a transliterated form.

This group has a lot of tracings. For instance, the sheer volume of debilitating terminology in the disciplines of economic theory is daunting. The American and British originators of economic theory provide an explanation for this. Some scholars refer to these stable sentences as synlexemes (Glück, 2020). Adopting English terminological phrases into Russian is a natural process. These implicit Anglicisms fill lexical gaps in Russian, providing terms for concepts that lack native equivalents. The economic lexicon includes many such direct translations: "capital flight," "a currency pegged to the dollar," "hot money," "reinsurance treaty," "gold quota," "golden handcuffs," "free trade zone," "quitting costs," "currency basket," "credit risk," "non-tangible assets," "reverse auction," "flat organization," "sweatshops," "bad loans," "most favored nation treatment," "freely floating currency," "quality certificate," "customs auction," "dead freight," "dear money policy," "crawling peg," "sister company," and more. Additionally, some compound names of economic roles are also derived from English, such as "blue collar worker," "black knight," "sleeping partner," "silent partner," and "fat cats." (Phillipson, 1992).

The full names of international political organizations are directly translated from English, such as the International Monetary Fund, International Intellectual Property Alliance, and International Patent Institute. Similarly, some types of clothing names are direct translations from English, including "French pocket," "little black dress," "ready-to-wear," "casual-look," and "transparent style." Phrase-level calques are also found in various fields, such as music (e.g., "hard rock"), film titles (e.g., "The Naked Gun"), the computer industry (e.g., "Silicon Valley," "database development"), sports (e.g., "dovetail" for a type of snowboard tail), and marketing (e.g., "from door to door").

Some English phraseological expressions have specific origins attributed to their authors. For instance, "the struggle for existence" (often cited as "struggle for life") originates from Charles Darwin's book *The Origin of Species* (1859). The phrase "to be or not to be, that is the question" comes from William Shakespeare's tragedy *Hamlet* (1601). Other expressions like "to stew in one's juice," "to call someone to the carpet" (a less accurate tracing of "be on the carpet"), "acts like a red rag to a bull," "keep the powder dry," and "Uncle Sam" (originating as a humorous interpretation of the abbreviation U.S. for United States) have become part of common usage.

Additional examples include "iron curtain," "yellow press," "gold fever," "to pay a man back in his own coin," "the last of the Mohicans," "to wash one's dirty linen in public," "cold war," and "honest game" (better known as "fair play"). These expressions have seamlessly integrated into various languages, maintaining their idiomatic meanings (Reformatskij, 2021).

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A phrase or syntactic unit bigger than a phrase known as a transposition calkeme (English transposition permutation) occurs when a word that is a postposition in the source language becomes a preposition in the target language when translated literally. Commonly occurring transpositional calques are linked to disparities in the lexical and grammatical standards between the donor and recipient languages. A strict policy, the Jazz Age, Vanity Fair, rich society, a cooling-off phase, etc. are a few examples. English set phrases like as (Onysko, 2017): Expressions like "Forget it!" and "Take care!" are now commonly used by native Russian speakers. In the tourism industry, the term "all-inclusive" is widely adopted. Here are some examples of directly translated sentences:

- "Time works for us" (a less accurate version of "time is on our side").

- "You can't see the forest for the trees" (adapted from "one cannot see the wood for the trees").

- "Who is who" (from the biographical reference book "Who's Who" published in the UK, USA, and other countries).

- "He who pays the money calls the tune" (an imprecise translation of "he who pays the piper may call the tune").

- "Much ado about nothing" (the title of Shakespeare's comedy *Much Ado About Nothing* from 1600).

- "My house is my castle."

- "Let sleeping dogs lie."

- "There is no sadder story in the world" (derived from "Never was a story of more woe" from Shakespeare's *Romeo and Juliet*).

- "The sands are running out."

- "Hands off."

- "Save our souls" (SOS).

- "Facts are stubborn things."

- "Hell is paved with good intentions."

These examples illustrate how English idiomatic expressions and phrases have been integrated into Russian, often retaining their original meanings and connotations (Sapir, 2016).

The English philosopher F. Bacon is credited with coining the idiom "If the mountain does not come to Mohammed, then Mohammed goes to the mountain," which was used in his work "Moral and Political Essays." The origin of other phrases, such as "Be or not to be," "The Taming of the Shrew," "There is no sadder story in the world," and "Much ado about nothing," is evident from their familiar quotes or titles. d) Tracing at the syntactic unit level rather than the sentence level is an uncommon occurrence: Horse! Horse! For a horse, half a country! (A horse, a horse! A horse is my kingdom! —Shakespeare, King Lear. Certain texts have an equivalent translation when translated literally (V.N. Komissarov's fifth degree of equivalency).

Equivalent translations maintain a high degree of structural parallelism and lexical correlation between the original text and the translated text. This results in matching significant words in both versions. However, such translations, while resembling the original closely, are not truly adequate translations; instead, they can be considered as tracing. Tracing involves borrowing rather than fully capturing the essence of the original text. Tracing papers can be categorized as complete or incomplete (half-calques) based on the extent to which the translation process is carried out. Semi-calque, or partial tracing, represents a hybrid form where a word or phrase is created through a literal translation of part of a foreign language unit while leaving the rest untranslated. Semi-calque is evident at both morpheme and phraseme levels. For instance, the term "steampunk," frequently used in anime, refers to a subgenre of art that emphasizes the aesthetics of steam-powered machinery and devices. The term is derived from the English "steampunk" (steam + punk), indicating a fusion of steam-powered technology with elements of punk culture.

On the one hand, tracing, which can take several forms at various language levels, improves the target language and shields it from an overwhelming amount of vocabulary from

other languages. Furthermore, this borrowing strategy helps to maintain the originality of the Russian language and does not draw criticism from those who defend the language's purity. However, literalists and incorrect tracings impede the flow of information, particularly in the professional domain, and make it more difficult for specialists to comprehend one another when they make failed nominations through tracings (Demirbaş, 2019).

2.1. AZERBAIJANI AS A CASE STUDY HOW GLOBAL ENGLISH INFLUENCES OTHER LANGUAGES. BORROWINGS AND CALQUES AS THE RESULTS OF INFLUENCE OF GLOBAL ENGLISH.

2.1.1. Borrowings in Azerbaijani

Borrowings in Azerbaijani, like in many other languages, reflect the cultural, historical, and social interactions between different linguistic communities. Azerbaijani, being a Turkic language, has been influenced by various languages throughout its history, including Persian, Arabic, Russian, and more recently, English.

Arabic Borrowings: Azerbaijani has borrowed numerous words from Arabic, particularly in domains related to religion, science, and administration. For example:

- "İslam" (Islam)

- "əsər" (work, masterpiece)

- "şəhər" (city)

Persian Borrowings: Persian has also had a significant impact on Azerbaijani vocabulary, particularly in areas such as literature, art, and cuisine. Examples include:

- "dərman" (medicine)

- "mətbəx" (kitchen)

- "şah" (king)

Russian Borrowings: Due to historical ties with the Soviet Union, Azerbaijani has incorporated numerous words from Russian, especially in fields like politics, technology, and everyday life. Some examples include:

- "komanda" (team)

- "telefon" (telephone)

- "kommunikasiya" (communication)

English Borrowings: With globalization and the increasing influence of English as a global lingua franca, Azerbaijani has also borrowed many words from English, particularly in modern domains such as technology, business, and entertainment. Examples include:

- "internet" (internet)

- "kompüter" (computer)

- "televiziya" (television)

French Borrowings: Azerbaijani has borrowed some words from French, especially in fields like art, cuisine, and fashion. Examples include:

- "moda" (fashion)

- "restoran" (restaurant)

- "şampan" (champagne)

These examples illustrate the diverse range of borrowings in Azerbaijani and the various languages that have contributed to its vocabulary over time. While borrowings enrich Azerbaijani with new words and concepts, they also reflect the historical and cultural exchanges that have shaped the language's development.

No matter the language under scrutiny, the role of borrowings within it is evidently influential, impacting the enrichment of its vocabulary in diverse ways. Particularly within the lexical structure of English, borrowings hold a profound significance, intricately interwoven with foreign roots, suffixes, and prefixes (derivational morphemes). Consequently, this subject holds particular relevance for foreign language learners; it remains consistently engaging, fostering an abundance of material for exploration and debate.

Borrowings form a distinct stratum of vocabulary, influencing both the processes of nomination and motivation. Serving as one of the potential solutions to nomination needs, they represent a form of linguistic efficiency by employing pre-existing units from a foreign language to address nominative gaps in a given language. However, this can pose significant challenges in comprehending their meanings during the process of speech perception. The act of borrowing, as the incorporation of elements from one language into another, arises from the contradictory nature of linguistic signs: their arbitrariness facilitates borrowing while their involuntary aspects can hinder it.

This elucidates the observation that the borrowing process in modern English appears to be rather unproductive based on available data. However, this doesn't diminish the substantial share of borrowings within modern English. Derived from approximately 50 languages worldwide, these borrowed lexical units comprise nearly 75% of the English vocabulary. They encompass strata of vocabulary borrowed across various historical periods and influenced by

diverse developmental and situational contexts, including historical, geographical, social, economic, and cultural factors.

Moreover, significant attention is drawn to the methods, forms, and categories of borrowings, along with the transformations that occur when a borrowed word integrates into a new linguistic environment. Borrowings are particularly fascinating for their impact on the systemic structure of a language's vocabulary, as well as their unique status within the borrowing language, especially when certain genetic characteristics are retained.

Borrowings and calques resulting from the influence of global English are prominent features in many languages worldwide, reflecting the widespread dominance of English in various domains such as technology, business, media, and academia. As English continues to be the primary language of international communication, its vocabulary and expressions are often borrowed or adapted into other languages, leading to linguistic globalization and cultural convergence.

Borrowings:

1. Technological Terminology: English is particularly influential in the field of technology, with many English terms being borrowed directly into other languages. Words like "computer," "internet," and "software" have become standard terminology across the globe, regardless of the native language.

2. Business and Finance: English borrowings are also common in business and finance, where terms like "marketing," "budget," and "investment" are widely used in various languages to describe concepts related to commerce and economics.

3. Popular Culture: English-language popular culture, including music, movies, and fashion, has a significant impact on global vocabulary. Terms like "rock'n'roll," "hip-hop," and "jeans" are examples of English borrowings that have become part of everyday language in many countries.

Calques:

1. Literal Translations: Calques involve the direct translation of English expressions into other languages while preserving the original meaning. For example, the English expression "brainstorming" has been calqued into languages like French ("remue-méninges") and Spanish ("lluvia de ideas"), where the literal translations are used to describe the same collaborative thinking process.

2. Idiomatic Expressions: English idiomatic expressions are often translated literally into other languages, resulting in calques that may sound unnatural or unfamiliar to native

speakers. For example, the English expression "to hit the nail on the head" has been calqued into some languages with equivalents that directly translate the same imagery.

3. Cultural Concepts: English calques also influence the translation of cultural concepts and phenomena into other languages. For instance, the English term "culture shock" has been calqued into many languages to describe the experience of disorientation when encountering unfamiliar customs or behaviors.

As English continues to shape the linguistic landscape, it is essential to recognize and preserve the richness of other languages and cultures in the face of linguistic globalization.

I find it particularly interesting to follow the passage of borrowed words into a new language. A lot of borrowings have significant phonological, grammatical, and even semantic changes as a result of the linguistic system they are introduced into. This helps them adjust to the norms of their new language.

Both written and spoken language can borrow terminology. Words acquired orally become part of the language quite fast. Writing-related vocabulary has a longer retention period for phonetic, spelling, and grammatical characteristics.

Direct borrowing is also possible, as is borrowing via a linguist in between. Linguistic interchange has been greatly aided by intermediary languages like Latin, from which many Greek terms entered English, and French, from which many Latin words were acquired. Transliteration is the process of taking a foreign word and substituting letters from the original language for the borrowed word's letters. Next, the word is spoken using the borrowed language's pronunciation guidelines. Many words in English, originating from Greek, Latin, and French, have kept their visual qualities while being spoken in accordance with English syntax.

Tracing involves borrowing where both the associative meaning and the structural model of a word or phrase are adopted. Calques, on the other hand, are borrowings in the form of literal translations of foreign words or expressions, preserving the morphological structure and rationale. In tracing, the elements of a borrowed word or phrase are translated separately and then combined according to the model of the foreign word or phrase. For example, the German noun "Vaterland" can be translated in parts to yield the English calque "Fatherland."

English has developed a significant number of words and phraseological units based on Latin and French using the tracing method. Examples of calques include vocabulary units such as "below one's dignity" (from Latin infra dignitatem), "under consideration" (from Latin sub judice), "vicious circle" (from Latin circulus vitiosus), and others (Durmuş,2018).

Giving an existing word in the language a new meaning – often figurative- is known

as semantic borrowing. Prior to the impact of "Sovietism," words like "pioneer" and "brigade" were part of the English language; but, after October, the Russian language gave them new connotations, such as "member of a children's communist organization" and "work collective." Closely related languages are typically more likely to borrow semantically from one another. Examples also exist among borrowings from Scandinavia (Yılmazer, 2021).

The English language has undergone several modifications in vocabulary due to the impact of foreign languages, the most prominent of which are listed here (Öztürk, 2020):

1) The English language has absorbed a multitude of foreign vocabulary, particularly from French, Latin, and Greek (often via Latin). Understanding the meanings of common Greek and Latin roots helps decipher the reasons behind borrowed words and grasp their significance. Being familiar with these root semantics is also crucial for accurate pronunciation and spelling of common terms.

2) English has assimilated foreign word-forming elements, typically incorporating affixes extracted from borrowed words to combine with original stems, creating new vocabulary. Among these are numerous Latin and French affixes like "anti-," "re-," "pro-," "counter-," "-ism-," "-age-," "-able-," and "-ous."

3) Borrowings have influenced the usage and meanings of many original English words, often leading to their decline or modification.

4) The influx of borrowings has introduced numerous synonyms, often from Romance languages, some of which may not accurately convey the intended meaning.

5) Borrowing has resulted in the creation of etymological doublets - words with the same root but differing in meaning, pronunciation, and spelling within the language.

6) English has gained a wealth of international words through borrowing, drawing from various languages, albeit with slight pronunciation variations reflecting each language's phonetic nuances. These words often stem from Greek and Latin roots and can be considered etymological doublets.

7) Borrowing has introduced many words with pronunciations and spellings that deviate from typical English conventions.

Despite the substantial influx of borrowed vocabulary, some scholars argue against classifying English as an international language or as one of the Romance languages. While it has assimilated numerous borrowed words, English maintains its distinct grammatical structure, preserving its unique local character." (Demirbaş, 2019).

As globalization continues to shape our world and English assumes a prominent role as a lingua franca, the prevalence of Anglicisms is on the rise. These Anglicisms, manifestations

of linguistic influence, are observable across various domains including communication, technology, mass media, politics, journalism, and popular culture. Borrowings from English have made their mark on numerous languages worldwide, and Azerbaijani is no exception.

The incorporation of Anglicisms by Azerbaijani speakers mirrors the increasing sway of the English language and reflects the Azerbaijani people's inclination to align with global trends. This linguistic phenomenon is fueled by Azerbaijan's integration into the international community, the growth of its tourism sector, active involvement in cultural endeavors, economic progress, intercultural interactions, and partnerships with other nations.

This study aims to identify Anglicisms in modern Azerbaijani language through the lenses of semantics and pragmatics. By undertaking this research, we anticipate gaining insights that will facilitate a better understanding of the evolving trends in Azerbaijani language and the impact of English on its development (Gül, 2018).

Its primary role lies in being the principal means of communication. Furthermore, language isn't a creation of just a few years; rather, it evolves over centuries, gradually forming and enriching itself through ongoing development processes. It's the people who shape language, and thus, the fate of a language is intricately linked with the destiny of the people who gave rise to it.

The standardized literary language, utilized by people to fulfill their cultural needs, finds application in scientific and artistic works, the press, administrative settings, television, radio, and educational institutions. The normalization of literary language entails selecting vocabulary from the extensive lexicon of the national language, separating it, determining the meaning and usage of words, establishing pronunciation styles, and regulating writing conventions according to specific principles. It involves standardizing word usage in a uniform manner and opposing dialects, slang, and jargon.

Unlike spoken language, which predates it, literary language is governed by defined rules and norms. A notable characteristic of literary language is its rich system of styles, allowing for varied modes of expression and communication (Gül, 2018).

The concept of literary language entails adherence to specific norms and styles. While some linguists argue against imposing norms on language, fearing it may hinder its natural evolution and vitality, professional linguists argue that norms are essential for regulating language. According to A. Gurbanov, a literary language norm refers to any obligatory rule accepted by members of society.

In essence, literary language norms serve as guidelines that ensure consistency and clarity in communication within a community. They help maintain linguistic coherence and

facilitate effective transmission of ideas. Despite debates surrounding the imposition of norms, they remain integral to the systematic development and preservation of language.

The active part of every language finds its expression in its lexicon. Thus, lexical units are rapidly increasing, multiplying, renewing, and changing. This level of the language reflects socio-cultural and economic development more. Large-scale events such as modernization and globalization also have a serious impact on this process. The world is rapidly changing, and renewing, and this process finds its expression first of all in the lexicon of the language. Because by the development taking place in the world, new lexical growth occurs every day, and problems arise related to their expression in the language. New words come to our language from ICT and mass media. First of all, the Internet, television, radio, and print media establish contact with the new world. With this contact, the word builds its nest in the new language environment in which it falls for the first time. The world reality of the world we live in among updated concepts and things changes accordingly. Dictionaries are filled with new words and the number of borrowed words used during communication increases. In this case, of course, the language must be able to mobilize its resources.

The vocabulary of the language is a complex and dynamic system that reflects changes in society. Historical linguistics has investigated the issue of languages constantly undergoing certain changes under the influence of historical, geographical, political, social, and cultural factors. However, in modern times, studies in the field of language-culture-society relations, in other words, the influence of social and cultural factors on the enrichment of the language, prevail. The fact that language factors cover all areas of human activity makes it necessary to investigate it from a sociological point of view. The human factor reveals the growing influence of civilization on language and the interdependence of language and society. "Language has been one of the main tools in the development of the scientific and cultural life of the society and remains such an important tool." Language develops only in society.

The words that make up the lexical layer of the language are classified according to their scope of use and etymological source. Because people have different worldviews, different levels of knowledge and education, and they work in different workplaces, their vocabulary is not the same amount, one of them has a lot of common vocabulary, and the other has less.

V. Humboldt wrote about the changes in the language: "Everything is constantly changing in the language. Language is always changing, but at the same time it is extraordinarily stable." To know what processes take place in language, sociolinguistics, a newly formed field of linguistics, investigates the reasons why language changes rather than the socio-linguistic aspect, that is, how language changes. Sociolinguistic factors are the main

reason for language change. According to D. Kristal, the reason for changes in the language is related to the structural features of the language (phonetic system, grammatical structure, vocabulary composition, etc.) and features of the society (geographic conditions, lack of proper language acquisition, social status of people, etc.).

There is no single reason for language changes. Political-economic processes, development of science and technology, relations in the field of media and culture and tourism, and integration into the world cover all areas of the language. Depending on the development of society, the pace of historical development of world languages is not the same. It can be said that all modern languages develop mainly based on their own internal capabilities and vernacular language. Therefore, those possibilities are the main source for the enrichment of the vocabulary of the language. It should be noted that this event is one of the main factors determining the existence of the language and its independence. Vocabulary is the fastest-growing part of a language. The vocabulary of each language increases, multiplies, and enriches as the material and moral level of the people speaking that language rises. In modern times, languages with rich vocabulary are considered rich and powerful. Modern English literary language is one such language. The vocabulary of the literary language is enriched due to various means, i.e. based on the internal capabilities of the language, through words from other languages, due to the creation of new words, etc. One of the important sources in the lexical formation and enrichment of words in the literary language is its dialects. Indeed, dialects are an inexhaustible source that enriches the vocabulary of a literary language. In general, it is known that any literary language is formed based on this and the dialect of that language (Şahin, 2019).

Dialect words regularly give words and expressions to the literary language, and by using those words and expressions, phraseological combinations, writers, scientists, publicists, teachers, radio, and press workers in the literary language directly turn dialecticisms into the norm of the literary language. Dialect words used in the works of poets, writers, and scientists are read, accepted, and assimilated by a wide readership, and when they gain their rights, they become literary language norms and enter the vocabulary of the language. Even tens of phraseological units have passed dialectisms to literary language. Scientists use dialect words in their works, mainly in terms of creation. There are different views in this field in Western linguistics. Some linguists think that literary language norms should be used by the majority of the population. D. Jones opposed this idea and stated that the transformation of any form of language into a normalized literary language is not determined by the number of people who use this literary language. He cites literary English as an example and notes that only 1/3 of the

population speaks literary or southern English. The rest believe that geographical, economic, political, military, and cultural factors should be taken as the basis for literary language norms. So, these factors took part in the formation of the English language based on the southern dialect and its confirmation as a literary language. If the people who settled in America were not from the south of England, if this region did not participate in political processes and control the economy, if it did not use military power and spread this dialect in different directions of the earth, and thus did not create conditions for the development of culture and literature, perhaps no dialect would become a literary language and within the framework of certain norms. wouldn't fall. It is also necessary to mention the features that distinguish literary language from dialects. Let's take a look at A. Akhundov's classification: - in essence - literary language is modified, standardized, legalized, and subjective, and dialect is natural, non-standardized, and objective. - by task - the literary language is broad, generally multifaceted, and the dialect is limited, special, and single-faceted. - according to the pace of development - literary language is relatively variable, active, and dependent, and dialect is a stable, neutral, and relatively independent form of communication and language existence.

Despite the features that distinguish literary language from dialects, as we mentioned, literary language is formed based on dialects. One of them is preferred but does not exactly match. This is exactly what is explained in the book "Literary Language" - explanatory linguistic terms. Dialectisms are dialect and dialect words used in a limited circle in a certain area (Kaya, 2021).

In the formation of each literary language, its dialects were the source, and also the dialect lexicon played a great role in the enrichment of the literary language. If in the early stages of development literary language is influenced by dialects, then later literary language begins to influence dialects and as a result the differences between dialects and literary language decrease. English is a language capable of theoretically expressing complex, higher ideas, and laws of the development of society. His vocabulary is very rich and colorful. In the process of developing its vocabulary, a stable word creation system has emerged. None of the elements of the word creation of the language developed outside the grammatical structure of the language, but within its grammatical structures.

Creating new words and expressions is a necessary process that goes on regularly in English. This process was more productive, science, technology, industry, literature, culture, etc. against the background of the rapid development of fields, it becomes the source of creation of hundreds of words and expressions. The entry of new words into the language and the acquisition of new meanings of existing words is felt not only in comparison with previous

times but also in the modern era, we are directly witnessing these events. Most innovations took place after the 90s of the 20th century. Providing the world with a single information center - the Internet, the development of information technologies has led to the creation of a large number of new words and new meanings of existing words. In general, its variants played a great role in enriching the lexical layers of the English language. The unique historical and social realities, customs and traditions, natural life conditions, and other factors of the English-speaking population of the United States of America, Canada, Australia, and New Zealand have been reflected in the variants of the English language spoken in these countries and have determined the formation of specific language realities. Enrichment of the vocabulary of the English language on account of borrowed words has a wide scope. When a new language unit is transferred to another language as a loanword, it undergoes phonetic and semantic changes. In other words, people use new words in a new sense according to their needs, and the explanation opens the way for wide discussions. For example, the word Chesterfield is an example of this. Thus, Robert Hendrinson in his "source encyclopedia of words and phrases" interprets this term as a throne used in honor of Count Philip Stanhope Chesterfield (1694-1773). However, Hendrinson notes that this word was invented by the last count, but he has no information about this count. In any case, according to the old English dictionary, this word has been used since 1900 in the sense of throne, or sofa. Many words of French origin that entered the English language end in the suffix e (ee): brule (burnt forest), damage (meat or fish broth or soup), French loanwords also include words ending in the suffix "use": fameuse type of apple that ripens in late autumn) is pronounced 2 ways. [famu:z] [fəmə:z] The name Demoiselle (girl, lady) also entered the Canadian version of the English language in this sense. The French word fameuse, which means "famous", "outstanding", "amazing", "excellent", is used in Canadian English to refer to the type of apple that ripens in late autumn. The fameuse, the grise…(were apples) which could not be found anywhere as perfect as here. Polysyllabic words usually have one or two meanings recorded. For example, the word galette in French has the following meanings in that language: "money", "plate", "military uniform". In Canadian English, the word has only one meaning, "money". A group of words that have passed into the Canadian variant are taken directly from Indian and Eskimo languages. For example, the Hindu word tamarak means a fir tree. …but all through it are stands of magnificent tamarack. The trees are big. They rise uncrowded. The main positive aspect of the enrichment of the language due to internal possibilities is that the words obtained in this way are more easily accepted and applied by the people, and become more understandable. Although the enrichment of the language covers all its areas, it mainly manifests itself in the vocabulary. In the process of language enrichment, a

number of socio-cultural factors (globalization, scientific and technical progress, political-economic, intercultural relations, mass media, education, art, etc.) play a very important role. In modern times, the rapid development of international relations, globalization, integration into the world, the influence of western culture, and the use of the Internet for different languages have an impact on all languages. English, which occupies a leading position among world languages, is developing in the direction of becoming a global language (Çelik, 2021).

These or the French Premiere, Toupet, Dessert. In recent years, Germans have quite naturally used such anglicisms as Jogging, Live, Basketball, Airbag, and mountain bike. The world is changing and with it people and languages. Borrowed verbs are conjugated in the present tense according to the conjugation of weak verbs, in the preterite the suffix (e)te is added to the stem, participle II is formed according to the scheme for the formation of participles of weak verbs: ge+ infinitive stem + (e)t: flaxen- fate, gefaxt; skype – skypte. Most borrowed verbs are simple non-derivative verbs: shop, dancen. They are used in all personal forms, as well as in the participle II and infinitive forms. There are also derived verbs: abchecken, herumdancen. Such verbs are characterized by the same forms of use as non-derivative ones. In addition, both groups are used as a predicate. For example: agnosticism - English. lang., aqnostisizm – Azerbaijani. lang., der Agnostizismus - German. language (philosophical doctrine asserting the fundamental unknowability of the world) (Duden). Drainage lang., drenaj – Azerbaijani language, die Dränage – German. language (drainage pipes are a device or system for draining and discharging liquid accumulating in internal cavities) (Duden). Dissident - English lang., dissident – Azeri. language, der Dissident - German. language (a person who defends views that radically diverge from generally accepted ones, a person who does not belong to the religion that dominates the country) (Duden). Match - English lang., matç – Azerbaijani. lang., das Match – German. language (Duden). Mohican - English lang., Mohican – Azeri. lang., der Mohikane – German. language (a large and powerful confederation of five Indian tribes from the Algonquin group that inhabited large villages in the east of modern New York State) (Duden). Sandwich - English lang., sendviç – Azerbaijani. lang., der Sandwich - German. language (Duden). Tandem - English lang., tandem – Azeri. lang., das Tandem – German. language (location one after the other, arrangement of homogeneous machines or their parts in one unit one after another on the same axis, along one line) (Duden), and other borrowings from this series.

These borrowings have taken a strong place in the lexical system of the Azerbaijani language. Budget, Vauxhall, wagon, vaseline, box, club, football, humor, export, finish, tramway, tunnel, tourist, telephone, rails, pea-jacket, park, magazine, coffee, etc. Many of these

words have undergone assimilation according to phonetic and grammatical characteristics. These borrowings are considered to be fully mastered lexical units (Shanskij,2019).

Most of these words (budget, station, shop, jacket, etc.) passed into the Azerbaijani language a long time ago, became among the commonly used words, and therefore adapted to the Azerbaijani language (büdcə, vağzal, mağaza, pəncək). Even though linguistic problems of language relations have been considered many times, the semantic acquisition of borrowings has not yet been fully studied. As a rule, researchers have identified two stages in the semantic development of borrowed words: borrowing a word and its complete assimilation. It is known that lexical borrowing is a rather complex and multiphase process. In some cases, a lexical unit, in addition to the main meaning in the original language, can be used in the borrowing language in other senses. Such semantic changes can be observed in the anglicisms of the Azerbaijani language. For example: the original meaning of the word "leader" is "the head of a political party." After the transition to the Azerbaijani language, this word acquired other meanings: "an athlete who won a competition", "the main article of a newspaper or magazine", "first in a row", etc. In the 60s. XX century There has been a semantic change in the word "leader". The above meanings moved into the background, and the word "leader" at the same time began to denote more general meanings: "first in the competition", and "advanced in some area" ("The team became the leader in the first league", "AzTV is the leader in television journalism"). In the last 20–30 years, this word as a socio-political term has found wide use, as a lexical unit in the phrase "political leader". In recent years, a new phrase with this borrowed word has been formed in the Azerbaijani language: "The national leader Heydar Aliyev has been active for 34 years in the name of Azerbaijan, in the name of turning it into a strong power." The anglicism "buffer" entered the lexical composition of the Azerbaijani language as a railway term (Наумова, 2012).

In the 60s last century, this word acquired a broader semantic meaning. In the Azerbaijani literary language, one can also find the meaning of this word as an intermediate position between opposing sides. The Azerbaijani language has recently also used the terms political buffer, buffer zone, and buffer state. The above meanings are related to the metaphorical meaning of this word: "It may well be that Azerbaijan is perceived as a buffer zone between Iran and Russia." One can sense a semantic change in the Anglicism "boycott". It is known that this word entered the Azerbaijani language as a term denoting a form of political and economic struggle. Currently, this lexical unit, while maintaining its primary significance, has expanded its semantic capacity. This borrowed word, leaving the field of socio-political terminology, began to be used in the everyday sphere and became one of the words in common

use. This lexeme has entered the terminological system of various fields. As a diplomatic term, the word denotes the refusal of one or more states to establish trade relations with another state. In the dictionary of diplomatic terms, you can find such combination terms that contain the word boycott: "boycott in international relations", "use a boycott", "declare a boycott", "cancel the boycott", "be subject to a boycott", "boycott policy", "political boycott", "call for a boycott".

Over time, a borrowed word can acquire new semantics, as well as lose the old one. Involvement in such a process is perceived as assimilation into the borrowing language. The borrowed object undergoes a semantic transformation in the language. Semantic transformation in language has been previously studied (Cities: 9). Semantic transformation implies the expansion or narrowing of the meaning of a borrowed word, and its use in a figurative (metaphorical) sense in the borrowing language. Some researchers only considered narrowing the meaning of the borrowing word and using it in a figurative sense. This trend was later criticized.

The acquisition of new qualities by a borrowed word is closely related to changes in society, to international relations, including the expansion of interlingual relations. V. G. Kostomarov noted the current deepening of the semantic structure of the word and the creation of new semantic meanings. The expansion of the semantic structure of Anglicisms in the Azerbaijani language occurs in the process of introducing these words into different spheres of life, affecting their meaning. Often, when moving into another language, a word, losing its original meaning, acquires a new meaning. In other cases, a change occurs in the semantics of the borrowed word based on the primary meaning.

Let's consider this issue using specific examples: The word business (English business) was not included in the explanatory dictionary of the Azerbaijani language, published in 1966. In the short dictionary of European words, this foreign word is interpreted as a commercial matter associated with a private collection. And the person involved in this business is called a "businessman". The dictionary says the word "businessman": "merchant, businessman, swindler, owner in the USA; capitalist trying to make a big profit." In this case, the word that passed into the Azerbaijani language through the Russian language had a negative meaning in Soviet times. In English (as in German) this word is ambiguous. Its main meaning is "work", "permanent occupation", and "specialty". Another meaning is "trade and commercial activities." Currently, in the Azerbaijani language, the word "business" has the meaning of "profitable work". In terms of the level of use, this foreign word is very productive. It moved from several economic terms to commonly used lexical units: "I say that Hamid, in addition to

being a creative person, he also understands business very well." In tennis and volleyball, putting the ball into play is called service. This Anglicism passed into the Azerbaijani language in its original meaning: "Ilakha Gadimova enters the game in the main lineup during the service" ("Olympia dunyasi", 2004).

In literary studies, the word "service" began to be used in the meaning of "household services". The server is also a sports term. In tennis, the player who puts the ball into play is called the server ("Olympia dunyasi", 2004). In the 90s Significant changes have occurred in the semantics of the words server and service. These terms are currently used in socioeconomic and other meanings. Server means "a computer that stores and transmits essential information in a small and medium-sized business." the word service has two more meanings: 1) the lower system of marketing activities, which serves to improve the system of production and sales of products; 2) social survey. The situation is identical to the word "server". It acquired a new meaning, creating new terminological connections. Currently, this word is used as "a computer connecting to a network": "To connect to the Internet, you first need to connect to a server. To do this, you need to dial the server's phone number." Foreign words, including anglicisms, actively participate in processes in the lexical system of the language. A borrowed word can turn into several terms, and a borrowed term can also lose its original terminological lexical feature (Weinreich, 1977).

The use of Anglicisms in journalistic texts and the press has a profound effect on their semantic system. Changes are taking place in the semantic structure of foreign words used in the press. There is also an expansion of the meaning of the word, enrichment with new semes. In such cases, determination is a manifestation of semantic expansion. Many innovations are used in a figurative sense; a new word is used as part of a phrase with words of different semantic groups. Expansion of meaning occupies a special place in the process of semantic derivation. In expanding the meaning of Anglicisms, the main role is played by the generalization of the archive of the primary lexical-semantic variant based on the lexical-semantic paradigm. For example, the word "hit" means a piece of music that was popular at a certain time. The archive "popular piece of music" in the process of semantic derivation can be used about various events and facts: "It's as if the owners of foreign cars in our city are holding a hit parade of these cars to find out whose foreign car will be successful." In general, borrowed words undergo changes as they are assimilated into the target language, influenced by its phonetic, grammatical, and semantic structures. When a language adopts foreign words, it transforms them into forms that are largely new. Mastery of a new language is a time-consuming process. Proficiency with borrowed words depends on various factors, including the

duration of their usage, their structural complexity, how frequently they are employed, and the linguistic relationship between the borrowing and borrowed languages.

English has gained global prominence as a universal language for international communication, permeating various spheres of human activity. This widespread adoption reflects its utility and adaptability across diverse cultural and linguistic contexts.

 Since the 1990s. the influence of American culture and its linguistic reflection has become more intense due to the development of the Internet, the globalization of the national economy, the emergence of radio and television with music and youth programs, as well as, in particular, the development of commercial television with advertising clips (Zhluktenko, 2014).

Words can be classified from the point of view of their origin. They can be native and borrowed. The category known as borrowed words constitutes a distinct layer of vocabulary in terms of designation. These borrowings fill semantic gaps in the target language by importing terms from the source language. The emergence of borrowings in the target language is influenced by several linguistic factors, including: 1) Addressing polysemy concerns by assigning unique meanings to native and borrowed terms, thus ensuring clarity and precision in communication. "cem", "mürəbbə", "povidlo", "varenya" - "şəkər siropu, bal və ya su ilə giləmeyvə və ya meyvə bişirilir" – in English "jam" - "jele kimi mürəbbə"; "səfər" – "daimi yaşayış yerindən uzaq yerlərdə gəzinti, "kruiz" – in English "cruise" - "gəmi ilə suda gəzinti". 2) To use a single word instead of a word combination, such as: "snayper" in English "sniper"; "sprint" – "qısa məsafəli qaçış" in English "sprint". There are three main types of borrowings: lexical borrowings, calques (translation loans), and semantic borrowings. Lexical borrowings refer to foreign words that enter a native language without altering their form or meaning, like "meeting" in English or "görüş" in Turkish. Translation loans or calques involve borrowings that undergo translation, such as "surplus value" translating to "izafi dəyər" or "əlavə dəyər" in Azerbaijani. Additionally, there are semi-calques where one part of the word is borrowed and the other part is translated, as seen in "television." Semantic borrowings entail borrowing meanings from foreign words, like how the English word "red" may acquire the meaning of "communist" from the Azerbaijani word "qırmızı," which refers to activities related to revolution or the Soviet socialist system, resulting in phrases like "red revolution" or "Bolshevik, communist."

The Azerbaijani word "yaşıl" is likely to have acquired the meaning "təbii mühitin qoruyucusudur" under the influence of the English counterpart "green" "relating to or beneficial to the natural environment; concerned about environmental issues and supporting policies aimed at protecting the environment". In Azerbaijani the words "Allah, rəbb, ilahi, islam,

peyğəmbər, məscid, müsəlman, həcc, inam, insan, axirət, amil, cənnət, namaz, oruc, iftar, səcdə, molla, şeytan, ad, adət, ağıl, əlifba, məktəb, məktub, kitab, katib, dərs, tədris, mədrəsə, sinif, elm, təhsil, cəvvad (əliaçıqlıq), cihad, dünya, dəlil, əhval, ədalət, əkslik, əxlaq, əhali, fəhm (ağıl, təfəkkür), fəna, fəal, füzuli (boş, mənasız), ifrat, irşad (doğru yol tapmaq), ilham" are of Arabic origin. In Azerbaijani the words "gül, bülbül, bahar, bağ, payız, dilbər, nigar (gözəl, yaraşıqlı, sədaqətli mənasında, ordu, boran, boşqab, bəhanə)" are of Persian origin. In Azerbaijani the words "direktor, respublika, konstitusiya, abstraksiya, aksidensiya, adekvat, alqoritm, altruizm, deduksiya, determinizm, didaktika, dialektika, koqnisiya, disfunksiya, distinksiya (şüur aktı), eqo, eqoizm, ekvivalent, element, emotivizm, futurologiya, illuziya, induksiya" are of Latin origin. In Azerbaijani the words "kosmos, kosmologiya, kosmopolitizm, kriteriya, aksiologiya, anarxizm, animizm, antaqonist, antropomorfizm, antropologiya, antilogizm, antinomiya, apatiya, astronomiya, aksiom, cins, demoqrafiya, demokratiya, deontologiya, dramatizm, entuziazm, ideya, genesiz, geopolitika, mif, mifologiya, matriarxat" are of Greek origin. In Azerbaijani the words beginning with two consonants are of European origin, for example: "plan, prospekt, şkaf, tramplin, informasiya, instinkt, instrumentalizm, humanizm, hipotez". In Azerbaijani the words "samovar, paraxod, zavod, vedrə" are of Russian origin. In Azerbaijani the words "vayner, stendapçı, tok-şou, praym-şok, marker, post-terminal, turniket, çip, modem, ayfon, aypod, makbuk, aymak, votsap, feysbuk, sayt, instaqram, imo, viber, selfi, alternativ, logistika mərkəzi, biznes forum, prioritet, investisiya, inteqrasiya, akkreditasiya, kompüter, piknik, skrin etmək, folover, spam, feyxoa, klub, mitinq, trolleybus, rels, keks, futbol, basketbol, voleybol, adaptasiya, akkulturasiya" are of English origin. In Azerbaijani the words "absurd, affekt, aksiya, akt, aktual, alternativ, idol, funksiya, veksel, konkret, kurort, qalstuk, şayba" are of German origin. In Azerbaijani the words "burjuaziya, bürokratiya, büro, elita, ideal, intellektualizm, intuisiya, inteligensiya, kapital, maksim, franşiza" are of French origin. Thus, borrowings or loan words are the following: Celtic loan words. Celtic tribes inhabited the British Isles when Angles and Saxons came from the continent and settled there. Early Celtic words in the English vocabulary are not so many (Shanskij,2019). They are: down (hill), dun (color), brook, avon (river Avon), etc. Latin loan words began to penetrate the English vocabulary at an early stage of English history (Sapir, 2019). So, these Latin words refer to the objects of trade. For instance: butter, wine, paper, pear, peach, plum, kitchen, cook, cheese, etc. Latin borrowings. The borrowings are connected with the spreading of Christianity. As Latin was the language of Christianity many religious terms entered the English vocabulary. They are monk, priests, angels, candles, clerk, hymn, minister, dean, etc. The Third layer of Latin Borrowings is connected with the epoch of the renaissance (XV-XVI centuries) (Zinder, &

Stroeva, 2017). They were borrowed from books, not through personal intercourse, as was the case with the words of the first and second layers, and are called scientific bookish, or learned words. For example: minimum, maximum, genius, datum, memorandum, antenna, etc. Latin words have the following features: a) All the verbs of the English language ending in "-ate" and "-ute" are of Latin origin. For instance: "to exaggerate, to narrate, to translate", etc. b) All the adjectives ending in "-ior" are of Latin origins, such as: "superior, senior, junior", etc. Greek loan words. The morphological features of Greek words are ch [k] – school, character ph [f] – morphology, phonetics y (in the root) – style, system, type, rhythm, etc. Scandinavian loan words. Many Scandinavian words begin with the following letters: "sk" = skin, sky, skirt; "sc" = scream, screen; "st" = stream, stem, etc. French Words continued entering the English language after the XVI-th century as well. The words which entered in the XVI-th century kept their French character. They are called aliens. These words have the following features. For instance: "ch-" is pronounced as [ʃ] in the words "machine, chauffeur, champagne", etc.; "g" – is pronounced in the words "mirage, regime, garage", etc. The stress falls on the last syllable as (Rosen, 2010): "barricade", "fa`tigue", "ca`price", "canno`nade", etc. Italian loan words are "balcony, bust, opera, soprano, baritone, sonato, piano" etc. Spanish loan words are "quinine, potato, tomato, tobaco, apricot", etc. Portuguese loan words are not all numerous: "veranda, tank, cobra", etc. Arabic loan words are the followings: "emir, harem, khalifa, simoom", etc. French loan words are the following words: "caravan, algebra, magazine (it is used as journal in French), cipher, admiral, coffee, syrop", etc. Persian loan words are "divan, chess, check-mate, shawl, lilac", etc. Dutch loan words. The Dutch were the teachers of the English people in nautical matters. That's why the words which entered the English vocabulary are mostly nautical terms, such as: "deck, reef, yacht, skipper", etc. (Zubeida, 2012).

2.1.2. Calques in Azerbaijani

This pronunciation, which is used in the Azerbaijani language as "kalq" (or "kalguly"), has a traditional meaning and is used in the sense of "a style used in translating words and expressions of a language". In other words, kalq is the principle of using words or word groups of another language instead of expressions of one language. This helps translation easily win over semantics (Бернс,2003).

In the Azerbaijani language, English, Russian or other languages are preferred in many fields, from social issues to scientific terms. This makes information more easily accessible to a wider audience and more people understand the information. However, it is important to preserve the richness of the language and learn original expressions.

For example, the expression "Brainstorming" is used as "brain storm" in Azerbaijani language. Or the phrase "stress management" is translated as "stress management".

Calques helps both to enrich the language and to spread and understand information in various fields more easily. However, it is also important to understand and use original expressions to correctly understand the text of the language and reflect its meaning. **Calques** in linguistics in the modern interpretation are words of foreign origin that, through linguistic contacts, find their way into other languages and play an extremely important role in their historical development. This is an observable phenomenon that is so relevant and topical that it has long attracted the closest attention of researchers. As the most typical example, we can consider the process of moving Anglicisms into other languages. English occupies a leading place among the languages of the world and now, for more than 400 million people around the globe, this language is their native language, for 300 million it remains the second language, and for another 500 million it is an auxiliary language. English has become a unitary language in science, diplomacy, business, and education due to its beauty, melodiousness, rich vocabulary, and simple grammar. It is used in international forums, conferences, reports, and legislation. Scientific discussions related to the study of the process of borrowing from English into other languages have been ongoing for several centuries, right up to the present day. Globalization and the creation of a single cultural society leads us to the fact that the vocabulary of European languages is gradually moving closer together, forming a single unitary block. Some scientists call this process the "harmonization of vocabulary" of European languages. The topic of "Anglicisms" is constantly discussed and considered in academic and public circles from a variety of points of view. While some linguists see only the negative sides of the process, others try to objectively and scientifically examine the wave of Anglicisms and put it in perspective, comparing it with past phases of the influence of a foreign language (Gürbüz, 2018).

Language, the intricate tool of human communication, evolves through a dynamic process of interaction, adaptation, and exchange. One fascinating aspect of linguistic evolution is the phenomenon of calques, where meaning and expression from one language are transferred, often literally, into another. This process, while enriching and diversifying language, also sheds light on the intricate connections between cultures and linguistic landscapes.

At its core, a calque refers to the borrowing of linguistic elements, such as words, phrases, or grammatical structures, from one language into another. Unlike loanwords, which retain their original form, calques involve the translation of components of a phrase or word

into another language, maintaining its literal meaning. This can result in unique and often intriguing linguistic creations that reflect both the original and adoptive languages' structures and nuances.

Calques is also widely used in Azerbaijani, and it is a special form of translating expressions from one language into another language. Below are some examples of calculators used in the Azerbaijani language:

1. Beyin fırtınası - The expression "brainstorming" in English is translated into Azerbaijani as brainstorming. It is an organized process in which a group of people mutually share their ideas to generate creative thoughts, ideas and solutions.

2. Bərabər rəqəm - The expression "even number" in English is translated into Azerbaijani as even number. This expression refers to numbers that are divisible and examples of numbers are 2, 4, 6.

3. Məntiqli - The English phrase "logically" is translated into Azerbaijani as logically. This phrase is used to explain a result or a process in a logical way to an opponent.

These examples show some common examples of calquelers used in Azerbaijani and explain how to use them for understanding while preserving the richness and meaning of the language.

The history of calques is as diverse as the languages themselves. From ancient trade routes to modern-day globalization, linguistic borrowing has been an integral part of human interaction across cultures. Early instances of calques can be traced back to ancient civilizations such as the Greeks and Romans, who absorbed linguistic elements from neighboring cultures, adapting them to their own linguistic frameworks.

Calques play a vital role in the transmission of cultural concepts and ideas across linguistic boundaries. They often serve as linguistic bridges, facilitating communication between speakers of different languages while preserving the essence of the original concept. In some cases, calques can even lead to the enrichment and expansion of vocabulary in the adopting language, as new expressions and meanings are incorporated into its lexicon.

Numerous examples of calques can be found in everyday language use. For instance, the English expression "skyscraper" is a calque of the French "gratte-ciel," which literally translates to "scrape-sky." Similarly, the German word "Fernweh," meaning a longing for distant places, is a calque of the English "homesickness," where "Fern" translates to "far" and "weh" to "pain."

Calqueler plays an important role in transferring cultural concepts and ideas across language boundaries. This is an important issue that enables the distribution and exchange of

cultural content and ideas between different languages. This importance of Calqueler is a result of the combination of language and culture and the development of world relations.

Relations between the world's languages are developing rapidly, and calculators are an important tool in ensuring the mutual benefits of these relations. When the expressions of one language are translated into another language, the calqueler transfers these expressions equally without losing their meaning. It facilitates the easy transfer of cultural content and ideas across language boundaries.

An important role of the calqueler is related to the retention and distribution of cultural resources and ideas within the language itself. It helps to build world connections and introduce people to different cultures and thoughts. The most important thing is the development of intercultural relations and the provision of world cooperation through calques.

They ensure the equal distribution of cultural concepts and ideas and the development of world relations. It is an issue that is the result of a combination of world connections and cultural resources.

While calques can enhance linguistic diversity and facilitate cross-cultural communication, they also pose challenges, particularly regarding accuracy and cultural sensitivity. Translating idiomatic expressions or culturally specific concepts through calques may result in misinterpretations or loss of meaning. Therefore, linguistic and cultural proficiency is essential when employing calques in translation or communication.

Through calques, speakers of different languages can engage in meaningful communication, exchanging ideas and concepts while preserving the richness of their linguistic heritage. By embracing the diversity of language and understanding the intricacies of calques, we can foster greater appreciation and respect for the multifaceted tapestry of human expression.

He developed a theory of language calques, which includes the process of "language mixing", and reflects a new approach where the process of mixing is considered in terms of the philosophical categories of the individual, the particular, and the universal. In his opinion, the phenomenon of borrowing is inherent in all existing languages, since there is not a single language in the world that does not have borrowed words, for "there is not and cannot be a single pure unmixed linguistic whole." I. Baudouin de Courtenay considered borrowing from three positions, namely: "calques is the process of moving linguistic units from one system to another; borrowing - as a process of migration; borrowing - as a result of this movement, the specific units of which are lexical, grammatical, semantic units." According to his theory, the process of mixing is divided into several stages: this is the age-related evolution of the speech

apparatus in children or two different individuals among native speakers; it is a mixture of languages from the same language group, for example, Germanic languages; and this is a mixture of languages of tribes and peoples who are in close contact geographically. Among the external factors that could influence the process of language migration, the theory highlights military campaigns, contacts with prisoners, nomadic life, the abduction of women and slaves from warring tribes, trade, and scientific and cultural exchange. The scientist also noted that "through the study of borrowed words, we can more accurately conclude the mutual cultural influence of one people on another." G. Paul spoke about the phenomenon of mixing languages: "By the phenomenon of mixing languages in the broad sense of the word, he understood the mixing of individual languages as soon as two individuals begin to talk to each other, and in a narrower sense - the influence of one language on another or, respectively, one dialect into another or also the adoption of calques from an older era of the same language, even if they have disappeared, they can be revived again." (Лукьянова, 2003).

As you can see, there are different terms and different concepts regarding the contact of languages. But, in our opinion, none of the above concepts provides an accurate definition of language contact.

The term "language contact" appeared in linguistics and became generally accepted only after the well-known definition by the equally famous American linguist, one of the founders of sociolinguistics, W. Weinreich. This definition states: "Two or more languages are in contact with each other if they are used interchangeably in the same group of people by the same person." Thus, these languages are in the consciousness of one individual, and they acquire linguistic meaning only in society since they come from linguistic contact, i.e. borrowings. And only those who remain in the vocabulary of the language for a long time find application in society. In other words, direct or indirect contact between two societies is important for language contact. This idea was emphasized above. W. Weinreich's definition describes the conditions of language contact from a psycholinguistic point of view because it is entirely related to individual speakers and raises the question of what happens to "speakers" when they alternately use two or more languages. W. Weinreich gives an explanation of why the vocabulary of one language is open to the adoption of foreign words, that is, to the borrowing of words. It comes from the structure of the subsystem. "The vocabulary of a language, depending on how poorly structured it is compared to the system of phonemes," the scientist writes, "is, without a doubt, an area for borrowing." Summarizing the above, it becomes once again obvious that until now there are no definite unambiguous answers to questions relating to both the borrowing process itself and its definition. Options for defining

borrowings. Let us now consider what definition options were proposed by representatives of various scientific schools. For example, the American scientist E. Haugen gives the following interpretation of borrowed words. "Loanwords are usually just stems, but they retain several associated morphemes (Наумова, 2012).

Another American scientist V. Young "defines Anglicism as the main term for all calques from the English language and its other variants (American English, British English) and other linguistic modifications of English - Canada, Australia, South Africa." From foreign scientists I. Felizon also characterize borrowing as "a process as a result of which a linguistic unit transfers from one language to another." And among Russian scientists, Yu. Zhluktenko and others believe that "calques is elements transferred as a result of the interaction of languages into another language that can exist in this language after the interaction has ceased." According to V. Belkin, "Borrowing is the transition of elements of one language into the system of another language as a consequence of long-term contacts between these languages." As an active "process of moving units of different tiers of a language - phonology, morphology, syntax, vocabulary, and semantics from one language to another," borrowing is a phenomena, according to L.P. Krysin.

Along with this, L. Krysin also defines calques as "a universal linguistic phenomenon consisting in the adoption by one language of linguistic material from another language as a result of extralinguistic contacts between them, differing in level and forms." In the Big Encyclopedic Dictionary "Linguistics", for example, we find the following definition of this linguistic phenomenon, which is more complete and most widespread: "Borrowing is an element of a foreign language (word, morpheme, syntactic construction, etc.), transferred from one language into another, as a result of language contacts, as well as the very process of transition of elements of one language into another." And the second "characterizes calques as the process and result of the transition of a linguistic expression from language B to language A, which occurs mainly in the absence of appropriate means in language A to denote certain phenomena." Some researchers mean borrowing as a process, while others mean the result of this process. I. Chernysheva and M. Stepanova, like P. von Polenz, understand the term "calques" as both the process and the result of the transition of elements of the vocabulary of one language into the vocabulary of another language. S. Mukhin believes that the term "calques" can be interpreted as a linguistic process, as a result of this process, and as a specific borrowed lexical unit. In our opinion, since scientists have different opinions about the borrowing process, then naturally their definitions accordingly diverge in the interpretation of this borrowing process. T. Levandovsky perceives the concept of "calques word" as "a word

that has come into a language from another language and does not follow the laws of the structure of the receiving language, but obeys the laws of the structure of the source language." "calques" itself, in his opinion, is "a process and the result of the transition of a linguistic expression from a foreign language to a native one, taking place mainly in those cases when in the receiving language there is no designation for objects and events arising in extra-linguistic reality."(Немтушкин, 1985).

N. Shansky understands calques as "the process of mastering certain borrowed facts by language." This approach to understanding the phenomenon of borrowing, as it were, identifies the concepts of "calques" and "assimilation", which are closely related to each other as two sides of the same unified process. Some researchers equate the concepts of "borrowing" and "interference," while others contrast direct borrowing with structural and semantic changes in the forms of one language under the influence of another. There is also a third approach, according to which interference characterizes only the process of acquiring a second language, and contact changes in this language are designated by the term "calques". In the second half of the 20th century, linguists, considering the process of borrowing in their scientific research, paid special attention to the possibility of transferring from one language to another both certain words and structural elements of the language. "Borrowing is an appeal to the lexical fund of other languages to express new concepts, further differentiation from existing ones and designation of previously unknown objects " According to the assumptions of other researchers, "borrowing" is not simply the transfer of a lexical item from one language to another. Scientists believe that: "Borrowing in linguistic terms is a long process of assimilation and development of a borrowed word, adapting it to the structure and system of the borrowing language through semiological transformations." To understand the very essence of borrowing, A. Smirnitsky, L. Zinder, T. Stroeva, and other scientists propose, first of all, to consider the phenomenon of borrowing from the perspective of the bilateral nature of this concept, namely as a process in which an element of one language penetrates the lexical composition of another language) Прошина, 2011).

Azerbaijan:

Farhad and Shirin - This work, written by Nizami Ganjavi, is one of the most famous works of Azerbaijani literature. In this work, the themes of deep love and sacrifice are dealt with. In "Farhad and Shirin", calques helps the lovers to express their love for each other, and it is expressed to an unusual degree in the world of literature.

Legends are very popular in Azerbaijani literature. In these legends, calques reflect the cultural beliefs, values and mythology of the people. Also, as part of the legends, there are

calques with influences from other languages. Alphabet - This work written by Safar Aliyev is one of the most important works of Azerbaijani literature. In this work, he analyzes language and the subtleties of language and uses calques to express the meaning of such language structure. These examples show how calques is used in Azerbaijani literature and how it increases the richness of the language. Gözəl uşaqlar - This phrase is a calque from the English language. In English, the phrase "beautiful children" is translated as "beautiful children". It is a phrase that emphasizes the beauty of children. Müasir dünya - The term "modern world" is translated into Azerbaijani language as "modern world". This expression emphasizes the current state of the world and modern technologies. "Friend letter" is translated as "dost məktubu". This is a statement that emphasizes that the letter is sent by a friend.

These examples show some examples of different calculators used in the Azerbaijani language. This increases the richness of the language and introduces a variety of expressions and meaningful concepts.

1. Farhad and Shirin: Nizami Ganjavi's "Farhad and Shirin" is a masterpiece of Azerbaijani literature, renowned for its portrayal of profound love and sacrifice. In this epic poem, calques are employed to convey the depth of emotions between the lovers, Farhad and Shirin. These calques, unique to the world of literature, add a distinctive layer of expression, enriching the narrative with cultural nuances and poetic beauty.

2. Legends in Azerbaijani Literature: Legends hold a significant place in Azerbaijani literature, reflecting cultural beliefs, values, and mythology. Within these legends, calques serve to preserve and convey traditional wisdom and folklore. Additionally, calques influenced by other languages contribute to the richness and diversity of Azerbaijani literary heritage, showcasing the interplay between different linguistic and cultural influences.

3. Alphabet by Safar Aliyev: Safar Aliyev's "Alphabet" is a seminal work in Azerbaijani literature, offering a profound analysis of language and its intricacies. Through the use of calques, Aliyev delves into the nuances of language structure, exploring its semantic depths and expressive potential. These calques not only elucidate linguistic concepts but also enhance the richness and sophistication of Azerbaijani literary discourse.

4. Beautiful Children (Gözəl uşaqlar): This calque from English emphasizes the innocence and loveliness of children. By borrowing the phrase directly from English, Azerbaijani captures a specific sentiment that may not have an exact equivalent in native vocabulary, thereby enriching the language with diverse expressions and nuances.

5. Modern World" (Müasir dünya): Translating the term "modern world" into Azerbaijani as "müasir dünya" underscores the contemporary state of global affairs and technological advancements. This calque reflects the integration of English borrowings into Azerbaijani discourse, showcasing the language's adaptability and responsiveness to evolving societal trends.

6. Friend Letter" (Dost məktubu): The translation of "friend letter" as "dost məktubu" highlights the personal and intimate nature of the correspondence, emphasizing the sender's close relationship with the recipient. This calque preserves the original sentiment while integrating it seamlessly into Azerbaijani linguistic conventions.

These examples illustrate how calques enrich Azerbaijani literature and language, showcasing its adaptability and cultural resonance in a global context. Through the incorporation of calques, Azerbaijani literature continues to evolve, offering diverse expressions and meaningful insights into human experience.

CONCLUSION

The process of word-formation such as borrowing acquires an important moment as a form of expression of language changes and cross-domain affiliation in the era of globalization. This process takes a certain place in the development and evolution of the language and is mainly manifested in terminology and vocabulary that comes from and is influenced by various sources. As one of the most important means of global relations and communication, English is open to change as patiently as other languages, cultures and technologies. Although this enriches the language and becomes a valuable resource, it can sometimes threaten the purity and independence of the language.

Among the positive aspects of the borrowing process, terminology should be counted as the ability to sometimes overcome difficulties, express new ideas and concepts in the best way, and increase the dynamism and richness of the language. However, maintaining the relevance and authenticity of the language, maintaining the internal cohesion and coherence of the language, and justifying the purpose of the language or text are important factors.

The last few decades of the 20th century brought about many changes that seemed to either prepare or rush the world into the new millennium. These series of events served as springboards to the developments that we see now in the 21st century. Significantly, the collapse of the Iron Curtain and the end of the Cold War changed the vision of world leaders, both politically and economically. From East to West, everyone is more convinced than ever of the advantages of a global system. Thus, the consensus led to a system that will work – one that is interdependent and global. In addition, personal computers and the revolutionary arrival of the Internet play a major role in the rapid spread of popular (pop) culture. As the world became more "connected" it also became figuratively speaking, "smaller" and "closer." Physical distance, geographic boundaries, and systemic (political, economic, social and cultural) differences did not matter as much as it used to. Even the differences in language systems were superseded by the attitudes of acceptance and willingness to borrow new lexical items if only it would facilitate and further speed up the spread of technology, knowledge and culture. One must then pose the question on how the traditional notion of borrowing turned into GLB. There are a few premises that we must lay out prior to attempting to answer this question. First of all, it is important to emphasize that borrowing or loanwords still and will continue to exist as one of the phenomenon that takes place when languages are in contact. GLB is by no means a replacement or equal to borrowing. However, GLB could or must be at this point, be considered as another and or new phenomenon in the same field of the study of linguistics.

As a result, the process of borrowing is a diverse process that ensures the dynamism and

evolution of language. English is open to this process for reasons such as global connections and technological developments. This allows for language enrichment and language adaptation, but care must also be taken to preserve the identity and purity of the language.

In conclusion, the process of borrowing as a word formation mechanism in the era of globalization, particularly observed in the transition of English terms into Azerbaijani, underscores the dynamic nature of language evolution. Throughout this dissertation, we have explored the multifaceted aspects of borrowing, ranging from linguistic adaptation to cultural assimilation. By analyzing the mechanisms and implications of borrowing, we have gained insights into the intricate interplay between languages in the global context.

The case study of English to Azerbaijani borrowing has illustrated how linguistic exchange mirrors broader socio-cultural interactions. As globalization continues to facilitate cross-border communication and integration, the phenomenon of borrowing is expected to persist and evolve. However, it is crucial to acknowledge the challenges and nuances inherent in the process, including issues of language preservation, authenticity, and identity.

Moving forward, further research in this field can delve into the socio-linguistic dynamics of borrowing, exploring its impact on language vitality, identity formation, and communication patterns. Additionally, comparative studies across different language pairs can offer valuable perspectives on the universality versus specificity of borrowing processes.

Ultimately, understanding borrowing as a word formation process in the globalization era enriches our comprehension of language as a dynamic and adaptive system. By embracing linguistic diversity and recognizing the interconnectedness of languages, we can foster mutual understanding and appreciation in an increasingly interconnected world.

The realization of nationalization opportunities in hybrids with morphological composition is directly related to the requirements of the agglutinative structure of the Azerbaijani language. The effect of the agglutinative structure of the Azerbaijani language on the hybrids with morphological composition should be taken into consideration and in this type of hybrids the nationalization tendency is more prevalent. The main urgent task is to take care of nationalization in the period of independence, when appropriate conditions are created for the development of the mother tongue.

Some hybrids consist of the words comprising syntactic derivatives. In such hybrids, the second component is affixal in function, although expressed in independent words. It allows these type of hybrids to be nationalized in accordance with the semantic requirements of the Azerbaijani language. In the words which are formed on the basis of arabic-persian elements for example, ədalətpərvər, millətpərvər, həqiqətpərvər, maarifpərvər the second component can

be replaced with the morphological equivalent of the Azerbaijani language:ədalətpərvər-ədalətli, millətpərvər-millətçi, həqiqətpərvər-həqiqətçi, maarifpərvər-maarifçi. This shows that there is already a tradition in the formation of Azerbaijani versions of hybrids belonging to other languages. And this tradition can easily be seen in the following words which are used in the Russian language, самозащита, полузащитник, самопознание have equivalents like özünütənqid, özünümüdafiə, özünüdərk in the Azerbaijani language. This means that the nationalization possibilities of hybrids of foreign language type words like, fotoreportaj, fotoelement, fotobülleten, avtoqaraj, avtosalon, used in our language are not also limited. Network of language integrations continuous to grow due to the intensification of information in the modern stage of globalization. As a result, the Azerbaijani language includes lexicalterminological units of European origin, as well as hybrids formed in those languages. Especially the language of media, which has been given full freedom of action includes such type of words. And this complicates to read and comprehend the texts. On the other hand, foreign elements entering the language from other sources hinder the stabilization of the norms of speech culture. Therefore, creating a tendency to nationalize in this type of foreign elements using the internal potential of the mother tongue should be the main issue.

One of the main tasks is to determine the working environment of hybrid lexical-terminological units with their introduction into the mother tongue. Paralel types of hybrids formed as a result of integration with the Arabic-Persian languages create emotionality and imagery in speech aaccording to the norm of spoken language. Therefore, such hybrids are widely used in the language.

The part of hybrids expressed in words of Azerbaijani and European origin enriches the lexical-terminological structure of the native language. For example, venadaxili, raketdaşıyan, aviadayanacaq, yarımstansiya, sexdaxili, yüksəkvoltlu can be examples in this regard. The participation of the Azerbaijani language elements in the formation of such hybrids demonstrates the semantic potential of the native language. Since such hybrids are formed within the requirements of the Azerbaijani language writing rules, they are used in accordance with the norms of writing norms.

There are also hybrids formed in another centralized language environment in the Azerbaijani language, which are directly used according to the requirements of the writing language. Such hybrids reflect the norms of both writing and official oral language. For example, the hybrids like, diktofon, subtropik, transatlantik,aeroterapiya, heliosentrik, polivariant, psixolinqvistika, telekamera, monoqramm, mikroorqanizm can be examples in this regard. Of course, a certain change is not excluded in their norms, when there is a change in

their composition and substitution according to the requirements of the semantic potential of the language.

Hybrid terminological units are available in all languages. The point is that, not all hybrids can be used permanently and compulsorily in the same way in the language. The stronger the internal information intensity of the language itself, the greater the chances of nationalization of hybrids in that language. Otherwise, the hybrids may continue to maintain their independence. The tendency of hybrids to nationalize is also strong, because of rich internal semantic and derivatological opportunities of the Azerbaijani language.

The phenomenon of linguistic borrowing, particularly evident in the assimilation of English terms into Azerbaijani, underscores the intricate evolution of language in a globalized context. This dissertation has meticulously examined various dimensions of borrowing, ranging from theoretical frameworks to practical manifestations, shedding light on the dynamic interplay between languages in the contemporary world.

Throughout this study, it has become evident that globalization serves as a catalyst for linguistic exchange, facilitating the flow of words and concepts across cultural and geographical boundaries. The case of English loanwords entering Azerbaijani lexicon exemplifies this phenomenon, reflecting not only the linguistic adaptability of a society but also its openness to external influences.

An analysis of the factors influencing the adoption of English borrowings into Azerbaijani revealed a multifaceted interplay of sociocultural, technological, economic, and linguistic dynamics. Societal attitudes towards language change, advancements in communication technology, economic ties with English-speaking nations, and the need for specialized terminology in various domains all contribute to the borrowing process.

Furthermore, the impact of borrowed vocabulary on the linguistic landscape of Azerbaijani extends beyond mere lexical enrichment. It encompasses phonological, morphological, and syntactical adjustments, as well as broader implications for language identity and expression. While some view linguistic borrowing as a threat to linguistic purity, it can also be perceived as a natural consequence of cultural exchange and globalization.

In conclusion, this dissertation has provided valuable insights into the phenomenon of borrowing, highlighting its role in shaping the linguistic diversity and identity of Azerbaijani in the globalized era. By delving into the mechanisms and consequences of linguistic borrowing, we have gained a deeper understanding of how languages evolve and adapt in response to changing socio-cultural contexts. As we navigate the complexities of linguistic interaction in the 21st century, the study of borrowing remains essential for comprehending

the dynamic nature of language in our interconnected world.

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Abstract

The object, purpose, and character of the research. The objective of this thesis is to investigate and analyze the phenomenon of borrowing as a word formation process in the context of the globalization era, specifically focusing on the case of English to Azerbaijani language dynamics. The study aims to explore the linguistic implications of globalization on borrowing patterns, identify the factors influencing the adoption of English words into Azerbaijani, and assess the impact of these lexical borrowings on the linguistic landscape of Azerbaijani. By examining the cultural, social, and technological aspects that contribute to the borrowing process, the research seeks to provide a comprehensive understanding of how linguistic interactions occur in the globalized world and contribute to the evolution of languages, with a particular emphasis on the English-Azerbaijani language interface.

The aim (purpose) of this study:

- This study aims to investigate and comprehend the dynamics of borrowing as a word-formation process, particularly within the context of the globalization era, with a specific focus on the transition of English words into Azerbaijani.

- Investigate and analyze the patterns and trends associated with the borrowing of English words into Azerbaijani.

A brief description of research and calculations. Identify and explore the multifaceted factors that influence the adoption of English words into the Azerbaijani language. This encompasses sociocultural, technological, economic, and linguistic elements that contribute to the borrowing process, providing a nuanced understanding of the forces at play. Evaluate the impact of borrowed vocabulary on the linguistic landscape of Azerbaijani. This includes assessing changes in phonology, morphology, and syntax resulting from the integration of English words, as well as examining the broader implications for language identity and expression.

Conclusion.

In summary, the phenomenon of borrowing, especially evident in the adoption of English terms into Azerbaijani, highlights the dynamic evolution of language in the globalized world. This dissertation has extensively examined various dimensions of borrowing, spanning from linguistic adjustment to cultural integration. Through the analysis of borrowing mechanisms and consequences, we have acquired a deeper understanding of the complex interaction between languages on a global scale.

Xülasə

Tədqiqatın obyekti, məqsədi və xarakteri. Bu dissertasiyanın məqsədi qloballaşma dövrü kontekstində sözyaratma prosesi kimi alınma hadisəsini araşdırmaqdır. Xüsusi olaraq İngilis dilindən Azərbaycan dilinə keçmiş alınma nümunələri diqqət mərkəzində olacaq. Tədqiqat qloballaşmanın alınma nümunələrinə linqvistik təsirlərini araşdırmaq, İngilis dilindən Azərbaycan dilinə alınma prosesinə təsir edən amilləri müəyyən etmək və bu leksik alınmaların Azərbaycan dilinin linqvistik mənzərəsinə təsirini qiymətləndirmək məqsədi daşıyır. Tədqiqatda alınma prosesinə təsir edən mədəni, sosial və texnoloji aspektləri araşdıraraq, qloballaşan dünyada linqvistik qarşılıqlı əlaqələrin necə baş verdiyini və İngilis dilinə xüsusi diqqət yetirməklə dillərin təkamülünə necə töhfə verdiyini hərtərəfli başa düşməyə çalışılır. Azərbaycan dili interfeysi. Beləliklə, **tədqiqatın məqsədi** aşağıdakılardan ibarətdir:

- İngilis sözlərinin Azərbaycan dilinə keçidinə xüsusi diqqət yetirməklə, qloballaşma dövrü kontekstində sözyaratma prosesi kimi alınmanın dinamikasını araşdırmaq.

- İngilis sözlərinin Azərbaycan dilində keçidi ilə bağlı qanunauyğunluqları və meylləri təhlil etmək.

İşin qısa təsviri. İngilis sözlərinin Azərbaycan dilinə keçməsinə təsir edən müxtəlif amilləri müəyyən edib araşdırmaq.. Bu, alınma prosesinə təsir edən sosial-mədəni, texnoloji, iqtisadi və linqvistik amilləri əhatə edir. Həmçinin, alınmış lüğətin Azərbaycan dilinin linqvistik mənzərəsinə təsirinin qiymətləndirilməsi də nəzərdə tutulub. Buraya ingilis sözlərinin inteqrasiyası nəticəsində fonologiya, morfologiya və sintaksisdə baş verən dəyişikliklərin qiymətləndirilməsi, eləcə də dil kimliyi və onun ifadəsi üçün daha geniş təsirlərin araşdırılması daxildir.

Nəticə.

Nəticə olaraq, ingilis sözlərinin Azərbaycan dilinə keçidi zamanı müşahidə olunan alınma hadisəsi qloballaşan dünyada dilin dinamik təkamülünü vurğulayır. Dissertasiyada linqvistik uyğunlaşmadan mədəni inteqrasiyaya qədər alınmanın müxtəlif ölçüləri geniş şəkildə araşdırılmışdır. Alınma mexanizmləri və nəticələrinin təhlili vasitəsilə biz qlobal miqyasda dillər arasında mürəkkəb qarşılıqlı əlaqəni daha dərindən başa düşürük.

Açar sözlər: alınma, kalka, qloballaşma, dil imperializmi.

Word Formation Processes
Borrowing

❖**Borrowing:** the taking over of words from other languages.

1. **Words from other languages to English:**

> Croissant (French), dope (Dutch), lilac (Persian), piano (Italian), pretzel (German), sofa (Arabic), yogurt (Turkish).

2. Borrowing

- Borrowing is the process of actually borrowing words from foreign languages.
- The English language has been borrowing words from "nearly a hundred languages in the last hundred years"
- The other way round, many countries also have taken many English words into their dictionaries, such as the well-known *"OK or internet"*
- most of the loan words are nouns, only some of them are verbs or adjectives.

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