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PRAGMATIC FUNCTION AND PRESTIGE OF SPEECH WHEN USING BORROWED VOCABULARY (BASED ON THE MATERIAL OF RUSSIAN AND AZERBAIJANI LANGUAGES)

The article examines the circumstances of the use of borrowed vocabulary. Borrowed vocabulary is used in speech for various purposes, for example for: 1) designating new concepts and realities; 2) to enrich the synonymic series and avoid tautologies; 3) to save language resources; 4) in order to increase the prestige of speech or to demonstrate a person's belonging to a certain group. The insufficiency of works considering borrowed words as a factor of prestige of speech and their functional properties determines the relevance of this work. The purpose of this article is to determine the conditions and pragmatics of the functioning of borrowed vocabulary in Russian and Azerbaijani media discourse. Achieving this goal involves analyzing the pragmatics and semantics of borrowings in Russian and Azerbaijani media discourses as a means of forming communicative strategies for the prestige of speech. The problem of borrowing is connected with the problem of language and society, with the problem of the linguistic situation, and therefore this problem is considered sociolinguistic. The problem of borrowing was dealt with by such linguists as: V.G. Kostomarov, L.P. Krysin, L.A. Verbitskaya, G.N. Sklyarevskaya, Yu.P. Karaulov, L.M. Granovskaya, A.G. Garaev, G.A. Hasanov, N.B. Mammadli, T.R. Yagubova and many others. An important and irreplaceable lexicographic source for studying these groups of words are dictionaries of foreign words, dictionaries of the latest words, the National Corpus of the Russian Language (NCRL), the Azerbaijani dictionary of borrowed words used in the media, which reflect the actualization of new borrowed words in various discourses. The media discourse is a vivid example of the reflection of a multicultural mass communication medium: all kinds of cultures, traditions and ideas are represented here. The media discourse is the main conductor of new borrowings.

Key words: borrowed words, globalism, prestige of speech, pragmatic function, discourse.

Problem statement. Internationalization or, in other words, globalization of the vocabulary of national languages has led to the widespread use of English, and as a result, the appearance of borrowed vocabulary from English in most languages of the world. Borrowed words denoting new concepts or realities in political, scientific, technical, economic, sports, military, medical and other fields. For example: *истэблишмент, омбудсмен, айпад, спам, допинг*, etc. Some scientists consider the borrowing process necessary. Sergey Rumyantsev, a sociologist at the University of Berlin, considers the fight against borrowing hopeless.

The purpose of this article is to determine the conditions and pragmatics of the functioning of borrowed vocabulary in Russian and Azerbaijani media discourse.

Presentation of the main material. New loanwords are used for: 1) designating new concepts and realities; 2) to enrich the synonymic series and avoid tautologies; 3) to save language resources;

4) in order to increase the prestige of speech or to demonstrate a person's belonging to a certain group.

1) Information about new concepts is necessary at the first stage of entry, since the meaning of borrowed words and the internal form, unlike the original words, are not always clear to native speakers. For example, the word *loulkost*, which has not yet been included in the dictionary of the newest words of the Azerbaijani language, is accompanied by a mandatory explanation in the context: “Ya da buraxdığı şirkətlərlə öz qaydalarına uyğun işləməsinə, yəni, AZAL-ın qaydalarına uyğun işləməsi üçün təzyiq göstərir. Yoxsa həmin şirkətlərin Azərbaycan bazarında işləməsinə maneçiliklər törədərlər. Ona görə də *loulkost* şirkətlər, ucuz hava daşımaçılığı olan şirkətlər Azərbaycana gələ bilmirlər. Gəlsələr də, AZAL-ın qaydaları ilə işləməyə məcbur qalırlar” [20].

2) Sometimes a word is borrowed to represent the same concept in a new aspect. This gives a new shade of meaning or another emotional coloring. “The acquisition of expressiveness, expressiveness

and the meaning of a lexical unit becomes the reason for borrowing new words" [7, p.144]. This type of borrowing expands the groups of synonyms and enriches the expressiveness of the language. "Электронные сигареты позиционируются совершенно не так, как обычные. Их представляют так, будто они не приносят вреда, у них много вкусов – поэтому вейтинг стал очень моден среди молодых людей" [17]. A synonym for the phrase "электронные сигареты" is the word "вейтинг", which is most likely used as a more trending and shorter one.

Synonyms are used to form hyperonyms and hyponyms. "Фрейтинг, фишинг, диссинг: как травят детей в сети. Кибертравля не знает границ ни во времени, ни в пространстве. Она продолжается, даже когда жертва удалила свой профиль из всех соцсетей и крепко спит" [18].

Thus, *кибертравля* acts as a hyperonym for such hyponyms as: *фрейтинг*, *фишинг*, *диссинг*. *Кибертравля* can be a doublet of the word *кибербуллинг*; *вакцинация*=*прививка*; *təqib*=*bulinq*; *vaksinasıya*=*peyvənd*, etc.

The problem of doublet requires special attention. For example, S. Almammedova considers incorrect the use of the word *kontrakt* instead of *saziş* and *müqavilə* in legal dictionaries. It is advisable to use the word *müqavilə*, which is already well-established in the language [1, p. 14]. Many borrowed words are used in parallel with the words of the national language: *embarqo-qadağa*, *lider-başçı*, *qorum-yetərsay*, *kserokopiya* – *surət çıxaran*, *krizis* – *böhran*, *kontur* – *istişamət*, *investisiya* – *sərmayə*, *kontrakt* – *müqavilə*, *monopolizm* – *inhisar*, etc.

In connection with the problem of doublet S. Sadygova writes: "Parallelism creates confusion in terminology, makes the style heavier. The presence of doublets in terminology indicates that the process of selecting signs is not completed, there is no order in the system of signs. Borrowing is a process of semantic assimilation of words, as one of the main conditions of this process, the duplication of words in the language is indicated. If a borrowed word creates a doublet in the language, then one of these words should go out of use in the language" [2, p. 124]. In the media discourse, in order to replace designations that appear to the listener/reader as undesirable, indecent or rude, the author uses more suitable words to disguise the essence of the phenomenon, to soften rude expressions in communication with the listener. The process of euphemization is closely intertwined with the process of nomination, which forms human speech activity, occasional word formation [3].

The euphemistic function is realized to the main images with the help of borrowed words. Foreign-language vocabulary often acts as a euphemism, since foreign-language words seem more euphonious and expedient. For example, "валютная либерализация", where the foreign-language word *либерализация* is used instead of "повышение цен"; *канцер* instead of "рак"; *педикулез* instead of "вшивость"; *селадон* instead of the offending word "бабник".

3) The economy of language resources is one of the universal laws of language development. In some cases, borrowed words are more compact compared to the corresponding analytical notation in the Russian language. For example: *уикенд* instead of a weekend, *имиджмейкер* instead of an image creator, *триллер* instead of an adventure film, *гастарбайтер* instead of an immigrant worker, *принтер* instead of a printing device, *дайвинг* instead of scuba diving, *бэкграунд* (a person's past, origin, education, professional activity), *фандразинг* (the process of attracting money and other resources by an organization), *дедлайн* (deadline for the delivery of something), *топ-модель* (highly qualified and highly paid model, fashion model), *юзер* (computer user), *рейтинг* – (the position of a company, a politician, a program in the list of their own kind); *брифинг* – (a short interview for a group of journalists, which is usually done by an official or some higher authority); *имидж* – (an image composed of appearance, manners, actions, which is created by a TV presenter, a politician, a model), etc.

For Azerbaijani society, the borrowed words *delimitatsiya* (the first stage of defining borders with neighboring states; large-scale maps show in detail the relief, hydrography, settlements. After the completion of this process, an agreement on the state border is signed) and *demarkasiya* (definition and marking of the state border line on the ground in accordance with a pre-prepared demarcation agreement and maps and drawings attached to it) have become relevant since 2020 due to the end of the war for the territorial integrity of the state. In Russia, one of the most commonly used words in connection with the solution of the demographic problem in the country has become the word *пенатриация* (a program for the return to Russia of persons who consider themselves Russians). The word *subbakalavr* – (professional qualification degree awarded to graduates at the level of secondary vocational education) reflects the realities of the borrowed education system in Azerbaijan.

4) Many scientists believe that the number of borrowed words is huge, and globalisms (more often

Anglicisms) are already used without any restriction in any discourse and any field of activity in order to increase the prestige of speech.

A large flow of borrowings leads in some cases to a misunderstanding of the meanings of words: “Высокую оценку инвестиционного климата Кубани дали даже эксперты международной консалтинговой компании” (КР, 24 Dec. 2010). The text becomes difficult to understand with so many borrowed words.

The goal of linguoecology is to preserve the linguistic diversity of the planet, currently the main focus of linguoecology is the preservation of the national language. According to Professor F. Jalilova, “if 20-30 forgotten native words are used in a letter every year, then the number of foreign words can be reduced” [23]. Despite all the denials of purism, linguoecology does not deny, but supports some similarities between borrowed and native vocabulary [6, p. 43]. For example, in the Azerbaijani language, the borrowed word *kvorum* with the meaning “sufficient number of participants” has already been replaced by the native language means: *yətərsay*, which literally translates as “sufficient number”.

The new derivative words formed on the basis of borrowed words can relate to both colloquial and book style: *погулить*, *кликнуть*, *лайкать*, *ретвитнуть*, *элективы*, *пиарить*, *чатиться*, *логиниться*, *тролить*; *СМСка*, *флэшка*, *мобильник* (colloquial style.); *европеизация*, *вестернизация*, *украинизация*, *долларизация*, *юанизация* (book style), etc. In Azerbaijani: *çatlaşmaq*, *avropalaşma*, *qloballaşma*, etc.

This kind of derivative words also indicate the strong entry of borrowed vocabulary into languages. In general, “the degree of mastering foreign words depends on various factors: the genetic relationship of the borrowing and borrowed languages, the typological structure; the frequency of use of the lexical unit; the duration of activity of the borrowed word” [12, p. 31].

The process of mastering borrowed vocabulary reflects the entry and consolidation of elements of foreign cultures, which eventually become an integral part of national culture. Thus, information about national culture can be expressed not only in native, but also in borrowed words [8, pp. 185–187]. For example: the names of months in the calendar in English, Russian, and Azerbaijani are native Latin. Also in Russian: *крещение* (from Old Slavonic); *Пасха* (by means of Old Slavonic from Greek and Hebrew); *борщ* (from Ukraine.); *гренки*, *зразы*, *пончики* (from Polish), etc. In Azerbaijani: *Allah*, *namaz*, *oruc*, *Novruz*, etc. (from Arabic. and Persian).

The Persian language has also influenced official words in the Azerbaijani language. Usually such grammatical words are native. But in the Azerbaijani language there are also loanwords: conjunctions *və*, *amma*, preposition *sarı*. Knowledge of the cultural and historical past is necessary to understand the national culture reflected in the vocabulary of this area. As a result of the high frequency of use in the media discourse, new borrowings are transferred to the literary language. For example, the words *nut-уолл* and *nut-лейн/нут-лайн* used in the Russian-language discourse of the subculture of racing drivers and motorists have become more common after their periodic use in media texts about the Formula 1 Grand Prix.

“At the present stage, the borrowing process is much faster than before. The role of the media and youth jargon in this process is quite large. Borrowed words can change their evaluative properties and stylistic coloring, the scope of use, acquire a certain frequency: become “fashionable” or lose their former use” [9, p.305].

In the media discourse, in particular in the Internet discourse, the words appeared: *лайк*, *лайкнуть*, *залайкать* in the meaning of “нравиться” (Facebook); *твит* “140-character message”, *твитнуть* “write about something”, *ретвитнуть* “republication” (Twitter); *фолловер* “subscriber”, *лук* “watch”, *лифтолук* “photo in the elevator”, *туалетолук* “photo in the toilet”, *дакфейс* “photo with protruding lips”, as well as *selfie* “selfie”, which became the word of 2013 according to the Oxford Dictionary [11].

When designating new realities and concepts, Anglicisms perform a cognitive or semantic function. Most of the above examples reflect this function.

The pragmatic or semiotic function “allows us to obtain semantic increments based on linguistic ideologies – systems of representations, assessments and judgments about the language (native and foreign) circulating in modern Russian society” [15, p. 315].

Pragmatics is aimed at expressing the speaker’s intentions. Intentions can be as follows: 1) to control the opinion of the reader/listener. To do this, the addressant can choose such borrowed words that are difficult for the mass addressat to understand (example: *Высокую оценку инвестиционного климата Кубани дали даже эксперты международной консалтинговой компании* (КР, 24 Dec. 2010). A new borrowed word causes a reaction of surprise and disbelief. Manipulators of public opinion very often use such a phenomenon in discourse as misunderstanding or false understanding of borrowed words.

2) Express a tolerant attitude to other national and cultural specifics through foreign-language, non-assimilated borrowing. “Музыкальная политика – качественный хаус, формат *fusion*, строгий *face-control* и *dress code*” (АиФ-Юг № 37, 2010). The shade of elitism is emphasized by borrowings and the author’s comment “qualitative” and “strict”. 3) Show the “fashionable” reality of reality or increase the “prestige” of speech. Journalists, writers and other public figures very often want to “hype” and therefore use borrowed words: «Вместо обувной фабрики – модный бутик» (КП, 28 янв. – 4 февр. 2010). «Koronavirusa yoluxan Azərbaycan Xalq yazıçısı Çingiz Abdullayev öz rəsmi feysbuk hesabında bunları yazıb: “*Axmaq olmayın, vaksinasiyadan imtina etməyin*» [19]. It should be noted that in the Azerbaijani language, the word “*peyvənd*” is considered more common, and not “*vaksinasiya*”. 4) The use of borrowings as a means of assessing the social status of the speaker. English-language borrowings can be a sign of the youth environment, bohemian life, represent special economic and other terms. Thus, the lifestyle of ordinary people is sharply opposed to the lifestyle of these social strata, which is one of the manipulative techniques [13, p. 165]. «Новые собственники назначили топ-менеджеров с огромным окладом, премиями и бонусами» (КП, 20 окт. 2010). The consciousness of “ordinary state employees” is seriously influenced by the use of “alien” realities for them – *топ-менеджеры, премии и бонусы*. The aggression of the middle class towards the rich is being formed.

Thus, the pragmatic function combines expressive, euphemistic, contact-establishing, characterological functions. The expressive and attractive function (attraction function) can manifest itself with associative wordplay: “The name of the shopping center on Komsomolskaya Square in Nizhny Novgorod is “*КомсоМОЛка*”. The name is an interlanguage game with global and local components. The part of the name highlighted in capital letters is homonymous to the English word *mall* (a large shopping center with restaurants, a cinema, etc.).

The English-language “fragment” evokes associations with global market values, material well-being, and consumer culture, and the meaning of the background word (комсомолка) and accompanying visual symbols (the outline and colors of the Komsomol badge) refer to the ideological symbols of the Soviet era. The “game” of English and Russian languages unites two different historical epochs and two ideologies in one space” [15, p. 315].

“Скидки в больших магазинах – это, конечно, хорошо, но даже заSALEнная цена не всегда приемлема для кошелька (если он есть) студента” [14, p. 12]. The purpose of using the phrase “заSALEнная цена” is to attract the reader’s attention by combining, superimposing the meanings of the Russian word *засаленная* and the English *sale* “discount”. In this case, foreign language graphics and the spelling of part of the word in capital letters are used to implement the language game.

“The stable correlation of the English language with the ideas of material well-being and prestige is reflected in the name of the new series of dairy products – *Luxury*. The semantics of the name, so unexpected for the food industry, clearly reflects the addressee’s position: the target audience of the new product is a wealthy part of the Russian population claiming to know English. This example helps to reveal the essence of the concept of “language commodification”, introduced into scientific use by M. Heller [16]: the English name acts as an exquisite packaging that creates “added value” of the goods being sold” [15, p. 315].

As can be seen from the examples considered, the pragmatic function of neologisms is closely intertwined with the communicative function [4, p. 44], the cognitive function. The combination of different functions in the pragmatics of borrowed words at the discursive level was also considered by us [9]. Scientists emphasize the connection of speech-thinking activity with the foundation of linguistic and non-linguistic consciousness, with pragmatic attitudes [5]. The pragmatic function of new borrowed words is more evident when they are used in the media in order to convey some information to attract attention.

The pragmatic function can manifest itself not only through borrowed words, but also by using a foreign language in general in a certain discourse. So, most young people believe that knowing English will help them find a more prestigious job. Employers, in turn, believe that a person who speaks English is more educated, purposeful, drawn to new knowledge. According to quantitative calculations of scientists, the discourse of young people contains 35% of foreign words [10, pp. 86-87]. Modern Azerbaijani-speaking youth, in addition to English, also uses Turkish words in everyday correspondence.

In the discourse of employment (for example, in a resume), applicants intentionally use borrowed words (for example, *портфолио, концепция, индоор реклама, брендбук, трансфер; portfolio, innovative metodlar* (in Azerbaijan), etc.) to demonstrate their ability and, possibly, conceal insufficient experience.

Conclusion. Thus, the English language becomes a means of promotion in marketing; documents, articles, presentations in English are psychologically perceived as more competent and modern. The sociolinguistic conclusion is that it is impossible to get rid of the

influence of larger languages. Language is a dynamic process. It should develop and borrow a certain part of words from other languages. Any language is complex, it consists of relationships with other languages that dominate culture, science, politics and other fields.

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**Мамедова Ф. А. ПРАГМАТИЧНА ФУНКЦІЯ І ПРЕСТИЖНІСТЬ МОВИ
ПРИ ВИКОРИСТАННІ ЗАПОЗИЧЕНОЇ ЛЕКСИКИ
(НА МАТЕРІАЛІ РОСІЙСЬКОЇ ТА АЗЕРБАЙДЖАНСЬКОЇ МОВ)**

У статті розглядаються обставини використання запозиченої лексики. Запозичена лексика вживається в мові з різною метою, наприклад для: 1) позначення нових понять і реалій; 2) для збагачення синонімічного ряду і уникнення тавтологій; 3) для економії мовних засобів; 4) з метою підвищення престижності мови або для демонстрації приналежності людини до певної групи. Недостатність робіт, що розглядають запозичені слова як фактор престижу мови і їх функціональні властивості, визначає актуальність цієї роботи. Мета даної статті полягає в тому, щоб визначити умови і прагматику функціонування запозиченої лексики в російській і азербайджанському медіадискурсах. Досягнення даної мети передбачає аналіз прагматики і семантики запозичень в російській і азербайджанському медіадискурсах як засобу формування комунікативних стратегій престижу мови. Проблема запозичення пов'язана з проблемою мови і суспільства, з проблемою мовної ситуації, і тому дану проблему вважають соціолінгвістичною. Проблемою запозичення займалися такі лінгвісти, як: в.г. Костома-ров, Л. П. Крисін, Л. А. Вербицька, Г. Н. Скляревська, Ю.П. Караулов, Л.М. Грановська, А. Г. Гараєв, Г. А. Гасанов, Н. Б. Мамедлі, Т. Р. Ягубова та багато інших. Важливим і незамінним лексикографічним джерелом вивчення даних груп слів є Словники іноземних слів, словники новітніх слів, Національний корпус російської мови (НКРЯ), азербайджанський словник запозичених слів, що вживаються в медіа, які відображають актуалізацію нових запозичених слів у різних дискурсах. Медіадискурс є яскравим прикладом відображення мультикультурного засобу масової комунікації: тут представлені всі види культур, традицій та ідей. Медіадискурс є головним провідником нових запозичень.

Ключові слова: запозичені слова, глобалізми, престижність мови, прагматична функція, дискурс.