Borrowing as a Result of Cross-Cultural Interaction
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ABSTRACT

The article highlights types and kinds of West European borrowings’ adaptation within the language continuum. The process of absorption of English borrowings is linked to sociocultural shift inside Uzbek reality as well as to simultaneous intrusion of European cultural concepts into Uzbek culture.

Keywords

West European languages, cross-cultural communication, multiculturalism, intercultural communication, national culture, interaction of cultures, lexeme, word prestige, lexical unit, lexical borrowings, lexical language system, borrowing process, source language, recipient language.

In modern studies linguists consider that “On the threshold of the XXI century, when world culture is undergoing significant changes and today it is going through one of the stages of global multicultural development - a universal cultural space that is common to all humanity, knowledge related to the experience of communication, the ability to establish a national and global dialogue takes on special significance”. [1]

The integration of Uzbekistan into European and global processes has led to the problem of mastering the cultural characteristics of other countries.

The purpose of the article is to reveal borrowed words that were loaned from West European languages into Uzbek in result of cross-cultural communication and determine the origin and the source of them.

The main theories for cross-cultural communication are based on the work done looking at value differences between different cultures, especially in the works of Edward T.Hall, Richard D.Lewis. [2]

The problems of intercultural communication, in which contacts are considered to be the carriers of different cultures and languages, where the language plays the role of the main sign of identity, are particularly acute. No matter how much the language is original and closed, in the current conditions of globalization it undergoes a constant change, and first of all it concerns the lexical sphere of the language, directly related to the mapping in the language of the internal and external world of a person. In conditions of close communication between nations, there is an exchange of products of labor activity, new technologies, ideas, etc. The language, in turn, borrows words to name material objects.

Analysis of the current definitions of “Cross-cultural communication” not long ago, the common practice of notion usage in this sphere is not still developed. At present it is possible to find the following phrases — definitions, which denote the main ideas of cross-cultural communication: international, multinational, intercultural, interethnic, multicultural etc. communication. My opinion is that — “practice is — standard of truth”. As practical implementation of cross-cultural communication is in business environment of transnational organizations and the main language of business communication in the world is English, so in Uzbekistan is frequently used in business environment the term “crosskultura” — direct borrowing from English Cross-Culture.

Appeal to the problem of cross-cultural communication is becoming increasingly relevant and tries to bring together such relatively unrelated areas as cultural anthropology and established areas of communication. Its core is to establish and understand how people from different cultures communicate with each other. Its charge also to produce some guidelines people from different cultures can better communicate with each other. Cross-cultural communication, as in many scholarly fields, is a combination of many other fields. These fields include anthropology, cultural studies, psychology and communication.

The actuality of the article is determined by increased interest of linguistic in studying the origin of words and the source of borrowings. Still much is left to investigate.

The development of the contacts between nations and the dominance of the English language as business language cause a big flow of words into Uzbek language, enriching its vocabulary. For example: auditor, auction, barter, business, futures market, broker, «bull», VIP, Green Card, dealer, investor, clearing, excise, engineering company, leasing, marketing, trend and etc.
As Sapir argued, “The simplest kind of influence that one language may exert on another is the borrowing of words. When there is cultural borrowing there is always the likelihood that the associated words may be borrowed too”. [4] All communications media, including Internet, radio, television and newspapers, are in constant need of new terms, especially when concepts are introduced to a culture.

The development of cultural achievements of other ethnic groups, adapting them to their ethnic traditions and way of life, interests and aspirations promote interaction of different nations with a specific system of values and way of activity.

In the course of evolution each culture addresses either to the past or to the experience of other cultures. Borrowings in the process of cross-cultural interaction are an important factor of cultural and social change. The synthesis of cultural elements defines the essence of the world of culture in general. The evolution of social and cultural systems, as well as the mechanisms underlying the conversion, determines the nature of the development of world culture.

As early as in the XVIII century the German philosopher Johann Gottfried Herder drew attention to the fact that the phenomenon of human history is explained by the deep relationship between cultures. The example is the continuity of ancient Greek and Roman culture. “Culture” as a concept is highly-valued. The most common term describes culture as “a system of values, life views, patterns of behavior, norms, a set of techniques and methods of human activity, objectified in subject, physical media (means of labor, signs) and transmitted to future generations”[5]. The interaction, in turn, reflects the universal type of connection between the subjects of certain relationships, involves the one-time existence of these entities and influence on each other. The concept of “intercultural cooperation” was introduced into scientific circulation by G.Treger and E. Hall, defining it as an ideal goal to which man should aspire in his desire to adapt to the world around him in the best possible and effective manner.

According to the definition of G.Avanesov: “The interaction of cultures is a special kind of direct relationships and connections that are formed between two cultures at least, as well as those influences, mutual changes that occur in the course of the relationship. The decisive significance in the process of cultural interaction acquires change of the condition, quality, work areas, values of both cultures, and generation of new forms of cultural activity, spiritual guidance and signs of people living under the influence of impulses from outside” [6]

Contacts and relationships between cultures are the result of a lot of different reasons. The result of these relationships may be borrowing, which in turn become the basis of cultural and social change. Borrowings pass through the prism of the nicultural heritage of a particular nation, resulting in borrowing strategy determination.

Not all elements are adopted, only those that are close to the culture of the recipient nation can be a source of explicit or implicit benefits provide some advantage, meet the internal needs of this ethnic group. Such interactions are generally large scale for the duration of the phenomenon.

Cultural borrowings are essentially of two kinds:
1. Natural that is an earlier form;
2. Targeted that are the most common.

The first form is also referred to as the cultural diffusion; it provides distribution and penetration of the necessary cultural elements, where they are in demand, borrowed by communities that previously did not own such forms. The result of such an effect may be: a) equal strong impact; b) strong unilateral influence. Targeted borrowings characterize the effect of the more developed culture to the less developed one. The nature of such borrowing can be both direct and indirect. The character, extent and effectiveness of borrowings, which are determined by the intensity of contacts, their terms and conditions, the degree of society differentiation, sensitivity to a foreign culture play significant importance. Thus, intercultural interaction is an integral part of the culture development, away of co-existence of large social structures of the system order, which are characterized by intense exchange of information, values and results of operations.

Borrowings are perceived as the basis of cultural and social change, which helps the interaction of cultures. Borrowings can be found in areas such as:
1. The political sphere: mayors, vice-mayors, administrations.
2. Economic sphere: investment, broker, dealer, voucher, barter.
5. Children's speech: shoes - shoes (English shoes), hair - hair (English hair).
6. Media: content, TV, soundtrack, glamor, presentation, sponsor, talk show.
8. Music: the words singles, tracks, remakes are perceived as Uzbeks.
9. Advertising - non-standard and easily pronounced names quickly are remembered and attract attention. “Some of the borrowings are used not only in direct its meanings, but figuratively, metaphorically: a television marathon, resuscitation of the economy, biased press, political elite, rating lies, etc.”

Since English has a leading position in the world, English appears every day in the “Russian dictionary” borrowing. O.S.Ahmanova and V.Ya.Zadornova give the following interpretation of the term “borrowing”: “Appeal to the lexical fund of other languages for the expression of new concepts, further differentiation available and designations of previously unknown objects”.

Individual experts tend to identify external signs foreign language borrowing. D.S.Lotte reduces their number to six: phonetic features: those characteristic features in a sound form learned from another language words that are not peculiar to Uzbek language: budget,
joule, dumping, corruption, etc.; graphic: the use of non-characteristic letters and letter combinations for the Uzbek language: warrant, franchise, expansion, etc.; morphological: deviations from grammatical norms of the Uzbek literary language: advice; jury; attaché; and tempro, etc.; derivational signs of borrowed words consist of having a number of affixes: a bond, an option, a drawer, and etc.; syntactic signs are the use of unusual Uzbek language models of phrases: check to bearer, interest on percentage, etc.; semantic features are context specificity or thematic areas to which borrowings belong: competition (lat.), bill of lading (fr.), phase (gr.), etc.

Consider the question of how the “implementation” borrowed words. 1. Direct: English words in Uzbek exist in the same meaning and form as in the original: the output is often called Wil-End, money-man. 2. Hybrids: English word supplemented by the Uzbek suffix: modern youth instead of the word “Ask” can use the ascet from English to ask. Tracing paper: such words like password, virus, disk, menu, club - fully correspond phonetic and graphic appearance. 4. Half-stock: with English grammatical changes in Uzbek take Forms according to grammatical norms: Drive - Drive “I haven't been experienced such a drive.” 5. Exotism: related expressions national traditions and customs. Do not have Uzbek synonyms: cheeseburger, hot dog. 6. Foreign language blotches: essentially expressive, expressive means: OK, Wow. 7. Composites: the connection of two English words - in Uzbek one concept: video salon or second-hand. 8. Slang: Borrowing is due to distortions of sounds - krezanuty (crazy).

M. A. Breiter identifies the following reasons for borrowing:

1. The lack of an appropriate concept in the cognitive base of a language receptor: audiobook, organizer, canvas, timer, beeper, scanner, etc.

2. The absence of an appropriate (more accurate) name in language-receptor: detector (currency), top model, investor, digest.

3. Providing a stylistic (emphatic) effect. Emphatic function can also be due to homophony, connecting interlanguage meanings ( Cf. Winap - WIN UP ).

4. The expression of positive or negative connotations that are not has an equivalent unit in the receptor language. In advertising borrowing is used to update the positive connotations. For example, auto-rental firms instead of "car rental". [8]

In the new historical conditions, the question arises as to limits allowed to use foreign language vocabulary. So, A.A. Bragina, O.S. Mzhelskaya, E.I. Stepanova, I. Fomin, G.N. Skylyavetskaya et al. Believe that borrowing foreign language vocabulary is one of the ways to designate new realities and concepts, arising under the conditions of political, economic and cultural ties between nations. At the same time, many philologists (O.N. Trubachev, N.A. Revenska, A.A. Reginya, and others) note that newspapers abound excessive foreign words blamed the media for excessive fascination with borrowing from other languages, strongly object against terminological redundancy (market - marketing, evaluation - rating), against the flow of foreign words.

L.P. Krystin, L.A. Nesterskaya, S.S. Izyumskaya, E.A. Meisenberg express the opposite opinion, noting that the abundant flow and increased borrowing should not be seen as negative phenomena in the Uzbek language, the use of foreign words enriches Uzbek language.

Uzbek language is also under constant influence of borrowings. We are living in the age of progress and technology. New discoveries new inventions bring about new notions which are accepted by languages, and Uzbek language is also among them. The words connected with development of technology; sport terms, everyday words have been penetrating into Uzbek language from other languages, especially from English, Russian and through Russian or English from many European languages. There are the following semantic groups of borrowings in the Uzbek language:

a) words relating with to government: summit, briefing, congress, symposium, department, parliament, speaker, regulation, impeachment, PR;

b) words relating with to computer technologies: au. web-site, file, printer, scanner, cartridge, monitor, modem, xerox, pager, provider Internet, server, Glasnet, Intranet, Usenet, index, comparator, display, interface, macros, marker, multimedia, comparator, display, interface, macros, marker, multimedia, hypermedia, hypertext, virtua, browser, roaming, E-mail, CD-notebook, IP address;

c) words relating with to sport: au. bodybuilding, arm wrestling, kickboxing, windsurfing, bowling, snowboarding, dribbling, pressing, halfback, speedway, sprinter, time-out, forward, outsider, doping, golf, darts, freestyle, skate;

d) words relating with to fashion: ahr. image, boutique, top model, couture, design;

e) words relating with to food and cooking: ahr. hot-dog, cheeseburger, toast, 7-UP, Coca-Cola, Pepsi–cola, Sprite;

f) words relating with to person: ahr. hacker, sponsor, producer.

The independence and international relations of Uzbekistan with Europe gave the way to the penetration of Uzbek words into West European languages. Uzbek words entered the word stock of world languages, such as of sport terms: kurash, halol, chala, polvon, botir; the names of quinine: sumalak, plov, manti, somsa; the names of clothes: chapan, the administrative division terms: viloyat, makhalla, tuman, kishloq, post and social persons and organization: Oliy Majlis, camolot, khokim, aksakal, khokimiyat and etc.

Summarizing, we can note the following:

1. The vocabulary of any language is expanded and enriched, including for score words of other languages. These are a natural phenomenon, and in certain historical periods are even inevitable. The development of science and technology, international contacts in various fields contribute to the flow new words in the language.

2. "Everyday speech does not have any noticeable influx foreign words, and this is understandable: being mostly words book or special, borrowing and used mainly

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manner in the genres of book speech, in the texts of journalistic, scientific and technical nature.» (L.P.Krysin)

3. The borrowing process is not only an extension of the vocabulary of a language; it also involves learning someone else’s experience through language.

4. The problem of penetration into the language and the use of borrowed vocabulary rather contradictory. On the one hand, in some cases borrowed words are used only because it is fashionable. With on the other hand, foreign words enrich the language, serve to designations of new realities, delineation of concepts.

5. Some borrowings cannot be thrown out of the language, they have acquired social significance. However, do not abuse them. After all, "power people in their native language».

So, it is safe to say that borrowings in the Uzbek language hold a strong position. Our task is learning how to use them correctly.

References and sources