



BORROWING WORDS AND CONCEPTS THAT CONTRIBUTE TO THE DEVELOPMENT OF LANGUAGE AND CULTURE

Isaeva Zera Tairovna

Lecturer Fergana State University.

Fergana, Uzbekistan.

<https://doi.org/10.5281/zenodo.15043374>

Abstract. This article emphasizes the importance of studying the sociocultural and linguistic factors that influence the borrowing of words and concepts. The article focuses on how language contacts and cultural exchange shape the vocabulary of languages, as well as how various historical, political and economic conditions contribute to this process. The influence of borrowings on the development of languages and cultures, as well as the role of new expressions in reflecting cultural diversity are analyzed.

Key words: linguistic factors, typology of borrowings, Anglicisms, lexical intensifier, empirical analysis, evaluativeness, lexicon formation.

Sociocultural and linguistic aspects are fundamental in the process of borrowing words and concepts from other languages and cultures. Borrowing is a significant linguistic and cultural phenomenon that is conditioned by various sociocultural and linguistic factors. This process can occur for many reasons, including interaction between cultures, trade, migration and technological innovations.

Linguistic aspects also influence borrowing. For example, some languages may borrow terms from other languages when they do not have the corresponding words in their lexicon or to denote new concepts and objects..

It is important to note that there are certain patterns that influence the process of borrowing. These include historical connections and contacts between cultures (e.g. through trade or colonial history); political relations between states may also facilitate borrowing (e.g. through political alliances or conquests); economic interactions (trade and economic ties may lead to the borrowing of terms related to technologies and brands); social trends and cultural movements may also influence this process (e.g. the popularity of certain cultural phenomena may lead to the borrowing of corresponding terms); sometimes borrowing occurs due to the need to denote new concepts or objects for which there are no similar terms in a given language.

Language factors are situations where representatives of different languages and cultures come into contact, which may result in the exchange of linguistic elements such as vocabulary, grammar and even phonology. These contacts may arise as a result of migration, the borrowing of words and





expressions from other languages, the mixing of dialects or the study of foreign languages. The importance of language contacts for cultural development is very great. As a result of such contacts, cultures can be enriched with new concepts, technologies, ideas, and this contributes to cultural diversity and mutual understanding between different communities. Language contacts help to enrich the language itself, making it more flexible, adaptable to changing conditions and needs. They can also contribute to the expansion of intercultural exchange, increasing tolerance and strengthening peaceful intercultural relations.

Language contacts not only contribute to the richness of a language and its adaptation to new environments, but also play a key role in cultural development, enriching cultures through the exchange and influence of various linguistic elements. The desire to understand and respect the diversity of languages and cultures that arise through language contacts contributes to the formation of an open and mutually understanding society.

It is important to emphasize that borrowing in a language is the process of transferring words, expressions, phrases, grammatical constructions or other elements from one language to another. This process can be the result of contacts between languages and cultures, as well as a consequence of technological, social or political influence. Borrowings enrich the language with new concepts, adapt it to changing realities and facilitate cultural exchange. They contribute to the unification of cultural elements and the formation of a synthesis of different cultures. This helps to create a common basis for interaction and understanding between different peoples.

There is a certain typology of borrowings and their classification:

1. Phonetic borrowings. These are cases when “sounds that are absent in the borrowing language are introduced for the correct pronunciation of the borrowed word.”[2, p.28] One of the most common examples of phonetic borrowing is the word “crocodile” in Russian, borrowed from the Greek word “κροκόδειλος.” Phonetic borrowing in this case is associated with the transfer of the sound [κ] from Greek to Russian, where it is absent. As a result of the process of phonetic borrowing, the sound [k] from the Greek word was adapted in Russian and replaced with the sound [k] for a pronunciation closer to the correct one.

2. Lexical borrowing. Borrowing new words, their meanings or forms. An example of lexical borrowing: The word "restaurant" in Russian is borrowed from the French word "restaurant". This is a classic example of lexical





borrowing, where a new word and its meaning are introduced from another language.

3. Grammatical borrowings. Includes borrowing grammatical structures such as cases, tenses, conjugations, etc.

In English, when describing events in the past, the verb form "was/were + V-ing" is used, for example, "I was reading a book". In some languages, such as Spanish or French, this grammatical structure can be borrowed to express the past tense.

4. Semantic borrowings. Changing the meaning of a word under the influence of another language. The word "computer" in Russian originally had a different meaning, but under the influence of the English word "computer" its semantics changed and now it denotes an electronic device for processing data.

5. Morphological borrowings. The process of borrowing morphological elements from another language. In English, the word "cacti" is the plural of "cactus", where the plural is formed using the morpheme "-i", which is typical of borrowing a Latin grammatical structure.

Borrowings play a significant role in the development of language, enriching it and making it more adaptive to modern requirements. They "contribute to the expansion of cultural horizons and the enrichment of cultural heritage through mutual influence and exchange of linguistic elements, and contribute to the expansion of the vocabulary, grammar, and phonetics of the language." [3, p.46]

These examples demonstrate the widespread use of English in scientific fields, where English terms have become the standard language for denoting key concepts and technologies. Many specialized terms and names of technical devices are borrowed by other languages directly from English. English has a strong influence on world pop culture, and many expressions, names of films, music groups, stylized expressions, etc. are borrowed from English. English is often associated with fashion, style, and trends. Therefore, many fashion terms, brand names, phrases from the world of fashion and style also become objects of borrowing. In the world of business and marketing, English plays an important role. Many business terms, concepts, names of products and services are borrowed from English for better perception in international companies. With the development of Internet culture, many Internet slang expressions, memes, hashtags, and other online terms are Anglicisms and are actively used in various languages.





An empirical analysis of sociocultural and linguistic factors in the borrowing of Anglicisms allows us to gain a deeper understanding of the dynamics of this process. Cinema, music, literature and other aspects of Western culture have a significant influence on young people and society as a whole, facilitating the borrowing of Anglicisms. The use of English words or phrases can give a text, speech or brand a certain status or fashionable look, which can also stimulate borrowing. Sometimes English terms convey the meaning more accurately and briefly than their adapted versions in other languages, so their choice is determined by ease of use.

Thus, socio-cultural and linguistic factors play an important role in the process of borrowing words and concepts between different languages and cultures. The interaction between languages and cultures, contact between different communities, the degree of similarity between languages, the socio-cultural context and historical, political and economic factors all influence the process of borrowing.

Understanding these factors helps to better understand the dynamics of language development, cultural exchange and interaction between different communities. Borrowing words and concepts is an integral part of language development and enriches languages with new expressions, reflecting cultural diversity and interaction between different cultures. It is important to take all these aspects into account when studying languages and cultures, as well as when analyzing the processes of borrowing words and concepts. Sociocultural and linguistic factors have a significant impact on the formation of the lexicon and conceptual apparatus of different languages, making them more open to interaction and exchange of information between different cultural communities.

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