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## THE KAZAKH LEXICON OF THE VIRTUAL COMMUNICATION

**Abstract.** During the globalization process, various innovations, novelties, new phenomena in every field of society are emerging due to technology and computer equipment. All phenomena occurring in the society are reflected and recorded in the language. The article examines the features of virtual communication compared to real communication, the different features of the language units in virtual communication, the lexicon of social network users which deviate from literary norms of the language and its causes.

**Keywords:** virtual communication, Kazakh virtual environment, new words, language novelties, language norms, literary language.

**Introduction.** The flow of information as a fruits of globalization increases the overall advantage of communication in society. Verbal and non-verbal linguistic tools in real communication in the oral or written form differ from the use of linguistic means of virtual communication. This issue has become a special object of research among modern linguists. For the human race living in information society is gradually increasingly relying on virtual tools to compensate for the need for communication.

Communication needs are as follows: information exchange; expressing one's own thoughts; organizing of a common activity; influencing on will (valuation service); emotionally or expressively.

All communication needs exist both in real and virtual communication. In the virtual communication, these needs are met by technical means. In the virtual communication, both oral and written forms of real communication exist, but mechanisms of its implementation differ from facial communication. Thanks to the equipment, real communication is projected in a virtual space, resulting in unique features of virtual communication. In modern linguistics, the search for features of linguistic tools related to virtual communication is increasing. For example, in virtual communication, information may come from an unfamiliar addresser as a voice message, a text message, or a video message.

In virtual communication, communication between the addresser and the addressee is not as in real communication. In real communication, the addressee can only communicate with familiar addressee, while in the virtual communication, he or she can also communicate with an unfamiliar addresser. If one can describe and put down emotions in the written form of real communication, in virtual communication, one can send an emoticon ('smile' in English). Punctuation marks in written communication take part in virtual communication to express the emoticons, which means that the verbal tools in real communication has a completely different function when projected in virtual communication. For example,

this emoticon 😊 is expressed with a right parentheses in the written form of virtual communication -), and if he or she is happy, he or she puts several right parenthesis -))))). But if a person is sad, if he or she is distracted by the information he or she has read or heard, instead of this emoticon 😞 he or she puts the right parentheses - (, - (((.

The reproduction of verbal tools in virtual communication arises interest among the linguists. At the same time, the desire to explore aspects of virtual communication is also encouraged by other areas such as IT-technology, artificial intelligence, philosophy, psychology, sociology, and criminalistics.

IT professionals continuously examine the ways to build a variety of interfaces in order to improve the virtual communication to such an extent that it can replace the face-to-face communication. They suggest that the virtual communication architecture can be closer to the “natural” environment only in case the virtual organizational environment and groups are described by dynamic reconfiguration [1, 9]. Also, one of the studies aimed at improving the dynamics of virtual communication, its service and developing communicative skills has identified the linguistic needs as the main mechanism of the virtual communication [2].

In the philosophical context, the virtual communication has been studied by L. V. Baeva [3], Solodovnik L. V., Basai M. Yu. [4] etc. and regarded as “phenomenon”. The phenomenon (phenomenon in Greek) in English means a unique occurrence, a fact whose cause or explanation is difficult to establish. Philosophers are also studying in detail the process of change in relationship between the “Self and Others” system under the influence of virtual communication.

In the field of sociology, this type of communication has been considered by A. A. Zamorkin [5], R. V. Leushkin [6], O. A. Trofimova [7], etc. When discussing about virtual communication, sociologists use the term “virtual social communication”.

Educators and psychologists are the group of active researchers of virtual communication. They examine the impact of virtual communication on the person, the negative effects on the process of a person’s formation, and the behavior of a person in virtual and real life. Kushzhanova N. V. and others described the negative impact of virtual communication on the child [8].

The representation of verbal tools in virtual communication has become the core of researches by numerous linguists. The relationship between verbal and written elements in virtual communication and the virtual relationships as a new stage of written communication have been considered by B. Altulhova [9], the genre of virtual communication has been considered by I. Egorova, S. M. Karpoyan, Yu. A. Mikhcheva, S. A. Ignatieva, A. Ageyeva, E. N. Galichkina, the forms of virtual communication has been considered by S. G. Agapova, A. V. Polojan, its linguistic features have been considered by M. G. Dovgal, S. E. Mikhailova, L. V. Mikhailova, Khairullina, I. A. Borisova, I. B. Tubalova, Yu. A. Emer, N. M. Smakovskaya and others. E. N. Galichkina studied the genre stratification of the Russian blogs in virtual communication, indicating the criteria for the division of the Russian blogs genres, describing texts of various genres based on these criteria [10]. V. I. Yegorova concentrates on the genres of virtual communication, showing carnival and usual types of genre [11]. S. M. Karpoyan describes Instagram as a special genre of virtual communication [12]. S. A. Ignatieva, A. Ageyeva consider the comments as the genre of Internet communication based on the content of the French virtual discourse [13].

In domestic linguistics, linguistic features of the current social networking in the Kazakh language, the linguistic competence of users, the use of language tools and their classification has been considered by A. Fazylyzhanova, A. Aushenova [14].

**Methods.** Over time, through social networking in the Internet, new concepts and new language units are emerging in all of the world languages. This phenomenon also affects the Kazakh language. In the Kazakh-speaking social networks there are being formed new words that come through the English language. These words are used by the “internet inhabitants” in everyday life and are the key words of today’s linguistic community in the network [15]. Recently, since 2010, works on virtual communication, linguistic innovations and their codification in Kazakh linguistics have been published in various periodicals and online publications. It is necessary to analyze the published scientific articles on this topic, and systematically study the newly created language units in the context of literary language. Therefore, we believe that our work on studying language novelties in virtual communication is vital for modern Kazakh linguistics. Nowadays, the Kazakh-speaking virtual environment is being developed in the Internet. The study of the linguistic features of the virtual environment, the definition of language novelties in virtual communication, the study of coding of language novelties and lexicography issues show that our work is topical. Our upcoming searches are dedicated to the issues of finding, learning, coding and lexicography of language novelties in virtual communication. In the course of the research, we use the comparative method, the method of typological description. Also, used are the grouping, sorting methods.

**Results.** The development of IT technology has led to the strengthening of virtual communication in society. Virtual communication space has been superseding real communication day by day. Virtual communication has the potential to change the linguistic standards of real communication. The linguistic

units of virtual communication are replacing the language units that have become the norm in real communication, and the abnormal use is becoming “normal” for virtual communication. In addition, as a result of the rapid development of virtual communication, through the Internet, social networks, more and more new words, new names, and new concepts appear in every world language. This phenomenon also affects the Kazakh language. In the Kazakh-speaking virtual environment, the number of new words that come through the English language is increasing day by day, and the neologization process in the language is intensifying. As a result, the lexical fund of the Kazakh language is being enriched by new words, new language innovations.

Neologization is understood as the process of complex renewal through the new meaning of adopted words, new words and denominations in the lexico-semantic system of the national language. Today, the language policy in Kazakhstan, based on a liberal principle, has borne fruit: during the years of independence the Kazakh language has been used in all spheres of public life; along with the expansion of the Kazakh language, there is a tendency for the development of language culture. In this regard, the dynamics of neologization has increased in the lexical system of the modern Kazakh language. At the same time, the neologisms that before were parts of the passive (‘passivus’ in Latin) lexicon have been able to move into the active vocabulary of the lexicon in a short period of time. All this can serve as a proof of transformation in public consciousness. It is noteworthy that these language innovations have an impact on the society and can lead to a reverse process, which is a means of renewal of public consciousness. However, the process of understanding, description, stocktaking, lexicography, coding and standardization of the scientific and linguistic meaning of neologisms in the Kazakh linguistics has significantly slowed down in recent years under the influence of known and unknown reasons. This is evidenced by the period of publication of the latest normative dictionaries of new words in the Kazakh language [16].

As stated in the program article of the President of the Republic of Kazakhstan N. A. Nazarbayev “Future orientation: the spiritual revival” [17] the solution of the major ideological problems on the revival of public consciousness that has been set in the present-day Kazakh society is not possible without using the unifying (‘identifico’ in Latin), consolidating (‘consolidatio’ in Latin) and modeling functions of the language. Unifying, consolidating and future modeling functions of the language are related to its modernizing (‘modern’ in English) function. The latter is accomplished through the active involvement in the linguistic consciousness of units of all language groups of language layers. Those linguistic innovations, including neologisms, being the representative of the “novel” in the system of knowledge in the consciousness takes a burden for its revival. The study of neologization in structural, psycholinguistic, linguocultural, linguocognitive and other aspects is not only influenced by the key role of lexical and semantic innovations in the language renewal, but also by the intensity of the impact of scientific and technological progress, of information technology on the linguistic consciousness of society.

By the end of the 20th century, scientists observed the growing neologization, “neologic breakthroughs” in many languages [18]. The high level of modernization (‘neogenity’ in Russian) was increased in geometric progression at the beginning of the 21st century [19]. Neologists came to a consensus that the emergence of new words and meanings, that is, the development of neologisms are only characteristic of viable languages and are an important factor for their social development (‘factor’ in Latin). As researchers showed, at the end of 20th century, the neurology was formed as a special branch of linguistics [20, 10]. In connection with the above, the “neological breakthrough” is also clearly seen in the Kazakh language nowadays. Neological searches, on the one hand, enable one to explore the language as a viable one, and, on the other hand, give one the most important results in lexicography of language innovations, clarifying the social need for the denomination of a new thing or the semantic renewal of existing denominations. The role of virtual communication in creating new words, spreading among the speakers of language is increasing day by day. It is noticeable that the flow of new words into the Kazakh language via the virtual environment is currently going intensively than ever before. Here are some of the factors:

- the speed of globalization;
- Internet access for the world’s population;
- dominance of English as many new words are being introduced in English;
- spontaneous spreading among “internet inhabitants” of new words entered by means of virtual communication and understanding of those by the “internet inhabitants”.

K. Aldasheva groups the new words in the modern Kazakh language by degree of their social and applicability significance as follows: “New words in the modern Kazakh language:

- scientific and technical names (terms);
- socio-public names: 1) terms of social sciences; 2) everyday household names” [21, 41].

In this classification we can include a new group of words that can only be used in virtual communication. We cannot classify new words of virtual communication as “everyday household denominations”, as it has become the main tool of communication that covers all aspects of society and increases productivity and efficiency. At present, any public sphere cannot increase the efficiency of productivity without virtual communication. Take, for example, e.gov.kz portal of the e-Government of the Republic of Kazakhstan. Using the Internet resources anywhere in the world any citizen of the Republic of Kazakhstan can receive any document, data and information by electronic digital signature. That is, electronic services are implemented through the triple mechanism of *Kazakhstan Citizen or Legal entity - Computer - E-Government of the Republic of Kazakhstan*. A number of new words related to the launch of the E-Government Portal of the Republic of Kazakhstan have been widely used within language speakers of different social groups: *digital signature, e-Government, virtual consultant, electronic application, e-licensing, receipt or renewal of electronic digital signature, online receipt of address, e-Government mobile application* etc. Also, words such as *webinar, online workshop, online conference, live stream, and deadline* are widely used in educational process, marketing, business, and everyday life. The new vocabulary of such virtual communication cannot be classified as a group of “scientific and technical denominations (terms)” as well as the “terms of social and public sciences” and “everyday household denominations”. For these new words are not used only within a certain group or industry; they are used by language speakers in all areas of society. There is no inter-industry (scientific, technical, social and public sciences, everyday life) or age restrictions (i.e. new words are used both by youth and older people) for the use of new words generated by virtual communication, it is commonly used. Therefore, it is necessary to distinguish the new words of virtual communication as an individual large group.

Virtual communication covers various social networks, blogs, forums, chat (programs for online communication, site chat), and virtual mail (email). Virtual communication is used as a tool for obtaining information, as a means of expressing one’s ideas, in business, for communicating with friends, learning, and have no age restrictions on Internet users.

In global linguistics, the term “electronic communication” is used as a type of virtual communication. In his research, Atef Odeh AbuSa’aleek considers the term “e-discourse” as a term that expresses the written form of the language used by adolescents in writing electronic messages, and suggests that electronic discourse is a new type of language that can dramatically change the structure of the written language. Through the linguistic analysis of the electronic messages of teenagers under the age of 22, he shows various characteristics in writing electronic messages such as short-cutting words, deliberately dropping letters, changing the traditional form of words, swapping words, phrases, replacing words with emoji, using initialism. The researcher suggests that if students increase the use of such language of electronic discourse, that threatens their literacy in English; he emphasizes the need to raise awareness among students about language variants between the standard form of language and the electronic communication [22]. D. Crystal asserts that the internet language is characterized by non-traditional spelling [23].

**Discussion.** In the Kazakh-speaking virtual environment, new words are created under the influence of the English language, and some new words are being developed in the Kazakh language. The following is the English words penetrated into the Kazakh language without alteration: *troll, hype, post, fake, hash tag, vine, viner, ban, blogging, blogger, spam, dislike, online, chat, deadline*, etc. New words whose equivalent in Kazakh and the original in English are used alternatively: *repost* (*Dear friends, I need your help! We would appreciate if you do repost*) - *spread* (*Please, spread the message*), *like* (*Sorry to bother you. Please, could you press “like”.*), the words developed in Kazakh language: “*жазылушы*” - *the follower* (in Russian - *подписчик*) (*I am selling a YouTube channel with 10 thousand followers*), “*қаралым*” (*qaralim*) – *the view* (in Russian – *просмотр*) (*The most popular clip on YouTube has reached 5 billion views*). The word “*қаралым*” (*qaralim*) in Kazakh language is created from the verb *қара* (*qara*) (*to view*) and the suffix for making new words *-lim*. The *-lim* suffix is commonly used in the field of education to create terms such as *жазылым* (*jazılım*), *айтылым* (*ayılım*), *оқылым* (*oqılım*) (*subscription, utterance, reading*). The word *қаралым* (*qaralim*) is a successful language innovation.

At the same time, in Kazakh-speaking virtual environment, the language speakers resort to different language abnormalities to attract readers / listeners / viewers. For example, *сұқбам* (*сұқбам is the norm*) (*interview*), *крузак* (*ланд крузер*) (*Land Cruiser*), *сәбет* (*кеңес is the norm*) (*advice*), *әліпбисымақ*, *бу* (in Russian *бывший в употреблении*) (*secondhand*), *кузов* (*шанақ is the norm*) (*car body*), *МГУ* (*ММУ is the norm*) (*Moscow State University*), *пенсия* (*зейнетақы is the norm*) (*pension*), *добавил* (*қосты is the norm*) (*added*), *поделился* (*бөлісті is the norm*) (*shared*), *понт* (*showing off*), *съезд* (*съезд is the norm*) (*congress*), *санаторий* (*шипажай is the norm*) (*spa resort*), *сотка* (*ұялы телефон is the norm*) (*cell phone*), *ямсан* (*Whatsapp*), *фото* (*photo*), etc. The words collected from Facebook indicate that they have deviated from the literary language norms. These are Russian, English words that were not translated and of spoken speech style, used as they are and there are slang, jargon words used by representatives of a particular social group.

N. Uali suggests that in order to be viable, literary language should have a lot of speakers of that language, among those there should be the elite group using that language, the average statistical group, the group below the average. But most importantly, the average statistical group needs to represent a large percentage of all language speakers. Functional styles must be fully-featured. It is important that the language circulation is homogeneous, to be comprehensible to all [24].

There are frequent language norm deviations among social network users, for some reason. N. Uali calls it “a pragmatic deviation from language norms”. “This type of deviation directly relates to the language system and structure. The linguistic norm is a part of the language system that has been carefully selected in the course of social communication. The following is the types of deviation from language norms for pragmatic purposes:

- matching up a word with an incongruous one;
- transforming a word with an inapplicable affix;
- misuse of phraseology;
- misuse of spelling norm;
- misuse of the pronunciation norm.

These last two deviations are also called *kakozemia*.

*Kakozemia* is one of the types of deviations from orthoepic, orthographic norms, and one of the rhetorical methods for pragmatic purposes. Traditional language norms are used to attract the attention of readers / listeners.

Deviation from the orthoepy of the literary language for pragmatic purposes is a rhetorical approach often used in oral speech. Elements of such noncanonical phonetics have an exceptional stylistic function. The misuse of graphic-spelling norms can be attributed to the *kakozemia*, the deviation type used for pragmatical purpose [25, 117] For example, K. Olzhai in his notes “*In the era when humanity is measured by counting the “likes”*” misuses the phraseological unit by breaking the composition of phrases and attracting the attention of the reader.

In virtual communication, including Kazakh virtual environment, there are five types of functional styles.

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#### ВИРТУАЛДЫ КОММУНИКАЦИЯДАҒЫ ҚАЗАҚТІЛДІ ЛЕКСИКА

**Аннотация.** Жаһандану үдерісі кезінде қоғамның әрбір саласында алуан түрлі жаңалықтар, жаңартпалар, жаңа дүниелер, құбылыстар технология мен компьютерлік техникаға байланысты пайда болып жатыр. Қоғамда пайда болып жатқан құбылыстардың барлығы тілде көрініс тауып, тілде тіркеліп отырады. Мақалада виртуалды коммуникацияның реалды коммуникациямен салыстырғандағы ерекшеліктері, виртуалды қарым-қатынастағы тілдік бірліктердің өзгеше сипаты, әлеуметтік желі пайдаланушылары тіліндегі әдеби нормадан ауытқыған лексика және оның себептері қарастырылады.

**Түйін сөздер:** виртуалды коммуникация, қазақтілді виртуалды орта, жаңа сөздер, тілдік жаңартпалар, тілдік норма, әдеби тіл.

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### КАЗАХОЯЗЫЧНАЯ ЛЕКСИКА В ВИРТУАЛЬНОЙ КОММУНИКАЦИИ

**Аннотация.** В процессе глобализации благодаря технологиям и компьютерной технике во всех сферах жизни общества появляются различные инновации, новшества, новые явления. Все явления, происходящие в обществе, отражаются и фиксируются в языке. В статье рассматриваются особенности виртуальной коммуникации в сравнении с реальной; особый характер языковых единиц в виртуальном общении, а также лексика, отклоненная от литературной нормы в языке пользователей социальных сетей и его причины.

**Ключевые слова:** виртуальная коммуникация, казахоязычная виртуальная среда, новые слова, языковые инновации, языковые нормы, литературный язык.

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