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ANGLICISMS IN CONTEMPORARY AZERBAIJANI LANGUAGE, THEIR LEXICO-GRAMMATICAL DEVELOPMENT AND ANALYSIS OF THEIR USE IN MASS MEDIA

АНГЛІЦИЗМИ В СУЧАСНІЙ АЗЕРБАЙДЖАНСЬКІЙ МОВІ, ЇХНЄ ЛЕКСИКО-ГРАМАТИЧНЕ ОСВОЄННЯ ТА АНАЛІЗ УЖИВАННЯ В ЗАСОБАХ МАСОВОЇ ІНФОРМАЦІЇ

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The article is devoted to lexico-grammatical analysis of anglicisms occurring in Azerbaijani press materials. It is shown that the main role in mastering anglicisms belongs to the mass media, and the reason for their penetration into the language is not always related to the lack of a word to express a concept. The main reason is that on the one hand new words are borrowed due to the lack of their adequate meanings in Azerbaijani language, and on the other hand by persistent and unnecessary introduction of them into the language by media representatives. When classifying English borrowings, the thematic spheres where anglicisms are most widespread were revealed: – These are information and communication technologies, economics, sports, cooking, banking, mass media, advertising, politics, sciences, etc. This classification allows us to determine the number, composition, semantics and peculiarities of lexical adaptation of anglicisms in the vocabulary of the language, as well as to assess the level of development of branch terminology. The consolidation of each loanword in the lexicon of the spoken language is related to its phonetic and graphic expression, as well as to its lexical, semantic and grammatical assimilation.

The analysis shows that Anglicisms take grammatical suffixes of Azerbaijani language in accordance with the requirements of its grammatical norm. Morphological assimilation of Anglicisms is characterized, first of all, by the adoption by words of case endings and quantitative suffixes.

Words that have entered the Azerbaijani language from English take an active part in the process of word formation. At present, there is a large number of lexical units created on the basis of English words included in the vocabulary of the Azerbaijani language and used in the language of the press.

Key words: borrowed words, anglicisms, Azerbaijani language, media organization, lexico-grammatical mastering.

Статтю присвячено лексико-граматичному аналізу англіцизмів, що зустрічаються в матеріалах азербайджанської преси. Показано, що основна роль в освоєнні англіцизмів належить засобам масової інформації (ЗМІ), а причина їхнього проникнення в мову не завжди пов'язана з відсутністю слова для вираження якогось поняття. Основна причина в тому, що, з одного боку, нові слова запозичуються через відсутність їхніх адекватних значень в азербайджанській мові, а з іншого – наполегливим і необов'язковим привнесенням їх у мову представниками ЗМІ. Під час класифікації англійських запозичень виявлено тематичні сфери, де англіцизми найпоширеніші: – це інформаційно-комунікаційні технології, економіка, спорт, кулінарія, банківська сфера, мас-медіа, реклама, політика, наука тощо. Ця класифікація дає змогу визначити кількість, склад, семантику та особливості лексичної адаптації англіцизмів у словниковому складі мови, а також оцінити рівень розвитку галузевої термінології. Закріплення кожного запозичення в лексиці розмовної мови пов'язане з його фонетичним і графічним вираженням, а також з його лексичним, семантичним і граматичним засвоєнням.

Аналіз показує, що англіцизми сприймають граматичні суфікси азербайджанської мови відповідно до вимог її граматичної норми. Морфологічна асиміляція англіцизмів характеризується насамперед прийняттям словами відмінкових закінчень і кількісних суфіксів.

Слова, що увійшли з англійської в азербайджанську мову, беруть активну участь у процесі словотворення. Нині існує велика кількість лексичних одиниць, створених на основі англійських слів, які входять до словникового складу азербайджанської мови і використовуються в мові преси.

Ключові слова: запозичені слова, англіцизми, азербайджанська мова, засоби масової організації, лексико-граматичне освоєння.

The vocabulary of each language is enriched not only due to its internal capabilities, but also due to borrowings and new words entering the language. The fact that foreign words are considered borrowings is confirmed not only by their penetration into the language, but also by the fact that they are fixed in the lexicon of the spoken language and fully obey the norms of this language.

The analysis of dictionaries and various Azerbaijani Internet sites shows that the main role in mastering new lexical units, including anglicisms, belongs to mass media, and the reason for their penetration into the language is not always related to the lack of a word to express any concept. The main reason is that, on the one hand, new words are borrowed because it is impossible to fully explain their meaning in the Azerbaijani language, and on the other hand, borrowed words are freely introduced into the language by mass media representatives, despite the fact that they have their equivalents in the Azerbaijani language.

Along with this, the expansion of entrepreneurial activity in the field of business in our country, the development of information and communication technologies, the realities that the Internet brings to our lives, social and psychological aspects in the development of society, the expansion of relations in the field of art, music and sports, the diversity of the political landscape of the modern global world, etc., contribute to the fact that Anglicisms through the media constantly penetrate into the language.

Classification of English loanwords by thematic groups allows to reveal their number, composition, semantics, peculiarities of lexical adaptation in the vocabulary of the language, as well as to determine the level of development of branch terminology. From this point of view, the systematization and unification of assimilation, the definition of the main thematic groups of lexical units, as well as the functionality of the lexical norm of the literary language are relevant.

As a result of analyzing Azerbaijani orthographic dictionaries: A. Akhundov's explanatory dictionary. Akhundov dictionary, English-Azerbaijani dictionary of terms used in mass media, English-Azerbaijani dictionary of both commercial terms and English-Azerbaijani dictionary of economic terms, dictionary of financial and credit terms and various Internet sites revealed the following thematic groups in the spheres where anglicisms are most widespread: this is primarily the sphere of **information and communication technologies**: *admin, akkaunt, annotasiya, auditor, assembler, brauzer, interfaks, interface, bayt, bit, bloq, blogger, çat, çip, dekoder, desktop, disket, digital, display, domen, faks, fayl, fləş-kart, haker, hard-disk, imeyl, interfeys, investisiya, internet, kartric,*

kompüter, quql – Google, feysbuk, laptop, laptop, link, loqin, mesaj, modem, monitor, notbuk, notbuk, oflayn, onlayn, piksel, pun-kod, pleyer, pleysteyşen, printer, provayder, peycer, rastra, slayd, skrin, slayd-şou, smartfon, skayp, skaner, server, trafik, tüner, tvit, vöqşop, virtual, vayn, yuzer, etc.; **economic sphere**: *barter, biznes, demping, diler, distributor, holding, kliring, antidempinq, balans, broker, komsorsium, konteyner, konveyer, konsern, kreker, leybl, loqotip, lizing, marketing, menecer, menecment, merçendayzer, ofşor, ofis, pray-list, arel, investor, blümminq, broker, demping, import, invar, rouminq, şopinq, selfi, tender, etc.*; **sport**: *bayker, beysbol, bobsley, dayvonq, dopinq, fitnes, forvard, kartinq, kikkoksinq, kort, kros, qolf, pauerlifting, pressing, armresling, aut, fotofiniş, handicap, kaytbordinq, kegel, beysbol, çempion, çempionat, finiş, futbol, jokey, raftinq, rekord, raund, skuter, sörfinq, etc.*; **culinary field**: *burger, çipsi, çizburger, hot-doq, hamburger, ketçup, greypfrut, lanç, porter, roll, bekon, keks, kokteyl, popkorn, puding, sendviç, toster, tonik, etc.*; **banking**: *banknot, diskont, çek, dollar, fartinq, agent-bank, konversiya, master-kart*; **mass media**: *interaktiv, komiks, mas-media, media, mediamorfoz, multimedia, piar – PR, press-reliz, advertorial, audiopleyer, brifinq, etc.*, **advertising sphere**: *banner, bilbord, dizayn, imic, kopirayter, kopirayting*; **political sphere**: *konfrontasiya, konsalting, lider, mitinq, praymeriz, blokada, boykot*; **the sphere of science and education**: *qrant, kampus, kibernetika, kollec, moderator, kurikulum, etc.*; **the sphere of literature**: *bestseller, detektiv, etc.*; **fields of art and music**: *disko, dicey, caz, ekvalayzer, hit, hard-rok, kantri, karaoke, kasting, klounada, muzik-holl, pop-rok, prodüser, fokstrot, şou, stəndap, şoumen, performans, rep, reper, remiks, remeyk*; **law**: *çarter, impiçment, killer, qanqster, qrinkart, leyborist, lokaut, filmskop, kongresmen, spiker, transaksiya, vauçer, etc.*; **medical field**: *daltonik, evtanaziya, liposaksiya, parkinson, plastr*; **transportation field**: *ballast, bayker, ekspres, layner, moped, parking, ralli*; **tourism**: *kempinq, kottec, kruiz, motel*; **agricultural field**: *akr, broyler, bunker*; **shipping field**: *avral, dok, drednout, kompost, etc.*; **military field**: *dempinq, kottec, kruiz, motel*; **agricultural field**: *akr, broyler, bunker*; **shipping field**: *avral, dok, drednout, kompost, etc.*; **military sphere**: *demobilizasiya, eskalasiya, komandos, kolt, etc.*

The process of lexical assimilation of foreign words is confirmed by their identification in the relevant dictionaries of the language after they have passed a certain period of adaptation. However, it was revealed that a number of lexical units, which were used in the media, did not take root in the language as borrowings. For example, these are such Anglicisms

as: *ekonomiks, baks, cinql, mazer, diskaunt, full-servis, pablisiti, laptop, pik-taym, promouşn, hedlayn, dayset intervüyer, nyusmeyker, nyusrayter, nyus-rum, pablik-rileyşnz, press-rileyşnz, digitayzer, drayver, hotlayn, listing, nou-hau, pentium, coker, infodeyt, paylot-film*, etc. Despite the fact that these anglicisms were included in G. Maharamli's dictionary "Explanatory Dictionary of Borrowed Words in Mass Media" published in 2008, they could not take root in the lexical composition of the language and did not find a place in the dictionary [1].

Of the mentioned words, only the word "cinql" – *jingle*, meaning 'a short musical call accompanying advertisements', was able to acquire the functional meaning of 'single' in the language of the press. In order for words to be fixed in a language as terms, the basic condition is their unambiguous meaning. Synonymy is alien to the nature of terms and brevity in structure is one of the features that characterize terms. "Terms in a language are defined then, as L. Kurbanova notes, when they do not depend on the context, are unambiguous, do not allow synonymy in the formation of terms and retain their presence in the language" [2, c. 108].

From this point of view, the use of the word "laptop", meaning a small portable computer, has decreased, due to the more frequent use of the word "notbuk" and its greater functionality. Despite the fact that "notbuk" is larger in size and weight than "laptop", this term expressing the notion of a portable computer is now rooted in the language, established in relevant dictionaries and systematically used in the media language, e.g.: – "Dünya notbuklar bazarında artım koronavirus pandemiyası fonunda davam edir" (AZƏRTAC); – "Against the background of the coronavirus pandemic, the global laptop market continues to grow" (AZERTADJ); https://azertag.az/xeber/qlobal_notbuk_satisi_18_faiz_artib-1782125

It should be noted that despite the fact that the spelling of the word *noutbuk* as "notbuk" is already accepted, it is very often possible to meet in the media the violation of spelling norms in the form of "noutbuk" or "notebook", for example: "Gündəlik istifadə üçün noutbuk almaq istəyən istifadəçilər üçün 15–16 düymlük notebook modelləri ideal olacaq" – "For users who want to buy a laptop for daily use, notebook models with a diagonal of 15–16 inches will be ideal." <https://sonxeber.az/255014/komputer-alarken-nelere-diqqet-yetirmek-lazimdir>

Anglicisms play an undoubtedly important role in the development of the language as a whole. Being included in the lexical system of the language, they contribute to the enrichment and development of the

vocabulary of the Azerbaijani language. Along with this, borrowings of this type in the vocabulary of the language serve not only the process of enrichment, but also increase the lexical and stylistic possibilities of words, expand the semantic range of components forming synonymic and homonymic series. Such words used in mass media contribute to increasing the number of synonyms, thus increasing stylistic possibilities of Azerbaijani language and preventing repetitions in written and oral speech, for example: *multiplikasiya filmi* – *cizgi filmi* – *cartoon*; *animation* – *animasiya filmi* – *animation film*; *antipathy* – *antipatiya* – *ikrah* – *nifrət*; *apatiya (apaty)* – *laqeydlik* – *etinasızlıq* – *biganəlik* – *indifference-apathy*; *holding (hilding)* – *şirkət* – *firma* – *company* – *firma*; *konsensus (consensus)* – *consensus*; *konsept (concept)* – *ideya* – *fikir* – *məzmun*; *kontrakt (contract)* – *müqavilə* – *razılaşma*; *kriteri (criterion)* – *ölçü* – *meyar*, etc.

– "Müasir *multiplikasiya* filmlərinin uşağın psixikasına olan mənfi təsirindən çox yazılıb" – "Much has been written about the negative impact on children's psyche of modern animated films" <https://milletinsesi.az/muasir-multifilm%99r%C9%99-baxan-usaqlar-p%99t%C9%99k-olacaq/>

– "Cizgi filmləri uşaqların həyatında mühüm rol oynayır", "*Hollivood* studiyalarında dünyada məşhur olan animasiya filmləri istehsal edilir" (olke.az); – "Animated films play an important role in the lives of children", "Hollywood studios' produce world-famous animated films". <https://olke.az/olke/364600/azerbaycanda-cizgi-filmlerinin-istehsali-yox-seviyyededir-sebeb-nerdir-arasdirma/06.02.2024>

– "Təəssüflər olsun ki, çox adam maskaya indiyə qədər *antipatiya* bəsləməkdə və bunu təbliğ etməkdədir" – "Unfortunately, many people still have antipathy towards the „mask" and its propaganda" <https://bizim.media/az/saglamliq/170097/kutlevi-tedbirlerde-tibbi-maskarejimi-tetbiq-olunsun-hekimden-teklif/>

– "*Holdinqin* əsas missiyası Azərbaycanın milli resurslarını optimallaşdırmaq və dirçəltməkdir". – The main mission of the holding is optimization and revival of national resources of Azerbaijan. <https://marja.az/104950/azerbaijan-fish-farm-ve-azerbaycan-qizil-aypara-cemiyeti-humanitar-xeyriyye-ak-siyasi-kecirib>

Recently, the media have been increasingly showing continuity in the use of English-specific words and terms, such as *qolkipər* (qapıçı) – goalkeeper, *stayliq* (stil) – style, *parkinq* (parklama) – parking (parking lot), *t-shirt* (köynək) – T-shirt, *forvard* (hücumçu) – striker, etc. For example:

– “*Qolkiperin İspaniya ilə matçdaki penalti seriyası uzun müddət yaddaşlarda qalacaq*” (Azertac); – “The goalkeeper's penalty shootout in the match against Spain will be remembered for a long time” (Azertaj). https://azertag.az/xeber/dunya_chempionluguna_iddiali_4_qolkiper-2407904

– “*Röya Ayxanın staylinqi üzərində Murad Vəliyev çalışıb*” (news24.az); – “Murad Veliyev worked on the style of Röya Aykhan” (news24.az); <https://news24.az/97619-roya-yeni-klipini-teqdim-etdi.html>

– “*Bakı hava limanında parking haqqını ödəmək asanlaşdırılıb*” (report.az); – “Paying for parking at Baku airport has become easier” <https://report.az/infrastruktur/baki-hava-limanında-parking-hag-gini-odemek-asanlasdirilib/>

“*Lent.az xəbər verir ki, 18 yaşlı forward “Arsenal” və “Manchester Yunayted ‘in diqqət mərkəzinə düşüb*” (lent.az). – According to Lent.az, the 18-year-old forward became the object of attention of Arsenal and Manchester United <https://lent.az/xeber/idman/ferqyuson-manchester-yunaytede-gele-biler-40584126>

Despite the fact that such foreign words are often used in the language of mass media, many of these lexical units have not been assimilated or partially assimilated in the Azerbaijani language from the semantic point of view. Most of the assimilated vocabulary is either roughly understandable to the average speaker or the meaning is not quite clear, for example: *delimitasiya* – delimitation, *demarkasiya* – demarcation, *ratifikasiya* – ratification, *eskalasiya* – escalation, *prevensiya* – prevention, etc.;

– “*Sərhədlərinə delimitasiya və demarkasiyası uzun illər davam edə bilər və bu məsələnin həllinə sülh müqaviləsi imzalandıqdan sonra başlamaq olar*” (qafqazinfo.az); <https://qafqazinfo.az/news/detail/serhedlerin-delimitasiyasi-sulh-sazisinden-sonra-da-hell-oluna-biler-422247> – “*Delimitation and demarcation of borders can last for many years and the solution of this issue can be started after signing a peace agreement*”;

– “*Belarus onu yalnız 2010-cu ildə ratifikasiya edib*” (report.az); “Belarus ratified it only in 2010”. <https://report.az/analitika/cenubi-qafqazin-rifahi-ve-emin-amanligin-acari-ermenistanla-azerbaycan-arasinda-sulh-sazisinin-imzalanmasindadir-serh/>

“*Fakt budur ki, bu gün yeni eskalasiya təhlükəsi, həqiqətən, çox yüksəkdir*” (yenisabah.az). – “The fact is that today the danger of a new escalation is really very high” <https://yenisabah.az/yeni-eskalasiya-tehlukeci-heqiqeten-cox-yuksekdir>

The fixation of each loanword in the lexicon of the spoken language is connected with its phonetic and graphic expression, as well as with its lexical,

semantic and grammatical assimilation. Lexical assimilation of foreign words reduces the probability of assimilation of these words by native speakers. Azerbaijani literary language has a number of words of Arab-Persian origin, which have obtained the right to citizenship in the literary language and have been used for many years: (for example, *amma* – but, *artıq* – already, *bayır*, *bez*, *buxar*, *cib* – pocket, *corab* – stockings, *dava* – scandal, *eyni* – same, *arzu* – desire, *asan* – easy, *asta* – careful, *bəlkə* – can, *can* – soul, *çanta* – bag, *briefcase*, *sack*, *grain*, *clay*, etc.). These words became common and mixed with lexical units of Azerbaijani language so that sometimes their origin is forgotten. In this regard, S. Sadigova notes that: “*Terms transferred from other languages are mostly used in accordance with the internal laws of language development, and as a result it is often difficult to determine that these words are borrowed*” [3, p. 24].

“*Adaptation of the semantic structure of words to colloquial speech is a semantic adaptation, in which the meaning of lexical units is narrowed or expanded. Each lexical unit serves to express one or another meaning, each word fulfills a certain function. Word formation occurs in the language due to semantic method – qualitative changes in the language*” [4, c. 161]. For example, the term (liner [ˈlɑr.nər]) – “liner” (liner) was first applied to a passenger ship making voyages to deliver commercial cargoes from the port of departure to the port of destination according to a pre-announced schedule, as well as carrying out maritime transportation, communications between ports. This word entered the Azerbaijani language without semantic changes. In the explanatory dictionary of the Azerbaijani language the word “liner” is recorded in its original meaning: “*a large and fast transport ship, regularly going on long journeys*” [5, c. 246]. Phonetically, based on the basic pronunciation of the word (liner [ˈlɑr.nər]) it can be seen that this word, adapted to the orthographic rules of the Azerbaijani language, is used in the media language in accordance with its original meaning, for example:

– “*Həmin kadrlarda şiddətli küləklə müşayiət olunan okean fırtınanın təsiri altında gəminin atılıb-düşdüyünü, laynerin dəhlizlərinin dalğaların gətirdiyi su ilə dolduğunu, sərnişinlərinin ayaq üstə qalmaq üçün dəridən-qabıqdan çıxdığını görmək olur*” (oxu.az); – “In this footage one can see how the ship rushes and falls under the influence of the ocean storm accompanied by strong wind, the corridors of the liner are filled with water brought by waves, and passengers have to part with their skins to stay alive”. <https://oxu.az/dunya/firtinaya-dusen-seyahet-gemisinin-goruntuleri-yayildi-video>

– “Elektriklə işləyən ən böyük kruiz **layneri** ilk səyahətini başa vurub” (milli.az) və s. – “The largest electric cruise ship has completed its maiden voyage” (milli.az) etc. – <https://news.milli.az/world/1032394.html>

As a result of new achievements of technical progress, the semantic structure of the term “**liner**” has expanded in the Azerbaijani language, expressing different meanings, for example:

– “**Boeing**” yeni **laynerin** sınaqları zamanı texniki problemlərlə üzləşib” (nuhcixan.az); – “Boeing faced technical problems during tests of a new airliner” (nuhcixan.az); <https://nuhcixan.az/news/dunya/19567-boeing-yeni-laynerin-sinaqlari-zamani-texniki-problemlerle-uzlesib>

– “Bu tip gözlərdə **layner** ümumiyyətlə çox görünür” (milli.az); – “In the eyes of this type of liner is not visible at all”; <https://news.milli.az/interest/532249.html>

– “Evdə təbii göz **laynerini** necə hazırlamaq olar?” (oxu24.com) və s. – “How to make natural eye liner at home?” etc. <https://news.milli.az/interest/1112209.html>

As you can see from the examples, the meaning of the word “**liner**” has expanded and the word, along with “*passenger airplane*”, also means “*fine-tipped eye pencil*” used in cosmetology.

The word “**liner**”, being a derivative term, is used in all cases of the noun in accordance with the morphological peculiarities of the language, and also takes the plural suffix (**laynerlər**). Its use as components of different word combinations (*eyeliner*, etc.), shows its grammatical mastery in colloquial speech.

Grammatical assimilation means the adaptation of borrowed terms to the morphological category of the Azerbaijani language. Unlike phonetic assimilation, morphological borrowings are fully subordinated to the Azerbaijani language.

Thus, any grammatical category denoting the result of borrowing cannot find its reflection in the Azerbaijani language, the categorical belonging of the borrowed term changes in comparison with its prototype” [6, c. 388].

It is known that English (flexive) and Azerbaijani (agglutinative) belong to different language families from the morphological and genealogical point of view. Each language has a phonomorphological system with a stable and definite structure. From this point of view, in the process of word acquisition, a lexeme belonging to an analytic-flective language is subject to the phonetic and grammatical laws of the receiving language when it enters a language environment with a synthetic-agglutinative structure that is alien to it.

“Such peculiarities as violation of the law of harmony, processing of prefixes, impossibility of independent use of the root in structural correction of words come into Azerbaijani language through terms from other languages. In addition, borrowed terms are phonetically and grammatically adapted to the grammatical rules of the language (*tele, auto, video*), form a special layer in the language as an international term” [7, c. 289].

The analysis shows that Anglicisms adopt grammatical suffixes of the language in accordance with the requirements of its grammatical norm. Morphological assimilation of anglicisms is characterized, first of all, by the acceptance of case and quantitative suffixes by words: *menecerdən, menecerim, menecerlər; notbukda, notbukum, notbuklar; rekordun, rekordum, rekordlar*.

Words, which have entered from English language, take active part in the process of word formation in Azerbaijani language. Along with word-forming suffixes of the Azerbaijani language, affixes belonging to foreign languages also take part in the process of word-formation. As a result, new lexico-grammatical units expressing new concepts and having new grammatical forms are formed. At present, there is a large number of lexical units created on the basis of English words included in the vocabulary of the Azerbaijani language and used in the language of the press. The following suffixes belonging to the Azerbaijani language mainly take part in the formation of these new words on the basis of derived lexemes: $-çl^4$, $-l^4$, $-lq^4$, $-li^4$, $-ma^4$, $-çışım^4$, $-sız^4$, $-ma^2$, $-casına$, $ıcr^4$, $-ma^2$, $-lan^2$, $-lash^2$, etc. According to the frequency of use of these suffixes, the most active ones are: $-çl^4$ *helikopterçi, basletbolçu, beysbolçu, boykotçu, diskontçu; -çılıq^4 boykotçuluq, helikopterçilik*, etc.

One of the ways of morphological mastering of anglicisms is connected with their syntactic participation in word creation. It is known that “*complex words used in language are not formed by themselves or by the will of individuals. The formation of compound words mainly occurs as a result of our relationship with the outside world and our attitude to it, which constitutes their material basis (function, sign, analogy, analogy, amplification, belonging, tradition, literal translation)*” [8, c. 195].

English borrowings that have entered the vocabulary of the Azerbaijani language are actively involved in the formation of complex words: *mediafayl, mediaforum, mediakiller, mediaholding, mediaqrafiya, medialandşaft, medialinqvistika, medialogistika, mediamaqnat, mediamarketing, mediamenecer, mediamenecment, mediamorfoz, sou-proqram, taym-aut, taym-çarter, taym-element* və s. – *media file*,

media forum, media holding, mediakiller, mediagraphy, medialandscape, medialogistics, medialogistics. media tycoon, media marketing, media manager, media management, media morphosis, show program, time-out, time-charter, time-element, etc.

Syntactically, English words involved in word formation can be grouped by components as follows:

– the first part is English, the second part is composed of words belonging to the Azerbaijani language: *pitcher, mediawriting, projector-finder, audit-service, trade-commerce, trade-service, flash-collector, etc.*;

– both sides are made up of words of English origin: *time-out, time-charter, time-element, media-management, show-business, media-forum, media-killer, media-file, media-graph, media-holding, media-marketing, media-manager, media-management, media player, art director, art design, art business, art business, art object, art management, art manager, art rock, business forum, business plan, brein ring, flash banner, website, web server, web service, etc.* – *taym-aut, taym-çarter, taym-element, mediamenecment, şou-biznes, mediaforum, mediakiller, media-fayl, mediaqrafiya, liberal-humanist, mediaholding, mediamarketing, mediamenecer, mediamenecment, mediapleyer, art-derektor, art-dizayn, art-biznes, art-obyekt, art-menecment, art-menecer, art-rok, biznes-forum, biznes-plan, breyn-rinq, fləş-banner, veb-sayt, veb-server, vev-servis* və s.

– The first part is English-specific, the second part is made up of words of European origin: *agent-bank, outpatient clinic, show-program, media-morphosis, park-garage, laminate-parquet, media magnate, liberal-democrat, media-landscape, mediator, art-banking, art-studio, art-visage, business-elite, business-partner, etc.*

– The first part of the word is specific to other languages of European origin, and the second part consists of words specific to English: *architect-designer, board-kit, etc.*

– The first part is English-specific, while the second part is made up of words of Arabic-Persian origin: *webpage, online store, business class, web address, electronic calculator, host-contact, show-tamasha, media critic, liberal-conservative, business partner, flash news, webpage, web document, etc.*

Studies carried out on English words used in the media show that in the course of morphological assimilation a certain part of words taken from English undergoes phonetic assimilation but does not undergo any grammatical changes, Cf.: *adapter, underwriter, banner, register, blogger, grant, karaoke, lockout, speaker, broiler, etc.*

– “*Onun 36 mərtəbəsində 800 təmtəraqlı apartament, bir neçə restoran, spa-mərkəzi, Bora-Bora*

stilində olan hovuzlar və hətta bağçali süni çay yerləşdirilib” (oxu.az) – Its 36 floors feature 800 luxury apartments, several restaurants, a spa, Bora-Bora-style pools and even an artificial river with a garden.

– “*Həmçinin PAŞA Banka KOS Bankçılıq üzrə anderrayterlər də tələb olunur*” (marja.az); – “PASHA Bank also needs **SME Banking** underwriters” (marja.az);

– “*İranın Vəramin şəhərində etirazçılar üzərində Xomeyni və Xameneinin şəkilləri olan banneri yandırılar*” (oxu.az); – “Protesters in Iran's Varamin burned a banner with images of Khomeyni and Khamenei” (oxu.az);

– “*Azərbaycanda qiymətli kağızların dövlət reyestri aparılacaq*” (axar.az); – ‘Azerbaijan will keep the state register of the Republic of Azerbaijan’ (axar.az); – A state register of securities will be kept in Azerbaijan” (axar.az);

– “*Bloggerin görüşünə xeyli sayıda yeniyetmə, gənc toplaşib*” (ayna.az); – ‘A large number of teenagers and young people gathered at the meeting of the blogger’ (ayna.az);

– “*Müəllimlərə şad xəbər – grant müsabiqəsinə sənəd qəbulu başladı*” (modern.az); – “‘Good news for teachers – acceptance of documents for grant competition has started’ (modern.az);

– “*Çinin Quandun əyalətində məhkəmə karaoke klubununun yandırılmasında təqsirli bilinən Lyu Çunlou adlı şəxsi edam edib*” (interpress.az); – “The court of China's Guangdong province executed Lyu Çunlou, found guilty of arson of a karaoke club” (interpress.az);

– “*Spiker Türkiyənin vitse-prezidenti ilə görüşdü*” (cebhe.info); – “Speaker met with Turkish Vice President” (cebhe.info);

Another important point in the process of morphological assimilation of Anglizisms is that some words used in English are found only in the plural – “*socks*”, “*glasses*”, “*shoes*”, “*gloves*”, “*tights*”, “*boots*”, “*stockings*” “*tongs*”, etc. (“*socks*”, “*glasses*”, “*shoes*”, “*gloves*”, “*tights*”, “*boots*”, “*stockings*”, “*tongs*”, etc.) occurs due to the loss of signs of the plural of the original language: “*pyjamas*” – *pijama*, “*jeans*” – *cins*, “*contents*” – *kontekst* və s. – “*Məşhur müğənni çəhrayı pijama ilə küçəyə çıxdı*” (olke.az), “*pyjamas*” – *pajamas*, “*jeans*” – *genus*, “*contents*” – *context*, etc.

– “*Pijamada efirə çıxmaq nə deməkdir?*” (yenicag.az), – “What does it mean to go on air in pajamas?” (yenicag.az);

– “*Qadınlar dikdaban, kip və cins materiallı şalvarlar geyinməməli, şəffaf və parıltılı dodaq boyasından istifadə etməməlidirlər.*” (yenigundem.az); – “Women should not wear high-heeled shoes, kips

and denim pants, and should not use transparent and shiny lipstick.” (yenigundem.az);

– “*Orta Dəhlizin cəlbediciliyininin daha da artması Azərbaycan və Gürcüstanın beynəlxalq yükdaşımalar və nəqliyyat qovşaqları kontekstdən əhəmiyyətini yüksəldir*” (AZƏRTAC); – “Further increasing the attractiveness of the ‘Middle Corridor’ increases the importance of Azerbaijan and Georgia in the context of international freight and transportation hubs” (AZERTADJ);

– “*Ermənistan tərəfi sülh sazişi layihəsinə təklif etdikləri bəzi elementləri kontekstdən çıxarmaqla şərh edir və ictimaiyyət arasında yanlış rəy formalaşdırır*” (ikisahil.az). – “The Armenian side interprets some elements it proposed in the draft peace agreement, taking them out of context and creating a wrong opinion among the public” (ikisahil.az).

One of the peculiarities of morphological acquisition of anglicisms is related to the acquisition of lexemes that act as stable words and terms in the source language, as morphologically simple words in our language. Regardless of morphological structure, anglicisms are considered as simple words in Azerbaijani language. Thus, “*a word borrowed from another language can be considered a modified word if its root exists as a separate word and is used in Azerbaijani language*” (M. Huseynzade). English words appearing as part of newly created words through suffixes of the source language, but having no independent meaning in Azerbaijani, are assimilated as simple words together with the suffixes attached to them. For example, *argument* (*arque+ment*), *illusion* (*illus+ion*), *management* (*management+ment*), *department* (*department+ment*), *legion* (*leg+ion*), etc. *Məsələn, arqument* (*arque+ment*), *menecment* (*arque+ment*), *menecment* (*manage+ment*), *departament* (*depart+ment*), *illüzion* (*illus+ion*), *legion* (*leg+ion*) və s.: “*Ayrıca strukturun yaradılması müasir menecment formasının, çevik idarəetmənin tələb olunmasından xəbər verir*” (faktinfo.az).

“*Yeni yaradılmış departament insan resurslarınınin idarə edilməsi üzrə işlərin vahid mərkəzdən*

və peşəkar səviyyədə idarə olunmasını həyata keçirəcəkdir” (AZƏRTAC), – “It will be managed by the newly created department of human resources management from a single center and at a professional level” (AZERTADJ).

“*Ermənistan Qarabağ problemini erməni arqumentləri ilə həll edə bilməz və edə bilməyəcək*” (news24.az), – ‘Armenia cannot and will not solve Karabakh problem with Armenian arguments’ (news24.az).

Analyzing the language of the press, one can find many words that came from the English language in the form of calacas and became widespread in the electronic and print media of the Azerbaijani language, for example: *call center* – call center, *e-mail* – e-mail, *week-end* həftə sonu – weekend, *iron curtain* – dəmir pərdə – iron curtain, *brain drain* – beyin axını – brain drain, *brain center* – beyin mərkəzi – brain center, *brain washing* – beyinlərin yuyulması – brain washing, *black list* – qara siyahı – black list, *human capital* – insan kapitalı – human capital, *hot line* – qaynar xətt – hot line, *hard drive* – sərt disk – hard disk, *business school* – biznes məktəbi – business school, *sky-scraper* – göydələn – skyscraper – skyscraper, *high technology* – yüksək texnologiyalar – high technology – high technology, etc.

Conclusions. To date, the vocabulary of the Azerbaijani language has a large number of lexical units created on the basis of English borrowings and actively used in mass media materials.

Anglicisms that have entered the Azerbaijani language take an active part in the process of word formation.

The consolidation of each loanword in the lexicon of the spoken language is connected with its phonetic and graphic expression, as well as with its lexical, semantic and grammatical assimilation.

Anglicisms assimilate grammatical suffixes of the Azerbaijani language in accordance with the requirements of its grammatical norm. Morphological assimilation of Anglicisms is characterized, first of all, by the assimilation of case endings and quantitative suffixes into words.

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