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NEW USAGES AS A COGNITIVE AND INFORMATIONAL TOOL IN THE KAZAKH AND TURKISH PRESS

Abstract. The article examines the peculiarities of the use of new words and new concepts with term potential – new usages in Kazakh and Turkish newspapers between 1995-2015. The language situation in the media of the two countries was compared and analyzed. The purpose of the article is to study from a linguocognitive point of view the processes of integration // non-integration of new usages in the Kazakh and Turkish press for a certain period of time (1995-2015) and in some particular cases the process of forming a term is compared with each other. The only document that records the state of the language at a certain point and the renewal of the language due to the internal law of development is the media. Currently, the process of introducing a new system of new usages is being revived and formed, with the transition of a number of loan words on the daily pages of the Press, television, radio, that is, in the media space of independent Kazakhstan. In Turkey, this process was started by the leader of the nation Atatürk in 1923, after the official proclamation of the Turkish Republic and the campaign to clean the language from foreign elements, which began under the label «Language Reform», is still going on. Comparison, analysis and identification of cognitive models of formation and interpretation of new names in two ethnically related Turkic countries is the most relevant and interesting issue for linguists in accordance with the modern level of linguistics.

Key words: new usage, cognition, cognitive and informational tool, term formation, mass media

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ТАНЫМДЫҚ-АҚПАРАТТЫҚ ҚҰРАЛ РЕТІНДЕГІ ЖАҢА ҚОЛДАНЫСТАРДЫҢ ҚАЗАҚ ЖӘНЕ ТҮРІК БАСПАСӨЗІНДЕГІ КӨРІНІСТЕРІ

Аннотация. Мақалада терминдік әлеуеті бар жаңа сөздер мен жаңа ұғымдар – жаңа қолданыстардың 1995-2015 жж. аралығындағы қазақ және түрік газеттерінде қолданылу ерекшеліктері қарастырылды. Екі елдің БАҚ-тағы тілдік жағдаяты өзара салыстырылып, талданды. Мақаланың мақсаты – қазақ және түрік баспасөзінде белгілі бір уақыт аралығында (1995-2015 жж.) жарияланған жаңа қолданыстардың тілде орнығу // орныкпау, кей жағдайларда терминге ұласу үдерістерін өзара салыстырып, лингвокогнитивтік тұрғыдан зерттеу. Тілдің белгілі сәттегі хал-ахуалын бекітіп,

тілдің ішкі даму заңына байланысты жаңалануын тіркейтін жалғыз құжат – баспасөз құралдары. Қазіргі таңда күнделікті баспасөз беттері мен теледидар, радиода, яғни егеменді Қазақстанның медиакеністігінде кірме сөздердің бірқатары ауысып, жаңа қолданыстар жүйесін енгізу үдерісі жанданып, қалыптасуда. Түркияда бұл үдеріс сонау 1923 жылы, ресми түрде Түрік Республикасы жарияланғаннан кейін ұлт көсемі Атаатүрік тарапынан қолға алынып, «Тіл реформасы» деген атпен басталып, тілді бөгде элементтерден тазалау науқаны бүгінгі күнге дейін жалғасуда. Туысқан екі түркі еліндегі қазіргі заманғы жаңа атауларды қалыптастырып, түсіндірудің когнитивтік үлгілерін өзара салыстырып, талдап, анықтау – қазіргі тіл білімінің заманауи деңгейіне сәйкес аса өзекті, әрі тіл мамандарының қызығушылығын тудыратын мәселе.

Тірек сөздер: жаңа қолданыс, таным, танымдық-ақпараттық құрал, терминжасам, БАҚ (бұқаралық ақпарат құралдары)

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НОВЫЕ СЛОВОУПОТРЕБЛЕНИЯ КАК ИНФОРМАЦИОННО-ПОЗНАВАТЕЛЬНЫЙ ИНСТРУМЕНТ В КАЗАХСКОЙ И ТУРЕЦКОЙ ПРЕССЕ

Аннотация. В статье рассмотрены особенности употребления в казахских и турецких газетах с 1995 по 2015 год новых слов и новых понятий, обладающих терминологическим потенциалом. Проанализирована и сопоставлена языковая ситуация в СМИ двух стран. Целью статьи является взаимное сопоставление и изучение с лингвокогнитивной точки зрения процесса закрепления и в ряде случаев трансформации в термин новых словоупотреблений в казахской и турецкой прессе за определенный период времени (1995-2015 гг.). Единственный документ, закрепляющий состояние языка в определенный момент и фиксирующий обновление языка в зависимости от закона его внутреннего развития - это печатные издания. В настоящее время на страницах ежедневной прессы и телевидения, радио, т. е. в медиaprостранстве независимого Казахстана происходит смена ряда заимствованных слов, активизируется и формируется процесс внедрения новых словоупотреблений. В Турции этот процесс под названием «Языковая реформа» был начат вождем нации Атаатюрком еще в 1923 году, после официального провозглашения Турецкой Республики, а кампания по очистке языка от посторонних элементов продолжается и по сей день. Сопоставление, анализ и выявление когнитивных моделей интерпретации, формирования новых словоупотреблений в двух братских тюркских странах является очень актуальной проблемой современного языкознания и представляет интерес для лингвистов.

Ключевые слова: новое словоупотребление, познание, познавательно-информационное средство, терминообразование, СМИ (средства массовой информации)

Introduction

As a result of intensive political, economic, scientific, technical and intercultural contacts in

the era of globalization, the process of development of the lexical composition of the Kazakh and Turkish languages has reached a new level, both quantitatively and qualitatively.

In accordance with the sovereignty of the country and the acquisition of the state status of the Kazakh language, new directions of language research are also being formed and developed, which allow us to expand the scope of social activity of the language based on cognitive basis, to reveal the potential of the Kazakh word, which is expressed in the deep content of the Kazakh word. In this regard, the process of integrated development in the era of independence has led to changes in the language consciousness and intensified the complex social function of the language. From this point of view, the new name, which is formed as a result of the intersection of language and cognition to mark a new concept, rather than the transformation of a simple word, which is a special lexical unit, into a term, represents a more complex image.

In accordance with modern trends, the social and public activity of the Kazakh word in everyday use intensifies the process of discovering all aspects of the potential of new words and creates an attempt to move from the general use of the word to the naming of a new concept. This process has led to the need to consider on a cognitive basis the selection and analysis of new names formed by the renewal and modernization of the language in accordance with the pace of development of the language in the course of its use as a special language symbol.

In accordance with this, research has been conducted in Kazakh linguistics to reveal the cognitive implications of considering the word in a new linguistic model. For example, at the moment of entering (fixing) a term in a certain field, the processes of thinking are connected with the cognitive system, and the direction of cognitive terminology began to form.

In this system, it is noted that the basis for determining the naming process of new concepts is also the cognitive and informational nature of the content of new terms, names, and new usages in the Kazakh language. As a result, it is clear that the connection of language with the consumer's consciousness is directly related to the recognition of the nature of new uses.

In comparison with the Turkish language, which experienced the process of renewal // socialization at an early stage, there is a special trend of updating, expanding the field of social, consumer, public, communicative activities of the Kazakh language in accordance with the current state status, mainly through updated (semantic), newly developed (word-forming) alternatives, formed on the basis of the traditional Kazakh word in the period of independence.

Due to the communicative essence of language, a person not only perceives the surrounding reality, various phenomena in his or her consciousness, but also processes, summarizes and evaluates it, reproduces information in a new quality in consciousness and applies it in everyday practice. As a result, the linguistic picture of the world created by language as a holistic reflection of these actions is comprehensively considered in Kazakh linguistics from a linguocognitive point of view.

According to this principle, in connection with the expansion of new concepts and cognition, it is especially important to consider new usages, which are often born in newspaper vocabulary, as a cognitive structure that can serve as a measure of the natural dynamic cognition of a person on a certain level.

Materials and methods

The article considered the Kazakh and Turkish periodicals from 1995 to 2015, in particular: «Egemen Qazaqstan», «Zhas Alash», «Aikyn», «Almaty akshamy», «Ana tili», «Qazaq adabieti» and «Hürriyet», «Milliyet», «Sabah», «Vatan», «Zaman», «Kazakhstan-Zaman».

In addition, data from lexicographic works in the Kazakh and Turkish languages were used: «Jana qoldanystar sozdigi» (Dictionary of new uses), «Qazaq adebi tilinin sozdigi» (Dictionary of the Kazakh literary language) (15 volumes), «Qazaq tilinin tusindirme sozdigi» (Explanatory Dictionary of the Kazakh language), «Qazaq sozdigi» (The Kazakh Dictionary) (11 volumes), «Saiasi tusindirme sozdik» (Political Explanatory Dictionary), industry terminology dictionaries, etc.; Turkish dictionaries: «Türkçe sözlük» (Turkish dictionary), «TDK, Büyük Türkçe Sözlük» (TDK, The Unabridged Turkish dictionary), «TDK, Türkçede Batı Kökenli Kelimeler Sözlüğü» (TDK, Dictionary of the Words of Western Origin), «Açıklamalı Yeni Kelimeler Sözlüğü» (Explanatory Dictionary Of New Words), «TDK, Derleme Sözlüğü» (TDK, Compilation Dictionary), «TDK, Tarama Sözlüğü» (TDK, Scanning Dictionary), «Terimler Sözlüğü» (Glossary of Terms) etc.

The article uses the methods of comparative, historical-comparative, cognitive interpretation, methods of systematization, grouping, conceptual, contextual analysis of the accumulated language units.

Literature review

The results of Russian scientists N.M. Shanskiy, A.A. Ufimtseva, T.V. Popova, N.Z. Kotelova, V.I. Zobotkina, S.I. Togoyeva, A. Vezhbitskaya, V.N. Telia, E.S. Kubryakova and others related to the problem of new word formation and its cognitive aspect were used in the work from a scientific and methodological point of view.

A. Kaidar, R. Syzdyk, U. Aitbaiuly, B. Kaliuly, N. Uali, A. Aldasheva, K. Kadyrkulov, etc. contributed to the discussion of the problems of new usages of the name of a new concept in Kazakh linguistics and the formation of cognitive aspects of new national words and the scientific results of the work of Kazakhstan scholars: G. G. Gizdatov, E. D. Suleimenova, Sh.Zharkynbekova, S. Akayev, K. Aidarbek, E. Orazaliyeva, S. Issakova, N. Aitova and others related to the field of cognition were considered in detail.

The research of scholars B. Abylkassymov, S. Isayev, B. Momynova, Sh.Mazhitayeva, K.Yessenova, Zh.Ibrayeva and others, who specifically studied the course of historical development of social and public services of the newspaper's vocabulary, was also efficiently used in the work.

The problem of formation and regulation of the terminology fund of the Turkish language is covered in the works of the following Turkish and foreign researchers: B.Brendemoen, R.Dankoff, G.L.Lewis, Ahmet Besim Atalay, Mehmet Fuat Köprülü, Zeki Velidi Togan, Ahmet Caferoğlu, Reşit Rahmeti Arat, Hasan Tahsin Banguoğlu, Vecihe Hatipoğlu Kılıçoğlu, Hasan Eren, Zeynep Korkmaz, Osman Nedim Tuna, Muharrem Ergin, Talat Tekin, Doğan Naci Aksan, Emin Özdemir, Necmettin Hacıeminoğlu, Şinasi Tekin, Berke Vardar, Mustafa Canpolat, Tuncer Gülensoy, Hamza Zülfikar, Ahmet Bican Ercilasun, Ahmet Topaloğlu, and others.

Results and discussions

«Every year that passes throws up new ideas, experiences, and inventions for which no name has hitherto existed, and since names are indispensable cogs in the machinery of communication, our natural human propensity for coining them soon plugs most gaps» (Ayto J., 2007: 1).

The importance of the cognitive mechanism in the formation of new names is due to the fact that language is not only a keeper and supplier of information, but also a tool for naming new

concepts in the next era. That is, through a language tool in the form of new usages, a special conceptual and informational image of real life is created in the consciousness of a person living and acting in modern society. On this basis, a person has the opportunity to establish or encode the world, which he or she has received and formulates through his cognition and experience as a linguistic symbol (new name), to pass it from one person to another. The language symbol (new word), which is the basis of cognitive experience, cognitive information of people who speak the same language, forms the communicative function of a new word by perceiving, preserving and reproducing new information about the surrounding reality of life. In this regard, mass media, including newspapers and magazines, has a special place as the sphere of active use of new usages. Because «newspapers are mirroring society» (Conboy M., 2010: 4).

This is due to the fact that the names of new concepts, the use of new terminological vocabulary in newspaper texts related to news and events that are taking place today in various spheres of public life (production, economy, science, culture, art, politics, etc.) are reflected in a short time and quickly.

In accordance with this trend, which characterizes the process of updating the Kazakh vocabulary in relation to changes and innovations in social and public life, since the beginning of the XX century, researches on the history of the Kazakh press and literary language has been talking about the emergence of new concepts and new names for them.

The fact that the appearance of new usages as cognitive and informational tools in the Kazakh press are observed in the lexical composition of the periodical «Ayqap» and the newspaper «Qazaq», as well as in new words and new phrases that existed in the general vocabulary of that time, has been proven in special studies of scientists: B. Abylkassymov, B. Momynova, Sh.Mazhitayeva and others. In such periodical and literary publications as «Ayqap», «Dala ualaiaty», «Qazaq», the cases of such transformation of words began to develop at a new pace, and later the Kazakh intelligentsia, led by A. Baitursynuly, began to create and search for subject words in the process of writing various textbooks.

Their work in this direction was based on the phenomenon of word formation without translating or copying foreign words, using the potential of the language, and the process of Kazakhization of international terms was influenced by the spirit of the mother tongue, high qualifications and clear goals and social situation.

In the process the people of the nation, who made every effort to raise the level of education, art and cognition of the people on the pages of the first Kazakh press, tried to connect the surrounding reality with the Kazakh cognition, bring it closer to the Kazakh understanding. The non-destructive, correct language and its social activity was considered in the association of national cognition.

This is because they were people of the national language, who had a deep knowledge of Kazakh oral literature, cultural, political history, poems, could speak eloquently, write artistically, master its grammatical structures at the level of a specialist, speak expressively and write artistically.

Thus, the Kazakh intellectuals and Alash leaders as a journalists who can write masterfully, actively participated in the life of society, political and social issues, actively participated in the search for positive solutions to the problems of the social essence of the language, the scope of its application, its destruction, language reform, language policy in the world, and regularly published articles in the press.

One of the most important issues to pay special attention to in terms of language innovations in these works is the formation of terminology on the pages of newspapers, the search and

activity in the creation of new words. Well-educated Kazakh intellectuals and educators of the time, who understood the function of the press, wrote letters to the editors, wrote articles in newspapers and journals, expressed their views and suggestions, emphasizing the need to pay more attention to language purity and language culture. As a result, each new word, new usage was used and discussed in the periodicals, and the most successful words, and words close to cognition became part of the vocabulary and enriched our language according to that period.

In this regard, it has been established that, in general, the vast majority of words in the lexical structure of the language of the periodical press are ancient Kazakh words. During this period, many words (*әкім, хұқық, басқарма, төраға, би, тілмаш, тәржімелеу, парыз, һәм* etc.) were renewed after a while and were used in the press in a new content.

This is a phenomenon that occurs in the practice of any language. And *қарындас, пікір, ақсақал, сәулет*; and *айтыс, жарыс, құрал, сайлау, шәкірт, мүлік, жолдас, орталық*, etc., used in the press in the early twentieth century, are actively used in a new sense in the social and public vocabulary and industry terminology (Sapina S. M., 2002).

G. Zhumasheva, who studied the language of the journal «Жаңа мектеп», which is directly related to the beginning of the history of the Kazakh press, shows how the articles of such scholars as A. Baitursynov, E. Omarov, K. Basymov, T. Shonanov, H. Dosmukhamedov, N. Torekulov, K. Kemengerov made a real contribution to the perception of the term and its formation (Zhumasheva G.K., 1996).

In her research, the scientist G. Zhumasheva groups new usages in the language of the press on the relationship between neologism and archaism, their scope of application is as follows:

1) words that became archaic at that time and later rose to the level of frequent use. This includes, in particular, names related to religious concepts: *мешиит* (mosque), *молда* (mullah), *тұмар* (amulet), *садақа* (alms, charity), *айт* (muslim holiday), *құрбан айт* (muslim holiday), *Құран*, etc.

2) «New names», which at one time became a neologism, and later, under the influence of external factors, became part of the group of archaisms, which are now being reused: *кеңес* (council), *төраға* (chairman), *төңкеріс* (revolution), *әдіс* (method), *дәріс* (lecture), *құрылтай* (congress), *алқа* (collegium) etc.

3) names that were neologisms at that time and later became archaic due to the development of society: *сауат ашу мектебі* (literacy school), *кедейлер ұясы* (the nest of the poor), *жалшылар комитеті* (farm labor committee), *ересектер мектебі* (the school of adults), etc. (Zhumasheva G.K., 1996).

She noted the new concepts of that time and the new words published in the journal, grouped according to their current use as follows:

«1) the names in the Kazakh language, the equivalent of which is still used without constant changes: *белсенділер* (activists), *онкүндік* (decade), *жоғары мектеп* (high school), etc.;

2) names that entered from the Russian language were initially translated, and later the equivalent did not stabilize in the literary language, but instead the Russian version became the norm to this day.: creditor – *аласылы*, cone – *шошақ*, trapeze – *бестабан*, progressive – *ілгерішіл* etc.» [268].

In addition, similar studies on new usages in the pages of the Kazakh press of that period, focusing on the occasional nature of new usages in the term creation process, the specific data reflect the cognitive basis of this phenomenon in practice.

In fact, it is obvious that not all new words created in our language in the 1920s were stabilized and formed. Some of them were used only for a short time and remained out of the language, while others have been used only once and have become occasional.

They can be classified into several groups based on their composition:

1) root words: *алана* (minimum), *далда* (banquet, *бұрсат* (permission) etc.

2) new words created by the suffix: *тақпақшы* (reciter), *үнемші* (economist), *мұқалымпаз* (impressive) etc.

3) words created by combining words: *мойынтақ* (tie), *жеркөмбе* (basement), *сақтауқам* (insurance), *күнбелгі* (calendar) etc.

4) new words created by phrases: *өрнекті ойындар* (physical education), *су өнерпазы* (hydraulic engineer), *құлық қалыбы* (code of conduct), *су ағар* (water pipes) etc.

In this regard, the following statement of G. Yernazarova, who specifically studied the language of journalism by A. Baitursynov, is very important: «The evaluation component, which is a kind of connotative meaning, has a dominant degree in the journalistic works of A. Baitursynov. Words of evaluative or expressive-emotional coloring, after entering the system of terms, are used as the name of a particular concept, replacing the evaluative meaning with a potential seme. For example: *жазықты қылмыс* (plain crime), *жарылқарлық-қарғарлық управитель* (blessed and cursed manager), *жасырын шағым* (anonymous petition), *тағлықты үкімет* (wild government), *ереуіл келетін шатақтар* (a scandal leading to a conflict), *күмәніл жауапкер* (skeptical defendant) etc.» (Yernazarova G. Sh., 2004: 25).

This principle ultimately coincides with the conclusions of intellectuals led by A. Baitursynov, who aimed to put the formation of terms in the Kazakh language on a professional level in accordance with the nature of the native language, in terms of national language and interests. In accordance with the historical, social, communicative function of language in the context of time and space, the name of any new or known concept from a new angle gives rise to new usages.

The original figurative character of such words, in the course of constant use, turns into a normal meaning and becomes the name of a concept in a particular area: *көсемие* (gerunds), *есимие* (participle), *бастауыи* (subject), *баяндауыи* (verb), *анықтауыи* (definitive), *пысықтауыи* (adverbial), *толықтауыи* (complement), *жұрнақ* (suffix), *жалғау* (flexion), *буын* (syllable), *шумақ* (strophe), *тармақ* (line), *қаратпа сөз* (vocative), *қыстырма сөз* (parenthesis), *тұрлаулы мүше* (principal parts of the sentence), *тұрлаусыз мүше* (subordinate part of the sentence), *салалас сөйлем* (composed sentence), *сабақтас сөйлем* (complex sentence), *жалаң сөйлем* (unextended sentence), *жіңішкелік белгісі* (soft sign), *демеу* (support), *жалғау* (suffix), *үстеу* (adverb), *шылау* (form word), *теңеу* (epithet), *қос сөз* (alliterating words) etc.

The main reason for the formation and support of such words used and proposed by A. Baitursynov in the minds of the population is the naming, as noted by S. L. Mishlanova, not only the process of defining concepts, but also the cognitive process (Mishlanova S. L., 2001: 77).

Academician O. Aitbayev noted the role of periodicals in the formation of the Kazakh word, the growth and development of linguistics: «In general, the term could be used, first of all, in periodicals, that is, there is no more terminological specialist than journalists who collect and report on various aspects of life (Aitbayev O., 1997: 35).

Regarding the stabilization of new usages and terms in the literary language, O. Burkitov said: «Periodicals are a workshop of new words» (Burkitov O., 1999: 386).

In addition, the researcher G. Yernazarova points out new usages and equivalents of international terms in the Kazakh language, which A. Baitursynov used in the language of journalism.

The newspaper texts also indicate that A. Baitursynov sometimes used elements of the Arabic-Persian language, which were widely used in the national language of that era, as the name of the concept, if necessary: *рисалар* (*рисалатун*) – mission, *үндеу хат* – (appeal letter); *матбуғат* (*матбу атун*) – *басылым* (edition); *мазхаб* (*мазхәб*) – *дини қауым* (religious community), *секта* (sect), *жік* (grouping); *ағза* (*а да у*) – *мүше* (human organ); *низам* (*низамун*) – *тәртіп* (discipline), *қоғамдық режим* (social regime), *заң* (law), *жөн* (properly), etc.

It is also known that this trend has found a new dynamic field during the period of independence. During the period of independence, one of the sources of the formation of new usages associated with the spiritual and social modernization of consciousness is words from the Arabic language, which have revived in new qualities and increased activity in term formation.

The following updated terms are proof of this: class – *сынып*, percent – *пайыз*, auditorium – *дәрісхана*, lecturer – *дәріскер*, text – *мәтін*, archive – *мұрағат*, visa – *рұқсатнама*, autobiography – *өмірбаян*, customs – *кеден*, inventory – *мүкәммал*, information – *ақпарат*, alphabet – *әліпби*, competence – *құзыр*, confiscation – *тәркілеу*; space – *ғарыш*, problem – *мәселе*, justice – *әділет* etc. (Zhiyekbayeva A. B., 2010).

Researcher A. Zhiyekbayeva explains the emergence of Arabic and Persian words at a new level in the system of creating new usages during this period: «During this period, the public consciousness began to get rid of the Russian words, and a purist mood (in a good sense) took place in society. If we look at the history of other languages, we can see similar phenomena. Another reason is the revival of ancestral traditions and Islam since independence. Returning to the forgotten Islamic values, in the words of academician R. Syzdykova, we set out to return the «Arabic words that are the soul» of this religion. History is a sequence of events that repeats over and over again over the years, then the words used in the language of the Kazakh Press in the first years of the XIX century, which began to settle, once again appeared on the stage of history, «the second life» can be seen on the pages of the periodical press, in textbooks written in the field of religious studies» (Zhiyekbayeva A. B., 2010: 10).

A. Zhiyekbayeva, who specially studied the introduction of Arabic and Persian words into the Kazakh language, gives the following arguments to the above conclusion: «Now instead of «аптека» we use the word *дәрісхана* (pharmacy), which was previously used and later came out, instead of «лекция» - *дәріс* (lecture), instead of «бастық» - *әкім* (mayor), instead of «секретарь» - *хатшы* (secretary), the same as *рухани құндылық* – *руханият* (spirituality), *исламият*, archive – *мұрағат*, museum – *мұражай*, pension – *зейнет*, *зейнетақы*, document – *құжат*, obituary – *қазанама*, laboratory – *зертхана*, complex – *кешен*, tenant – *жалгер*, passport – *төлқұжат*, historicism – *тарихаят*, restaurant – *мейрамхана*, observatory – *расытхана* etc.» (Zhiyekbayeva A. B., 2010: 11).

Today, it is known that some Arabic-Persian words have been adapted to the phonomorphological laws of the Kazakh language and have taken a great place in the rich lexical fund of the national language: *неке* (marriage), *несие* (credit), *қаражат* (funds), *айып* (fine), *қазына* (treasure), *жауапкер* (defendant), *жамият* (community), *хикмет* (wisdom) etc.

It is noted that A. Baitursynuly translated journalistic texts using the calque method, preserving the personal, semantic, and compositional features of socio-political, socio-economic terms: expiration date – *мерзімді өлшеуі*, abuse of power or authority – *қызмет бабындағы жазықты қылмыс*, primary school – *бастауыш мектеп*, bandage – *орауыш*, the black hundreds – *қаражүздер*, state court – *қазыналық сот*, partnership – *серіктік*, unemployment – *жұмыссыздық* etc.

It is also clearly shown in the study of new usages used in the press that A. Baitursynuly, in connection with the narrowing of the sphere of public activity in the process of terminological formation, adds a new meaning to words that belong to the group of ancient words, carries out a special service, using the potential of the word: *бүлік басылары* (leaders of rebellion), *жасақ беру жұмысы* (gathering the squad), *лау салығы* (temporary tax), *ереуіл сөз* (accent word), *дау ыспаты* (evidence of dispute), *даушар істер* (litigation), *аса билік* (supremacy), *дәйімдік сиез* (*regular congress*), *қоңсы уез* (neighboring county), *тарқы заман* (mortal time), *тәуел оңаша мәселелер* (isolated issues), *дүния тегершігі* (the wheel of world), *қорғандық дуандар* (protective district) etc.

We see that many of these principles used in the journalism of A. Baitursynov today are based on new usages of the modern Kazakh language: *несие ақша* (credit money), *сауда капиталы* (trade capital), *айырбас-сауда* (barter), *тілім* (plate), *жоба* (project), *құжат* (document), *жерге қоғам иелігі* (public ownership of land), *қазыналық орын* (treasury), *хұқ* (right), *кесілген жаза* (punishment), *кепіл* (guaranty), *жауапкер* (defendant), *жасырын шағым* (anonymous petition), *жазықты қылмыс* (plain crime), *қуәланған қағаз* (certified paper), *үздік білім* (excellent education), *білім жарысы* (educational competition), *сырттан оқу бөлімі* (extramural department), *талапкер* (applicant), *оқу министрі* (*minister of education*), *оқу құралдары* (textbooks), *білім ордасы* (educational institution), etc.

S. Isakova, who studied the cognitive-pragmatic aspect of Kazakh terminology, based on the conclusions of scientists who studied the general stages of formation of term equivalents or new names arising in connection with the active work of the press in the Kazakh language, shows the following:

- 1) identify some features of the new concept;
- 2) search for the appropriate word in advance;
- 3) identification of common features of linguistic meaning;
- 4) clarification of the internal form based on meaning;
- 5) improving the concept in its application;
- 6) take into account changes in meaning caused by changes in the internal form (Isakova S. S., 2008: 30).

Meanwhile, it can be seen that there is a place between a term and a new existing word that is not yet a term, but not a simple word, but prototermines that can be obtained conditionally. We see from experience that the name of a concept, which has not yet been formed as a term, under the influence of the press is characterized, evaluated, perceived and analyzed in the minds of consumers:

Алаңша – area; Сонымен қатар облыстық білім басқармасының ұйғаруымен құрылысшы мамандарын даярлаудың бір тобы дуальдік оқыту жүйесінің эксперименттік *алаңшасы* ретінде қарастырылған (Айқын, 08.06.2015). Жылына 1 миллион тонна жүкті өңдейтін контейнерлік *алаңша* мен әрқайсысы 150 метр болатын үш айлақ теңіз портының көліктік шамасын дамытуға септігін тигізбек (Айқын, 07.07.2015).

Бопсалаушы – blackmailer; Ертеңінде *бопсалаушы* кеденші пара алу сәтінде қолға түсті (Егемен Қазақстан, 25.09.2007). Бірақ Қанат Алдабергенұлы *бопсалаушылардың* құрығына түспей, өздеріне қарсы әрекет жасады! (Ана тілі, 09.07.2015).

Ілесне аударма – simultaneous translation; Парламент Сенатының жалпы отырыс залы, әр комитеттің отырыс залдары *ілесне аударма* жабдығымен жарақтандырылған, *ілесне аударма* жасайтын өз мамандарымыз біліктілікпен жұмыс істейді және Қазақстан бойынша *ілесне аударманың* мол тәжірибесі қалыптасқан әрі өзіндік мектебі бар осы

Парламент қабырғасы деп батыл айтуға болады (Ана тілі, 29.11.2012). «Ұлттық мирас» ғылыми-зерттеу институты, жаңғырту шеберханалары, зертханалар, оқырман залдары бар кітапханалар, *ілесіне аударма* құралдарымен жабдықталған мәслихат залы, кафе, дәмхана орналасатын жайлар бар (Алматы ақшамы, 04.07.2014).

It is known that during the period of Independence, new words were increasingly used in our language as a means of cognitive and informational language tool in relation to the many branches of science and technology. Therefore, scientists have paid special attention to the new usages in the social and journalistic literature (newspapers and journals), in everyday life, in the field of science and education, in sports, and have identified them as a special object of study: *әуесқой* (amateur), *әуесқойлар түсірген фильм* (amateur film), *радиоәуесқойлар жарысы* (amateur radio competition), *жазбалар* (records), *толғаныс* (reflection), *ізденіс* (search), *тебіреніс* (trepidation), *тапсырыс* (order), *суреткер* (artist), *байқалмаздық* (observation), *туынды* (creation), *өміршеңдік* (vitality) etc.

Although all of them are already existing concepts, the formation of the Kazakh equivalent as a branch name depends on the state status of the Kazakh language.

For example, as a result of the effective use of the potential of the Kazakh language, a system of new sports names and new phrases in the Kazakh language is being formed:

Аяқдоп – football; Дау-дамай қазақ *аяқдобын* тығырыққа тіреді (Қазақстан-Заман, 25.09.2008).

Ойыннан тыс қалу – offside; Алайда, Марий автономиялы республикасының астанасынан келген қазы Хохряков эпизодқа ешқандай қатысы жоқ Владимир Никитенконың *ойыннан тыс қалуын* сылтау қылып, өкінішке қарай, голды есептемей қойды (Алматы ақшамы, 07.10.2015).

Шаршы алаң – boxing ring; Ал елордадан *шаршы алаңға* 20 боксшы шығады деген дерек бар (Егемен Қазақстан, 19.01.2010).

Теңбіл доп – soccer ball.; Қосымша уақытта қарсыластарынан бір доп артық соққан (жалпы есеп 6:5) *теңбіл доптың* теңдессіз шеберлері ширек финалға шықты (Алматы ақшамы, 17.04.2014).

Қарымта шабуыл – counter attack; «Жетісу» сауатты қорғанып қана қоймай, жүйелі түрде *қарымта шабуыл* жасай алды (Айқын, 17.08.2015).

Дүбірлі дода – tournament; 2011 жылғы Ақ Азиадаға арналған спорттық кешендер тек *дүбірлі дода* басталар кезінде қолданысқа берілген болатын (Ана тілі, 22.10.2015).

Мәре – finish; Винокуровты сонау Сидней Олимпиадасының *мәресінде* қарсы алғанмын (Қазақ әдебиеті, 24.10.2015).

Бас бапкер – head coach; Үндістандық Сушил Кумармен болатын белдесуге сол кездегі *бас бапкер* Алтай Танабаев емес, аға бапкер Руслан Өмірәлиев алып шықты (Ана тілі, 21.08.2014).

Қаптал – flank; Соған қарамастан, *қапталдағы* төрешілер бірінші раундты тең деп санады (Егемен Қазақстан, 16.08.2011).

Әлем біріншілігі – world championship; 4-12 қыркүйек аралығында Ресейдің Санкт-Петербург қаласында бокстан жасөспірімдер арасындағы әлем біріншілігінің жалауы желбірейді (Айқын, 11.08.2015).

Қосалқы құрам – reserve team; Сондай-ақ бұл – алаңға әріптесін алмастырып шыққан *қосалқы құрам* ойыншысы жасаған тарихтағы жалғыз хет-трик (Алматы ақшамы, 11.06.2014).

Жанкүйер – fan; Ал *жанкүйер* қауымның қатарында қаракөз қыздардың қарасы көп десекте, жасыл желек үстінде жаттығып, теңбіл допты тегеурінді тебуге талабын

танытқан бойжеткендер баршылық (Ана тілі, 26.11.2015).

Құрама – national team; Бұйырса, ел *құрамасы* жоғары деңгейде өнер көрсетеді деген сенім бар (Алматы ақшамы, 26.04.2012).

Дода – championship; Реті келіп тұрғанда, бұл спорттық *додада* 69 жүлде жиынтығы сарапқа салынғалы тұрғанын еске сала кетелік (Егемен Қазақстан, 31.03.2010).

The above concepts related to sports have long entered our minds in the Russian version. But previously, there was neither a consumer desire to find a Kazakh equivalent, nor a corresponding need for social and public services.

The above-mentioned new terms used in the field of sports, aimed at activating the state language in the field of sports in accordance with the national interests of modern society are the result of the formation of the native language as a cognitive and informational tool.

As for the Turkish language, the words of Atatürk, which he said in 1930, are still in the memory of every patriot: «The connection between national feelings and language is very strong. The richness of the national language is the main factor that awakens the national feeling. Turkish is one of the richest languages in the world. You just need to be able to use this language consciously. The Turkish nation, which is able to defend its homeland and independence, must save its native language from the aggression of foreign languages» (Arsal S., 1930).

The outstanding Turkish linguist Dogan Aksan defined the important role of the press in the life of society this way: «If you want to know the status of Turkish as a language of education and culture, watch the press. This is because newspaper texts are a reliable database in terms of determining the number of local and foreign words in the language, the frequency of use of these words» (Aksan D., 2010: 132).

In fact, as is known, the frequency of using new names, which are so much transmitted in the press, increases and thereby directly contributes to the perception of these words by the population.

For example, these new Turkish words, which were once very relevant, were often appeared in the Turkish press, used and firmly established in modern Turkish vocabulary: *dergi* (journal), *gündem* (agenda), *işlem* (process, procedure), *olgu* (fact), *etken* (factor), *özelleştirme* (privatization), *uydu* (satellite), *yüzölçüm* (area), *yörünge* (orbit), *gezegen* (planet), *arabulucu* (peacemaker), *sözcü* (press secretary), *yargıtay* (supreme court), *önder* (leader), *yatırım* (investment), *etkinlik* (activity) etc.

However, looking at the modern Turkish press – we understand that Turkey, located in the middle of Europe and Asia, is facing a difficult linguistic situation. The Turkish vocabulary, which is developing in accordance with the process of globalization in the XXI century, is actively adopting foreign words on the one hand, and on the other hand, creating new, artificial Turkish equivalents that can replace these words in compliance with the Turkic spirit.

Another topical issue that is often discussed in the Turkish press is spelling mistakes. As a result, new names on the pages of newspapers are also misspelled. Of course, this situation has a negative impact on the correct assimilation and perception of new words in the public consciousness, which have a cognitive and informational function. In this regard, the main issues related to the use of the Turkish language in the Turkish press were carefully considered and analyzed in detail in the report of the well-known linguist Zeynep Korkmaz «Turkish language in the media». Since there are so many examples, we decided to give them in the form of short phrases:

spelling mistakes: «Maltepe gazinolarında ramazan nedeniyle *proğram* (correct spelling: *program*) yoktur», «Yüzde yüz *pamuklu* (correct spelling: *pamuklu*)», «*elektonik* (correct spelling: *elektronik*) ticaret», «*parlamento* (correct spelling: *parlamento*)», «*sathk* (correct

spelling: *satılık*) daire», «*müdail* (correct spelling: *müdahil*) avukat», «*inşaa* (correct spelling: *inşa*) çalışmaları» etc.;

- presence of words in foreign letters that are absent in the Turkish alphabet: «*Newruz* (correct spelling: *Nevruz*)», «*lux*» (correct spelling: *lüks*), «*Savaş war* (correct spelling: *var*)», «*Derischov*» (correct spelling: *Derişov*), «*reflex*» (correct spelling: *refleks*) etc.;

- incorrect spelling of endings and affixes: «*Evrin teorisine* (correct spelling: *teorisini*) kesinlikle yıkmıştır», «*kuruluş yıldönümüne* (correct spelling: *yıldönümünü*) coşkuyla kutladı», «*izleyenlere* (correct spelling: *izleyenleri*) büyüledi», «*alevleri binanın üst katlarına* (correct spelling: *katlarını*) sardı» etc.;

- misspelling of circonflexe: «*kar* (correct spelling: *kâr*) payı», «*ithalat*» (correct spelling: *ithalât*), «*üşup*» (correct spelling: *üşûp*), «*Rusya Çeçenistan harekatı* (correct spelling: *harekâtı*)», «*imkan*» (correct spelling: *imkân*), «1963'ün *asgari* (correct spelling: *asgarî*) ücreti» etc.;

- incorrect apostrophe usage: «*Cumhurbaşkanı Putini* (correct spelling: *Putin 'i*) kabul etti», «*Sağlık Bakanlığı'na* (correct spelling: *Bakanlığın*)», «*Afyon'lu* (correct spelling: *Afyonlu*) bir tüccar», «*Valilik'ten* (correct spelling: *Valilikten*) Esenyurt açıklaması» etc.;

- incorrect writing of function words: «*Bakarmısın* (correct spelling: *bakar mısın*) evladım», «*Bende* (correct spelling: *ben de*) eylemi yapmanın kararını aldım», «*Neyseki* (correct spelling: *neyse ki*) bu iş sonuna getirilebildi», «*Güzel'de* (correct spelling: *güzel de*) siyasi yasaklı» etc.;

- Incorrect use of capital letters: «*İran'da Perşembe* (correct spelling: *perşembe*) gecesi başlayan öğrenci olayları», «*Gelir vergisi beyannameleri her yılın Mart veya Mayıs* (correct spelling: *mart, mayıs*) aylarında verilir» etc.;

- incorrect spelling of compound words: «*Çocuklar, Özden Huzurevi* (correct spelling: *huzur evi*) sakinleriyle buluştu», «*gazyağı*» (correct spelling: *gaz yağı*), «*MHP'de yeni grup başkanvekili* (correct spelling: *başkan vekili*) belli oldu», «*Büyükçekmece* (correct spelling: *Büyük Çekmece*) mevkiinde saman yüklü kamyon devrildi», «*bankalararası* (correct spelling: *bankalar arası*) piyasa» etc.;

- incorrect use of words due to misunderstanding of the meaning of words: «*Tüm camlar yıkıldı* (correct spelling: *karıldı*)», «*Beş dakikalık süreç* (correct spelling: *süre*) içinde», «*Konuştuğumuz bilgiler* (correct spelling: *konular*) hakkında doktorumuz yardımcı olacaktır», «*geçtiğimiz ay* (correct spelling: *geçen ay*)», «*Zevkler ve renkler tartışılmaz diye bir kelime* (correct spelling: *söz*) vardır», «*Medyada görülen yurtcu ve kanlı* (correct spelling: *dehşet verici*) olaylar» etc.

- not to use the full potential of the Turkish language, which is rich in synonyms, artificially creating a shortage of words: regular use of the word *aşama* (period) when there are synonyms *derece* (degree), *devre* (stage), *kademe* (stage), *safha* (period), *hamle* (flow); *sebebiyle* (because), *vasıtasıyla* (through), *münasebetiyle* (related to), *yiüzünden* (due to), *bakımından* (in terms of), *yol açmak* (opening a path) limit the meanings that synonyms can give only to the word *nedeniyle* (because of); to express the concepts of *taarruz* (attack), *tecavüz* (rape), *hücum* (attack) only with the word *saldırı* (attack); always use the word *onur* (honor) when there are synonyms *şeref* (honor), *haysiyet* (dignity), *itibar* (honor, prestige), *gurur* (pride); the word *acımak* (compassion) has been completely removed from the use of the words *şefkat* (kindness) and *merhamet* (empathy) etc.;

- one of the main problems of the modern Turkish press is the use of foreign equivalents of new words, despite the presence of their Turkish equivalents. Although the «Turkish Language Association» has found pure Turkish equivalents of foreign words and introduced them to the public through the daily media, the Turkish media has ignored them.

For example (the words given in parentheses are Turkish new usages proposed by the «Turkish language Association», but not used): *likidite (alışkanlık)* – liquidity, *nostalji (sıla özlemi)* – nostalgia, *meditasyon (derin düşünme)* – meditation, *marketing (pazarlama)* – marketing, *part-time (yarım gün)* – part-time, *full-time (tam gün)* – full-time, *showmen (gösteri adamı)* – showman, *referandum (halk oylaması)* – referendum, *amblem (belirtke)* – emblem, *back-ground (arka plan)* – background, *self-servis (seç al)* – self-service, *viyadük (köprüyol)* – viaduct, *franchising (isim hakkı)* – franchise, *non-stop (molasız)* – nonstop, *kampüs (yerleşke)* – campus, *trend (eğilim)* – trend, *optimist (iyimser)* – optimist, *poşet (torba)* – package, *optimal (en uygun)* – optimal, *bestseller (çok satan)* – bestseller etc. (Korkmaz Z., 2002: 45-59).

Now let us focus on the last paragraph. It should be noted that many of the above Turkish words have no analogues in the Kazakh language. That is, we use the same foreign language words. Therefore, we decided to give examples from Kazakh and Turkish newspapers regarding these words, which are used equally in Kazakh and Turkish languages, and give them in two languages at once. In this way, it becomes clear that this problem is common to both languages.

For example: Әуелден үлкен *оптимист* не үлкен пессимист болып жаратылғаным жоқ (Қазақ әдебиеті, 01.10.2010). Böylece *optimist* tekne aramaya başlarken, kendimizi Fenerbahçe Yelken Kulübü'nün Dereağzı Tesisleri'nde bulduk (Hürriyet, 12.09.2013).

Түз даланы кірпігімен қоршап алып, *медитация* жасап тұрған жан иесі (Ана тілі, 14.03.2013). *Meditasyon* ve yoga gibi rahatlama yöntemleri stresin yanı sıra endişelik hali ve kronik yorgunluğu da azaltıyor (Milliyet, 06.12.2007).

Одан әрі іс-шара «Медиаменеджменттің ғаламдық өзгерістерге ұшырауы жағдайында ақпараттық интеграция» және «Отандық продакшн индустриясының даму эволюциясы: жаңа *трендтер* мен бейне өнім тенденциялары» тақырыбындағы пікірталас алаңында жалғасын тапты (Ана тілі, 08.10.2015). Uzun etekler 2014-15 Sonbahar Kış etek *trendlerinden* (Hürriyet, 27.09.2014).

Швейцарияда 5 маусымда елдің барлық тұрғындары үшін жәрдемақыға кепілдік берілетін «шартсыз негізгі кіріс» мәселесіне байланысты *referendum* өтті (Айқын, 07.07.2015). Başbakan Ahmet Davutoğlu, 1 Kasım seçimlerinin *referandum* niteliğinde olduğunu söyleyerek mutlaka oyu kullanılmasını istedi.

Аумағы 70 гектардан асатын университеттік *кампус* аймағын тазарту және жинау жұмысына аталмыш оқу орнының басшылығы, оқытушылар құрамы мен студенттер, қызметкерлер – барлығы 17 мыңнан астам адам қатысты (Егемен Қазақстан, 19.04.2012). Üniversite öğrencileri *kampus* girişinde eylem yaparak, üst geçit yapılmasını istedi (Vatan, 21.12.2010).

Қазақ хандығының 550 жылдық мерейтойлық *эмблемасының* (логотип) үздік эскиздік жобасына байқау жарияланды (Алматы ақшамы, 10.11.2014). Buna göre, Anayasa Mahkemesi İçtüzüğü'nün ekinde yer alan mahkeme *emblemi* değiştirildi (Sabah, 05.07.2014).

Another thing we noticed: foreign words (mostly English) are often given in the Turkish press directly in their original form.

In this regard, we see that the idea of the leader of the Alash movement H. Dosmukhamedov has not lost its relevance today: «When we use foreign words, we need to change them according to the laws of our language and adapt them to our language. It can be said that there is no language in the world where you cannot change a foreign word» (Dosmukhamedov H., 1923).

Unfortunately, this trend, which is not found in any other language, is widespread in the modern Turkish press:

Cheeseburger – чизбургер; *buffalo wings* – буффало қанаттары; *burger* – бургер; *hot dog* – хот-дог: Menüdeki seçeneklerden bazıları avokadolu *cheeseburger*, *buffalo wings*, sucuk *burger* ve tabii ki sosis deyince ilk akla gelen yemek olarak *hot dog* (Milliyet, 23.11.2014).

Mail – mail; *fax* – fax: Telefon, *mail*, *fax* ne varsa her türlü yolu deneyelim ve yetkiyileri uyaralım (Hürriyet, 17.05.2012).

Eyelin – eyeliner: İdeal bir görünüm için *eyelin* çizgisine göz pınarlarınızdan başlamamanızı öneririm (Hürriyet, 15.01.2015).

Workshop – workshop; *slide show* – slide show: Sergi çerçevesinde AÇEV ile birlikte düzenlenecek *workshop*'ta ise «anne-çocuk» ve «baba-çocuk» için özel gösterimler ve aynı zamanda 0-6 yaş arası çocuklara yönelik *slide show*, resim çizilmesi, fotoğraf çekimi ve basımı gibi etkinlikler yapılacak (Milliyet, 25.05.2011).

Prime-time – prime-time: Saat bazında ise en çok hatırlatma koyulan periyot, *prime-time* olarak değerlendirilen 20.00-23.00 saatleri arasındaki dönem oldu (Vatan, 28.12.2015).

Backstage – backstage: Defileyi Londra'da izleyebileceğim bir de üzerine *backstage*'e girip meleklerle röportaj yapabileceğim söylendiğinde içimde açan kanatları tahmin edersiniz (Hürriyet, 08.12.2014).

Bodyguard – bodyguard: İspanyol devi Barcelona'da daha önce görev yapmış bir *bodyguard*, herkesi şok eden açıklamalarda bulundu (Milliyet, 12.10.2012).

Wi-fi – wi-fi; *check in* – check in; *transfer* – transfer; *check out* – check out: Constance Hotels & Resorts misafirlerinin Baglioni Hotels' deki ayrıcalıkları arasında ise; günlük ücretler üzerinden % 10 indirim, ücretsiz kahvaltı ve *wi-fi*, varış zamanındaki uygunluğa göre erken *check in* ve bunun yanı sıra daha yüksek kategoride bir odaya *transfer*, saat 12.00' den sonra *check out* yapabileme imkanı ve her 20 gecelik konaklama için seçeceğiniz bir Baglioni Hotels' de 1 gece ücretsiz konaklama yer alıyor (Vatan, 26.02.2014).

Megastar – mega star: *Megastar* Tarkan yeni albümü Adımı Kalbine Yaz'ın ilk klibini Sezen Aksu imzalı 'Öp' adlı şarkıya çekti (Vatan, 05.09.2010).

Online – online: Bunun en somut örneklerinden bir tanesi «Sohbetler»i yayınladığı *online* kütüphanesi (Milliyet, 30.12.2012).

As for the sports new usages, let's take a look at the favorite sport of the Turkish nation - football. In 1974, the Turkish Language Association took up football terms and published the «Ayaktopu terimleri sözlüğü» (Dictionary of Football terms) (Ayaktopu terimleri sözlüğü, 1974: 51).

In this dictionary, an attempt was made to translate some terms into Turkish: *ayaktopu* (football), *ayaktopu kılığı* (football uniform), *akıncı* (striker), *orta akıncı* (central striker), *birinci* (champion), *birlik* (federation), *çalışma* (training), *çalıştırıcı* (coach), *çeyrek final* (quarterfinal), *çift vuruş* (double-free kick), *karşılaşma* (match), *köşe atışı* (corner kick), *savunucu* (defender) т.б. [279, 39 б.].

But the football terms proposed above are not widely used in the Turkish press today. This shows that Turks do not pay attention to the potential of their native language and are more interested in foreign alternatives than Kazakh. For example: *şampiyonluk* (championship), *forvet* (forward), *antrenör* (coach), *turnuva* (tournament), *tarafıtar* (fan), *takım* (team), *dünya birinciliği* (world championship), *forma* (uniform), *gol* (goal), *ödül* (award), *transfer* (transfer), *tribün* (tribune), *stat* (stadyum), *pas* (pass), *kanat* (flank), *bitiş* (finish), *ceza sahası* (penalty area), *aut* (out), *kaleci* (goalkeeper), *korner* (corner), *Süper Lig* (Super League), *skor* (score), *maç* (match), *hakem* (referee), *atak* (attack), *penalti* (penalty), *puan* (point), *play-off* (play-off), *rakip* (rival), *kura çekimi* (drawing of lots), *ofsayt* (offside), *çeyrek final* (quarterfinal), *rövanş* (rematch) т.б.

As can be seen from the above examples, in both languages, especially in Turkish, there is a widespread tendency to name new sports usages with foreign equivalents. Therefore, in both countries, national word-formation in this area has not yet been systematically carried out. This situation imposes a lot of tasks on linguists in the two Turkic states.

Conclusion

The main problem identified in the course of the study is that most of the questions related to the development and formation of new usages in the Turkish language are in harmony with these issues, which are also updated in the Kazakh language. The main reason for this is that the innovative processes inherent in the era of globalization in the XXI century have led to rapid changes in the world language system. It is particularly evident at the lexical level of the language system, which is characterized by a flexible and variable character.

As a reflection of this, language expressions of rapid modernization in the political, cultural and economic spheres during this period were reflected on the pages of the Kazakh and Turkish mass media.

In this regard, guided by the relevance of the study of new usages that have emerged in the language in the context of *language-cognition-society* in linguistics, in the course of the research conducted in accordance with the complex realities of the modern press language, the following conclusions were drawn:

– vocabulary is a linguistic treasure that serves as the basis for studying not only the general state of language-consuming society, but also the thought and consciousness of members of society. In the research work, it was considered in the continuity of *language-cognition-society* that the lexical composition of the language is replenished with new words as a manifestation of changes in the world of reality and the desire of society to give names to new concepts and realities is a legal phenomenon in the interests of society. It is proved by a clear contextual analysis of the pragmatic and cumulative essence of new usages in the media environment of the universe that the function of new usages as a cognitive and informational tool in comparison with neologisms is clearly manifested in the main sphere of application – the press – of language manifestations of the process in social consciousness;

– the article interprets the cognitive information of new usages in the Kazakh and Turkish press, which serves as a language tool for developing and influencing public consciousness through text analysis;

– at the same time, the cumulative activity of the Kazakh press was reflected on the basis of the revival of spiritual values in the consciousness of the addressee through the use of ethnolexics, and the predominance of foreign use in the Turkish press was determined.

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