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TERMINOLOGICAL PROCESS IN THE AZERBAIJANI PRESS

Annotation. The authoress researches terminologies existing in the Azerbaijani press of the Independence period. She pays special attention to the shaping of terms, the terminological norm. She takes into account loanwords, the existence or lack of their equivalents in the Azerbaijani language. Abuses of certain times in the press have been indicated, a concrete solution to remove them has been suggested. While carrying out the analysis of the lexical-grammatical composition of the language of the contemporary newspapers and magazines, the authoress refers to the history of the Azerbaijani press.

On the basis of the analysis of facts the authoress indicates properties of the contemporary means of mass information that contribute to the enrichment of the terminological basis of the literary Azerbaijani language and accelerate its structural-semantic development. The authoress emphasizes the fact that the process of forming terms in the literary language has an escalated character.

Keywords: national terminology, press, independence, Azerbaijani language.

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ӘЗІРБАЙЖАН БАСПАСӨЗІНІҢ ТЕРМИНОЛОГИЯЛЫҚ ПРОЦЕСІ

Аннотация. Тәуелсіздік кезеңіндегі әзірбайжан баспасөзінде авторлық терминологияны зерттеу. Ол трендтердің қалыптасуына, терминологиялық нормаға ерекше назар аударады. Ол кірме сөздерін, олардың эквиваленттерінің болуы немесе болмауы әзірбайжан тілінде ескереді. Баспасөзде белгілі бір уақыттың бұзылуы көрсетілді, оларды жою үшін нақты шешім ұсынылды. Қазіргі газеттер мен журналдардағы тілдің лексикалық-грамматикалық құрамын талдауды жүргізген кезде авторлық азербайжандық басылымның тарихына сілтеме жасайды

Фактілерді талдау негізінде автор авторлық әдебиеттің терминологиялық негізін байытуға және оның құрылымдық-семантикалық дамуын жеделдетуге мүмкіндік беретін заманауи ария ақпаратының қасиеттерін көрсетеді. Автордың әдеби тілде терминдерді қалыптастыру үрдісі өршіп келе жатқан сипатқа ие екендігін көрсетеді.

Тірек сөздер: ұлттық терминология, баспасөз, тәуелсіздік, әзірбайжан тілі.

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ТЕРМИНОЛОГИЧЕСКИЙ ПРОЦЕСС В АЗЕРБАЙДЖАНСКОЙ ПРЕССЕ

Аннотация. Автор исследует терминологию, функционирующую в азербайджанской прессе периода Независимости. Уделяется особое внимание формированию трендов, терминологической норме. Анализируются заимствованные слова, наличие или отсутствие их эквивалентов в азербайджанском языке. Были обнаружены нарушения в прессе и предложены конкретные решения для их устранения. Выполняя анализ лексико-грамматического состава языка современных газет и журналов, автор ссылается на историю азербайджанской прессы.

На основе анализа фактов автор указывает свойства современных средств информации, которые способствуют обогащению терминологической базы азербайджанского литературного языка и ускоряют его структурно-семантическое развитие. Автор подчеркивает тот факт, что процесс формирования терминов в литературном языке носит интенсивный характер.

Ключевые слова: национальная терминология, пресса, независимость, азербайджанский язык.

In the period of independence the use of terms in the press, broadcast and telecast is one of the most urgent problems that demands serious study and research. Certain work has been done in this sphere; all kinds of articles dedicated to the use of particular sectorial terms in press have been published.

It is impossible to acquire knowledge, propagate the latest achievements of science and technology without adequate terminology. That is why appropriate and correct use of terms is necessary.

During the years of independence the terminology of the Azerbaijani language developed and improved considerably. There are numerous new terms in various spheres of science and technology. Some terms that used to be conventional have been made more precise. At present significant changes have taken place in various spheres of technology. Sectorial technologies have been enriched; monographic researches have been dedicated to the comparative study of terms on the basis of the materials of the English and Azerbaijani languages.

From this point of view, there are serious defects in the use of particular terms in the press. It is caused by the increasing number of press means during the last few years and by the following facts: people working in press organs are specialists in the various spheres; authors whose works are published in the press instead of keeping to the rules and norms of language are quite free in this matter.

The rehabilitation of independence of Azerbaijan made it possible to join the international processes of the country. The new social-political conditions including the country as a subject of international relations appreciably extended the sphere of use and employment of the Azerbaijani language. It caused that the publication of works started dealing with new spheres [6, p.38].

At present the terms applied to the spheres of social-political life, international law, economics and information technology are widely used in the press.

There have been certain tendencies in the attitude to the terminology system of the language lately. One of such tendencies is the changing of terms that used to be applied in the Azerbaijani language for a long time and then became unnecessary, for example: idman - sport, təqaüd - pensiya «pension», dərəcə kateqoriya «category», mükalimə - dialoq «dialogue», əmsal – koefisiyent, coefficient», islahat - reforma «reform», islahatçı – reformaçı, refonner», surət-obraz «character, type», səhm - aksiya «share», səhdar -

aksioner «stockhol- der», yenilikçi - novator «innovator», ixrac - eksport «export», idxal - import «import» etc. At present, a parallel use of terms that designate the same notions is widely spread in the Azerbaijani language.

It is extremely important to struggle against such cases and to stabilize terms. Only such variants of terms that express the meaning most precisely and meet the requirements of the terminological norms of the Azerbaijani language must be chosen from among the terms used parallel and preserved, because duplicates in terminology cause muddle. New terms used in the press are often carried out not only by all kinds of specialists but by journalists. It takes place out of a specialist's attitude to a term. As a result, such a term is not used rightly and does not correspond to terminological norms.

The contemporary Azerbaijani language has a great deal of wide word- formation potential. «That is why when determining and creating a term to express some notion, it is necessary to look deep into the composition of the language and to use its resources and means rationally.»[4, p. 45]

Scores of such new words and terms as soyqırımı «genocide», çimərlik «beach», nəfəslik «ventilation pane», ödənc «payment», qaçqın «refugee», didər- gin «exile», köçkün «settler», məcburi köçkün «forced settler», şəhidlik «martyr- dom», anlam «understanding», önəmli «important», qarşıdurma «opposition», yenidənqurma «reorganization», açıqlama «explanation», yönüm «direction», söyləm «narration», yelçəkər «ventilator», tıxac «traffic jam» etc. have been created lately. Such words and terms formed in various ways have found their own place in the contemporary vocabulary.

There are quite a number of unintelligible, indefinite terms among the new ones.

When determining the names of some notions including plants, animals, fish, birds translators, scientists, authors of scientific works and text-books find it problematic. In such cases it is more reasonable to appeal to the national language and various dialects.

Terms are one of the main means that ensure the concreteness of a given idea. If there were not appropriate terms in the language, all thoughts would be given in a descriptive manner. It should be taken into consideration that, in the first place, terms are units that belong to science and terminology. They are widely used in the literature connected with those spheres. Superfluous loading of the press with terms harms its lucidity. Such materials are difficult to understand. It is not satisfactory for a columnist style. It is significant to use terms in the press, radio and television only as required and they must be used correctly and chosen accurately. As the modern scientific and technical progress is connected with the development of economics and culture, the terminology of the Azerbaijani language develops rapidly. Especially the development of science, the rise of new spheres of research, the expansion of intercommunication of natural and technical sciences cause the creation of new notions and corresponding terms. Rich terminology applying to innumerable fields of science, terminology, economics and culture has been created in the Azerbaijani language.

However, in connection with the development of the social improvement of terminology of the Azerbaijani, language is a process that always goes on. The press is one of the most important means that develops terminology on the basis of scientific principles, brings enrichment into line with laws of the internal development of the language, makes new terms more common and carries them to people. The press is not indifferent to novelty in the society; while analyzing social structure, political and economic conditions, social problems, the press informs people about the modern reality, internal and foreign data in a simple and easy language and holds a leading place in the creation and use of new terms connected with various spheres of social life. Such outstanding Azerbaijani intellectuals as H. Zardabi, A. Huseynzada, J. Mamedkulizada, A. Hagverdiyev, U. Hajibeyov, T. Kocharli did a great deal of work in that field by means of the press.

The enrichment of the Azerbaijani terminological vocabulary by national terms intensified in the late eighties and in the early nineties.

National terms based on the national roots are preferred in order to inform people about different processes in the society in a laconic form. The national- liberation movement in Azerbaijan stimulated the creation of new words, the popularization of notions connected with this process in the vocabulary. Thus, numerous terms-words that used to be archaisms and historicisms in the press have come back to the language again and consolidated their position in the vocabulary, for example: çavuş «sergeant», alay «regiment», gizir «praporshchik», taqım «battery», fərari «deserter», cihad «jihad», öndər «advance guard», şəcərə «legacy», icarə «lease; tenure; rent», icarədar «tenant; lessee; leaseholder», soyqırım «genocide», müxalifət «opposition» etc.

Such newspapers as «Azerbaijan», «Xalq qəzeti» («National newspaper»), «Səs» («Voice»), «Yol» («Way»), «Azadlıq» («Freedom»), «Millət» («Nation»), «Həyat» («Life»), «İstiqlal» («Independence»), «Səhər» («Morning»), «525-ci qəzet» («Newspaper JY2525»), («Pres-fakt»), «7 gün» («7 days») and others played an important role in the development of the language. Numerous terms connected with the social-political events and other factors were created in these newspapers, for example: yetərsay «kvorum», yasaq «prohibition», basqı «occupation», milli suverenlik «national sovereignty», informasiya təzyiqi «information pressure», iqtisadi həyat «economic life», xalq hərəketi «national movement», insan haqqları «human rights», demokratik fikir «democratic idea», milli ordu «national army», fəvqəladə vəziyyət «state of emergency», siyasi müxalifət «political opposition» etc. So any new term created in the language in connection with a given social-political process in the society in the first place reaches people by means of the press and being used becomes normative and comes into the terminological system. For example: such terms as magistr «master», veksəl «promissory note; bill of exchange», investisiya «investment», audit, bakalavr «bachelor», marketing «marketing» were used in the press and became common.

A decisive role of one's native language in the creation of terms in the press must be taken into consideration. When expressing new notions by choosing a word from within the vocabulary of the inactive language, one should either find the equivalents of borrowings or use terms made by loan translation [1, p. 93].

So the Azerbaijani language must be purified from the strange influence in the first place at the expense of the rich treasury of the national language, that is to say, at the expense of potential of the Azerbaijani language. For example, such words as soyuducu «refrigerator», dondurma «ice-cream», tikinti «building», vergi «tax», ölçü «measure» used to sound strange. Being used in the language they adapted themselves to the Azerbaijani language and found their place in the vocabulary. Some terms that have been created lately have been successfully replaced by the Azerbaijani words: biznesmen - iş adamı «business- man», deputat - millət vəkili «deputy», kompromis - razılığa gəlmək «compromise», transfer - köçürülmə «transfer», veksəl - ödəmə «promissory note; bill of exchange». Some terms stand the test of time and take root in the language, but some do not. For example, such words as kompyüter - bilgisayar «computer», konstitusiya - ana yasa «constitution», olay - hadisə «event» have been used in a parallel for a long time. Evidently, modern processes in the Azerbaijani language are reflected in the press. Thus, during the last ten years hundreds of words left the Azerbaijani language and instead of them terms corresponding to the grammar rules of the language took their place. For example, genosid - soyqırım «genocide», familiya - soyad «surname», müvəqqəti sülh - atəşkəs «temporary truce», biznesmen – iş adamı «businessman» etc. At the same time borrowings, national words and words borrowed from the other Turkic languages began to be used in the press in a parallel

form in order to denote the same notion. Hence, sometimes such terms as *avanqard* - *öncül* «*vangurd*», *sülh* ~ *barış* «*peace*», *rüsum* - *vergi* «*tax*», *öndər* - *başçı* «*head, chief*», *ittifaq* - *birlik* «*association*», *xarici* - *yaddelli* «*foreign*», *konstitusiya ana yasa* «*constitution*», *səfir* - *elçi* «*ambassador*», *müasir* - *çağdaş* «*modern*», *xüsusi* - *özl* «*special*», *veto* - *qadağa* «*prohibition*» were used together in the same article in order to denote the same notion. Many of them became widely used words; then one of the parallel used terms not being common was forced out of the language.

Most terms are used in the press in the same form as in the European languages, but some of them are translated into the Azerbaijani language. It is necessary to examine the vocabulary of the Azerbaijani language and to determine the existence or absence of an equivalent of a certain term. If there is an equivalent of a foreign term, it is inexpedient to use the latter. Such peculiarities must be taken into consideration in the press. Indeed, a term must be mono-semantic. When readers are faced with such terms as *düstur* «*formula*», *naqil* «*conductor*», *əmsal* «*coefficient*» in one newspaper and with *koefisiyent* «*coefficient*», *formul* «*formula*», *keçirici* «*conductor*» in another one, they perceive them as different notions. However, these terms denote the very same notion. It is extremely important and necessary to eliminate such defects that took roots in the press long ago. The terms created on the basis of intimal potential of the Azerbaijani language must be thought over, too; not every word or combination of words can be rendered in the press.

Sometimes there is an individual approach to the adoption a certain term. For example: *analiz* - *çözmək* «*analysis*», *alternativ* - *seçənək* «*alternative*», *lingvist* - *dilbilimçi* «*linguist*», *kompromis* - *anlaşit* «*compromise*», *hadisə* - *olay* «*event*», *disput* - *tartışma* «*debate*», *qaçqın* - *köçmən* «*refugee*» etc. If the term adopted and used by specialists is distorted or replaced by another one, it makes thinking difficult. That is why the terms adopted by specialists must be used precisely without any changes.

The newspaper «*Əkinçi*» («*Ploughman*») published by the great Azerbaijani enlightener Zardabi and the newspaper «*Kəşkül*» (*kəşkül* means «*a cup made from a nutshell*») published by J. Unsizada played an important role in the development of terminology of the Azerbaijani language. The language of interesting articles by these publishers dedicated to various themes, new words, expressions, terms created by them is still used in the Azerbaijani language, for example: *qəzet* «*newspaper*», *qəzetçi* «*pressman; news-writer*», *mətbəə* «*printing-house*», *üzvi maddə* «*organic substance*», *yer qabığı* «*the earth's crust*», *gözəllik* «*eye-glasses*» etc. «*When creating scientific terms the newspapers «Əkinçi» and «Kəşkül» used the Azerbaijani language as the main source and thus tried to make these terms clear for people*»[2, p.3].

During the years of independence the lexical - terminological vocabulary of the newspaper language is extremely varied. It includes spheres of social-political life. The terms connected with various spheres of science, terminology, economy, culture, economics etc. are widely used in contemporary newspapers.

Azerbaijan as a sovereign state increases its comprehensive relations with the other countries of the world and it causes the creation of new terms in all spheres. These terms are formed both on the basis of intra-linguistic potential and under the influence of the European and Turkic states. New words used both in numerous scientific spheres and in the arts, formed on the basis of intra-linguistic potential or borrowed from the other languages enter the vocabulary of the Azerbaijani language. So such a change that takes place during the years of independence actualizes scientific research of new terms and the determination of their formation and transfer into the language.

Scientific progress, political and cultural development have caused the creation of new terms. One of the main tasks was the prevention of the mass spread of new terms

in the language. In this connection on June 8 2001 the «Decree of the improvement of employment of the state language» was adopted.

Political terms: such terms are widely used. They are mainly used in foreign news, international material, reports and papers.

Some of these terms and combinations of terms are comprehended by the public: *mafia* «mafia», *menecer* «manager», *korruptsiya* «corruption».

Some terms used in newspapers are difficult to understand: *pentensiar* «penitentiary», *ombudsman*, *repetitor*, *brifing* «briefing», *investisiya* «investment», *kurrikulum* «curriculum», *demping* «damping», *devalvasiya* «devaluation».

Term-formation in the press language is one of the problems that has a scientific basis and law.

It is known that vocabulary is constantly enriched by new words and terms and this process is more active in regard to the other layers of the language. Yet, the intensity of the development of this process is not the same in all periods.

The ways and sources of term-formation are used according to the social-political requirements of a concrete period. Thus, a certain lexical, grammatical element that used to be more active in term-formation several years later is relegated to the background, or the main source in term-formation gives up its place to the other one.

Some of the terms in the vocabulary of newspaper's language were directly borrowed from the European languages.

«Terminology as a vocabulary enters the literary language and becomes its part. Within its meaning it cannot be material of the literary language»[7, p. 16-18].

«Moving away from its functional meaning a given term approximates to widely used words. This approach becomes a regular process in relation between language and speech»[5, p.28].

The dynamics of the terminological system of the language and its changeability according to the development of the society is a natural process. Nowadays, the enrichment of the terminological system of the language by new elements is more active, because «the rapid development of science and technology causes the creation of new terms and enrichment of terminology in the Azerbaijani language»[3, p.28].

The rapid development in all spheres of the society during the years of independence of Azerbaijan is also reflected in the terminological system of the language.

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