

WORDS THAT BECOME NORMS IN A LANGUAGE DUE TO THEIR INFORMATIVENESS

Madina Rzayeva Aliaqa

Doctoral student, Senior Lecturer, Ganja State University
madinarzayeva@yahoo.com

Abstract: The use of international terms in press language is driven more by the need to convey new information than by strict lexical-semantic norms. Therefore, both normalizable and non-normalizable terms appear in media discourse. Terms that become normalized enrich the lexical and terminological resources of the native language, largely due to the massifying function of the press. Such terms usually carry socio-political, cultural, or informational content. In contrast, non-normalizable terms are used temporarily and later disappear. Not all less popular terms are merely fashionable; some belong to specialized fields where widespread use is unnecessary, and they remain understandable primarily to professionals within those domains.

Key words: lexical units, norming, international character, information space

Annotatsiya: Matbuot tilida xalqaro terminlardan foydalanish ko'proq yangi axborotni yetkazish zarurati bilan bog'liq bo'lib, ularning leksik-semantik me'yoriyligidan ustun turadi. Shu sababli matbuot tilida me'yorlashadigan va me'yorlashmaydigan terminlar qo'llanadi. Me'yorlashgan terminlar matbuotning ommalashtiruvchi funksiyasi orqali ona tilining leksik-terminologik salohiyatini boyitadi. Bunday terminlar odatda ijtimoiy-siyosiy, madaniy va axborot mazmuniga ega bo'ladi. Me'yorlashmaydigan terminlar esa vaqtincha qo'llanib, keyinchalik unutiladi. Ayrim terminlar esa moda emas, balki muayyan soha terminologiyasiga oid bo'lib, ular asosan mutaxassislar tomonidan tushuniladi va keng ommaga mo'ljallanmagan bo'ladi.

Kalit so'zlar: leksik birliklar, me'yorlashtirish, xalqaro xususiyat, axborot makoni.

Not all lexical-terminological units included in the language of the press and used as borrowings are deprived of the possibility of assimilation. Innovations in social life, achievements related to scientific and technical development spread very quickly through modern information technologies and create an environment for their use in individual languages. The flexibility inherent in the language of the press further expands the existing opportunities for the use of such words and terminological means. Of course, there is no negative indicator of borrowing with modernity and the need to express new concepts. On the contrary, the borrowing, use and standardization of such words enriches the lexical-terminological potential of the language, as well as serves to increase the contact and connection of the mother tongue with the international information space.

The use of neologisms in the language of the press necessitates the identification, regulation and systematization of new norms in the language. In separate studies, the issues of norming are explained directly in connection with the process of assimilation of words and their acquisition of functionality in the language [1, p.51; 77, 147; 43; 20].

Some researchers are of the opinion that international terms are those terms that can be used in several languages. The book "Explanatory Linguistic Terms" gives the following explanation of international terms: "International words are words that have

the same origin and spread to a number of languages, and at the same time can be changed in accordance with the phonetic and morphological norms of each language. The main part of international words is related to science and technology (microscope, telegraph, cosmology); socio-political life (republic, party); literature and art (opera, novel, theater). The main criterion for acquiring international character is that the word must be used in at least three different system languages" [2, p.120].

Indeed, that part of the words and terms freely used in the language of the press can become normalized in the mother tongue so that they can become full-fledged subjects of the international information space. At the same time, there is no equivalent in the Azerbaijani language of those words expressed in the form of a specific unit. The following are examples of such words:

Baroque. The word Baroque originally belongs to the Italian language. It is an artistic style that spread from the 16th to the 18th centuries. The Baroque style spread from Italy to all of Europe. This word, used in the press, is considered a linguistic unit that has developed from exoticism to terminology: "At the beginning of the 18th century, by order of Empress Maria Theresa, Prague Castle was rebuilt in the Baroque style."

Unique. The word unique is originally from Latin. This word is used as an international term as an epithet specific to rare works of art. The word unique is also used in the press in the same sense: "The memory of the singer with a unique voice was commemorated" [3. 171].

Militant. The word militant is originally from French. The meaning of the word is related to the term militarism, which denotes the concept of a policy of preparation for war. The word militant is used in the press in the sense of a militarized and war-prepared object. For the Azerbaijani language, this term is a unit that denotes a new concept and can be used in appropriate situations:

"President Obama's targeting of the military in Syria and Iraq and the joining of some American Muslims to this organization have put some Democratic candidates in a bad position."

Boutique- The word boutique is originally from the French language. The word is actually exotic in nature. However, its acceptance as a terminological unit in the Azerbaijani language due to the meaning it expresses does not create an exception. The word boutique means a small store selling expensive goods produced in small quantities. It is true that boutique-type stores are not very fashionable in Azerbaijan and it is possible that this will be applied in our country as well. However, such stores exist in foreign countries. From the informational point of view, the inclusion of the word boutique in the terminological system as a norm does not cause any serious complications. The word boutique is used in the press in the same sense: "But for now, POS terminals have been installed only in supermarkets and some boutiques in our country."

Legitimate. The word legitimate is of Latin origin. The word legitimate, due to its terminological meaning, has entered all European languages, and later the languages of many developed nations of the world. In the Azerbaijani language, the word legitimate is used as a socio-political and legal term. The dictionary meaning of the word legitimate is to express the concept of legality. However, this word is not only known in the international information space with this meaning, but has also gained the meanings of being accepted by the majority of the population and appreciated in the international space.

The word legitimacy is used in the language of the press as a socio-political and legal term in this sense: "If there is no legitimate attitude, how can the work of that organization be considered satisfactory?" "The legitimacy of the victory achieved in the elections was also confirmed by observers"; "They are forming confidence in the correctness of the policy of real legitimacy in the country."

Extradition. The word extradition originally belongs to the Latin language. This word entered the French language from Latin and from this language into the international information space. The meaning of the word is "extradition from within". In the international information space, the word extradition is used to mean the transfer of a person who has violated the laws of a state to a foreign state. The extradition operation is carried out on the basis of bilateral agreements concluded between states in accordance with international agreements on different types of crimes. In the Azerbaijani press, the word extradition is used as a socio-political and legal term formed in the international information space: "He said that documents are being prepared for the extradition of his son to Azerbaijan."

Training. The word training originally belongs to the English language. This word has acquired the meanings of training, training, special training regime, and continuous training in the international information space. There is no equivalent of the word training in the Azerbaijani language that can be expressed by a special terminological tool. Therefore, the word training is used as a terminological tool in the sense of carrying out continuous training and exercises. The word training is used in the Azerbaijani press as an accepted term to express these meanings: "A presentation on the topics was held within the framework of the training, and methodological materials prepared by the Main Business Training Center were distributed to the participants."

Lobby. The word lobby originally belongs to the English language. Literally, it means "walking place, corridor, couloir". The word lobby was used in the United States in the sense of a group of businessmen who carried out the interests of legislative bodies.

Gulu Maharramli, giving a more extensive explanation of this word, writes: "Lobby - a concept that in the 16th century in England meant the promenade of a monastery, and later the promenade in the lower house of parliament, in 1864 the purchase of voters' votes in connection with elections in the corridors of the US Congress; lobbying, highly paid businessmen (lawyers, former congressmen, etc.) operating in the corridors of legislative bodies in individual states, agents of large banks and capitalist monopolies also began to be called lobbyists" [4, p.192].

In the Azerbaijani press, the word lobby is used as a socio-political term in the sense of a group or organization of fraudulent businessmen: "S. Novruzov said that under the influence of the Armenian lobby, false information about human rights violations is being spread in Azerbaijan"; "The main patterns of the Shirvan carpet weaving school are widely used in the design of "Petroleum longe" and "Oil lobbies".

As one of the mass media, the newspaper language has always been active and has fulfilled the role of the primary intermediary for the delivery of information. It is worth remembering Musa Adilov's opinion that the newspaper language, as an appropriate means of propaganda, should serve society by being clear, fluent, precise and understandable [5, p.3].

In modern media, in relation to information technologies Monitor (lat.) a device that warns of danger, indicates; information monitoring screen; a transmitting television camera that monitors the process and quality of television broadcasting; Modem (eng.)

a device for converting binary signals from a computer or a bookkeeping station into signals sent to a communication channel or vice versa; File (eng.) a page, folder; a fragment of information stored on a disk; the main element of computer software; byte (eng.) the basic unit of information used in computer technology; bit (eng. binary sign, digit) the minimum unit of information in computer technology; bluetooth (eng.) a receiver-transmitter device that enables wireless communication between mobile phones and other devices; chat (eng.) conversation, conversation, real-time chatting on the network; digital (eng.) digitality, expressing in numbers; expressing information in numbers by compressing it; flash (eng.) ignition, spark; urgent short news, urgent concise information sent by a journalist about an event by telegraph; format (fr.-appearance) a method of placing information in the memory of a computing machine; email (eng.) electronic mail, a method of electronic communication that allows textual information to be transmitted from one computer to another using a modem; information (lat. management, narration; collection of information) a message written through media; internet (eng.) a global government network; an integral service network; a global computer network that connects information sources into a single information space; message (eng. letter, information) to send news, to convey something in writing or orally by sending information; site (eng. place) an address indicating the location of an information source, a page; web (eng.) an international information network, a global information network; portal (lat. door) a site that allows the user to benefit from a set of functions on the Internet, such as a site [6; p.24; 54; 143].

REFERENCES:

1. Aliyev, A.H. Comparative analysis of international and legal regulation in the field of information / A.H. Aliyev, G.A. Rzayeva. – Baku: Information Society Problem, – 2018. №1, – pp. 48-56.
2. Adilov, M.I. Explanatory linguistic terms / M.I. Adilov, Z.N. Verdiyeva, F.M. Agayeva. – Baku: Maarif, – 1989. – 364 p.
3. “Madaniyyet” gazette, 5 Nov., – 2014; 12 Aug., – 2014; 17 Aug., – 2014; 16 Feb., 2014; 14 Sept., 2013; 12 Apr., – 2012;
4. Maharramli, G. Borrowed words used in the media / G. Maharramli. – Baku: Elm, –2008, – 256 p.
5. Dictionary of foreign words / ed. F.N.Petrov. – Moscow: Russian language, – 1989. – 624 p.
6. Gurbanova, L. Term creation in Azerbaijani and English languages through abbreviations // – Baku: Terminology issues, – 2005. – p. 90.