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Cross-cultural penetration of gastronomic lexis

SUMMARY

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The topicality of the research is determined by theoretical and applied tasks of modern linguistics which significantly expanded the fundamental views about the Kazakh language and processes regulating its development and function.

The high status of the Kazakh as the state language of independent Kazakhstan put on it new major tasks of establishing and maintaining of international economic, diplomatic, cultural, scientific, educational, technological, trade and other contacts under the influence of which there have been dramatic changes in the distribution of strategies, linguistic means and communication possibilities.

The Kazakh language demonstrated the activeness in borrowing foreign words that provide the most important spheres of contemporary Kazakh society and the world of entertainment, toys and games (including computer games), the use of information and network channels, sports, changing patterns of consumption – clothes, cooking, food supply. All together is included in cross-cultural and basic consumer activities, daily life and daily communication which is impossible without new or updated foreign lexis. Cross-cultural communication has also opened the floodgates for the flow of different loan-words, including the most exotic lexis, even in those parts of the lexicon which were previously considered to be less penetrated.

The Kazakh language has borrowed many artifacts, specific concepts and their names from different languages, many foreign words and concepts of gastronomic sphere have been successfully adapted by the Kazakh language or are in the process of adaptation. Gastronomic discourse of the Kazakh language includes a number of lexical groups of loan-words among of which a special place is taken by the names of exotic fruits and vegetables, spices and nuts. This field of gastronomic lexis that requires a special attention and thorough study is the focus of our thesis. The analysis of the given fragment of foreign lexis gives an opportunity to understand the nature of the general linguistic mechanisms of penetration of loan-words into the Kazakh language.

The topicality of the research is also defined with the need to study the activation and expansion of the lexical borrowing process in the Kazakh language. Literary Kazakh language today is experiencing a specific and critical period of development which is characterized by codification of unified standards. All together explains the urgent necessity of theoretical and practical (including lexicographical) description of peculiarities of foreign word penetration in the lexical and semantic system of the Kazakh language, establishing of its etymological origins, patterns of adaptation and inclusion in a variety of chains of dependencies that unite the Kazakh language vocabulary in different directions. Comprehensive study of foreign lexical units of the gastronomic discourse helps to determine the correlation of internal and external linguistic factors of their cross-cultural penetration and linguistic adaptation.

The object the research is linguistic feature which composes the phenomenon of cross-cultural penetration of foreign lexis into modern Kazakh language.

The subject of the research is cross-cultural penetration and linguistic adaptation and foreign names of exotic fruits, vegetables and spices all together as part of the gastronomic discourse of modern Kazakh language.

The objective of the research is the description of the cross-cultural penetration of foreign names of exotic fruits, vegetables and spices into modern Kazakh language and characteristics of their adaptation.

To achieve the objectives of the research two blocks of tasks were required to fulfill:
1. The description of counteract of purism in relation to borrowings of foreign names of exotic fruits, vegetables and spices by the Kazakh language; reveling the causes of borrowing and their cross-cultural penetration; defining the irregularity of penetration of foreign words; demarcation of borders, description of composition and systematization of fragment of foreign gastronomic lexis corpus in modern Kazakh language.

2. The analysis of lexicographic registration of foreign names of exotic fruits, vegetables and spices; reveling the ways of their borrowings (direct, indirect) and the description of international character; characteristics of peculiarities of phonetic, grammatical adaptation of foreign gastronomic lexis in the Kazakh language (correlation analysis of questionnaire data by using SPSS program and PRAAT instrumental program).

Materials of the thesis compile 313 lexical units – the names of exotic fruits, vegetables and spices borrowed from various languages. Materials were gathered from the following resources:


2. **Normative documents regulating the activities in gastronomic sphere**: the technical regulations of the Republic of Kazakhstan “Requirements for quality and safety of food products assurance”; collections of legal regulations of the Government of the Republic of Kazakhstan about the approval of the rules of import(import) of food products subjected to state registration; custom declarations; regulations on procurement; menus of restaurants and cafes; racks of shopping places and their price lists with the names of exotic fruits, vegetables and spices and etc.

3. **Print media, radio, television programs, Internet resources** in which gastronomic discourse is operated: cook books (“Snacks”, “Food made with vegetables”, “Cold dishes”, “777 dishes made with potato”, “White dastarkhan” and others), handbook for cooks (“Gastronomy”,
Methods and techniques used in the research: cross-cultural analysis, comparative analysis; correlation analysis, descriptive methods, including observation, generalization and interpretation; techniques of continuous sampling, semantic generalization and systematization of lexical units. For the analysis of phonetic adaptation of loan-words were used audio records of both current and less used units made by six speakers with the help of PRAAT instrumental program. Stages and the degree of adaptation of loan-words were checked with the help of expert questionnaire consisted of 230 respondents from four regions of Kazakhstan. Peculiarities of grammatical adaptation of foreign words were determined on the basis of the usage data of gastronomic discourse drawn from a variety of resources as well as questionnaire of 30 specialists in the sphere of philology of higher qualification. Statistical processing of the results of the questionnaire was carried out in SPSS expert program.

Scientific novelty of the research is directly determined by the fact that a consistent description of cross-cultural penetration of foreign lexis, namely gastronomic discourse of modern Kazakh language was not made. Attempts to get closer to the solution of specific tasks were undertaken in other areas of borrowing lexis of Kazakh language (Aygabylov A., Akanaeva D.H., Aldasheva A.M., Amanzholov S., Akhanov K., Ahmetzhanova Z.K., Baitursynov A., Baiynkol K., Bolganbaev A., Gainullina N.I., Efremov L.P., Dzhubatova B.N., Heksembayeva G.E., Zhilhubaeva A.Sh., Zhurbanov K., Zaurbekova G.O., Isengalieva V.Ya, Islamova A.T., Kazkenova A.K., Karlinsky A.E., Kopylenko M.M., Kaidar A., Kaliev B., Kurmanbayuly Sh., Kyzyrova A.M., Musabaev G., Mukanova Z.A., Rustemov L.Z., Sarybaev Sh.Sh., Sauranbayev N.T., Suleimenova B.A., Suleimenova E.D., Shaimergenova K.A.). The present research systematically describes the processes and results of penetration and language adaptation of foreign names of exotic fruits, vegetables and spices as part of the gastronomic discourse of modern Kazakh language; gives a panoramic picture of their Lexicography; defines the ways and resources of borrowing; characterizes the peculiarities of phonetic and grammatical adaptation.

Main findings and provisions for the defense:
1. Activation of borrowing processes in modern Kazakh language is mainly determined by the influence of globalization processes and the influence of new man-made world. Kazakh language is a state language of the Republic of Kazakhstan which adequately fulfills its highest duties: to establish and maintain international contacts which led to borrow foreign words from the spheres of economy, information technology, culture, education, trade and market, consumer industry, entertainment, gastronomy.
2. Foreign lexis which adopted by the Kazakh language has international character which particularly is seen in the gastronomic discourse. Foreign names of exotic fruits, vegetables and spices demonstrate a high degree of cross-cultural and international character: this part of the gastronomic discourse of the Kazakh language was enlarged with words borrowed from French, English, Spanish, Chinese, German, Turkish languages. In most cases Russian language takes the role of intermediate language in this process, 15.4% of gastronomic names were borrowed directly from donor languages. Systematized corpus of foreign names of fruits, vegetables and spices of the Kazakh language according to the lexical-semantic groups is presented in the glossary.
3. In modern literary Kazakh language active processes of codification, standardization and orthologization of lexical semantic, phonetic and grammatical systems are taking place. Foreign names going through the processes of phonetic and grammatical adaptation are included in paradigmatic series, enlarging the lexical composition of the Kazakh language. The use of SPSS expert program relating to questionnaire data allowed to systematize foreign units according to several parameters: the perception as foreign language units, the degree of novelty, according to
the lexical-semantic groups, gender characteristics of the use. Having borrowed with artifacts the studied part of foreign lexis fully retains a real direct value common to the donor language.

4. The use of unified pronunciation norms should be followed while using loan-words as well. Recording and processing of common and less common foreign language names of exotic fruits, vegetables and spices by using PRAAT instrumental program showed: a) a foreign word pronunciation depends on the ways of borrowing: if a word borrowed by spoken language its pronunciation corresponds to the norms of the Kazakh language; if a word is borrowed by written language its pronunciation is determined by spelling (often corresponds to the norms of the Russian language); b) the pronunciation and spelling of foreign words often contradicts the traditional correspondence between sounds and letters of phonetic type of the Kazakh letter.

5. The Kazakh literary language is experiencing a specific and critical period of development which is characterized by the codification of unified grammatical norms. Observations on language usage of gastronomic discourse and questionnaire data show that the main part of foreign names of fruits, vegetables and spices is subject to the regular rules of Kazakh grammar. Grammatical adaptation of words as date, cashew, nuts, kiwi, mango, tangerine, spinach, grapefruit, artichoke, dragon fruit, papaya develops in different ways: a) in dictionaries and written resources their grammatical adaptation is generally carried out in full compliance with norms; b) breach in decline, forming of plurals, possessive forms of these words are found in the speech of experts indicating the activeness of the process and the transitional stages of borrowings. Borrowed lexical units, adapting as a part of the lexis, identify the systemic relations at different levels of language, reveal the effectiveness of mechanisms of semantic, phonetic, grammatical regulation and reveal the sequence of stages of the inclusion of foreign lexis into the language.

**Theoretical significance of the research** is defined by its contribution to the study of complex problems related to the processes of lexical borrowings at the present stage of the Kazakh language function. This thesis presents a comprehensive analysis of cross-linguistic penetration and linguistic adaptation of foreign names of exotic fruits, vegetables and spices as a part of the gastronomic discourse of modern Kazakh language the results of which can be extrapolated to other areas of foreign lexis of the Kazakh language.

**The practical significance of the research is characterized by three aspects.** The results, research materials and conclusions first, give opportunity to make a consistent orthologic work on unification of pronunciation, spelling and the use of names of exotic fruits, vegetables and spices as well as the codification of the foreign lexis of the Kazakh language; second, they can be used in special courses at lectures and practical classes on lexicology, lexicography, intercultural communication, language policy, third, you can use them in the preparation of dictionaries in the field of food industry, trade, consumption.

The main provisions and the results of the research were reflected in 21 domestic and foreign scientific publications. Among them: 5 articles in journals recommended by the Committee in monitoring education and Science of RK, 2 articles in «Scopus» and «Thomson Reuters» citation database, 7 articles in materials of domestic international scientific conferences, 6 articles and 1 thesis in materials of foreign international conferences.