

PECULIARITIES OF RENDERING ENGLISH TREND WORDS AND NEOLOGISMS INTO KAZAKH (BASED ON SOCIAL MEDIA TEXTS)

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Abstract. *This study examines how English trend words enter Kazakh social media, focusing on their meanings, adaptation methods, and youth perception. Findings show active borrowing, semantic shifts, and mixed translation strategies.*

Keywords: *English trend words, neologisms, social media, language adaptation, globalization, cultural influence, modern communication.*

INTRODUCTION.

In the era of globalization and digital communication, English has become one of the leading languages of the world, which has a huge impact on many languages. Along with the spread of social networks, it is especially noticeable that new trending words in English are actively used in the language of Kazakh. Today, social media platforms have become not only a means of communication, but also a center for the emergence and dissemination of linguistic news. Some of them are preserved in the original English form, while others are used in accordance with the phonological, semantic and morphological system of the Kazakh language. The assimilation of such neologisms from the English language into the Kazakh language, on the one hand, indicates the creative potential of the language, and on the other hand, indicates cultural adaptation. However, this phenomenon raises important questions regarding the national identity of the language and the problems of conformity in translation. Classic works emphasize that neologisms and borrowings are natural indicators of language vitality: they name new phenomena and reflect changing communicative needs [1, Moscow: Nauka. p 360; Moscow: Prosveshchenie. p 315]. Recent research demonstrates that globalization and digital communication accelerate the diffusion of English vocabulary into many languages, including Kazakh. Exposure through media, music, and social networks supplies English lexical items, while youth identity practices generate demand for these items as markers of modernity and stylistic effect [2, 165 (No. 1), 266–269]. Empirical studies on Kazakh show that English-origin trend words enter the language primarily through youth-centred online environments, where they are tested, adapted, and either stabilized or discarded. Field- and corpus-based analyses describe typical adaptation patterns: phonotactic modification, integration of Kazakh affixes, and pragmatic shifts in meaning. These processes explain why some borrowings (e.g., slang and identity-marking terms) diffuse rapidly while technical borrowings may undergo different selection dynamics. Findings of this kind are reported for Kazakh youth online discourse [3, 133 (No. 4), 86–92]. and in broader Kazakh philological studies [4, 1 (3), 33–51]. The digital space functions as a linguistic laboratory with accelerated cycles of coinage, circulation, and selection. Research that compares social-media data and print media finds that digital contexts favour semantically transparent and socially salient neologisms; these are more likely to be stabilized and adopted into everyday usage (empirical observations in local Kazakh journals and proceedings). This perspective helps justify the present study’s focus on translation/adaptation strategies for

English trend words in Kazakh social-media texts [5, Vol. 10, 657–680]. During the study, posts and inscriptions in Kazakh and English on social networks (TikTok, Instagram, Telegram) were selected. More than 50 trending words were analyzed on a linguistic basis. The opinion of young people about the peculiarities of translating English trending words and neologisms into Kazakh was found out using a survey (Google Forms):

1. The need to search for English words equivalent to English;
2. Their level of intelligibility;
3. How is it considered appropriate to translate

Participants: 35 respondents (ages 19–21).

Do you use Kazakh language in social media?

34 отбета

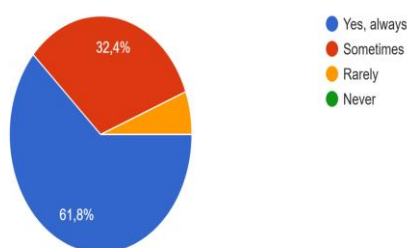


Figure 1: Use of Kazakh on social media. Around 62% of respondents regularly use Kazakh on social media, proving that English neologisms penetrate an actively Kazakh-speaking online community.

Which of the following words do you know?

35 отбета

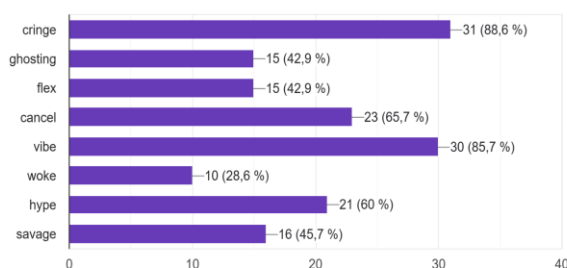


Figure 2: Knowledge of English trend words. The most recognized words are cringe, vibe, and flex, known to over 80% of respondents, suggesting deep integration of these terms into Kazakh youth discourse.

Which translation approach do you consider most appropriate for these English neologisms

35 отбета



Figure 3: Preferred translation strategies. A mixed approach and semantic adaptation dominate, proving that young speakers tend to balance authenticity and global expression.

№	English Word	Kazakh Translation	Meaning in English	Meaning in Kazakh	Translation Method
1	Cringe	Ұят, ыңғайсыз жағдай	Feeling of embarrassment or awkwardness	Біреудің ісінен ұялу, ыңғайсыздану сезімі	Semantic adaptation
2	Flex	Мақтану, көрсету	To show off or boast	Бір нәрсені мақтанышпен көрсету	Semantic adaptation
3	Vibe	Көңіл-күй, атмосфера	Mood or emotional feeling	Жалпы көңіл-күй, сезімдік атмосфера	Descriptive translation
4	Cancel	Бас тарту, шеттету	To reject or boycott publicly	Қоғамдық түрде бас тарту, шеттеу	Semantic adaptation
5	Ghosting	Елемей, хабарсыз кету	Cutting off communication without explanation	Байланысты кенет үзіп, елемей кету	Descriptive translation
6	Hype	Әуес болу, дүрлікпе	Excessive excitement or publicity	Артық мақтау, шамадан тыс қызығушылық тудырту	Semantic + cultural adaptation
7	Toxic	Зиянды	Harmful or emotionally abusive behavior	Зиянды мінез-құлық, жағымсыз қарым- қатынас	Semantic interpretation
8	Slay	Жарқырау, ерекше көріну	To impress greatly or perform outstandingly	Өте жақсы әсер қалдыру, сәнді болу	Semantic adaptation
9	Sigma	Ерекше тұлға, тәуелсіз адам	Independent, strong- minded person	Өзінше ойлайтын, дара мінезді адам	Semantic interpretation
10	Woke	Әлеуметтік саналы	Socially aware, politically conscious	Әлеуметтік және саяси тұрғыдан сезімтал болу	Calque (literal translation)
11	Savage	Өжет, батыл	Fierce or impressive person	Батыл, өз пікірін ашық айтатын адам	Semantic adaptation
12	Chill	Босаңсу, тынығу	To relax or take it easy	Демалу, сабыр сақтау	Semantic adaptation

13	Fake	Жалған, жасанды	Not genuine or authentic	Шынайы емес, жалған нәрсе	Direct translation
14	Trend	Үрдіс, сән	Current popular direction or style	Белгілі уақыттағы танымал бағыт	Calque
15	Ship (from relationship)	Шипперлеу	To support a romantic pairing	Кейіпкерлердің немесе адамдардың жұп болуын қолдау	Morphological adaptation
16	Influencer	Әсер етуші тұлға	A person who affects others' opinions	Әлеуметтік желілер арқылы ықпал ететін адам	Descriptive translation
17	Meme	Әзіл сурет	Humorous image or video shared online	Интернет арқылы тарайтын күлкілі бейне немесе сурет	Borrowing + adaptation
18	Post	Жазба, жариялау	A message shared on social media	Әлеуметтік желіде жарияланған жазба	Direct borrowing
19	Stream	Тікелей эфир	To broadcast live over the internet	Интернет арқылы тікелей хабар тарату	Calque
20	Ban	Бұғаттау	To block or restrict access	Қолданушыны немесе контентті шектеу	Direct translation

Table 1. In the course of this study, approximately 50 English trend words used in the Kazakhstani social media space were collected and examined. However, for detailed linguistic and translation analysis, 20 of the most frequent and socially relevant items -widely used. This table illustrates their Kazakh renderings, meanings, and the methods applied for their linguistic adaptation. When related back to the full corpus of 50 words, these 20 items represent 40% of the dataset; the observed shares thus correspond to 18% (semantic adaptation), 6% (descriptive translation), 6% (calque), 4% (direct translation/borrowing), 4% (borrowing with adaptation), and 2% (morphological adaptation) of the original 50-word corpus. This illustrates that semantic adaptation is the leading strategy in the most frequent neologisms, while calquing and descriptive strategies are also significant. English trend words are increasingly present in Kazakh social media communication. Commonly used English-origin words in Kazakh online discourse include: cringe – embarrassing or awkward moment; flex – to show off or boast; vibe – mood, atmosphere; ghosting – ignoring or cutting off communication; cancel – to boycott or socially exclude. The most efficient strategies are semantic equivalence and hybrid adaptation. The main translation barriers lie in cultural non-equivalence and lack of direct lexical parallels. Kazakh youth largely perceive such borrowings as part of global modern identity rather than linguistic corruption. Develop a dictionary of English–Kazakh neologisms reflecting modern usage; build a Kazakh social media linguistic corpus; integrate neologism analysis into university linguistics curricula; maintain a balance between preserving linguistic authenticity and embracing global linguistic innovation.

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