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Principal developmental tendencies in the modern Azerbaijanian press language

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The report deals with the creation and use of new lexical items in the modern Azerbaijanian press language, reflecting the changes in the social and political life of Azerbaijan since the 1980's.

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Presently more than 500 newspapers are published in Azerbaijan. These newspapers have a great influence on the functional and structural development of the Azerbaijanian written standard language, especially on the enrichment of its vocabulary. The newspaper language of the present period is determined by its functional development.

The acquiring of independence by the former Soviet Republics, fundamental and radical changes in the social and political life there, the complicated and tense situation, the awakening of the people's self-awareness, formation of the national self-consciousness and national self-cognition, and above all rapid steps towards the new system of capitalism, have left deep traces in the modern press. These extralinguistic factors undoubtedly influence the language and style of the Azerbaijanian press.

First of all, the press is a mirror of the social and political life. People's lives are directly connected with the press. Each word is formed in a certain period, as an expression of spiritual needs. Later on, some words may become obsolete and be replaced by new ones. This process is often first expressed in the press language of a given period.

The press provides fertile ground for enriching a written standard language. New words and terms are often first found in the newspapers. After being accepted by the general reader, they may enter the vocabulary of the written standard language.

Linguistic processes in the Azerbaijanian press of the new period beginning in the 1990's are becoming increasingly intensive. New ideas are reflected in the press language every day, and publicistic style develops accordingly. Lately a stage of terminological stabilization has begun: the development and enrichment in this sphere are evident. New words such as *uğur* 'success', *araşdırma* 'research', *yön* 'direction', *baxım* 'point of view, outlook', etc. have entered everyday life by means of the newspapers.

The opposition press plays a great role in the "reanimation" of forgotten words. In this respect, newspapers such as *Azadlıq* and *Yeni musavat* make a considerable contribution. They tend to bring back the past in using old words connected with social and political structural changes, for example:

<i>cümhuriyyət</i>	'republic'
<i>gömrükxana</i>	'customhouse'
<i>şəfəxana</i>	'hospital'
<i>gələnek</i>	'traditional'
<i>qimnaziya</i>	'gymnasium'
<i>litsey</i>	'high school'
<i>polis</i>	'police'
<i>birja</i>	'labour exchange'
<i>podrat</i>	'contract'

Various new words and expressions related to international trade, foreign investments, new forms of administration, modern military and political structures, etc. have appeared in the press and are widely used in newspapers such as *Azerbaijan* and *Halg gazetisi*. In the 1990's, administration in Azerbaijan was reorganized: new forms of management and new rules of work appeared, and new economic relations were formed. This process of regeneration influenced the press language. A new economic vocabulary was used in *Azerbaijan*, *Azadlıq* and other newspapers.

Many expressive phrases began to be used in the newspapers under the influence of new events in society, e.g. *Qanlı Yanvar* 'Bloody January', *Qərənfil yağıışı* 'Carnation rain', *hava körpüsü* 'air bridge', *aşkarlıq işığı* 'light of publicity', etc. Most of them have symbolic and metaphoric characteristics.

There have been wide discussions about the purity of the Azerbaijani language and problems of applied linguistics. Many archaic words enter the Azerbaijan written standard language through newspapers such as *Halg gazetisi*, *Azadlıq*, *Aidinlig* and *Azerbaijan*. Examples:

<i>örnek</i>	'sample'
<i>gələnek</i>	'traditional'
<i>say</i>	'number'
<i>əski</i>	'old'
<i>ulu</i>	'ancient'
<i>qaynaq</i>	'source'
<i>savaş</i>	'war'
<i>olay</i>	'event'
<i>yazar</i>	'correspondent, reporter'

In the 1990's, the use of archaic words became an important trend in the lexical renewal. Their use is now being normalized in all styles of Azerbaijani. Examples:

<i>qaynaq</i>	'source'
<i>toplu</i>	'collection'
<i>örnek</i>	'sample'
<i>araşdırma</i>	'research, investigation'
<i>araşdırıcı</i>	'researcher'
<i>yüzdillik</i>	'century'
<i>anlam</i>	'notion'
<i>bəlli</i>	'familiar, known'
<i>deyim</i>	'phrase, expression'
<i>baxım</i>	'outlook, view'
<i>uğur</i>	'success'
<i>uyar</i>	'appropriate, proper'

These words are used instead of the following borrowings from Arabic and Persian: *mənbə-məxəz, məcmuə, nümunə, tədqiqat, tədqiqatçı, əsr, mə'na, mə'lum, ifadə, nöqtəyi-nəzər, müvəffəqiyyət, müvafiq*.

In the language of the above-mentioned newspapers, analytical forms have largely been replaced by synthetic ones. This tendency is observed in the written standard language, e.g.:

Analytical form	Synthetic form
<i>isti olmaq</i>	<i>istiləşmək</i>
'to be hot'	'to be hot'
<i>destək olmaq</i>	<i>destəkləmək</i>
'to defend'	'to defend'

On the one hand, compound forms are replaced by simple ones, and on the other hand, new words are formed.

The new words of the modern stage of development of Azerbaijanian are very successful as a reflection of new notions and socio-political realities. The press vocabulary is changing in all spheres of modern life, according to the development of the society, increasingly enriching the terminological systems.