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Language convergence: linguistic aspect of COVID-19

Events on a global scale always leave their mark on the language of society, and today, the coronavirus (COVID-19) is one of those. The article is devoted to the study of new language trends in Kazakhstan. The authors of the article consider the peculiarities of language development in a pandemic. The purpose of this work is to carry out a comprehensive linguistic study of the mechanisms of language convergence and to analyze the new words associated with the pandemic functioning in the mass media of Kazakhstan. The characteristic features of the media platform, which is used as a government tool to strengthen the morale of citizens raising the spirit of heroism and support during a pandemic, are analyzed. In addition to it, the authors revealed the importance of the military metaphor in articles related to the coronavirus pandemic. COVID-19 gave rise to a number of neologisms describing a new reality that people faced during a pandemic: *коронареальность, корона-глобализация, коронаштурм, коронаблокировка, коронакризис, коронашейминг*, etc. Most common words and phrases turned out to be previously existed in the language, and undergone a semantic shift in 2020: *маска, контактер, корона, зумер*, etc.

Keywords: COVID-19, coronavirus, neologisms, word-formation, covid, borrowings, language convergence.

Introduction

The year 2020 was characterized by an unprecedented number of neologism and coinages that appeared in the English language under the influence of the pandemic of COVID-19. In common with other global problems, COVID-19 has a huge impact on every aspect of our lives: economy, health, education, politics, including language. The most intense shifts in vocabulary are observed during periods of cardinal changes in the life of society. The time of the COVID-19 pandemic, which has become a global phenomenon, can also be called a turning point. The restrictive measures during pandemic, entailed a transformation of public life in all its manifestations and gave an incredible impetus to linguistic productivity. Since the spread of the COVID-19 epidemic, the language has been actively responding to the transformation of reality, which is manifested in the creation of a large number of borrowings using the derivational resources of the Russian language [1].

COVID-19 was declared a global pandemic by the World Health Organization on 11th March, 2020. The COVID-19 pandemic has implications for various areas of life, thus, creating interests among researchers from various disciplines, including medicine, psychology and linguistics. The “COVID-19” topic, which is relevant for the past few years, takes on new facets as a global research problem in socio-communicative and linguistic aspects. In linguistics, several studies have revealed COVID-19 as a linguistic phenomenon from various perspectives. Researchers are addressing the problem of language response to the socio-psychological situation that has developed in different countries in the era of coronavirus.

Many linguistic researchers have analyzed the peculiarities of the functioning of languages during the pandemic, and a plenty of works have been collected in a collection of studies of lexical-semantic and word-formation innovations associated with the COVID-19 pandemic in 2020, and discussed controversial issues of modern neology and neography [2]. Some researchers have attempted to analyze the lexemes *коронавирус, корона, коронавирусный*, compound words with the beginning of the *корона* from the point of view of semantics, derivational productivity, activity in the structure of the Russian language, and origin [1]. A number of works are devoted to the study of the derivation and semantics of words in the lexico-semantic field of «*коронавирус*». It has become relevant to study the issues of word borrowings, to analyze the features of the formation and trends in the functioning of lexemes used to denote the COVID-19 in different languages. Karachina O.E. conducted a comparative analysis of the vocabulary used during the COVID-19 pandemic in the Russian and English languages. She claims that the differences in the vocabulary of COVID-19 in the

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Russian and English languages are explained by factors such as: 1) linguistic reasons, 2) political factors, 3) differences in the course of the pandemic in the compared countries [3; 47]. Researchers analyze the linguistic manifestation of cultural change in different countries. Also, a number of works are devoted to the study of the discourse of COVID–19 in social media posts and argues that the mediated COVID–19 discourse in different countries enacted a variety of voices and thematic discourses that cannot be fully evaluated without reference to the locality of the sociolinguistic semiotics of the speech community [4]. British linguist Tony Thorne compiled a list of COVID–19 related vocabulary. According to him, over 1,000 new coinages appeared in the English language since the outbreak of the pandemic [5].

The emergence of lexical neologisms in modern society has prompted many linguists to study changes in their language, because the pandemic has fundamentally changed the way people perceive life. People were forced to reorganize the foundations of everyday life — learning, social gathering, work, leisure, or even travelling. The majority faced limitations in their routine, suffered damage and inconvenience. Pupils and students studied only online and felt limited belonging to a larger group. Meeting was only possible online, people were physically isolated, and many lost their sources of income and livelihoods. To this day, the pandemic continues to create economic hardship, causing deep concern for consumers, businesses and communities around the world.

The COVID–19 pandemic that is sweeping across the globe has caused increased anxiety. Studies in linguistics have found a variety of language expressions that convey people's anxiety and fear. Researchers studied the use of language used in communication by the government, to enhance the citizens' morale and help them recover from psychological distress caused by the COVID–19 pandemic.

COVID–19 demonstrated many peculiarities of a global disaster of the new millennium. Besides fast spread across the world and sophisticated methods of prevention and treatment, it is characterized by the controversial role of media. On the one hand, they help quickly inform and organize huge masses of people; on the other hand, unsubstantiated information abundant in the internet leads to a confusion in heads and unreasonable behaviour. The phenomenon was termed infodemic (blending of information + pandemic) [3; 47]. An analysis of modern neology makes it possible to identify the features of the evolution of public consciousness during the pandemic. Consideration of the features of lexemes, dedicated to the consequences of the pandemic, leads to the determination of the individual's attitude to the disease itself, to the governing power, to other members of society and the work of public institutions during a crisis situation.

Experimental

The data for this study were collected from the press of newspaper “Kazakhstanskaya Pravda” (<https://www.kazpravda.kz>). This is the main source of information about the official authorities. “Kazakhstanskaya Pravda” publishes decrees and orders of the President of Kazakhstan, Parliament, government decisions, new laws of the republic, announcements of the transfer of power. State documents come into force after publication in the “Kazakhstanskaya Pravda” newspaper. The newspaper covers the most important events in the country and abroad. The new COVID–19 vocabulary was also published in the newspaper, making it one of the newspapers providing accurate information about the pandemic.

An average of 30 news reports are published every day. It is a fact that one cannot possibly collect all texts, hence, for this reason, the corpus-driven approach is chosen based on sampling. In addition, the researcher needs to ensure that, the corpora are maximally representative of that variety, in order to provide a picture as accurate as possible and avoid being skewed. The research was directed to collect data based on news report from March 2020, when there were first 2 cases of the disease identified and registered on 13 March of that year in Kazakhstan. This time is also considered significant because COVID–19 was spreading exponentially in countries around the world.

Results and Discussion

Language is one of the main means of communication in continuous movement. Language contacts (language convergence) are inextricably linked with the development of society. Changes and development are characteristic for all levels of the language. The most rapid and noticeable character of the changes for society are at the level of vocabulary. It is the lexical system of the language that responds most quickly to changes in a society. As a result of linguistic convergence, the lexical system of the language is rapidly growing today.

The English language is a donor not only for the absolute neologism of 2020 *COVID–19*, but also directly for the term *coronavirus*. This noun is often mistaken for an artificial formation based on the addition

of Latin words, however, it was created by using the word-formation means of the English language. The etymological reference of explanatory dictionaries [6] indicates that this medical term was first recorded in the scientific journal *Nature* (No. 650/2 dated November 16, 1968) as a designation for a new group of viruses, and the authors of the term — *virologists* — in their article explain the semantic principle of word formation: *corona* + English noun *virus*.

The lexeme *корона* is characterized by a high level of cultural adaptation in the Russian language, which makes it difficult to fully assimilate the new word *корона* and its systemic derivatives *коронованный*, *коронный* etc. The nomination, along with the nouns *коронавирус* and *корона*, claiming the status of the key name for *коронавирус covid-19* in Russian, it is the neologism *ковид*. At the initial stage of entering the language, the word is recorded in the Latin spelling and in the form of an alphanumeric abbreviation (*COVID-19*), but it quickly passes the stage of spelling and grammatical assimilation, becomes a changeable noun, acquires a Cyrillic spelling and a variant of stress that differs from the stress in the donor word, and loses the digital part of the abbreviation, having come to the Cyrillic spelling of *ковид*, it begins to bend according to the laws of Russian grammar. The Russian language is in a “dynamic of continuous growth”. Some words appear, others are pronounced in a completely different way, still others have new meanings, familiar words acquire a new meaning, more relevant. The development of vocabulary, the emergence of lexical innovations is directly related to the peculiarities of the historical period in which we live. When using the word *корона*, it does not mean the virus itself, but the situation caused by it.

The basis/root *ковид* acts as a derivational base for numerous derivatives, among which there are adjectives as *ковидовый*, *ковидозный*, and *ковидный* — neologisms, which are characterized by a significant frequency use both in professional jargon and in the language of the media, and in colloquial speech.

Modern media speech is the main “conductor” of new words into the literary language. Modern media text is a popularizer of borrowings, thus realizing the function of speech intellectualization. There are directly opposite opinions on this issue in society: from a categorical rejection of the use of such words and the search for Russian equivalents to aggressive promotion of the latest borrowings in advertising and the media.

The main channel for promoting the latest borrowings is the media, advertising, and PR sphere. In contrast to the segment of scientific and journalistic publications, those borrowings that make the transition into the active dictionary of the Russian language penetrate into the high-quality press. In the theory of journalism, high-quality press is understood as a type of periodicals covering issues of political, economic, social and cultural life of society at a high professional level, i.e. using an analytical approach to events, balanced assessments, neutral tone of publications, reliability of facts and opinions. Getting into the high-quality press, terms and professionalisms are determined, in connection with the pandemic in 2020, the field of medicine came out on top in terms of terminology: *COVID-19*; *SARS-CoV-2*; *COV-ID* / *COVID статус*; *контагиозность*, *вирулентность*, *обсервация*, *сатурация*, *альфа (бета)-коронавирус*, *нулевой пациент*, and etc. (Kazakstanskaya pravda, 25 April, 2020). ... *отныне попасть в центр Караганды можно лишь подтвердив свой статус вакцинации в программе «Ашык»* (Kazakstanskaya pravda, 1 October, 2021). *Майкл Райан заявил, что нулевой пациент может находиться за пределами Китая* (Kazakstanskaya pravda, 12 August, 2020).

COVID is widely represented in the mass media in various ways, such as conceptualizing the virus as war through the use of the mentioned lexemes and warlike realities [7] in the same context: “*a frontline*”, “*a campaign*”, “*a weapon*”, “*battlefield conditions*”, “*wartime-like emergency measures*” and negative connotations like “*the blow from the virus on the public services*”, “*the costs of covid*” and “*the scars of COVID-19*”.

Governments of many countries frame the COVID-19 pandemic as a battlefield. War is repeatedly used by government and reporters\journalists as a metaphor to describe the situation. The word frequently appears in every media text, newspaper articles on the coronavirus topic. Framing through the metaphor of ‘war’, it, transmits a psychological message to the citizens to consolidate their strength in facing critical/crucial situations and increase their awareness of threatening situations. The metaphor of ‘war’ is used to uplift the nation's morale in facing a crisis.

The use of the leadership metaphors implies that the COVID-19 problem must be solved with military strategies such as those that are used in a battlefield. «*Вирус бьет по самому дорогому для нас*» — Президент вновь обратился к казахстанцам (Kazakstanskaya pravda, 19 July, 2021). *Иммунитет — залог побед!* (Kazakstanskaya pravda, 21 June, 2021).

Government utilized discursive strategies to foster the ‘citizens’ inspiration and motivation during the coronavirus outbreak. The positive psychological atmospheres containing encouragement messages are de-

livered on every occasion. The government attempts to boost the level of the citizens' confidence by giving them appreciation. These atmospheres are reflected through the use of metaphors “*become a hero*”, “*the winner*”, “*warrior*”, and “*spearhead*”. The review has highlighted the importance of the military metaphor in articles related to the coronavirus pandemic. *К будущему лету можно ждать полной победы над пандемией* (Kazakhstanskaya Pravda, 29 September, 2021). In addition, studies on the COVID–19 discourse emphasized the individual and institutional efforts to build spirit through communication during the COVID–19 pandemic. The study also revealed that linguistic strategies such as speech acts and figurative language contribute to creating public's positive reactions. *МизВас для настоящих героев* (Kazakhstanskaya Pravda, 21 June 2021). «*Массовая вакцинация препаратами, разработанными крупнейшими компаниями, однозначно даст положительный эффект...*» (Kazakhstanskaya pravda, 9 April 2021). A contrastive study of American Washington Post newspaper and the Chinese People's Daily newspaper on COVID–19 by Mohamad Awad demonstrated that media bias is practiced through gatekeeping, coverage and statement made by the authors. Their articles showed that COVID–19 is labelled as the *Chinese virus*, *Wuhan Virus*, and *Kong Flu*. This labelling was to create a negative hollow among Asian Americans [7; 204].

The coronavirus appeared to Kazakhstan in March 2020. The first extreme measures against its spread were taken in the spring: schools were closed, restaurants were restricted, visits to hospitals and nursing homes, holding large events were banned, etc. The government introduced a state of emergency. The new living conditions that have become a consequence of the COVID–19 pandemic have affected every individual. The people were divided, someone supported the tough policy of the authorities, and many advocated even greater tightening of measures to combat the coronavirus. So, a new word for this concept appeared in the language — «*коронационализм*» and «*коронапатриотизм*». Supporters of the chosen line of struggle against the pandemic began to call themselves «*коронапатриоты*», and opponents of the chosen path of struggle began to refer to the «*коронаоппозиция*». The people were also divided into other categories, such as:

- infected vs healthy: *коронашейминг, коронастыд, коронапозор, коронатравля, коронахейтинг.*
- Those, who disacknowledge the existence of the pandemic and do not comply with the measures to combat the pandemic vs those, who admit the existence of the pandemic, and are extremely concerned about it: *коронаидиот, корона-атеист, коронанигилист, коронаотрицальщик, коронаотрицатель, коронаскептик, коронапофигист, корона-диссидент, коронаверующий, коронаидиот, корона-активист, корона-алармист, короназависимый.*
- Those, who disacknowledge a positive finish of the pandemic vs those, who believe in a positive outcome of the pandemic: *коронапессимист, коронафаталист vs коронаоптимист* [1; 59].

In 2020, there appeared international protologisms, which quickly became widespread in other languages. A number of these words were introduced by WHO. *Инфодемия* (Eng. *Infodemic*: “*information*” and “*pandemic*”, “*epidemic*”) means “*disseminating misinformation to create a stressful situation through rumors, fakes, exaggeration of the situation or its denial*”. WHO coined the term “*infodemic*” and for the first time created a dedicated platform to combat such manifestations on the Internet. *Инфодемия стала достаточно серьезным барьером не только для нашей страны, но и для других государств.* (Kazakhstanskaya pravda, 12 August, 2021) *Локдаун* (Eng. *lockdown*). *Впрочем, локдаун уже действует в двух районах Алматинской области.* (Kazakhstanskaya pravda, 7 December, 2020). The word is borrowed from the English language, spread to other languages in connection with the coronavirus pandemic. According to the Collins English Dictionary, the English word “*lockdown*” originally belonged to prison jargon. The Collins Dictionary named “*lockdown*” as the word of 2020.

According to the Professor at the University of Granada (Spain), Rafael Guzman Tiradoa, social networks in Spain have become the cradle of neologisms. Some emerged as memes, others lack of a term that could describe a situation or feeling appropriately. As a result, words such as *коронакризис* appeared — *Мировой коронакризис усилил давление на доходы населения* (Kazakhstanskaya pravda, 1 September, 2021), *coronials* (*корониалы* — the generation that is born in quarantine time), *coronaburro* (*корона-ослик*) and ironic call for *al confinamiento* (*конфиттинг* — weight gaining in the absence of exercises and excess calories), *balconazis* (*балконнация* — people who insult and say something rude to those, who walk down the street). There are a lot of word combinations that have arisen in connection with the coronavirus and denote new, previously non-existent realities. Moreover, for combinations in this subgroup, the meaning of the bigram components is direct (*вывозные рейсы, социальная дистанция / социальное дистанцирование, шведский сценарий, бесконтактная доставка, коллективный иммунитет, каникулы*). In particular, the phrase *бесконтактная доставка* is built from words that previously existed separately in the language.

However, now this phrase began to denote a phenomenon that arose only in 2020 in connection with the pandemic, before this period there was no need for courier contactless deliveries. The word *каникулы* has become popular. The holidays have come for both those who studied and those who worked. Banks confirmed loan deferral, mortgage holidays, tax holidays were also adopted. Psychologists through the media gave advice to temporarily exclude from their speech such concepts as *самоизоляция, карантин, ограничения, вирус*, etc., and replace them with more pleasant words: *каникулы, длинные выходные, отпуск*. There is an increase in the compatibility of the lexeme *каникулы*: *Предприятия уходят на вынужденные каникулы; в вузе введены технические каникулы. Как проводить появившееся свободное время? Наводит порядок вокруг себя и одновременно в своих мыслях. Когда очень лень, можно смотреть фильмы, общаться с близкими. Набираться сил, раз такие каникулы выпали* (Kazhkhstanskaya pravda, 16 April, 2020).

An important role in the emergence of various types of neologisms was played by the fact that the role of the Internet as a medium for communication between people has increased. Since mid-March 2020, with the introduction of the self-isolation regime, people were forced to resolve work issues by e-mail and video communication, and meet with friends only online. The need to adapt to new living conditions, the prospects for the uncertainty of the future have led to the emergence of new words with evaluative connotations, or the addition of emotionally colored suffixes to existing words. The lexemes most in tune with the mood of people quickly spread in the field of online communication, and then moving into offline usage. Here are examples of such neologisms: “online meeting using *Zoom, Skype, Google classrom* and others”. One of the obvious changes is the culture of distance communication. The dynamics of generally accepted rules in culture is reflected in speech communication between communicants within the same linguistic culture, as well as between representatives of different cultures. So, as new stable forms of farewell, the frequent use of phrases is noted: *береги себя, не болей, будь осторожен*.

Also, the vocabulary about the pandemic of the coronavirus infection COVID-19 has become especially relevant. They can be divided into the following categories:

- natural phenomena: *коронаайсберг, коронаураган, коронашторм*: Ситуация с КВИ в Казахстане — это корабль, который плывет к айсбергу. В своем выступлении доктор Шон Брукс также говорил о цитокиновом шторме: явлении, которое якобы развивается после вакцинации от КВИ и приводит к смерти (Kazhkhstanskaya pravda, 23 August, 2021).

- isolation: *блокпост, корона-блокировка*: В пяти городах региона введен карантин, по периметру установлено 7 блокпостов, — высказался первый заместитель руководителя (Kazhkhstanskaya pravda, 7 April, 2020). Будет произведена блокировка мест заражения с мойкой и дезинфекцией улиц и тротуаров (Kazhkhstanskaya pravda, 18 March, 2020).

- troubles, disasters: *напасть, чума*: Вся шумиха вокруг коронавируса — весьма опасная вещь, потому что огромное количество людей умирает просто из страха (Kazhkhstanskaya pravda, 19 August, 2021).

- space: *коронаглобализация, коронацарство*: Казалось бы, незыблемая глобализация под воздействием пандемии сдала свои позиции в пользу самоизоляции и самовывживания государств (Kazhkhstanskaya Pravda, 25 June, 2020).

- reality: *коронареальность*: Как показывает реальность, коронавирус будет с нами еще довольно долгое время (Kazhkhstanskaya pravda, 29 July, 2020).

By frequency and immediate impact on every individual's well-being, *stay-at-home* concept is definitely the champion in the pandemic language. It is represented by a number of terms which, having the same denotation, are distinguished by connotations. Imposing a *stay-at-home regime*, authorities in English-speaking countries apply such terms as *self-isolation, quarantine, self-quarantine, shelter-in-place (variant shelter-at-home), cocooning*. In Russian, this concept is less broadly verbalized: two terms *самоизоляция (self-isolation) and карантин (quarantine)* serve all sorts of contexts.

Also, there are a significant number of neologisms, such as *covidiot, twindemic*, which are blends of two separate stems.

- *blursday* (blur + Thursday): any day of the week during the lockdown because they all blur together;
- *covidpreneur* (covid + entrepreneur): a person or organization that exploits panic related to the COVID-19 pandemic by purchasing and reselling consumer goods;
- *homeference* (home + conference): an online conference taken from home;
- *infits* (in + outfit): an outfit one wears while staying in;

- *morona* (corona + moron): an unwise person who ignores or does not understand the safety guidelines for preventing the spread of COVID–19;
- *workation* (work + vacation:) a holiday where one stays in a hotel or other accommodation and work from there [8].

Coronavirus pandemic has updated the language of less frequent words and phrases that were previously used mostly in a scientific style: ... *результаты исследований позволяют сделать вывод о том, что иммунитет к вирусу сохраняется достаточно продолжительное время* (Kazakhstanskaya pravda, 22 September, 2020). *Считается, что заболевание легче всего передается воздушно-капельным путем, при кашле или чихании зараженного человека* (Kazakhstanskaya pravda, 3 February, 2020). *Если мы будем нарушать все требования и ходить везде открыто, без масок, не соблюдая социальную дистанцию, если у нас будет ежедневный рост более 100–150 случаев, то, естественно, мы потихоньку будем ужесточать меры* (Kazakhstanskaya pravda, 7 December, 2020) [9].

A.A. Ivanenko in his work, having analyzed the words that functioned earlier in the language, but became more relevant only in 2020, he divided them into two groups: 1) lexemes reflecting a semantic shift (*маска, пик, короноанный / короноанная особа, корона, короноваться, зумер, контактные, контактер*), 2) lexemes that have retained their primary meaning (*удаленка, карантин, самоизоляция*). It can be noticed the semantic shift in some lexemes. In the explanatory dictionary of D.V. Dmitrieva, the first meaning of the word mask is “patch made of cardboard or plastic with holes for eyes and a picture of a person's face or an animal's muzzle, which is worn on the face during a holiday, masquerade, or theatrical performance” [10], while the meaning of “a special object, which is worn on the face or part of the face in order to protect a person from the harmful effects of something” is only the tenth in a row. However, it is obvious that in 2020 the latest meaning became dominant. The word *контактер* is also of interest, the meaning of which is defined as follows: a *контактер* is “a person who claims to have entered or entered into any connection with hypothetical representatives of other planets or galaxies that visited the Earth”. At the same time, in 2020, the word has a new meaning — a person who has been in contact with an infected by the coronavirus is called a *контактер*. Along with neutral words, terms, special vocabulary and examples of lexemes from professional (*телевизор, итамм, санитайзер, сатурация, изолятор, патогенность, контагиозность, вирулентность, обсерватор / обсервация, пандемия, пульсоксиметр, ковид, анти-тела, коронавирус, зум, фомит, изобар, ИВЛ, ПЦР-тест*) [11] jargons have become more common in 2020. Lexical changes also occur in the use of well-known, sometimes forgotten or extremely rarely used lexical units.

Conclusions

To sum up, the present study is timely in view of the contribution to linguistics about COVID–19. COVID–19 has caused changes in the Russian language. As far as word formation is concerned, we can say the Russian language has more flexibility in creating and transforming words. During COVID–19, English words and concepts began to appear in Kazakhstani newspapers and on various information portals. Media platforms are used as a government tool that makes the use of a variety of discursive strategies to strengthen the citizens' morale, raise the spirit of heroism, and provide encouragement. We can claim that the media during the COVID–19 pandemic presented information to the audience. The information, depending on the content, covered such areas as the epidemic itself (regions of its distribution, statistics, signs, methods of prevention); what measures have been taken against the epidemic and what are going to be taken, what support has been provided by the state or will be provided; prevent panic from taking over the people in the days of the height of the epidemic, coordinate actions in the fight against it and call for calm.

COVID–19 gave rise to a vast number of neologisms describing the new reality of people faced during the pandemic: *коронареальность, коронаглобализация, коронаштурм, коронаблокировка, коронакризис, коронашейминг* и др. The most common were words and phrases that previously existed in the language, which undergone a semantic shift in 2020: *маска, контактер, корона, зумер* и т. д.

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Тіл конвергенциясы: COVID-19 кезеңінің тілдік аспектісі

Әлемдік деңгейдегі оқиғалар әрқашан қоғамдағы тілде өз ізін қалдырады, ал бүгінгі күні сондай оқиғаның бірі — коронавирус (COVID-19). Мақала Қазақстандағы жаңа тілдік тенденцияларды зерттеуге, ағылшын тілінің әсерін анықтауға арналған. Авторлар пандемия кезіндегі тілдің даму жүйесін қарастырған. Бұл жұмыстың мақсаты — тілдер конвергенциясы мен тіл механизмдеріне кешенді лингвистикалық зерттеу жүргізу және Қазақстанның бұқаралық ақпарат құралдарында пандемияға байланысты пайда болған жаңа сөздерді талдау. Пандемия кезінде азаматтардың рухын көтеру, ерлік пен қолдау беру үшін мемлекеттік құрал ретінде қолданылған медиа-платформаның сипаттамалық ерекшеліктері талданған. Сонымен қатар, мақалада коронавирустық пандемияға қатысты мақалаларда берілген әскери метафоралардың маңыздылығы ашылды. Зерттеуге сүйене отырып, авторлар COVID–19 пандемиясы кезінде адамдар тап болған жаңа шындықты сипаттайтын көптеген неологизмдердің пайда болғанын анықтады: атап айтсақ, *коронашындық*, *корона-жаһандық*, *коронадауыл*, *коронақишаулау*, *коронадағдарыс*, *коронашейминг* және т.б. Алайда, ең көп тараған және қолданыста жүрген сөздердің қатарында бұрын тілде болған, тек 2019–2020 жылдары семантикалық өзгеріске ұшыраған сөз және сөз тіркестері бар екенін айқындалды, соның ішінде: *маска*, *контактер*, *корона*, *зумер* және т.б.

Кілт сөздер: COVID–19, коронавирус, неологизм, сөз жасам, ковид, кірме сөз, тілдік конвергенция.

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Конвергенция языков: лингвистический аспект COVID–19

События мирового масштаба всегда оставляют свой след в языке общества, и на сегодняшний день к таковому относится коронавирус (COVID–19). Статья посвящена изучению новых языковых тенденций и влиянию английского языка в Казахстане. Авторами рассмотрена система развития языка в условиях пандемии. Цель данной работы — осуществление комплексного лингвистического исследования механизмов конвергенции языков и анализ функционирующих в средствах массовой информации Казахстана новых слов, связанных с пандемией. Проанализированы характерные особенности медиаплощадки, что используется как правительственный инструмент для укрепления морального духа граждан, поднятия духа героизма и поддержки в период пандемии. Выявлена значимость военной метафоры в статьях, связанных с пандемией коронавируса. На основе проведенного исследования автором определено, что COVID–19 породил огромное количество неологизмов, описывающих новую реальность, с которой столкнулись люди во время пандемии: *коронареальность*, *коронаглобализация*, *коронашторм*, *коронаблокировка*, *коронакризис*, *коронашейминг* и др. Также наиболее употребительными оказались слова и словосочетания, ранее существовавшие в языке, в том числе претерпевшие семантический сдвиг в 2020 году: *маска*, *контактер*, *корона*, *зумер* и т. д.

Ключевые слова: COVID–19, коронавирус, неологизмы, словообразование, ковид, заимствования, языковая конвергенция.

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