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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**INTERNATIONAL TERMINOLOGY AND NORM IN
MODERN AZERBAIJAN PRESS
(2000-2015)**

Speciality: 5706.01 – Azerbaijan language

Field of science: Philology

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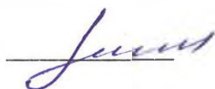
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INTRODUCTION

The relevance of the topic and the degree of development.

In modern times, the intensive expansion of inter-national, intercivilizational relations accelerates the integration of social, political, public, and economic relations, and also has a very significant impact on the globalization of information. In the global information environment, a very fertile environment is created for the expansion of inter-linguistic relations. However, language relations in the modern period differ sharply from those that occurred in previous periods. The experience of language relations that occurred in certain periods of history shows that in such relations, as a rule, the process of word transfer from language to language occurred either involuntarily, or according to a necessary principle. The forced transition was accompanied by an assimilative effect. As a result of this effect, words from the hegemonic language entered the language with a strong flow and were destined to take over, which had a very serious disruptive effect on all norms of the language. Such a stage occurred in the life of the Azerbaijani language with the influence of Arabic and Persian. As a result, the norms of the written language were ruined, so, for example, the text of classical sources became an incomprehensible mystery for the modern reader. Voluntary borrowings occurred more in the oral language in the environment of language contacts. This led to the degradation of the native language words with the arrival of elements foreign to the native language. Necessary borrowings occur due to the necessity of paying for the concepts that cannot be expressed with native language words at the expense of other language elements. Borrowings are used due to the need to express innovations in social life in the native language.

In the global information environment, the hegemonic language's enslavement in language relations is not visible on the surface. The influence of one language on another occurs as a result of a strong and irresistible information wave. Words and terms belonging to a language that has information superiority can pass to another language without any coercion or other influence through

modern communication. These include multi-channel television broadcasts, Internet resources, and modern media. At such a stage, the best means of protecting the mother tongue from harm is the perfect formation of speech culture norms. Otherwise, due to the abundance of information, foreign language elements may find their way into the native language, which will make the written language incomprehensible, and in the spoken language, interference will not be possible to prevent. In the modern era, the irresistible onslaught of global information should be understood as a warning that the native language is already in danger.

It is also said that it is possible to build a shield against global information. Because the use of words that express those concepts leads to the isolation of multifaceted areas of activity from the international information space. Therefore, it is advisable to protect against interference and use only words that express the necessary information, and then normalize them according to the requirements of the native language. In addition, it is of great importance to achieve the creation of language elements that are formed in the native language environment and expressed by the means inherent to the leading international information language. In this case, it is possible to replace the fear of avoiding a global information attack with the skill of being recognized in the international information space. The mother tongue has all kinds of internal opportunities for this. The constant care of the mother tongue by the state also poses the requirements for purposeful work in this direction as an important task. The Decree of the President of the Republic of Azerbaijan Ilham Aliyev dated May 23, 2012 on the State Program for the use of the Azerbaijani language in accordance with the requirements of the time in the context of globalization and the development of linguistics in the country states that *“After the Republic of Azerbaijan achieved the restoration of its independence, the Azerbaijani language began to acquire exceptional importance as the official language of the state in the socio-political, socio-economic and scientific-cultural life of our people. With the decrees of the National Leader of the Azerbaijani people Heydar Aliyev “On*

*improving the application of the state language” dated June 18, 2001 and “On the application of the law of the Republic of Azerbaijan “On the state language in the Republic of Azerbaijan” dated January 2, 2003, the field of activity of our literary language has been further expanded, the potential of its various styles has been revealed once again, and new horizons have been opened for our language culture as a whole”.*¹ The decree, along with other important issues of linguistics, clearly conveys to the public the attitude towards words imported from other languages. In this regard, it is indicated that “...in recent times, the inexhaustible possibilities of the modern Azerbaijani literary language have been used appropriately and correctly. “Experts are not always able to demonstrate flexibility in identifying and preventing foreign elements that may undermine the unique developmental regularities of our literary language. As a result, a number of problems are clearly manifested in the field of application of our state language”.² The “State Program on the Use of the Azerbaijani Language in a Globalized World and the Development of Linguistics in the Country” was approved by the Decree of the President of the country dated 2013. The program describes the resolution of this important issue before the Azerbaijan National Academy of Sciences, the Ministry of Education, the Ministry of Communications and Information Technologies, as well as local executive authorities, as follows: *“Establishment of a hotline to ensure public participation and take operational measures in the development of the Azerbaijani language as the state language and in protecting the purity of the language, as well as in ensuring compliance with literary language norms, preventing violations of the lexical and grammatical rules of the Azerbaijani language in advertisements and public catering facilities”.*³ During the celebration of the 70th anniversary of the

¹ Xalq qəzeti. – 2012, 24 may.

² Xalq qəzeti. – 2012, 24 may.

³ Azərbaycan. – 2013, 11 aprel.

Azerbaijan National Academy of Sciences, the President of the country, Mr. Ilham Aliyev, once again expressed his opinion on the foreign elements introduced into the native language, indicating that: *“We must ensure the purity of the Azerbaijani language. Of course, the more foreign languages our citizens, especially the younger generation, know, the better. But first of all, they should know their own mother tongue. On the other hand, they should not allow foreign words to enter our mother tongue. There is no need for this. Our vocabulary is so rich that if we preserve it and pass it on to future generations as a trust, it will be our greatest achievement in this field”*⁴.

In studies devoted to lexical-terminological issues of the press language, the leading role of the press as a component of mass media as one of the sources of enrichment of the native language has been investigated. There are very interesting ideas and considerations in the studies of A. Orujov, M. Gasimov, N. Mammadli, S. Sadiqova, I. Mammadov, G. Maharramli, N. Khudiyev, Z. Alasgarov and others regarding the enrichment of the lexical-terminological potential of the Azerbaijani language vocabulary⁵.

A number of studies have been conducted on the grammatical features of press language, dissertations have been written, monographs and articles have been published. The research of M.

⁴ Azərbaycan müəllimi. – 2015, 14 noyabr.

⁵ Orucov, Ə. “Əkinci” qəzetinin dili: / filologiya elmləri namizədi ... diss/ – Bakı, -1947, – 147 s; Qasimov, M. Azərbaycan dili terminologiyasının əsasları / M.Qasimov. – Bakı: Elm, -1973. – 186 s.; Sadiqova, S. Azərbaycan dilinin terminologiyası / Məmmədli, N. Azərbaycan dilində alınma terminlər / N.Məmmədli. – Bakı: Elm və təhsil, – 2017. – 488 s.; S.Sadiqova. – Bakı: Elm, – 2011. – 378 s.; Məmmədov, İ. Qəzet dilinin leksikası / İ.Məmmədov. – Bakı: Elm və təhsil, – 2010. – 162 s.; Məhərrəmli, B. Mediada işlənən alınma sözlər / B.Məhərrəmli. – Bakı: Elm, – 2008. – 256 s.; Xudiyev, N. Radio, televiziya və ədəbi dil // N.Xudiyev. Seçilmiş əsərləri: [10 cildə], – Bakı: Elm və təhsil, – c. 3. – 2013. – 648 s.; Ələsgərov, Z. Azərbaycan dili terminoloji fondunun inkişafında müasir mətbuatın rolu: /Filologiya üzrə fəlsəfə doktoru diss. Avtoreferatı (1990-2000-ci illər) / – Bakı, -2010. – 24 s.

Adilov, G. Kazimov, A. Miriyev, Ilkin Asker and other researchers in this field creates an important stimulus for putting forward new ideas about the norms of press language at the modern stage. In the research conducted on press language and its normative features, the multifaceted problems of the norm are investigated. In this dissertation work, which is being defended, it specifically discusses the normative issues of international terminology developed in press samples from 2000-2015⁶.

The purpose and objectives of the study. The purpose of the study is to determine the possibilities of enrichment of the native language through international terminology within the framework of the norm. In this regard, the following tasks are determined in the study:

- Analysis of terminology used as exoticism in the press
- Analysis of language units that have become the norm in the lexical-terminological composition of the language
- Analysis of terminology that creates synonymization in the language
- Analysis of terminology used as an independent unit with morphological composition
- Analysis of terminology whose formative composition can be replaced
- Analysis of terminology with syntactic composition
- Analysis of language units with syntactic composition formed in the native language environment and able to enter the international information space in English.

Research methods. The study used descriptive and comparative-contrast methods. The descriptive method is not just a list of facts, but an analysis of the material involved in the study according to its

⁶ Adilov, M. Qəzet dili / M.Adilov. – Bakı: ADU, – 1973. – 114 s.; Kazimov, Q. Seçilmiş əsərləri: [10 cildə] / Q.Kazimov. – Bakı: Nurlan, – c. 1. – 2008. – 560 s.; Мирийев, А. Грамматические нормы в языке азербайджанской печати (70-е годы): /автореферат дисс. ... кандидата филологических наук/ – Баку, -1980. – 33 с.; Əsgər, İ. Mətbuat dilində leksik norma pozuntuları: [Elektron resurs] // Mədəniyyət. – 2021, 21 fevral. URL: [medeniyyet. az/page/news/56136.html](http://medeniyyet.az/page/news/56136.html).

structure, content and normality. The comparative-contrast method is applied to the comparison of international terminology with relevant counterparts.

The main provisions put forward for defense:

-Standardization of international terms used in the language of the press

-The use of arbitrary terms that cannot be normalized in the language of the press

-Terms that enter the language as independent lexical units

-Terms used in the language of the press and whose grammatical structure is hybridized

-The nature of terms with syntactic composition that enter the language of the press

-The role of terminological units that arise in the Azerbaijani language environment in the international information network.

The scientific novelty of the study is determined by the analysis of global terminological units used in the language of the press within the framework of the norm, and at the same time, by the identification of new language units that have emerged in the Azerbaijani space and entered the international information space in English. The existence of a global information space does not mean that the leading tool here is only the language in which information is expressed. It is possible that a language that can bring concepts corresponding to its development strategy to the international world also has a share here. The existence of such opportunities in the Azerbaijani language is no exception. In previous research works, no considerations have been made about the entry of native language words into the international information space in this way. In this work, the discovery and analysis of such language units can be considered one of the directions of *scientific novelty of the study*.

Theoretical and practical significance of the study. Socio-political, public events taking place in the international world, changes in economic life, as well as the rapid development of information technologies require the creation of words and terms denoting new concepts. Such words and terms spread very quickly, without

recognizing borders, during the globalization phase. It is clear that when such words enter other languages, including the Azerbaijani language, their unification and standardization becomes a necessary requirement. Language units reflecting innovations, first of all, enter the pages of the press. However, standard rules cannot be directly applied to them. *The theoretical significance of this study* is that practical experience is gained for applying new terms entering the language at different stages. The practical significance of the work is that explanatory dictionaries can be prepared for the international terminological tools involved in the analysis. It is also possible to use such a dictionary as an additional practical tool.

Approbation and application of the dissertation. Articles related to the general content of the dissertation were published in journals approved by the Higher Attestation Commission under the President of the Republic of Azerbaijan. At the same time, speeches were made at Republican and international conferences related to the content of the work. Speeches were made on the topic at scientific seminars organized by the department and individual chapters of the work were discussed in those seminars.

Name of the organization where the dissertation work was carried out. The research work was carried out at the Department of Azerbaijani Language, Ganja State University.

The total volume of the dissertation in characters, indicating the volume of the structural sections of the dissertation separately. The dissertation consists of an introduction, three chapters, a conclusion, and a list of references. The introduction is 6 pages (11,990 characters), the first chapter is 47 pages (91,406 characters), the second chapter is 40 pages (79,105 characters), the third chapter is 31 pages (58,930 characters), the conclusion is 3 pages (5,101 characters), and the list of references is 15 pages. In total, the dissertation consists of 144 pages and 246,828 characters.

MAIN CONTENT OF THE RESEARCH

The Introduction section of the dissertation justifies the relevance of the topic, the degree of development, defines the object and subject, goals and objectives, methods of the research, the provisions put forward for defense, provides information on the scientific novelty of the research, theoretical and practical significance, approval and application of the research work, the name of the organization where the dissertation work was performed, the volume of the structural sections of the dissertation separately and the total volume with a mark.

The first chapter of the dissertation is entitled “*International terms and norms used as lexical units in the language of the press*”. The provisions of this chapter are explained in the following subchapters:

The first paragraph of Chapter I is called “*Norms in the lexical-terminological composition of the language*”. The explanations in this subchapter begin directly with the term exoticism and the ideas and considerations related to it. It is shown that the word “exotics” itself, in its literal sense, is included in dictionaries as a lexical unit that is often associated with the nature of distant countries and that denotes something, customs, etc. that seems unusual and foreign to the population of other countries. However, the attitude towards the word exoticism itself, which was formed on the basis of the word exoticism and is used as a linguistic term, has not been unambiguous in individual research works. In linguistic studies, exoticisms are sometimes interpreted as words borrowed from other languages, including lesser-known ones, and used to revive the local flavor⁷. Exoticisms are also presented as words related to the material and spiritual life of a people, expressing social psychology⁸. Due to the

⁷ Розенталь, Д.Е. Словарь справочник лингвистических терминов /Д.Е.Розенталь, М.А.Теленкова – Москва: Просвещение, –1976. – с. 533.

⁸ Мехтиева, Д.Г. Лексико-фразеологические и синтаксические проблемы художественного перевода (на основе переводов романов Л.Н. Толстого на

diversity of opinions regarding exoticisms, these linguistic units are also identified with realia. The main motive here is that “firstly, these are coterminous categories and their use highlights the ethnic, cultural, everyday ethnographic and mental characteristics of other peoples”⁹. Although exoticisms and realisms are explained as the same word group in research works, there are subtle differences between them. It is important to take these differences into account so that their normative boundaries can be determined. Their main difference is that, firstly, exoticisms have a wider lexical-semantic environment than realisms, therefore, the scope of development of exoticisms is also comprehensive. Although exoticisms and realisms are explained as the same word group in research works, there are subtle differences between them. It is important to take these differences into account so that their normative boundaries can be determined. Their main difference is that, firstly, exoticisms have a wider lexical-semantic environment than realisms, therefore the scope of use of exoticisms is also comprehensive. Realisms, on the other hand, are used to create color in artistic styles, having national, ethnic, everyday and mental characteristics, while in other styles realisms are mainly used as words of informational character rather

азербайджанский язык): /автореферат дисс. ... кандидата филологических наук/ – Баку, -1988. – с. 12-13.

⁹ Ефремов, Л.П. Экзотическая лексика и вопрос ее калькирования: [Электронный ресурс] // Актуальные проблемы лексикологии. Тезисы докл. и сообщ. Всесоюзный научный конгресс (17-20 июня 1970 г.). -Минск: – 1970, – с.4. URL: www.translit.az/ANA%20SEHİFE_ana%20sehife-2.htm.; Верещагин, Е.М. Язык и культура /Е.М.Верещагин, В.Г.Костомаров. – Изд. 2-ое. – Москва: Русский язык, – 1976. – с. 71; Маринова, Е.В. Экзотическая лексика как лингвистический феномен: [Электронный ресурс]. URL: [www.translit.ru/rades_vestniki_journals/99990196 West filol 2003 1 \(3\) B 3-7.pdf](http://www.translit.ru/rades_vestniki_journals/99990196_West_filol_2003_1_(3)_B_3-7.pdf); Xəlilov, V. Müasir Azərbaycan dilinin leksikologiyası/ V.Xəlilov. – Bakı: Nurlan, – 2008. – s. 132-133; Филатова, Н.А. Русская Экзотическая лексика во французском языке и французская лексика в русском языке: /автореферат дисс. ... кандидата филологических наук/ – Москва, -2009. – с.2.

than creating color. Secondly, exoticisms create a synonym series in the language in which they are included, are translated, and can even enter the vocabulary of the language as words with normative rights. Realisms, on the other hand, are not translated, do not create synonyms, and cannot enter the vocabulary of the language. Then, exoticisms are considered a foreign language element at the initial stage of their use, and after normalization, they become borrowings. Realisms, on the other hand, do not become borrowings, and are used in any style at the level of a foreign language element. Thus, exotic words are considered words that are considered foreign to the native language at the primary stage, are not included in the lexical composition of the language, and are not standardized. The names of food in the Azerbaijani language such as *dolma*, *jizdag*, *jiz-biz*, *khashil*, *kıymak*, *horra*, *ayran*, *suzma*, *fatir*, *lavash*, the names of clothing such as *yapıncı*, *arkhalig*, *sirtov*, *patava*, *çepken*, *qiygac*, *chukha*, and the names denoting titles such as *bey*, *khan*, *agha* are examples of realisms. The words *monsieur*, *madam*, and *curtsey* are French, the words *tomoqavk*, *mokasin*, and *viqvam* are Hindu, the words *salat* (*prayer*), *sharia*, *tavba*, *dirham*, and *dinar* are Arabic, and the words *anderun*, *birun* are typical of Persian life and everyday life.

The main distinguishing feature of exoticisms and realisms is that exoticisms have a corresponding equivalent, while realisms consist of linguistic units that are not translated and do not have a direct equivalent. Realisms are linguistic units that are related to the specific national, cultural, and everyday life of a language. Examples of these include words such as *lord*, *lady*, *miss*, *pound sterling* (*English*), *shiva*, *sari* (*Hindi*), *salat* (*prayer*), *sharit*, *tavba*, *dinar*, *dirham* (*Arabic*), *rial*, *birun*, *anderun* (*Persian*), *wigwam*, *moccasin*, *mustang* (*Hindi*), *rickshaw* (*Chinese*), *kimono* (*Japanese*), *reverence* (*French*), *batono*, *khachapuri*, *genesvale* (*Georgian*).

The first subsection of the first paragraph of Chapter I is entitled "*Those Used as Simple Words*".

In the modern Azerbaijani press, one can find many exotic words that are considered lexical-semantically unstandardized for vocabulary

composition, whose meaning is not massified and whose structural composition cannot be divided into root-formative parts. The following are examples of these: *fiasco* (“Kaspi”, November 6, 2014; “Azadlıq”, September 14, 2013); *banner* (“Azadlıq”, September 28, 2015); “Hafta ichi”, November 20-30, 2015); *tweet* (“Kaspi”, November 6, 2014); *boss* (“Mövqe”, August 30, 2014); *incident* (“Democratic state”, February 10, 2015); *dossier* (“Democratic state”, February 10, 2015). While the press is a means of mass communication, there is actually no need to use such words that have corresponding equivalents in Azerbaijani. The use of such words practically leads to misunderstanding. For example, the word *fiasco* is of Italian origin, meaning failure; the word *derby* is of English origin, meaning competition; the word *brand* is of English origin, meaning superior; the word *tweet* is of English origin, meaning mockery; the word *patron* is of Latin origin, meaning patron, leader, entrepreneur; the word *incident* is of Latin origin, meaning conflict; the word *dossier* is of French origin, meaning a collection of documents. Some of these words are included in the “Spelling Dictionary of the Azerbaijani Language” (*fiasco*, p. 245; *derby*, p. 165; *brand*, p. 103; *patron*, p. 539; *incident*, p. 324)¹⁰ but they do not have much significance in terms of popularization.

Some of the exotic language units used in the press language and not assimilated lexico-semantically consist of words formed as a unit with a suffix. As in simple compound words, words formed as a unit with a root-formative composition also have a corresponding equivalent in the Azerbaijani language. In the text, abandoning words that are typical for the Azerbaijani language and have an acceptable level of mass intelligibility and showing a tendency to foreign language elements should not be considered a requirement of globalization. In order to revive the lexical-semantic influence of the mother tongue in the press language, more favorable conditions should be created for the use of words that meet the requirements of the norms of this language.

¹⁰ Azərbaycan dilinin orfoqrafiya lüğəti / Layihənin rəhbəri A.Axundov, red. İ.Məmmədli. – Bakı: Şərq-Qərb, – 2013. – 840 s.

Because the use of foreign language elements, instead of reviving the locality of another language, leads to its incomprehensibility.

The second subsection of the first paragraph of Chapter I is entitled "*Those used as derivative words*".

Since the suffixed part of exotic words used in the press cannot be divided into parts in the Azerbaijani language, they are considered simple word units. The following are examples of the part of them used in the press and which seems to have no normative status in terms of massification: *Logistics* ("Yeni Azerbaijan", Nov. 29, 2014); *concierge* ("Palitra", June 25, 2012), *inclusive* ("Azerbaijani teacher", June 26, 2015); *preventive* ("Yeni Azerbaijan", Nov. 29, 2014); *deactivated* ("Kaspi", Nov. 6, 2014); *moderator* ("525-ci qəzet", Dec. 2, 2014), etc. The word logistics is of Greek origin, in fact it is a mathematical term. It is not recorded in the "Explanatory Dictionary of the Azerbaijani Language". The word *concierge* belongs to the French language, and its meaning is "housekeeper" in a hotel.

The words *pessimist* and *optimist* with the suffix *-ist* are used in the press. Both the words *pessimist* and *optimist* are of Latin origin. Since these words are not terminological in nature, they are not included in the lexical units at the general language level. However, they are used in a limited circle, especially in the language of the press. In Azerbaijani, the word *pessimist* is expressed by its exact equivalent, the word *bedbin*. The opposite of the word *optimist* is the word *nikbin*. Although both words are of Persian origin, they consist of units that have long been assimilated in the native language and meet lexical norms. In Azerbaijani, these words are expressed with their counterparts *hopeless* and *hopeful*. It should be noted that the words *pessimistic* and *optimist* are not new to the Azerbaijani language. These words were used in Russian and are more often given with their counterparts *pessimistic* and *optimistic* in Azerbaijani. The current use of the Latin words *pessimistic* and *optimistic* does not, in fact, promise any local exotic meaning. Simply giving these words a chance in the press not only makes people forget their native language counterparts, but also reduces the potential for the use of *bədbin* and *nikbin* words, which have long

been used as borrowed words.

The second paragraph of Chapter I is entitled "*Words that have become norms due to informativeness in the lexical-terminological composition of the language*".

The lexical-terminological composition of the language consists of exotic words that tend to be standardized, especially those that are intensified and to a certain extent popularized in the press. Many of these words have almost no direct equivalent in the Azerbaijani language. Therefore, the definition of these words is given in dictionaries in an explanatory manner. Words used in the Azerbaijani press and prone to lexical-semantic standardization can also be used in other languages in a normative manner. Therefore, in research works related to terminological borrowings, words of this type are characterized as international terms¹¹. The following words of this type are used in the press: *Unique* (of Latin origin, unusual, interesting - "Mədəniyyət", Oct. 29, 2009); *boutique* (of French origin, expensive small store; "Kaspi", Nov. 29, 2014); *confession* (of Latin origin, religious community; "Hafta içi", Nov. 17, 2015); *Legitimate* (of Latin origin, legal, lawful; "Azadlıq", Oct. 14, 2009, "Palitra", Nov. 12, 2009), etc.

Many words of Arabic-Persian origin have adapted to the requirements of the speech norms of the Azerbaijani language from time to time, even taking on a different form from their original structure. For example, words such as *adam*, *aqıl*, *khırman*, *qayad*, *fayya*, *küşük*, *rahat*, *saat*, *salam*, *ramazan*, *faraghat*, *throne*, *sümla*,

¹¹ Xəlilov, B. Müasir Azərbaycan dilinin leksikologiyası / B.Xəlilov. – Bakı: Nurlan, – 2008. – s. 38-70; Xəlilov, B. Dil mədəniyyəti / B.Xəlilov. – Bakı: Papirus NP, – 2016. – s. 56; Qasimov, M. Azərbaycan dili terminologiyasının əsasları / M.Qasimov. – Bakı: Elm, –1973. – s.146; Sadıqova, S. Azərbaycan dili terminologiyasının nəzəri problemləri / S.Sadıqova. – Bakı: Elm, – 2002. – s.130; Məhərrəmli, Q. Mediada işlənən alınma sözlər / Q.Məhərrəmli. – Bakı: Elm, – 2008. – s.146; Məhərrəmli, Q. Jurnalistika terminləri lüğəti / Q.Məhərrəmli. – Bakı: Altun kitab, – 2016. – s.43; Xəlilova, S. İnternasional terminlər / S.Xəlilov. – Bakı: Maarif, – 1991. – s. 141.

sın, rizne, fikir, sheher, zeher, bahar, biyik, nasaz, kamal, in contrast to their original form, also follow the vowel order of the Azerbaijani language.

The third paragraph of Chapter I is entitled "*Words that become norms by creating synonymization in the lexical-terminological composition of the language*".

Although terminological synonymy is not considered acceptable in linguistic literature¹², the existence of synonymy is observed in a certain proportion of terms used in the language of the press. In some of them, there is a tendency to replace terms belonging to European languages with those of Arabic-Persian origin, in others, there is a tendency to gain dominance in the use of terms belonging to European languages, and in some, there is even a tendency to use them more in relation to their Azerbaijani counterparts. In connection with the tendency to replace terms belonging to Arabic and Persian languages used in the Azerbaijani language, the following words are observed to be used: *Ombudsman* (Swedish) - *Commissioner* (Arabic) ("Azerbaijan", Oct. 7, 2015; "Kaspi", Aug. 12, 2013); *Office* (English) - *Administration* (Arabic) ("Azerbaijani Teacher", Sep. 13, 2013; *Civil* (Latin) - *Free* (Persian) ("Credo", May 25, 2013); *interval* (Latin) - *Distance* (Arabic) ("Credo", Aug. 12, 2002; "Azerbaijani", Jan. 15, 2003), etc. Many words of Arabic-Persian origin have adapted to the requirements of the speech norms of the Azerbaijani language from time to time, and even changed their original structure. For example, words such as

¹² Qasımov, M.Ş. Azərbaycan dili terminologiyasının əsasları / M.Qasımov. – Bakı: Elm, – 1973. – s.106; Левковская, К.А. Теория слова / К.А.Левковская. – Москва: Высшая школа, – 1961. – с.55-71; Галкина-Федорук, Е.М. Современный русский язык. Лексика / Е.М.Галкина-Федорук. – Москва: изд-во Московского ун-та, – 1954. – с.117; Лотте, Д.С. Основы построения научно-технической терминологии / Д.С.Лотте. – Москва: Изд. АН СССР, – 1961. – с.57-64; Реформатский, А.А. Что такое термин и терминология // Вопросы терминологии. – Москва: Изд. АН СССР, – 1961, – с. 52; Sadiqova, S. Azərbaycan dili terminologiyasının nəzəri problemləri / S.Sadiqova. – Bakı: Elm, – 2002. – s. 130.

adam, ağıl, xırman, qayda, fayda, avam, davam, müştəri, rahat, salam, namaz, farağat, taxt, cümlə, sinif, hörmət, fikir, şəhər, bahar, qiymət, qismət, nasaz, kamal, xalq, dəstə in contrast to their original vowel order, also follow the same sequence as in the Azerbaijani language.

The second chapter of the dissertation is entitled "*International terms and norms used as morphological units in the language of the press*". The provisions of this chapter are explained in the following subchapters:

The first paragraph of Chapter II is entitled "*Norms in terms used in terms of root-form composition*".

This subchapter discusses those words with root-formative composition in the language of the press, the possibility of replacing their suffix part is not considered an exception. In other words, the main goal is to determine the degree of replacement of the suffix composition in those language units. This is not accidental. Because the Azerbaijani language has already significantly enriched its internal development potential due to its independence. This allows words belonging to other languages and gaining a fertile environment for use in the press language to be replaced with appropriate equivalents in accordance with the lexical-semantic potential of the mother tongue as a whole, or, if possible, changes can be made to the suffix of the word. There is a tradition of replacing the suffix with an appropriate equivalent in a certain part of the root-formative words that have entered the Azerbaijani language. For example, the Arabic-Persian words *naəlac-əlacsız, namürüvvət-mürvətsiz, bişüür-şüursuz, bihəya-həyasız, bivəfa-vəfasız, binamus-namusuz*; as in the words *traktorist-traktorçu, proqrammist-proqramçı, terrorist-terrorçu, modelyer-modelçi* which came from European languages. Since the suffixes of the Azerbaijani language have intensified in these types of words, they have already gained the right to be the norm. In this case, parallelism in the use of these types of words with suffixes in the source language should be eliminated. Because the language norm does not like parallelism, and as the stability of the norm strengthens, the variant must inevitably disappear. It should be noted

that the Azerbaijani equivalent of the suffixes of a certain part of these words is also recorded in the “Orthography Dictionary”: *kreditçi* (kreditor, p. 372); *separatçı* (separator, p. 590); *aktivləşdirmə* (aktivizatsiya, p. 36); *doqmatizm* (dogmatilik, p. 188)¹³.

The second paragraph of Chapter II is called “*The norm of replacing suffixes in terms with a root-formative composition*”.

This subchapter discusses those terms whose suffix composition can be completely replaced by their Azerbaijani counterparts. In such a replacement, the suffixes belonging to the Azerbaijani language have already intensified and become a stable norm in the composition of foreign words. The language of the press plays a very important role in the massification of such words. It should also be taken into account that due to the strong internal lexical-semantic and grammatical potential of the Azerbaijani language, the replacement and normalization of suffixes in foreign words with appropriate counterparts has become a constant process. Mammad Gasimov rightly writes: “All changes in borrowed terms are carried out in accordance with the laws of the Azerbaijani language”. In terminology, verb forms with a certain terminological meaning are also often used: *с коллективизация - kollektivləşdirmə, электрификация - elektrikləşdirmə, нормирование-normalaşdırma*¹⁴.

In the language of the press, examples of the replacement and normalization of the corresponding suffixes are used accordingly. “*In all cases of normalization, the internal potential of the Azerbaijani language and the processes of normalization show their influence*”¹⁵. Words that can be separated into a root-formative structure are considered as derivational, while words that cannot be

¹³ Azərbaycan dilinin orfoqrafiya lüğəti / – Bakı: Şərq-Qərb, – 2013. – 840 s.

¹⁴ Qasimov, M.Ş. Azərbaycan dili terminologiyasının əsasları / M.Ş.Qasimov. – Bakı: Elm, – 1973. – s. 158.

¹⁵ Sadıqova, S. Azərbaycan dili terminologiyasının nəzəri problemləri /S.Sadıqova. – Bakı: Elm, – 2002. – s. 76.

separated are considered as integral words. Thus, that part of the international loanwords in the Azerbaijani language meets the requirements of the derivational word norm, which can be separated into a root-formative structure in the Azerbaijani language, not in the source language, and used independently in this language. Thus, in the language of the press, examples of the substitution of suffixes in accordance with the norm in the suffix composition of international-type terms are even encountered in parallel with the suffixes in the source language: *lobbizm* ("Mədəniyyət", Oct. 29, 2014); *lobbiçilik* ("Kaspi", Nov. 4, 2014); *separatizm* ("Məvqə", Aug. 30, 2014); *separatçılıq* ("Kaspi", Nov. 14, 2014); *Kollektivism* ("Demokratik sərəməy-yət", Feb. 20, 2015) - *kollektivçilik* ("Azadlıq", Sep. 29, 2003); *fundamentalizm* ("Hafta içi", Nov. 17, 2004); - *fundamentalçılıq* ("Gündəm xəbr", Aug. 12, 2007); *aktivizasiya* ("Baku News", April 16, 2007);- *aktivləşmə* ("Culture", October 29, 2014), etc.

The third paragraph of Chapter II is entitled "*Trends in the use of international terms in a reciprocal relationship*".

A certain number of international terms tend to be replaced by their full equivalents due to the internal lexical-semantic potential of the Azerbaijani language. Such equivalents are often not used in the press in an unambiguous manner in relation to their native language equivalents. Parallelism tendencies are also observed in their use. Of course, the parallel use of words expressing the same concept in the form of variants should be considered defective in terms of the norm. Nevertheless, the use of foreign terms in the language of the press instead of their native language equivalents has become almost a rule.

The Azerbaijani press has encountered the use of the following international terms, which have native language equivalents and are used instead of equivalents recorded in the spelling dictionary: *subsidiya* ("525-ci qəzeti", Dec. 27, 2014); - *yardım* (Orthographic dictionary, p. 734); *elektorat* ("Kaspi" qəzeti, Nov. 4, 2014) *seçici* (Orthographic dictionary, p. 588); *kompensasiya* ("Yeni Azərbaycan", Nov. 28, 2014); *ödəmə* (Orthographic dictionary, p.

734); *manipulyasiya* ("Yeni Azərbaycan", Nov. 29, 2014) - *hiyləbazlıq* (Orthographic dictionary, p. 291); *kreativ* ("Xalq qəzeti", Dec. 18, 2014) - *yaradıcı* (Orthographic dictionary, p. 733); *harmoniya* ("Azadlıq", 14 Sept., 2015) - *nizam* (Orthographic Dictionary, p. 508); *delimitasiya* ("Hafta ichi", 20-30 Nov., 2015) - *ayırıc* (Orthographic Dictionary, p. 62).

In the language of the press, the term *ratification* is used in the sense of approval. The term *ratification* is originally from Latin. The term *ratification* is specifically used in the sense of approval of certain treaties by a state.

The term *dislocation* is mostly used in the military field to mean the relocation of troops to a strategic position. There is no obstacle to using the term *deployment* instead of that term in Azerbaijani. According to the norm, the Azerbaijani version seems more appropriate.

The term "*repsodent*" is originally from the English language. It literally means "*answer*". The term "*repsodent*" is used to mean a person who answers questionnaires. The term "*repsodent*" refers to people whose opinions are asked on the street, outdoors, about some socio-political event (election, public opinion). The term "*repsodent*" is not registered in the "Spelling Dictionary". It consists of giving preference to the word "*interrogator*" as the most appropriate equivalent of this term in Azerbaijani and using it as a term. Since there is a special interest in terms used in the international information space in the press language, it is observed that instead of words that have a corresponding equivalent in Azerbaijani or that can be termed as a suitable equivalent, preference is given to words from European languages.

There are a lot of such words in the language of the press. Rather than trying to standardize them, it would be more appropriate to focus on expanding the semantic potential of native language words.

The third chapter of the dissertation is entitled "*International terms and norms used as syntactic components in the language of the press.*" The provisions of this chapter are explained in the following

subchapters:

The first paragraph of Chapter III is entitled "*Norms for Complex Terms Used in the Language of the Press*".

This subchapter discusses the issues of standardization of complex terminological means formed with the participation of international term-forming means that partially retain their meaning independence and have prefix characteristics in the word structure. True, in many cases, terms in this structure become independent and create the impression of a whole unit. However, since the prefix-characterized components of these terms partially retain their independent meanings, it is considered possible to accept them as units with complex structures. S. Jafarov considers terms of this type to be examples of syntactic word creation and considers them to be one of the oldest types of word creation¹⁶. In studies on other terms with complex structures formed syntactically, words of this type are also considered to be products of the ancient word formation stage¹⁷.

In the modern press, three main types of complex terms are observed. These include terms formed with the participation of *international term-forming elements used as prefixes, compound terms, and calqued terms*. The following examples of complex terms formed with the participation of prefixes can be given:

Anti-composition. Anti-composition is an independent word of Latin origin. Its meaning consists of the concept of opposite, contradictory. Anti-composition has lost its word independence in the Azerbaijani language and has the function of a prepositional suffix. However, since there are no prepositions in the Azerbaijani

¹⁶ Cəfərov, S. Müasir Azərbaycan dili / S.Cəfərov. – Bakı: Maarif, – 1970. –s.104-105; Cəfərov, S. Müasir Azərbaycan dili / S.Cəfərov. – Bakı: Şərq-Qərb, – 2007. – 194 s.

¹⁷ Qasımov, M. Ş. Azərbaycan dili terminologiyasının əsasları / M.Qasımov. – Bakı: Elm, – 1973. – s.130-145; Рамстедт, Г.И. Введение в алтайское языкознание. Морфология / Г.И.Рамстедт. – Москва: изд.-во Иностран. лит. – 1957. – с.27-29; Баскаков, Н.И. Историко-типологическая морфология тюркских языков / Н.И.Баскаков. – Москва: Наука, –1979. – с. 73-75.

language, it is possible to consider words formed with the participation of this composition as structurally complex.

The term anti-monopoly is used here in the sense of anti-monopoly. As can be seen, the monopolistic component of the term was used to replace the Arabic word monopolist. This is also a manifestation of the operation of creating a new norm on the norm. The goal should be to maintain the stability of the native language norm.

The use of words formed with the participation of prefix-like word-forming means in the language of the press serves the purpose of conveying any modern concepts. Therefore, although a certain part of them is recorded in the spelling dictionary, some have not even been included in the dictionary. However, since these terms express concepts specific to the international information space, they can be considered normative, especially for the language of the press. The following are examples of such complex terms: *postneft* (“Azadlıq”, 29 Sep., 2015); *meqapolis* (“Mədəniyyət”, 31 Oct., 2014); *meqaportal* (“Azerbaijani teacher”, 20 Dec., 2015); *texnopark* (“Respublika”, 31 Jan., 2014); *interfaks* (“Kaspi”, 4 Nov., 2014); *multikopter* (“Xalq qəzeti”, 28 Dec., 2014); *teleportasiya* (“Kaspi”, 5 Nov., 2014); *interfaks* (“Kaspi”, 4 May, 2014); *videoslayd* (“Hafta ichi”, 28-30 Nov., 2015); *mikrosoft* (“Respublika”, 13 Sep., 2013); *stereofoniya* (“Kaspi”, 8 Nov., 2014), *Avroviziya* (“Yeni Azərbaycan”, 12 Nov., 2014), etc. The following are the terms recorded in the “Spelling Dictionary”: *meqapolis* (Spelling Dictionary, p. 455); *texnopark* (Spelling Dictionary, p. 660); *interfaks* (Spelling Dictionary, p. 324); *stereofoniya* (Spelling Dictionary, p. 622).

The following words, for example, *postneft*, *meqapolis*, *meqaportal*, *texnopark*, *interfaks*, *multikopter*, *teleportasiya*, *interfaks*, *videoslayd*, *mikrosoft*, *stereofoniya*, *Avroviziya* are not recorded in the dictionary. Many terms that have flowed into the language of the press in connection with the modern information process are also not recorded in the dictionary. It is possible that a certain part of them can undergo a process of normalization by

gaining information intensity. Elements that cannot be intensified are, of course, doomed to become obsolete.

The second paragraph of Chapter III is entitled "*Norms in terms of word combinations in the language of the press.*"

As communicative relations in the international world increase and expand, information intensity also increases. This necessitates the formation of new terminological tools to ensure the expression of new concepts. As a result, new methods and rules for the word-creation process arise. One of them is the method of creating terms with a compound structure. The terms in the compound structure used in the modern press consist of first, second and third types of determining word combinations.

The sides of term-word combinations expressed with words of European origin, firstly, consist of the main carrier elements of international information. Secondly, the sides that make up such term-word combinations are either assimilated into the Azerbaijani language and expressed with standardized units, or their meaning within the word combination creates an idea of understandability. Thirdly, regardless of the type of term-word combinations they consist of, they are formed on the basis of the internal regularities of the native language. In the current conditions, when the relations of the Azerbaijani language with the international information space are increasing, expanding and diversifying, a special preference is observed in the use of word combinations, the sides of which are expressed by elements belonging to European languages. At the same time, these word combinations, of course, do not reflect the grammatical features of the source language in terms of norms. The grammatical mechanism of their use in the language of the press occurs directly on the basis of the norms of the Azerbaijani language. This is clearly manifested in the fact that, for example, in the first type of definite word combinations, the principle of the determiner-determinant is expressed by the agglutinative mechanism, while the terms in the second and third type of definite word combinations are structurally related to the grammatical means of the Azerbaijani language. On the other hand, it is also important to note that, as the

Azerbaijani language increases its influence in terms of standardization in the modern international information space, aspects of a certain part of the terms are expressed both with Azerbaijani words and with elements of Arab-Persian origin that have been developed and established in the Azerbaijani language over a long period of time. The following examples of these can be given: a) *in the first type of determinative compound structure*; those used with European-origin compounds; *total terror* (“Kaspi”, Nov. 5, 2015); *qlobal birja* (“Mövqe”, Aug. 30, 2014); *geostrateji perspektiv* (“525-ci qəzet”, Dec. 2, 2014); *ekoloji genosid* (“Respublika”, Jan. 30, 2014); *aqrar sektor* (“Mövqe”, Aug. 30, 2014); those used with Azerbaijani words: *yoluxucu agent* (“Respublika”, Jan. 30, 2014); *qızıl depozit* (“Yeni Azərbaycan”, Nov. 28, 2014); *beynəlxalq konvensiya* (“Palitra”, Jan. 29, 2003), etc.; b) *in the second type of determinative compound structure*; Words with European origin: *dizayn konsepsiyası* (“Xalq qəzeti”, 30 Dec., 2014); *turizm potensialı* (“Yeni Azərbaycan”, 20 Nov., 2014); *deputat korpusu* (“525-ci qəzeti”, 3 Dec., 2002); Words with Azerbaijani language words: theater language c) *in the third type of definite compound structure*: Words with European origin; *medianın tipologiyası* (“Gündəm xəber”, 12 July, 2002); *jurnalistikanın sosiologiyası* (“Səs”, 18 Nov., 2012); *informasiyanın kodlaşdırılması* (“Azerbaijani teacher”, 12 Apr., 2010); Words with Azerbaijani language words: television and teleradio yayımları (“Yeni Azərbaycan”, 19 Sept., 2013); *informasiyanın təsnifatı* (“Azerbaijani teacher”, 24 Oct., 2014); *proqramların tarazlaşdırılması* (“Agenda News” newspaper, April 12, 2011).

The third paragraph of Chapter III is entitled "*Norms on terms in the form of complex abbreviations in the language of the press*".

"Due to the constant strengthening of the flow of information in the language of the press, various types of terminological units are emerging, falling into the appropriate norm and expanding their potential. Some of these also consist of units formed as complex

*abbreviations*¹⁸. Some of the modern terms with complex abbreviations used in the press language consist of shortened versions of English words that occupy a leading position in the international information space. Since most of them have become intensively used in the international information space, even their opening does not attract attention and they are adopted and normalized in the form of abbreviations. The following are examples of these: UNICEF (United Nations International Children's Emergency Fund); ISESCO (Islamic Educational, Scientific and Cultural Organization); SMS (Short Message Service); DVD (Digital Video Disc), etc.

Some of the specialized terms are the English versions of concepts specific to the Azerbaijani language. The following examples can be given: IDEA (International Dialogue for Environmental Action); AIDA (Attention Interest Desire Action); SOCAR (State Oil Company of Azerbaijan Republic); etc.

As information intensity expands its resources, the network of terms formed in the form of complex abbreviations, like other terminological tools, continues to grow.

The scientific foundations obtained in the **“Conclusion”** section of the dissertation are summarized as follows:

1. The flexibility, freedom, and independence of the press language create favorable conditions for the use of terms of international character in this style. The use of international terms in the press language is more related to the purpose of conveying new information than to their lexical-semantic normality. Therefore, the press language includes both normalizable and non-normalizable terms.

2. Terms used and standardized in the language of the press

¹⁸ Попов, Р.Н. Новые слова на газетной полосе // – Москва: Русский язык в школе, – 1993. № 4, – с. 22-25; Попов, Р.Н. Новые слова и словосочетание в языке современной прессы // – Москва: Русский язык в школе, – 1996. № 1, – с.15-16; Əhmədov, B. İxtisarlar lüğəti / B.Əhmədov, B.Abdullayev, N.Seyidəliyev. – Bakı: Çinar-çap, – 2005. – s. 4-11.

become language units that enrich the lexical-terminological potential of the native language. The massifying function of the language of the press plays a major role in the standardization of such terms.

3. Not all terms used in the language of the press and not standardized consist of fashionable language units arising from inclinations.

4. Synonyms are observed in a certain part of international terms used in the language of the press.

5. While some of the international terms used in the Azerbaijani press consist of words used as ordinary lexical units, others are in the form of words with morphological components.

6. Some of the terms that do not undergo changes in their derivational composition can be replaced with the corresponding equivalent in the native language, the possibility of using this situation should not be excluded.

7. A certain part of the international terms used in the press language consists of opposite words. There is no serious need to look for their corresponding equivalent in the native language. Because the corresponding equivalents exist in the language.

8. The tendency to use complex terms in the Azerbaijani press has been growing recently. This is because the information network itself is expanding.

9. Some of the complex terms consist of compound terms. Compound terms have been formed in the Azerbaijani language since the middle of the 20th century and have created their own tradition.

10. Some of the terms with complex structure are also made up of complex word components. Complex word components are made up of separate words because they express a broad concept.

11. Some of the complex terms consist of language tools in the form of word combinations. The reason for the formation of complex terms in the form of word combinations is that as the network of information in the international world increases, lexical units and terms with word structures cannot provide the expression of the ever-

increasing amount of information.

12. Some of the international terms also consist of units formed in the form of complex abbreviations. Some of these are normalized as a special lexical unit, despite being an abbreviation variant, since they have been adopted into the Azerbaijani language.

The following articles and theses have been published regarding the general content of the dissertation:

1. *Beynəlxalq terminlərdə variantlaşma və norma* // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2016. № 3, – s. 142-146.

2. *Mətbuat dilində terminoloji söz birləşmələri* // Gənc alimlərin I beynəlxalq elmi konfransının materialları, – Gəncə: – 17-18 oktyabr, – 2016, – h. 2. – s. 182-185.

3. *Azərbaycan dilində media anlayışlarının təhlili* // Gənc alimlərin II beynəlxalq elmi konfransının materialları, – Gəncə: – 26-27 oktyabr, – 2017, – s. 366-368.

4. *Azərbaycan mətbuatında terminoloji əvəzetmə meyilləri* // Doktorantların və gənc tədqiqatçıların XXI Respublika elmi konfransının materialları, – Bakı: – 24-25 oktyabr, – 2017, – h. 2. – s. 158-159.

5. *Müasir mətbuatda media terminləri* // – Bakı: Dil və ədəbiyyat (BDU), – 2017. № 1 (101), – s. 387-389.

6. *Mətbuat dilində ixtisarlaşmış terminologiya və norma* // – Naxçıvan: Axtarışlar (folklor, ədəbiyyat, dil, sənətşünaslıq və tarix), – 2017. Cild 7 № 3, – s. 97-101.

7. *Azərbaycan mediasında beynəlxalq informasiya terminləri* // Gənc alimlərin III beynəlxalq elmi konfransının materialları, – Gəncə: – 17-18 oktyabr, – 2018, – h. 2. – s. 129-131.

8. *Mətbuat dilində işlənən “informasiya” tərkibli terminoloji vasitələr* // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2018. № 3, – s. 172-177.

9. *Термины международных информационных ресурсов в прессе и нормы* // – Алматы: Al-Farabi Kazakh National University Kazan Universiteti, Хабаршы, Филология сериясы, – 2018. № 3 (171), – с. 97-101.

10. Mətbuat dilində işlənən kök-şəkilçi tərkibli terminlərdə norma // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2019. № 1, – s. 167-172.

11. Norm in the form of compound abbreviations in the language of the press // “Perspectives of Science and education”. The Sixth International Youth Conference, – New-York: – 10 November, – 2019. – p. 115-117.

12. Dilin leksik-terminoloji tərkibində sinonimləşmiş sözlərdə norma // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2020. № 2, – s.364-368.

13. Dilin leksik-terminoloji tərkibində ekzotizmlər // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2021. № 2, – s.350-354.

14. Mətbuat dilinin leksik-terminoloji tərkibində informativliyə görə normaya çevrilən sözlər // – Gəncə: GDU Elmi Xəbərlər Fundamental, humanitar və təbiət elmləri seriyası, – 2022. № 3, – s.232-237.

15. Mətbuat dilində işlənən sintaktik tərkibli terminlər. // – Bakı: Azərbaycan Milli Elmlər Akademiyası M.Fizuli adına Əlyazmalar İnstitutu, Filologiya məsələləri, № 10 “Elm və təhsil” Baki-2023.-s.18-25

16. Syntactic terms used in press // proceedings of The 2nd International Scientific Conference.”Sustainable development strategy: Global trends, national experience and new goals”, and dedicated o the 100th anniversary of the National Leader of the Azerbaijani people Heydar Aliyev, - Mingachevir: 8-9 ,December 2023, volume III, - p.568-570

17. Norm in terms in the form of complex abbreviations in the press language. // – Sumqayıt: SDU, Scientific News. Series for social and Humanitarian sciences. – 2024, 20 № 4, – p.15-18

18. Mətbuat dilində söz birləşməsi şəklində terminlərdə norma // – Bakı: Azərbaycan Milli Elmlər Akademiyası M.Fizuli adına Əlyazmalar İnstitutu, Filologiya məsələləri, № 6 “Elm və təhsil” Baki-2025.-s.206-212



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