

# Words Borrowed from Russian In The "Jadid" Newspaper: Linguistic Analysis and Stylistic Features

Gafurova Umida Kadirhanovna

University of Business and Science, teacher of the Department of Language and Literature Education, Namangan, Uzbekistan

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**Abstract:** This article analyzes the 4th issue of the newspaper "Jadid", which began to be published in 2024 (January 19, 2024). It analyzes the words borrowed from the Russian language found in the newspaper's language from phonetic, semantic, stylistic and functional aspects. The role of Russian terms and expressions in the modern Uzbek publicistic language, their adaptation to the national context and sometimes critical assessment serve as the main research object of the article. During the analysis, based on precise textual quotations, the ideological load of the borrowed words and their place in the modern Jadid language are highlighted.

**Keywords:** Russian borrowings, newspaper "Jadid", modern journalism, phonetic adaptation, semantic expansion, stylistic analysis, quoted language, hybrid terms, critical approach, Jadid heritage.

**Introduction:** In the Uzbek press, each period is distinguished by its linguistic originality, stylistic tone, and lexical layers formed according to the needs of society. In particular, the new publication, launched under the name of the newspaper "Jadid," serves as a symbol of the harmony of historical heritage and modern language. As a cultural and educational follower of the Jadid movement, the newspaper, reflecting today's reality, serves to awaken people's and public consciousness through its language, and to form ideological immunity. In this regard, the words borrowed from the Russian language found in the language of the publication and their use in various speech contexts deserve a separate linguistic analysis.

**Main Part.** Types of borrowings and semantic load  
Borrowed words are lexical units borrowed into one language from another language (s), the lexical, phonetic, or morphological form of which is partially or fully adapted, but to a certain extent retains its original form. They enter the language as a necessary tool for expressing new concepts, introducing cultural, scientific, and political news, and expressing opinions in harmony with the times.

Borrowings are usually divided into the following types:

1. Phonetically and morphologically fully assimilated

words. These words are fully adapted to the phonetic and morphological rules of the Uzbek language. They do not seem foreign to native speakers: examples: factory, newspaper, student, train, car.

2. Partially assimilated or phonetically unadapted units. These words have not yet fully "survived" in the language, mainly used in scientific or technical speech: examples: transformation, concept, platform, manager.

3. Composite or hybrid words. In this case, Uzbek and Russian or English words combine to form a new expression. They often cause ambiguity and semantic confusion: examples: Uzlywood, M-cocktail, ZIZI chewing gum, brand of Uzbekistan

4. Words borrowed from related languages (partially through Russian), mainly having Arabic or Persian roots, can be found in the form of re-borrowing through the Russian language: examples: idea, manifesto, strategy

The semantic load of borrowings depends on the semantic (meaning) function of words, their role in the language, and what concept they represent. In this respect, they are classified as follows:

1. Borrowings expressing new concepts express

scientific-technical, socio-political concepts that did not exist in the language before: ideological, platform, marketing, Sovietism, transformation.

2. Synonymous borrowings can be synonymous with existing words in the Uzbek language: Talaba - student, O'qituvchi - teacher, Poyezd - railway passenger vehicle. In this case, the borrowing is selected in the text with a stylistic or contextual purpose.

3. Borrowings with expressive or emotional load are often used in a critical or journalistic text, have a socio-emotional impact: imperial policy, the leader of the regime, a big game.

4. Morphological borrowings (morphosemantic load) create new grammatical units in the language: bank → banker, bankrupt; strategy → strategic, strategic.

Practical examples (based on the newspaper "Jadid") "Our country has undergone an unprecedented process of transformation." Here, transformation is a word with semantic expansion, expressing a new concept. "There was no need to find a hybrid name..." The word "hybrid" entered through Russian and semantically imposes a critical assessment (in the sense of an unnecessary mixture). "If the policy of open doors had not been pursued..." "Open Door Policy" - a word-for-word translation of the term, is used in the language as a means of semantic expression.

Borrowings are proof of the existence of language as a living and open system. They not only introduce new concepts, but also reinterpret existing ones. Especially in the language of the modern press, these units serve as a means of journalistic tone, power of meaning, and speech diversity. However, excessive and unexplained borrowings can violate the purity of the language and create situations that contradict the norms of the national language. Therefore, it is important to regulate them based on language policy, normative grammars, and the norms of the press language. The Russian borrowings found in the 4th issue of the "Jadid" newspaper are mainly related to political, social, ideological, technical, and educational spheres, and they appear in the text in the following forms: Phonetically adapted words:..."our country has undergone an unprecedented process of transformation." (page 1) The Russian word "transformation" is used directly in the Uzbek text and means modern change. Lexical units used as terms:..."what tricks would have been used today to lower our spirits if the policy of open doors had not been pursued..."

(page 3) - "Open Doors Policy" - a concept translated from the Russian phrase "политика открытых дверей."

Social and ideological borrowings: "The idea of national independence has lived through its time." (page 4) Here, the word "idea" was borrowed from Russian in the 19th and 20th centuries and underwent extensive semantic changes.

Critical approaches and the issue of nationalism (using the example of the Jadid newspaper)

1. Context and relevance In the modern Uzbek language, in particular in journalism and mass media, there is an increase in foreign words, mainly units borrowed from Russian and English. This phenomenon, along with linguistic renewal and terminological enrichment, is also causing critical reactions. Because when borrowings are overused:

- Language loses its naturalness and simplicity,

The imagery in the national spirit decreases,

Existing words are ignored.

These aspects are also discussed in the articles of the "Jadid" newspaper.

2. Expressions of critical attitude in the newspaper text: "The name of the show could have been given in Uzbek. What beautiful words are in our language, there was no need to find a hybrid name." ("Jadid" newspaper, issue 4, page 2) In this quote, a critical semantic load is given through the phrase "hybrid name." The author especially considers that mixed names based on foreign terms in the media (for example, "Uzlywood," "M-cocktail," "Sheryurak," "Kinoteatr TV" and others) contradict the criteria of the national language.

3. Reasons for a critical approach. Disregard for the possibilities of the national language

Although there are perfect synonyms in the Uzbek language, instead of their use, Russian or English terms are used: For example: market can be used instead of market, business instead of entrepreneurship, channel instead of TV channel.

Artificialization of commercial and advertising language It is a mistake to consider foreignness as a sign of modernity in advertising and entertainment content. This tendency weakens national identity.

Cultural danger - following a foreign culture There are national thinking and values hidden in every language. When language changes, thinking also changes. Foreign terms also introduce cultural ideology: the words Show, trend, like, repost, event, speaker have entered not only the language, but also the culture.

4. Critical Approach and the National Position of the "Jadid" Newspaper The "Jadid" newspaper, in its concept, is faithful to the legacy of the Jadid movement and always promotes the idea of preserving the national image in the matter of language and thought.

This is clearly seen in the following thoughts: "When preparing a program, the creators of the TV channel should not forget their mission..."

- Here the word "mission" is borrowed from Russian and English, but it is used in a critical tone in the text. In the author's view, serving patriotism and spirituality should define the content of this mission, not foreignness. ..."We wouldn't want him to say 'Shrek,' but this 'Shirak'..."

- This sentence raises the question of choice in the expression of cultural pride and language. It is being proven that language choice is a choice of consciousness.

5. The necessity of protecting national identity through criticism, the critical approach to foreign words in the press, especially in publications promoting the national idea, ensures:

- Preservation of language culture;

Strengthening of the student's sense of national identity;

Manifestation of the Uzbek language in richness, simplicity, and harmony with modernity.

Borrowings from Russian (and other languages) increase the richness of the language, but they are useful only when used reasonably, purposefully, and with explanation. In the newspaper "Jadid," critical approaches in this regard are manifested as a sign of vigilance and a responsible attitude to language policy in the matter of nationality.

This phenomenon leads us to a deeper understanding of the issues of attention to language, independence of thought, and cultural protection.

Interestingly, there are also cases of critical evaluation of borrowings in the newspaper text: "What beautiful words are in our language, there was no need to find a hybrid name..." (p. 2)

- In this sentence, the unnecessary use of foreign (especially Russian and English) words is criticized, especially in the titles of television programs.

3. Stylistic functions: Words borrowed from the Russian language are used stylistically in the newspaper "Jadid" as follows:

- In the formal style: transformation, platform, strategy;

In the journalistic style: ideology, ideology, concept;

In Tazkiya-tone speech: empire, tyranny, propaganda.

In the modern issues of the "Jadid" newspaper, lexical units borrowed from the Russian language serve as a means of enriching the content of the text, introducing stylistic diversity, and clearly expressing the idea. Their use, adapted to the national context, demonstrates the

openness and developed functional capabilities of the Uzbek language. However, if such borrowings are used unnecessarily and without explanation, they can also pose a risk of alienation from the language. Therefore, the role, weight, and influence of such units should always be assessed from the point of view of language policy.

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