формирования конкурентоспособности, как в профессиональной сфере, так и в личностной самореализации.

Одним из ключевых компонентов лексического капитала казахстанцев является знание иностранных языков как средство делового и международного общения.

В рамках данной задачи предусмотрено сохранение широкого образовательного пространства процесса обучения иностранным языкам.

Расширение международного сотрудничества в целях взаимодействия с иноязычной культурой предполагает проведение культурно-массовых мероприятий в рамках межправительственных соглашений: Дни культуры иностранных государств, выставки, показ художественных и документальных фильмов на языке оригинала.

Изучение иностранных языков изменит картину мира, мышление перестроится на новый лад, изменится мировоззрение и самоощущение, не говоря уж о практических преимуществах знания иностранных языков. Исследователи в области психолингвистики обнаруживают зависимости между мыслительными способностями, объемом памяти, концентрацией внимания с одной стороны и глубиной познания иностранных языков с другой стороны.

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3 Государственная программа развития образования в Республике Казахстан на 2011-2020 годы // ru.government.kz/resources/docs/doc18
4 Государственная программа развития языков в Республике Казахстан на 2011-2020 годы // edu.gov.kz

УДК 81'276'2

FUNCTIONING OF FRENCH BORROWINGS
IN THE MODERN ENGLISH LANGUAGE

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As people of different languages intermingle, inevitably some of the words of one language become words of the other. Borrowings are words adopted by the speakers of one language from a different language (the source language). [1,p.160]

Borrowing is the consequence of cultural contact between two language communities. Borrowing of words can go in both directions between the two languages in contact, but often there is an asymmetry, such that more words go from one side to the other. In this case the source language community has some advantage of power, prestige or wealth that makes the objects and ideas it brings desirable and useful to the borrowing language community. For example, English adopted numerous borrowings from French after the Norman Conquest, as the French community has the power. The same way the Kazakh language has a lot of words of Russian origin.
First I would like to speak about the French borrowings in the English language. It’s true that English vocabulary, which is one of the most extensive among the world’s languages, contains an immense number of words of French origin. It is customary to divide the time in which English was in contact with French in two periods 1) Anglo-Norman and 2) Central French. The first period lasted from the invasion of 1066 to the loss of Normandy to England under King John in 1204. After this there is little or no direct influence of French on England but the language remained fashionable and the practice of borrowing words from the continental language continued well into the 15th century. \[1.167\]. Many words adopted at this time denoted things and notions connected with the life of Norman Aristocracy. Words borrowed in the early face included surf, villain, monsieur, battle, crumpet. There were also many terms for cookery. Not only are the words dinner and supper French, but also the words feast, repast, sugar, viand, taste, appetite and sustenance. One could have found on the medieval menu, had there been one, among the fish, mackerel, sole, perch, bream, sturgeon, salmon, sardine, oyster, porpoise; among meats, venison, beef, veal, mutton, pork, bacon, sausage, trip, with a choice of loin, chine, haunch, or brawn, and with gravy included; among fowl, poultry, pullet, pigeon. One could have pottage, gruel, toast, biscuit, cream, sugar, olives, salad, lettuce, endive, and for dessert almonds, and many fruits, including raisin, fig, date, grape, orange, lemon, pomegranate, cherry, peach, or a confection, pasty, tart, jelly, treacle.

The Central French period can be taken to cease gradually with the introduction of printing at the end of the 15th century and the general resurgence in interest and status of English. This face of loaning was far more expensive, because it came from Paris. At that time Paris was trading post in Spain and had an important position and was full of trade. Also, they had a high couture and composed poultry. This meant that English, who had no couture at all at this period, could borrow it. Therefore at this period there was a flood of borrowings into English which penetrated as far as the surf. \[2,142\] The words fashion and dress are themselves French, as are apparel, habit, gown, robe, garment, attire, cape, cloak, coat, frock, collar, veil, train, chemise, and petticoat. So too are lace, embroidery, pleat, gusset, buckle, button, tassel, plume, and the names of such articles as kerchief, mitten, garter, galoshes, and boots. Verbs like embellish and adorn often occur in contexts which suggest the word luxury and this in turn carries with it satin, taffeta, fur, sable, beaver, and ermine. The colors blue, brown, vermilion, scarlet, saffron, russet, and tawny are French borrowings of this period. Jewel, ornament, brooch, chaplet, ivory, and enamel point to the luxuries of the wealthy and it is significant that the names of all the more familiar precious stones are French: turquoise, amethyst, topaz, garnet, ruby, emerald, sapphire, pearl, diamond, not to mention crystal, coral, and beryl.

Words borrowed in this period also included prawn cocktail, oxtail, radish, chicken, garcon, soupspoon, pepper, salt, tablecloth, candlelit supper, pig’s trottoirs, crème brulée, gauloises, coffee, drambuie, castle, moat, trellis, truncheon, chancellor, woollack, expense account, adultery, argument, shag, penthouse, consenting adults, bastard, promise, disappointment, solicitor, crying, and tears. This face of loan words was much bigger than the first face and lasted longer, because many of the words survive today.

It is hard to differentiate French borrowings in the English language as the most of them are totally assimilated. They adjust themselves to the phonetic and lexico-grammatical norms of the language, words such as dress, cream, soup, plush. But there are words which were partially assimilated and still remain their own semantic, grammatical, phonetic, graphical peculiarities.\[3,78\] These words may denote French clothing: décolletage, negligee, chemise, peignoir; food and drinks: soufflé, café au lait, cognac, blanquettes, entrecote, crêpe and others camouflage, prestige, buffet, café etc.

Another group of borrowings comprises the so-called barbarism, i.e. words from other languages used by English people in conversation of in writing but not assimilated in any
Non-assimilated borrowings are frequently used by the Englishmen. The following table shows the common French phrases which are used by English speakers in the field of Food and Fashion.

<table>
<thead>
<tr>
<th>phrase</th>
<th>meaning</th>
<th>peculiarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 a la carte</td>
<td>on the menu</td>
<td>literally ‘according to the (menu) card’;</td>
</tr>
<tr>
<td>2 a la mode</td>
<td>fashionable</td>
<td></td>
</tr>
<tr>
<td>3 bon appétit</td>
<td>enjoy your meal</td>
<td>Literally, good appetite;</td>
</tr>
<tr>
<td>4 eau de toilette</td>
<td>perfume</td>
<td>Can be shortened as eau (water); literally &quot;grooming water.&quot; Usually refers to a product which is less expensive, because it has less aromatic compounds, and is thus used more for everyday purposes;</td>
</tr>
<tr>
<td>5 eau de cologne</td>
<td>perfume</td>
<td>a toilet water with a strong scent, originally made in Cologne;</td>
</tr>
<tr>
<td>6 haute couture</td>
<td>high sewing</td>
<td>Paris-based custom-fitted clothing; trend-setting fashion</td>
</tr>
<tr>
<td>7 haute cuisine</td>
<td>high cookery</td>
<td>the preparation and cooking of high-quality food following the style of traditional French cuisine;</td>
</tr>
<tr>
<td>8 haut mode</td>
<td>fashionable society</td>
<td></td>
</tr>
<tr>
<td>9 hors d'œuvre</td>
<td>appetizer</td>
<td>a small savoury dish, typically one served as an appetizer;</td>
</tr>
<tr>
<td>10 nouvelle cuisine</td>
<td>new cookery</td>
<td>a modern style of cookery that avoids rich, heavy foods and emphasizes the freshness of the ingredients and the presentation of the dishes;</td>
</tr>
<tr>
<td>11 plat du jour</td>
<td>dish of the day</td>
<td>a dish served in a restaurant on a particular day but which is not part of the regular menu;</td>
</tr>
<tr>
<td>12 prêt-à-porter</td>
<td>clothes for mass</td>
<td>in contrast to haute couture;</td>
</tr>
</tbody>
</table>

As an example of Modern English literature we have analyzed the usage of French loanwords and phrases in the novel “The Stars Shine Down” by Sydney Sheldon. This novel was written in the beginning of 20th century. We know that the vast amount of French borrowings came into English language in the 13th-15th centuries and in the beginning of 20th century the amount of French loans decreased, consequently, decreased the number of French loans in the literature. The investigation of S.Sheldon’s work brought out 62 French loanwords in the fields of food and fashion. Of course, I can’t affirm that we defined all the French loanwords in this novel, as it needs intensive investigation. It’s important to mention that the majority of loanwords were nouns (87% of the selected material), adjectives (11%), and verbs less than 2%.

In the following extracts which are taken from the novel “The Stars Shine Down” the clear usage of French loanwords are shown.

**Extract 1.**

The woman was beautiful, with shiny black hair swept up in a *crown*, a flawless *complexion*, intelligent eyes, cat-gray. She had changed clothes after they had taken from
Reno, and she was wearing a blue, off-the-shoulder Scaasi evening gown that accented a slender, seductive figure. Around her throat was a diamond and ruby necklace.

This extract contains French loan words in the field of Fashion as:

1. crown (n) - origin: Middle English: from Anglo-Norman French corune (noun), Old French corone (noun);
2. complexion (n) - origin: Middle English: via Old French from Latin complexio(n) ‘combination’;
3. blue (adj) - origin: Middle English: from Old French bleu;
4. diamond (n) - origin: Middle English: from Old French diamante;
5. ruby(n) - origin: Middle English: from Old French rubi, from medieval Latin rubinus;

Extract 2.

The dinner was going to be delicious. She had chosen the menu herself. Fois gras to begin with, followed by a cream of mushroom soup under a delicate crust, fillets of John Dory, and then the main course: lamb with rosemary and pommes soufflés with French beans and a mesclun salad with hazelnut oil. Cheese and grapes would be next, followed by the birthday cake and coffee. It was going a spectacular party.

In the second extract French loanwords in the field of Food are characterized. They are:

1. dinner (n) - origin: Middle English: from Old French disner;
2. delicious(adj) – origin: Middle English: via Old French from late Latin deliciosus;
3. menu (n) – origin: mid 19th century: from French, ‘detailed list’, from Latin minutus ‘very small’;
4. Foie gras (n) – is a food made from the livers of geese that were specially fed so that their livers became very large; origin: from French;
5. cream (n) – origin: Middle English: from Old French cresme, from a blend of late Latin cramum;
6. soup(n) – origin: Middle English: from Old French soupe ‘sop, broth (poured on slices of bread);
7. crust (n) – origin: Middle English: from Old French crouste, from Latin crusta ‘rind, shell, crust’;
8. fillets (n) – origin: Middle English (denoting a band worn round the head): from Old French filet ‘thread’, based on Latin filum ‘thread’;
9. course (n) – origin: Middle English: from Old French cours;
10. pommes soufflés (n) – is a light food made from a mixture of beaten egg whites and apples that is baked in the oven. Origin: French;
11. salad (n) – origin: late Middle English: from Old French salade;
12. oil (n) – origin: Middle English: from Old Northern French olie, Old French oile, from Latin oleum ‘(olive) oil;
13. grapes (n) – origin: Middle English (also in the Old French sense): from Old French, ‘bunch of grapes’;

French loan words in the novel ‘The Stars Shine Down” show the popularity of French haute cuisine and haute couture in the Modern English society. Nevertheless, the figure of borrowing from French into the English language is less than borrowings from English into the French language in the Modern English.

Today English considered as a global language, and the most spoken language over the world. The other reason concerned with the development of new technology (IT).
КУЛЬТУРНЫЙ СТЕРЕОТИП КАК ОБЪЕКТ ЛИНГВИСТИЧЕСКОГО ИССЛЕДОВАНИЯ

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В разных изданиях можно найти следующие определения стереотипа, что подтверждает таблица:

<table>
<thead>
<tr>
<th>Дефиниции</th>
<th>Словари</th>
</tr>
</thead>
<tbody>
<tr>
<td>греч., от stereos, твердый, и typos, отпечаток. Особый способ печатания книг посредством отлитых форм.</td>
<td>Михельсон А.Д. Объяснение 25000 иностранных слов, вошедших в употребление в русский язык, с означенiem их корней, 1865</td>
</tr>
<tr>
<td>металлическ. доски, представляющие собою копию типографского набора и служащие для печатания изданий, выходящих в большом числе экземпляров; с-ные доски сохраняют для того, чтобы делать с них последующие издания книги.</td>
<td>Павленков Ф. Словарь иностранных слов, вошедших в состав русского языка. 1907</td>
</tr>
<tr>
<td>отлитая доска с целого листа типографского набора; набор оттискивают на размягченной влажной папке и затем отливают доску, которой и печатают; таким образом, сберегается шрифт и получается возможность при следующих изданиях не тратить напрасно труд на новый набор, а воспользоваться стереотипом.</td>
<td>Попов М. Полный словарь иностранных слов, вошедших в употребление в русском языке. 1907</td>
</tr>
<tr>
<td>(греч., от stereos - твердый, и typos - отпечаток). Неразборная форма для печатания; набор, залитый гартом, так что более не может быть разобран, также снятый и отлитый с него оттиск.</td>
<td>Чудинов А.Н. Словарь иностранных слов, вошедших в состав русского языка. 1910</td>
</tr>
<tr>
<td>1. полигр. Монолитная печатная форма (из металла, резины, пластмассы и т.п.) - копия с типографского набора или клише,</td>
<td>Толковый словарь иностранных слов</td>
</tr>
</tbody>
</table>