

Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайғыров университета

**ТОРАЙҒЫРОВ
УНИВЕРСИТЕТІНІҢ
ХАБАРШЫСЫ**

Филологиялық серия
1997 жылдан бастап шығады



**ВЕСТНИК
ТОРАЙҒЫРОВ
УНИВЕРСИТЕТА**

Филологическая серия
Издается с 1997 года

ISSN 2710-3528

№4 (2024)

Павлодар

**НАУЧНЫЙ ЖУРНАЛ
ТОРАЙГЫРОВ УНИВЕРСИТЕТА**

Филологическая серия

выходит 4 раза в год

СВИДЕТЕЛЬСТВО

О постановке на переучет периодического печатного издания,
информационного агентства и сетевого издания

№ KZ30VPY00029268

выдано

Министерством информации и общественного развития
Республики Казахстан

Тематическая направленность

публикация материалов в области филологии

Подписной индекс – 76132

<https://doi.org/10.48081/ZQUS9819>

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<https://doi.org/10.48081/VMOC8768>

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MULTIDIMENSIONALITY OF MEDIA DISCURSIVE ACTUALIZATION OF THE CONCEPT «UNITY» IN THE PROTEST ACTIVITY CONTEXT IN KAZAKHSTAN

This article examines the metaphorical concept of «UNITY» in media materials during and after the January 2022 events in Kazakhstan so called «Bloody January». According to J. Lakoff and M. Johnson, the essence of a conceptual metaphor consists of the transfer of one linguistic unit by means of a completely different unit, that our everyday conceptual system, within the framework of which we think, is metaphorical in nature. In this regard, the metaphor allows us to emphasize extremely important aspects of the functioning and representation of the concept «UNITY» in its connection with other concepts. Through linguistic and cognitive analysis, we scrutinize the metaphors employed to depict unity, shedding light on their role in shaping discourse and public perception during this critical period.

The results of the study allow us to conclude that the process of actualization and metaphorization is the basis for the functioning of key representatives of the concept «UNITY», and also carries mechanisms that allow the formation of new phraseological units in language and culture. Using critical discourse analysis, the article examines examples of metaphorical understanding of «UNITY» as a linguistic phenomenon.

Keywords: discursive actualization, metaphorization of unity, multidimensionality, concept actualization, verbalization of discourse, linguocognitive analysis, critical discourse analysis.

Introduction

In contemporary linguistics, there's a growing interest in exploring the intricate relationship between concepts and discourse. This interest stems from the recognition that concepts, as multifaceted units within the mental lexicon, find comprehensive representation in diverse contexts [1, 90]. Discourse, with its unique objectives and structural rules, provides a platform for realizing different components of concept structures.

The concept of «UNITY» is crucial in this discourse, actualized in various text types like the President's speeches, journalists' comments in newspapers and magazines. This study aims to explore the lexical, syntactic, and phraseological actualization of the metaphorical concept «UNITY,» revealing semantic transformations in media discourse during this crisis.

The «UNITY» metaphor is significant in political discourse, particularly in crises. As events unfolded in Kazakhstan, media outlets played a pivotal role in shaping and disseminating narratives focused on unity, resilience, and societal cohesion. These narratives not only informed the public but also influenced policy decisions, public opinion, and readers' cognitive processes.

Illustrating this interplay is the 2022 Kazakh unrest, known as «Bloody January.» It involved mass protests sparked by a sudden surge in liquefied gas prices, originating in Zhanaozen and spreading to Almaty. Starting as peaceful demonstrations, they turned into violent riots due to widespread discontent and poverty. The week of unrest and government crackdowns resulted in 227 casualties and over 9,900 arrests.

Thus, being a key concept of Kazakh political discourse since the acquisition of Independence, “unity” is in a state of change, the scope of the concept either expands or contracts, and all these lexical processes are in constant motion. Since the concept of “unity” meets the objectives of Kazakhstan's domestic and foreign policy, there are attempts to extend its meaning to various semantic areas. Theoretical issues of political discourse related to the concept of «unity» in crises deserve interest not only from the socio-political side but also from a linguistic point of view. In this regard, the preservation of the substantive meaning of a word so important for the Kazakh mentality, which can be completely levelled out or acquire new connotations, would be theoretically significant. The results obtained will have practical significance for application in linguistic courses on the topic of discourse.

Materials and methods

The metaphor that makes the unfamiliar familiar, comparing the unknown with the known, according to Aristotle's definition, moved from literature to cognitive linguistics, forming our conceptualization of the world based on embodied experience [2; 3]. Moreover, metaphors, in addition to influencing

thought processes, have begun to influence behaviour, acting as frames that go beyond language, influencing goals, strategies and consequences [4].

In modern public discourse, especially in politics, metaphors act as tools for politicians: 1) strategic use to reinforce messages, attract attention and connect with existing knowledge [5]; 2) to simplify and make political events more tangible, moving from the abstract to the concrete [6]; 3) to make complex concepts understandable, improve understanding and emphasize specific details while hiding less significant elements [7]. In academic discourse, numerous studies have explored the multifaceted aspects of the UNITY metaphor in a political context, providing insight into rhetorical strategies and persuasive potential: Gromyko examines representations of unity in early twentieth-century Russian parliamentary discourse [8]; Bani-Khaled and Azzam explore the theme of unity in President Biden's inaugural address [9]; Semenova delves into the metaphorical conceptualization of «UNITY OF THE AMERICAN NATION» in presidential speeches [10]; Gavrilova examines the evolutionary trajectories of forms of content associated with the concept of «UNITY» in Russian political discourse throughout the 20th–21st centuries, identifying changes in forms of content [11]; Saduakasova et al. used linguistic-cognitive analysis to study political metaphors associated with the «Unity of the People of Kazakhstan,» revealing the implicit influence of political leaders on the construction of metaphors associated with unity [12]. It should be noted that the process of metaphORIZING «unity» during a crisis period has not yet been considered.

The process of metaphorization itself compares new information with familiar experience, operating at the level of individual elements and overarching conceptual frameworks. Following in this study Lakoff and Johnson's (2003) concept of maintaining structural elements from the source domain in the target domain, we agree that dynamic metaphorical thought involves structural transformations and paraphrases that facilitate the ongoing adaptation of new knowledge into a cognitive framework [2].

Therefore, the metaphor «UNITY», which we analyzed using conceptual metaphor theory, includes a source domain such as «physical unity» projected onto the target domain «unity in a collective context.» Phrases such as «one family» evoke this metaphor, making abstract political concepts accessible by linking them to the familiar notion of physical intimacy.

The research hypotheses is the following: metaphors of «UNITY» play a deep role in political communication; they provide a tangible framework for communicating complex ideologies in understandable terms, creating emotional connections with the audience; these metaphors inspire collective action, mobilize support and legitimize political movements; in times of crisis, they shape political events by creating compelling narratives, influencing public discourse and guiding

decision-making; understanding the meaning of these metaphors is critical to deciphering the mechanisms of political communication and understanding their implications for governance and collective identity.

To confirm or refute the proposed hypotheses, we describe in detail the specific steps of the study.

Corpus of Media Materials

Our study utilizes a diverse corpus of media materials collected during and post the January 2022 Events. Sources include newspapers (Yegemen Qazaqstan – YQ, Zan Gazeti – ZG), television broadcasts (Qazaqstan TV – QT, Khabar – KH, Khabar24 – KH24), online platform Aikyn.kz – Akz, and social media (Facebook – FB, Twitter – TW). This comprehensive selection ensures a holistic understanding of the metaphorical conceptualization of «UNITY.»

Research Approach

Our research approach follows a mixed-methods design, combining both qualitative and quantitative analyses to provide a comprehensive exploration of the metaphorical expressions associated with the concept of «UNITY» in media discourse during the Kazakh crisis.

Data Collection

a. Selection Criteria: The media materials were selected based on their relevance to the January Events of 2022 in Kazakhstan. Articles, broadcasts, and posts that directly or indirectly addressed the crisis and incorporated the concept of «UNITY» were included in the corpus.

b. Timeframe: The collection spans from the onset of the crisis in January 2022 to the immediate aftermath, ensuring a nuanced examination of media discourse during this critical period.

c. Sampling Strategy: To ensure representativeness, we employed stratified sampling, categorizing the media materials into print, broadcast, online, and social media. Random samples were then drawn from each stratum.

Linguistic Analysis

a. Manual Annotation: Metaphorical expressions related to «UNITY» were manually annotated in the selected media materials. This involved identifying relevant nouns and verbs in Kazakh that metaphorically conveyed the concept of «UNITY.»

b. Automated Procedures: Computational linguistic tools, including natural language processing (NLP) algorithms, were utilized to complement the manual annotation, enhancing efficiency and minimizing potential bias.

Cognitive Analysis

a. Conceptual Metaphor Identification: Building on the linguistic analysis, conceptual metaphors were identified by examining how source domains were used to metaphorically convey the target domain of «UNITY.»

b. Cognitive Process Exploration: We applied the conceptual metaphor theory to understand the cognitive processes underlying the identified metaphors, exploring the implications for the framing of unity in media discourse.

By providing this detailed account of our data collection and analysis methods, we aim to ensure transparency and reproducibility in our study. The subsequent sections offer specific details on the stages, procedures, and tools employed at each step, enhancing the clarity and comprehensiveness of our methodology.

Results and discussion

In this section, we embark on an intricate exploration of the metaphorical landscape, delving into a rich tapestry of metaphors that breathe life into the concept of «UNITY» within media materials following the January Events 2022. These metaphors are not mere linguistic embellishments; they are powerful vehicles of meaning that render the abstract notion of unity tangible and relatable. In this analysis, we meticulously dissect a series of distinct metaphor models, each offering a unique perspective on how «UNITY» was conceptualized during this transformative period.

1. Unity is Power: The metaphorical model posits that «UNITY» equates to power, portraying it as a dynamic force fostering change and achieving collective objectives. This gained salience in media discourse on January 7, 2022, when all television channels uniformly embraced the emblem «KushimizBirlikte» («Our strength is in unity»). This emblem visually encapsulated the metaphor, symbolizing unity as a potent force in societal dynamics.

The metaphor persisted in public discourse, endorsed by political leaders such as President Tokayev. He underscored the potential of citizen unity to catalyze transformative reform within his speeches and addresses to the nation. On January 11, 2022, the metaphor materialized in the «Our Strength is in Unity» fund, initiated to support businesses affected by January events. This exemplified how the metaphor translated into tangible initiatives, harnessing unity for economic recovery.

The «Unity is Power» metaphor, rooted in January events, assumed a central position in media and political discussions, emphasizing the conviction that unity empowers individuals and communities for significant transformations and resilience against challenges.

2. In the metaphorical model «Unity is a Material Thing,» unity is depicted as a concrete and tangible entity that requires construction, reinforcement, or protection. During the 2022 Kazakh unrest, this metaphorical construct was employed in media discourse to underscore the need for practical actions and concrete measures for societal cohesion. The following metaphorical models elaborate on this framework:

2.1 President Tokayev's speech uses the "Unity is a Building" metaphor, stating, "*We will not allow the unity and peace of our people to be destroyed anymore*" (KH24). This metaphor likens unity to a tangible entity, suggesting that, like a physical building, unity can be intentionally or unintentionally undermined. It emphasizes the urgency of preserving and safeguarding unity and peace, framing them as actively maintained entities requiring collective responsibility.

2.2 The metaphorical model «Unity is a Fortress» utilizes phrases like "strong/unshakable/firm unity" during the 2022 Kazakh unrest. These phrases, combined with the concept of a fortress, emphasize the idea of unity as a fortified structure. For instance, «*May God Almighty strengthen our unity... (Akz)*», ... «*you show that the unity and solidarity of our people are strong (KH24)*» highlight unity's resilience, akin to the protection offered by the walls of a fortress. The language encourages actions to fortify and maintain the strength of societal unity.

2.3 The metaphor «Unity is a Bridge» views «UNITY» as a bridge, symbolizing its role in connecting diverse elements. Phrases like «*building a bridge*» signify connecting and establishing unity, while examples like «*It destroys the dialogue between the government and the people, and instead of building, destroys the bridge*» (Akz) illustrate the negative impact of actions eroding unity. This metaphor underscores unity's importance as a bridge facilitating dialogue, cooperation, and understanding between different societal groups.

3 The metaphorical model «*Unity is Protection*» conceptualizes «UNITY» as a protective shield, where the source domain of a shield is employed to understand and convey the abstract concept of unity. In this metaphor, unity is depicted as a collective defence mechanism that safeguards society against external threats and challenges.

1 «*Thanks to such solidarity, we protected our statehood and integrity during the difficult days of January (QT)*». 2. «*In such a difficult situation, thanks to the unity of the country, we have preserved the security and even the integrity of our country (Akz)*». 3. «*We defended our country thanks to unshakable unity*» (KH). 4. «*When there is unity, no enemy can break our strengt*» (Akz).

The phrases «*protected*», «*preserved the security*», and «*no enemy can break our strength*» all invoke the idea that unity serves as a shield or defence mechanism against challenges and threats. In the context of the Kazakh unrest, this metaphor is utilized to emphasize the crucial role of unity in ensuring the security, integrity, and resilience of the country during tumultuous times.

4 The metaphorical model «*Unity is a Journey*» conceptualizes «UNITY» as a journey or path that individuals and groups collectively embark upon. This metaphor implies that unity is not a fixed or static state but an ongoing and dynamic process of coming together and progressing together towards shared goals and ideals.

1. «*Our nation needs to unite in the path of the ideals of unity and independence*» (QT). 2. «*...should act in the path of unity and peaceful life*» (YQ). Phrases like “*needs to unite in the path*» and «*should act in the path*» emphasize the idea that unity is an active and ongoing process. It suggests that individuals and groups need to actively participate in this journey of unity, much like travelling together along a path. The metaphor highlights unity as a continuous collective journey, emphasizing ongoing effort, shared commitment, and dynamic progress in the discourse context.

5. The metaphorical model «*Unity is Air*» conceptualizes «UNITY» as being akin to the essential element of air. This metaphor suggests that unity is not merely a desirable aspect of a community or society but is as indispensable as air for the sustenance and well-being of the collective.

The provided example, «*Peace and unity are as necessary as air*» (QT), embodies this metaphor. In this phrase, the comparison between peace, unity, and air is made explicitly. The metaphor stresses that unity is not optional but a fundamental necessity for a society's survival and prosperity, likening it to the essential requirement of air for living organisms. In the discourse context, it underscores the non-negotiable importance of prioritizing and safeguarding unity for societal well-being.

6. The metaphorical model «*Unity is a Guiding Tool*» conceptualizes «UNITY» as a navigational instrument or compass that directs the actions and decisions of individuals and groups within society. The provided examples, «*We have been overcoming all difficulties thanks to solidarity*» (KTK), and «*...we will overcome today's difficulties only thanks to unity and solidarity*» (ZG), both embody this metaphor. Unity is depicted as the means by which challenges are overcome; much like a compass guides a traveller through difficult terrain.

The metaphor emphasizes that unity is an active and indispensable element in societal functioning, providing a moral and directional framework for collective action. In the discourse context, it highlights the crucial role of collective values and solidarity in overcoming societal challenges. The media can use this metaphor to convey the message that unity is not optional but a necessary tool for addressing complex issues, urging individuals and groups to recognize its guiding force for collective success.

7. The metaphorical model «*Unity is Legacy/Entrustment*» conceptualizes «UNITY» as something inherited and entrusted to a community or society, similar to how one might receive a legacy or a valuable possession from their ancestors.

«*Our independence, nationhood and unity, our vast land are a legacy handed down to us from our ancestors*» (Akz). This framing positions unity not merely as a contemporary asset but as a profound gift bestowed by past generations. The media emphasizes the imperative of preserving and protecting this legacy,

underscoring unity's vital role. Furthermore, the metaphorical use of «*entrusted*» in «*We need to preserve the unity entrusted to us by our ancestors*» (Akz) accentuates the responsibility passed down by ancestors. This choice of language invokes a sense of duty, highlighting an obligation to safeguard and maintain unity as an integral aspect of cultural and historical heritage. The metaphor in the Kazakh unrest highlights unity as a culturally significant facet of Kazakh identity, urging individuals to see it as a cherished inheritance and emphasizing its enduring value in the historical continuity of the Kazakh people.

8. The metaphorical model «*Unity is a Fragile Thing*» portrays the concept of «UNITY» as a delicate and easily disrupted entity, akin to fragile objects. In the context this metaphor is applied as follows: «*...it is very important not to let our unity and stability, which has been formed over the years, crack*» (YQ). This example emphasizes the fragility of nurtured unity and stability, with the metaphor urging not to let cracks appear, highlighting the need to protect these qualities, especially in challenging times.

«*...intended to crack the integrity and unity of our country...*» (YQ). This example uses the metaphor of a «crack» to explicitly depict actions or intentions aimed at damaging the country's integrity and unity, highlighting the vulnerability of unity to external threats.

In both examples the metaphor emphasizes the delicate nature of unity and societal cohesion, suggesting that it can be easily disrupted if not handled with care. These instances highlight the imperative to protect and maintain unity, particularly during times of crisis, such as the 2022 Kazakh unrest.

9. The metaphorical model «*Unity is a Valuable Thing*» treats the concept of «UNITY» as a precious commodity or resource, conveying the idea that unity possesses inherent worth and should be treasured and safeguarded.

«*...our country, which keeping peace and unity like the apple of its eye...*» (YQ). The metaphor likens the preservation of peace and unity in the country to cherishing the «apple of its eye,» conveying a sense of care and recognition of unity's significance. This metaphor emphasizes that unity is not only valuable but requires active protection, encouraging individuals and society to recognize its intrinsic worth and take measures for preservation, particularly during turbulent times like the Kazakh unrest.

10. In the context “To Unite – To Be Near” signifies that unity and cohesion during times of crisis are achieved by individuals and groups coming together, both physically and emotionally, in close proximity to one another and their leaders.

1. «*...we must group near our President Kassym-Jomart Kemeluly Tokayev, act together, and stabilize the situation in the country*» (YQ). 2. «*...unite around the head of state*» (Akz). 3. «*...we should be found near the president*» [22]. 4. «*...our people should be found near the Head of State*» (Akz). The metaphor emphasized

rallying around the President, highlighting the significance of proximity in overcoming the crisis and stabilizing the nation. It conveyed that unity, amidst adversity, involves both shared goals and physical/emotional closeness to leaders, reinforcing collective determination in addressing challenges.

11. The metaphor «To Be United – as Five Fingers» symbolizes unity, likening individuals to fingers, stressing unique yet indispensable contributions. In the context of the January events in Kazakhstan, it underscores inclusivity and collaboration for societal cohesion.

«...our people united like the children of one family, like the branches of five fingers, united like thirty-two unbroken teeth...» (YQ). The metaphor highlights the importance of inclusivity and collaboration during crises, emphasizing collective strength. In the January events, it suggests people working together was crucial for overcoming challenges and maintaining social cohesion.

12. The metaphor «To Be United – as Thirty-Two Teeth» emphasizes societal cohesion through the harmonious coordination of diverse components, akin to teeth working collectively. In the context of the January events, it underscores the role of diversity and cooperation in achieving unity. Like the branches of five fingers, this metaphor highlights the importance of inclusivity and collaboration for societal unity. «...our people united like the children of one family, like the branches of five fingers, united like thirty-two unbroken teeth...» (YQ). The mention of «thirty-two unbroken teeth» signifies the resilience of unity amid challenges, stressing the collective strength of society. Overall, the metaphor serves as a reminder of the crucial role of inclusivity and collaboration during times of unrest, fostering resilience and stability.

13. The metaphor «To Be United – Clenched into One Fist» symbolizes unity through the consolidation of individual efforts into a powerful entity, highlighting collective action's transformative potential. Examples illustrate this: 1. «*Staff at the Secretariat and United Headquarters, clenched into one fist*», signify coordinated efforts for a common purpose. 2. «*Clenched into one fist at the right time*» emphasizes mobilizing unity when needed. 3. «*It is important to clench as a fist*» underscores unity's significance for common objectives. 4. «*We must clench as a fist to preserve our statehood*» (FB) stresses unity's necessity for safeguarding identity. 5. «*Kazakhstani people organized as a single, united fist*» (FB) shows strength in challenging times. 6. «*Kazakh youths studying in Turkey are clenched*» (KH) highlights support during crises. In summary, these metaphors emphasize unity's resolute nature and transformative strength, showcasing its importance in collective action and shared goals.

14. The metaphor «To Unite – To Stick Arms Out of One Sleeve, and Heads out of One Collar» vividly portrays unity as individuals sharing clothing, symbolizing extreme togetherness. The example «...we all have to obey the

same person, sticking arms out of one sleeve, and heads out of one collar» (Akz) underscores the need for profound interconnectedness during crises, like the January events in Kazakhstan. It conveys that unity surpasses superficial cooperation, demanding a deep level of collaboration where individuals share a common purpose and identity. This metaphor emphasizes synchronized efforts and collective commitment, urging everyone to work closely together for societal cohesion amid challenges.

Each of these metaphorical models offers a unique perspective on the concept of “UNITY” and its implications for society. Analyzing these metaphors provides insights into how unity is framed and perceived during the period following the January Events 2022:

1. *Shaping Perceptions*: Metaphors like «Unity is Power» and «Unity is Protection» portray unity as potent and instill confidence, while «Unity is Fragile» and «Unity is a Valuable Thing» highlight vulnerability, fostering responsibility;
2. *Influencing Policy*: Metaphors guide political agendas; «Unity is Power» advocates cohesive policies, contrasting with metaphors emphasizing fragility, prompting strategies to address potential divisions;
3. *Framing Responsibility*: «Unity is a Building» and «Unity is a Journey» emphasize collective responsibility, encouraging engagement in cooperative efforts, dialogue, and community-building;
4. *Promoting Inclusivity*: «To Be United – as Five Fingers» and «To Be United – as Thirty-Two Teeth» underscore inclusivity, promoting diversity and collaboration for achieving unity;
5. *Eliciting Emotions*: «Unity is Air» and «Unity is a Valuable Thing» evoke emotional responses, fostering attachment, pride, and belonging, while highlighting vulnerability prompts urgency in preserving unity.

Conclusions

The analysis of the metaphorical concept of «UNITY» in media materials during and after the January 2022 events in Kazakhstan has unveiled a multifaceted and powerful force in shaping discourse, influencing public perception, and guiding collective action. These metaphors portrayed unity as more than a mere rhetorical concept; they rendered it a dynamic and indispensable element for societal well-being and progress.

Through the lens of conceptual metaphor theory, we explored diverse metaphorical models, each providing unique perspectives on unity. These models ranged from framing unity as a source of power and protection to emphasizing its fragility and value. This diversity highlighted the complex nature of unity, underlining its significance in various contexts.

These metaphors actively shaped public perceptions of unity. Some, like “Unity is Power,” instilled confidence in collective action, while those emphasizing fragility and value prompted individuals to recognize their responsibility in

preserving unity. They contributed to a nuanced understanding of unity as both a source of strength and a precious asset.

Moreover, the use of these metaphors had implications for policy decisions and political narratives. Metaphors like «Unity is Power» and «Unity is a Fortress» likely advocated for policies promoting societal cohesion and security. Conversely, metaphors emphasizing fragility guided decision-makers to address potential divisions and conflicts.

These metaphors also framed unity as a collective endeavour, emphasizing the need for active participation and collaboration from all members of society. They fostered a sense of shared responsibility for maintaining and strengthening unity.

Furthermore, some metaphors, such as «To Be United – as Five Fingers» and «To Be United – as Thirty-Two Teeth,» underscored the importance of inclusivity and cooperation in achieving unity. They encouraged diversity and collaboration, emphasizing that unity is enhanced by embracing differences.

In terms of emotional impact, metaphors evoked varied responses from the public. Some, like «Unity is Air» and «Unity is a Valuable Thing,» evoked feelings of attachment and pride, while others highlighting vulnerability prompted concern and a sense of urgency in preserving unity.

In broader terms, these findings emphasize the potent role of metaphors in political discourse and communication. Metaphors bridge the gap between abstract concepts and concrete, relatable imagery, making complex issues more accessible to the public.

Moreover, they underscore the importance of narrative framing in influencing public opinion and guiding policy decisions. Careful selection and deployment of metaphors by political leaders and media outlets can sway public sentiment and advocate for specific courses of action.

Thus, in media texts of the crisis period, a large percentage of figurative vocabulary and stylistic devices appear, including the conceptual metaphor UNITY, which is not only a trope itself, but also the most important cognitive mechanism, a means of influencing the consciousness of the readership. In the process of actualization, the concept «UNITY» acquires associative-verbal and cultural-semiotic characteristics in the media and mental space.

In conclusion, the metaphorical conceptualization of «UNITY» in media materials after the January 2022 events in Kazakhstan showcased the profound impact of language and imagery on collective understanding and action. It illustrated the dynamic and multifaceted nature of unity, emphasizing its role as a source of strength, heritage, responsibility, and inclusivity. Recognizing the influence of these metaphors is essential for effective communication, governance, and fostering social cohesion in times of change and uncertainty.

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Received 30.11.23..

Received in revised form 25.01.24..

Accepted for publication 25.11.24.

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30.11.23 ж. баспаға түсті.

25.01.24 ж. түзетулерімен түсті.

25.11.24 ж. басып шығаруға қабылданды.

ҚАЗАҚСТАНДАҒЫ НАРАЗЫЛЫҚ ӘРЕКЕТІ КОНТЕКСТІНДЕГІ «БІРЛІК» КОНЦЕПЦИЯСЫН МЕДИА-ДИСКУРСИВТИ АКТУАЛИЗАЦИЯЛАУДЫҢ КӨП АСПЕКТИЛІГІ

Бұл мақалада 2022 жылғы Қазақстандағы «Қанды қаңтар» оқиғасы кезіндегі және одан кейінгі баспасөз материалдарындағы «БІРЛІК» метафоралық концептісі қарастырылады. Дж. Лакофф пен М. Джонсонның пікіріне, концептуалды метафораның мәні бір тілдік бірлікті мүлде басқа бірлік арқылы беруден тұрады, оның аясында біз ойлайтын күнделікті концептуалды жүйеміз метафоралық сипатта болады. Осы тұрғыда метафора «БІРЛІК» концептісінің басқа концептілермен әрекеттесуінің және репрезентациясының аса маңызды аспектілерін атап өтуге мүмкіндік береді. Лингвистикалық және когнитивтік талдау арқылы біз бірлікті бейнелеу үшін қолданылған метафораларды мұқият зерттейміз, олардың осы сыни кезеңде дискурс пен қоғамдық қабылдауды қалыптастырудағы ролін ашамыз.

Зерттеу нәтижелері актуализация мен метафоризация процестері «БІРЛІК» концептісінің қолданылуының негізін құрайды, сонымен қатар тіл мен мәдениетте жаңа фразеологиялық бірліктерді қалыптастыруға мүмкіндік беретін механизмдер құрайды деген қорытынды жасауға мүмкіндік береді. Мақала сыни дискурстық талдауды қолдана отырып, «БІРЛІКТИ» лингвистикалық құбылыс ретінде метафоралық түсіну мысалдары қарастырылады.

Кілтті сөздер: дискурсивті актуализация, бірліктің метафоризациясы, көп аспектілік, концепт актуализациясы, дискурстың вербалдануы, лингвокогнитивтік талдау, сыни дискурстық талдау.

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Республика Казахстан, г. Алматы.

Поступило в редакцию 30.11.23.

Поступило с исправлениями 25.01.24

Принято в печать 25.11.24.

МНОГОАСПЕКТНОСТЬ МЕДИАДИСКУРСИВНОЙ АКТУАЛИЗАЦИИ КОНЦЕПТА «ЕДИНСТВО» В КОНТЕКСТЕ ПРОТЕСТНОЙ АКТИВНОСТИ В КАЗАХСТАНЕ

В данной статье рассматривается метафорический концепт «ЕДИНСТВО» в материалах прессы во время и после январских событий 2022 года в Казахстане, так называемого «Кровавого января». По мнению Дж. Лакоффа и М. Джонсона, сущность концептуальной метафоры состоит в передаче одной языковой единицы посредством совершенно другой единицы, что наша повседневная концептуальная система, в рамках которой мы мыслим, носит метафорический характер. В связи с этим метафора позволяет подчеркнуть чрезвычайно важные аспекты функционирования и репрезентации концепта «ЕДИНСТВО» в его связи с другими концептами. Посредством лингвистического и когнитивного анализа мы тщательно изучаем метафоры, используемые для изображения единства, определяя их роль в формировании дискурса и общественного восприятия в этот критический период.

Результаты исследования позволяют сделать вывод, что процесс актуализации и метафоризации является основой функционирования ключевых представителей концепта «ЕДИНСТВО», а также несет в себе механизмы, позволяющие формировать новые фразеологические единицы в языке и культуре. С помощью критического дискурс-анализа в статье рассматриваются примеры метафорического понимания «ЕДИНСТВА» как языкового явления.

Ключевые слова: дискурсивная актуализация, метафоризация единства, многоаспектность, актуализация концепта, вербализация дискурса, лингвокогнитивный анализ, критический дискурс-анализ.

Теруге 25.11.2024 ж. жіберілді. Басуға 25.12.2024 ж. қол қойылды.
Электронды баспа
4,57 МБ RAM
Шартты баспа табағы 30,79. Таралымы 300 дана. Бағасы келісім бойынша.
Компьютерде беттеген: А. К. Темиргалинова
Корректор: А. Р. Омарова, Д. А. Кожас
Тапсырыс № 4311

Сдано в набор 25.11.2024 г. Подписано в печать 25.12.2024 г.
Электронное издание
4,57 МБ RAM
Усл. печ. л. 30,79. Тираж 300 экз. Цена договорная.
Компьютерная верстка: А. К. Темиргалинова
Корректор: А. Р. Омарова, Д. А. Кожас
Заказ № 4311

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