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ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ  
Торайғыров университета

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## **SPEECH STEREOTYPES OF VOCATIVES AND APPEALS IN DIFFERENT STRUCTURAL LANGUAGES (IN ENGLISH, KAZAKH AND RUSSIAN)**

*This article is devoted to the description of speech stereotypes of vocatives and appeals in different structural languages based on the material of English, Kazakh and Russian languages, taking into account their national and cultural characteristics.*

*The relevance of the study of this work is determined by the need to study speech stereotypes of vocatives and appeals for modern communicative linguistics in order to identify the national specifics of the considered speech units in different structural languages, the importance of studying the communicative-pragmatic aspect of vocative statements, as well as the insufficient study of this type of speech acts in a comparative aspect on the material of English, Kazakh and Russian languages.*

*In this article, for the first time, a comparative analysis of speech stereotypes of vocatives and appeals was carried out, their linguoculturological features of functioning in the dialogical texts of fiction were revealed, it was concluded that vocatives and appeals based on material from different structural languages reflect both universal features and national-cultural features of communication, which makes it possible to identify the features of the mentality of the compared ethnic groups and linguoculturological features of the functioning of these linguistic elements. The study of the structure of vocatives and appeals*

*allows us to identify the schemes underlying the formulation of speech expressions, as well as their socio-cultural connotations.*

*Keywords: vocative, conversion, speech stereotype, pragmatic clichés, sociocultural connotations.*

## **Introduction**

One of the main units of modern linguistics is recognized speech stereotypes, which play an important role in communication between people from different cultures and language groups. A speech stereotype which functioning as a means of maintaining contact is a communicative education that reflects the patterns of participants' thought in a speech interaction to achieve a communicative goal. Speech stereotypes typically include pragmatic clichés, which are sustained speech responses to standard social situations.

Vocatives and appeals are the subject of research by many representatives of Kazakhstani and foreign linguistics. In Kazakhstan, these studies are presented in the works of G. M. Alimzhanova, Z. K. Akhmetzhanova, E. D. Suleimenova, M. M. Kopylenko, L. K. Zhanalina, etc. Some of them study vocabulary as a vocative case, as a word indicating the addressee, others as a function of attracting attention. For example, N.I. Formanovskaya analyzes vocabulary as a communicative unit [1, p. 28].

Thus, today there are a large number of studies devoted to vocabulary, but there is no single understanding of the details of this language phenomenon and its functions.

## **Materials and methods**

The source of the actual material for the study was the works of fiction by English, Kazakh and Russian writers. Dialogical texts with vocative speech units and inversions were selected by random sampling. The total empirical base is 17 books, of which 622 are text fragments containing vocatives in the languages under consideration.

To solve the tasks, the following research methods were used in the work: a comparative-comparative method, a descriptive method, a pragmatic interpretation method, a statistical method, a method for linguistic description of various groups of vocatives and appeals, and elements of quantitative analysis for solving the tasks.

## **Results and discussion**

The study of language and culture is becoming more and more relevant in the context of modern globalization and transnational exchange. One of the most important aspects of language that have a significant impact on interpersonal communication is the stereotyping of appellative speech. This study is devoted to the analysis of stereotypes of vocabulary and welcoming statements in languages

with different structural features on the material of the Kazakh, English and Russian languages.

Lexical and appellative speech stereotypes are speech stereotypes of appeals with certain stereotypical traits that have a national-cultural background and can be understood in their culture, but not necessarily in another culture. Stereotypes of appeals reflect the cultural background of the country, and knowledge of facilitates interaction and contributes to successful communication. As stereotypes, conversions are characterized by invariance, static and reproducibility unchanged. In communication, they serve as indicators of the communicative culture of people, reflecting interpersonal relationships and the sociocultural structure of society [2, p. 56].

L. N. Dzekirevskaya, E. G. Rizel and E. F. Tarasov offer a scale of communication keys: «1) high tonality of communication in the field of purely formal social structures (solemn meetings, etc.); 2) the neutral tone of communication of communicative acts in official institutions; 3) neutral social tone of communication: in stores, trams, etc., between customers and service personnel; 4) the friendly tone of communication in most modern families; 5) vulgar tone of communication: the use of vulgar vocabulary is possible» [3, p. 212]. G. M. Alimzhanova adds «the category of kindred-warm tonality of communication, characteristic of the Kazakh people, penetrating into all spheres of communication to this scale. This feature is due not only to the specifics of the Kazakh vocabulary, but also to the deeply rooted traditions of the people, based on respect for elders in society» [3, p. 212].

Thus, conversational language stereotypes are an important aspect of communicative dynamics and affect the perception and interaction of participants in the language community. Language communities develop and approve certain methods of appeal, including the formal, sociocultural and gender aspects in the process of communication. The study of the vocabulary structure and appellatives reveals the schemes underlying the formulation of speech expressions and their socio-cultural consequences.

In this context, special attention should be paid to how speech stereotypes affect perception and communication in languages with different structures, highlighting the general trends and unique features of appeals in different language groups. This article provides an analysis of vocatives and conversions as the most common language units in the context of a multilingual society. Their use in various communication situations has been studied, considering them as unique contact markers, in which vocatives not only identify the addressee, but also establish and maintain contact with him.

Analysis of vocative vocabulary in English, Kazakh and Russian languages allows you to identify the most common forms of their expression and their quantitative ratio (Figure 1; Figure 2).

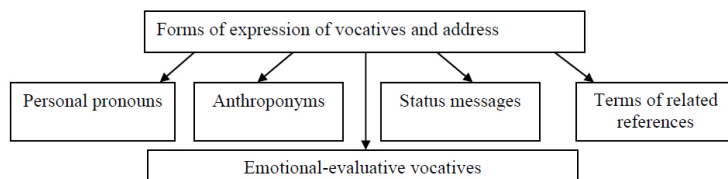


Figure 1 – Forms of expression of vocatives and addresses

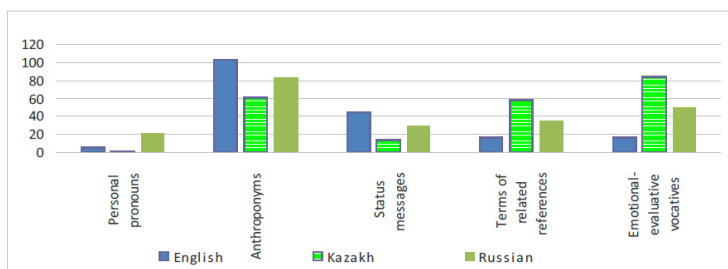


Figure 2 – Quantitative ratio of vocatives and addresses in English, Kazakh and Russian languages

*1 Personal pronouns as vocatives.* Dialogical interaction is a form of communication in which two communicants jointly solve a problem using speech acts or dialogical statements. In the process of establishing a communicative contact with the interlocutor, it is important to choose the appropriate form of treatment, which is reflected in the use of various pronouns, for example, *you* in English, *сен* or *Сіз* in Kazakh and *ты* или *Вы* in Russian languages. Linguistic analysis of language material confirms that the use of personal pronouns *ты* or *Вы* depends on nationally specific features. In English, Kazakh and Russian, personal pronouns *ты* or *Вы* sometimes applied as vocatives in the interaction process.

The use of the form *ты* in these languages is characteristic of intimate, unofficial communication, and is also associated with informal and friendly relations.

Today, the form *Вы* is used when communicating with an unfamiliar or unfamiliar person, in official situations and when contacting persons of equal or senior age and social status.

Also there is no formal distinction in English between pronouns *ты* and *вы* and there is only one form *you* [4 p. 52]. The pronoun *you* is used as when referring to one person or group of people.

In Kazakh, the functional equivalent of these designations is the form *сен* and polite *Сіз*, for example: *Бәтес! Мен сені сүйем. Сен менің күнімсің* [5, p. 29].

Form of polite form «Сіз» in Kazakh, it is commonly used in formal and informal situations. However, in everyday speech «сен» и «Сіз» rarely used in lexicon.

The analyzed material confirms that the correct choice of the form of the vocative unit plays an important role in speech interaction, since from the very beginning of communication it sets the tone for subsequent communication.

*2 Appeals are anthroponyms.* Analysis of dialogic discourse among speakers of English, Kazakh and Russian shows that the use of anthroponymy is a key way to initiate and maintain communication.

The study of anthroponyms systems in these languages reveals their historical and traditional features associated with socio-cultural development and grammatical structure, for example, in the Kazakh and Russian languages, a nominative system is formed, consisting of the sequence «surname + name + patronymic». In English, anthroponyms can be expressed by one or two components: the name (personal name, first name) and surname (surname, family name, last name), however, most often only personal is used [7, p. 40], for example: *Oh, Scarlett, I'm so stupid! I'm so sorry* [6, p. 256].

In official communication, it is allowed to use the full name in Kazakh, Russian and English. Everyday communication is characterized by names: 1) by personal name; 2) by first name and patronymic; 3) by surname; 4) nickname [1, p. 44].

The person's name used to refer to them is the most common form of vocative among anthroponyms. In Kazakh and Russian, a personal name usually consists of one word, for example: *Абай, сен де жүр!.. атаң ғой, атаңа сәлем бер, – деп, мысқыл еткендей сылқ-сылқ күлді* [7, p. 99].

In English, there is often a structure of anthroponyms, consisting of three parts, which includes two personal names and a surname, for example: *Mary Ann Smith, Sarah Elizabeth Johnson* and others.

The changes that took place in the socio-political, economic and cultural sphere of the life of Kazakhs had a positive impact on the development of the native language and its language fund. Anthroponyms are significantly enriched by internal sources of the native language and borrowings.

Most of the Kazakh anthroponyms have an explicit translation, for example: *Дос аға, мынау кім?* [7, p. 95] The name *Дос* literally translates as «friend». Many compound names in Kazakh are formed by combining a verb and a noun, which gives them a deep semantic context. Such names may reflect features that

were present at the birth of the child, or describe its behavioral characteristics, for example, Тәңірберген (God given).

In everyday communication, adults appeal with respect not only to elders, but also to peers and younger interlocutors, using a special form of polite treatment, it is created by adding an affix -ке (-еке) to the first syllable of the name: *Айт, айт... Шәжіке!.. Уа, төресің өзің айт!* [7, p. 110].

In modern English anthroponymy, names such as Jake, Mary, John, for example: *Come in, Jake* [8, p. 197].

In Russian and Kazakh languages, there is a special way to address the interlocutor, based on the use of his name together with his patronymic, for example: *Становитесь все в пары. Нил Васильевич, ко мне...* [9, p. 270].

In the Kazakh language, patronymics can be formed by combining the name of the father with the words -ұлы («сын») or -қызы («дочь»), for example, Абай Мырзаханұлы, Айнагуль Сейтханқызы, or by the suffix method (suffixes of the Russian language -ович, -евич, -евна, -овна), for example, Аскар Ахметович.

In English, this form correlates with the use of Mr./Mrs. combined with surname, e.g.: - *I will. Goodnight, Mr. Carraway. See you anon* [8, p. 84].

Surnames in the Kazakh language are formed using affixes borrowed from the Russian language, such as -ов(-а), -ев(-а), -в(-а), for example, Кунанбаев, Алимжанов. The inheritance of surnames is paternal, deriving from the father's name, e.g. Оразбай – Оразбаев, currently there is a tendency to reduce suffix morphemes in the composition of surnames, for example: Анагельді, Бекзат.

According to the analysis, anthroponyms in speech act as a means of establishing contact, influencing the interlocutor and coordinating relations between participants in speech interaction.

### *3 National-cultural features of status appeals.*

The form of appeal depends on many situational factors. Factors determining the choice of the form of treatment are the social status of the speaker, his age, degree of acquaintance, gender, kinship and context of communication.

In Russian, anthroponyms are the most common form of contacting a close partner, while pragmatic clichés aimed at attracting attention are more often used to strangers. In the Kazakh language, conversion is subordinate to the hierarchy reflected in the structure of social appeals.

In appeals to strangers, age, gender and family ties are often indicated. Russian uses groups of pragmatic clichés («извините», «простите» and so on.), terms of kinship, age - sexual intercourse, normative appeals, public appeals, etc. In Kazakh «кешіріңіз...» (analog «извините...») is often used as are pragmatic clichés. In the Kazakh language, linguoculturological vocatives used in the official business environment are characterized by a low frequency of use. This is due to the fact that in the speech of Kazakhs, the tendency prevails to transfer these



forms of appeal to the level of kinship relations, not limited exclusively to the official-business sphere.

Vocative «мырза» is equivalent to Russian «господин». In Kazakh speech, this vocative is used with minimal frequency and is mainly found in literary works, together with other appeals, such as «хан», «султан», «хатшы» and others [3, p. 227].

The Kazakh language also contains other linguoculturological vocatives, the use of which is characteristic in the official business environment, for example: Құрметті: Қауым!; Қонақтар!; Достар!; Әріптестер and so on.

The formal vocative system in English is a diverse set of forms. In official situations of addressing men in English, vocative is often used Mister (Mr.), and the form Mistress (Mrs.) is given to married women which can be combined with surname: «*This is Mr Gatsby, **Mr Buchanan***» [10, p. 85].

In the Kazakh language, professional names associated with the main occupation can act as linguistic and cultural vocatives: мұғалім (teacher), дәрігер (doctor), әнші (musician): Қош, **молда**. Қалқам, енді қала ғой [5, p. 203].

При использовании титулов, званий и должностей всегда следует учитывать контекст.

*4 Features of the related greetings terminology.* Speech stereotypes in the field of kinship are stable, generally accepted forms of greeting that have developed in linguistic communities and serve to express kinship.

English in the context of informal communication is characterized by the use of appeals «man», «mate», «matey», «chap»: «*Hello, **you chaps***» [8, p. 29].

Related appeals have particular interest in the Kazakh language, since they penetrate almost all areas of informal communication. There are classical forms of conversion used to respect and honor parents in all these languages.

These appeals emphasize family values and hierarchy within the family. Traditional forms of respectful treatment by elders to the younger often include affectionate reference to age and possible family ties in both Kazakh and Russian. Frequently used suffix -м(-ім, -ым), -қай, -шек: қарындасымы сіңлім – сестренка, сестреночка; інім, інішекилі бауырым – братик, братишка.

Unlike Kazakh and Russian, where related terms are often used when addressing outsiders, in English this use of vocatives is much less common.

*5 Emotionally – evaluative vocabulary: reclamation, peyorative and zoonym.* Emotional-assessment vocabulary and appellative speech formulas are not intended to express the social or age characteristics of the interlocutor. Their function is to express the attitude of the communicator to the interlocutor and emphasize the unique features of his personality.

Positive attitude, goodwill, gratitude, is manifested through the use of land reclamation, for example: *Oh, **darling**, please stay by me. Please stay by me and see me through this* [8, p. 188].

In English, there is less use of affectionate vocatives compared to Kazakh and Russian. Instead, diminutive suffixes and adjectives are applied, such as *darling*, *dear* (дорогой, дорогая), *dearest*: Elizabeth – Bet, Betty, Betsy; William – Will, Willie, Willy.

According to G. M. Alimzhanova, «in the Kazakh language, linguoculturological vocatives are common, dating back to nouns with the meaning of an abstract concept, such as «жаным» (душа), «айналайын» (дорогая) и другие» [3, p. 220].

This study analyzes emotional assessment vocatives, which include not only positive attitudes (reclamation) between communication participants, but also peyoratives aimed at expressing disagreement or disapproval of the interlocutor. Peyorative expressions may include elements of contempt, humiliation, and irony: «*What a low, **vulgar girl!***» [10, p. 132].

Zonyms are often used as vocatives in English, Kazakh and Russian. Affectionate appeals represented by the names of animals and their young are present in both Kazakh and Russian. The most common: «құлыным» and «құлыншағым» (жеребенок), «ботақаным» и «ботам» (верблюжонок), «балапаным» (цыпленочек) in Kazakh language «котеночек», «ласточка» in Russian language.

The considered methods of transmitting the connotative meaning of vocatives are just some of the possible variations due to the variety of lexical means in the target languages. However, unlike English, which is characterized by limited lexical possibilities and restraint, Kazakh and Russian are characterized by rich emotional expression and often include reclamation, peyoratives and zonyms in their speech (Figure 3,4,5).

Percentage ratio of vocatives and addresses in  
English language

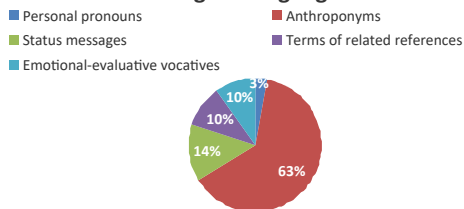


Figure 3 – Percentage ratio of vocatives and addresses in English

### Percentage ratio of vocatives and addresses in the

#### Kazakh language

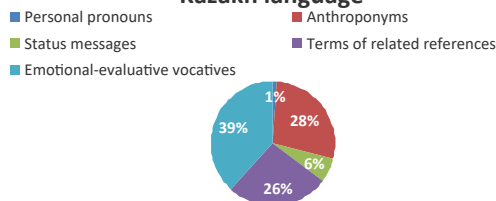


Figure 4 – Percentage ratio of vocatives and addresses in the Kazakh language

### Percentage ratio of vocatives and addresses in

#### Russian language



Figure 5 – Percentage ratio of vocatives and addresses in Russian

## Conclusion

Thus, the study made it possible to identify the linguistic and cultural features of the functioning of speech stereotypes of vocatives and appeals in the dialogical texts of fiction. This detailed analysis of the semantic structure of vocal-type speech units was carried out during the study, the most common forms of their expression in English, Kazakh and Russian were identified, and their implementation in dialogical texts was analyzed.

The results showed that the most common means of expressing these speech units are personal pronouns, anthroponyms, status appeals, terms of related appeals and emotionally – evaluative vocabulary.

Quantitative analysis of factual material provided statistics on the frequency of use of these statements in fiction texts. Among various linguistic means, in the role of vocatives, special attention is paid to personal pronouns. They are the least frequent: in English (3 %), in Kazakh (1 %) and in Russian (10 %).

Anthroponyms are the predominant component in the system: 63 % in English, 28 % in Kazakh, and 38 % in Russian. Additionally, a type of status vocatives was identified, the results of which indicate their wider use in English (14 %) than in Russian (13 %) and Kazakh (6 %).

A significant proportion of forms of circulation are kinship terms. In the Kazakh language, the use of terms of the genus is more common and has a high degree of detail (27 %) than in Russian (16 %) and English (10 %).

Universal and ethno - specific features characteristic of each ethnic group and its language are expressed in emotional-evaluative vocabulary. Their greatest use is in the Kazakh language, reclamation predominates in English, and pejoratives' in Russian. Thus, the share with an emotional and evaluative value is 10 % in English, 38 % in Kazakh, and 23 % in Russian.

As this study has shown, the use of certain forms of vocatives is determined by pragmatic parameters of the situation of oral communication, such as status-role relationships of communicants, their personal relationships, emotional and psychological state, context of communication and its functional orientation.

The information obtained during the study can become the basis for further research, such as comparing the use of vocatives in oral and written speech, as well as analyzing the influence of age, gender, cultural, ethnic and other factors that affect both the use and perception and interpretation of vocatives by native speakers of different languages. Such studies are able to provide a more complete understanding of the linguistic and cultural features of speech stereotypes of vocatives and appeals, as well as their cultural specificity and universality in the interlanguage and intercultural context.

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## ӘРТҮРЛІ ҚҰРЫЛЫМДЫҚ ТІЛДЕРДЕГІ ВОКАТИВТЕР МЕН ӨТІНІШТЕРДІҢ СӨЙЛЕУ СТЕРЕОТИПТЕРІ (АҒЫЛШЫН, ҚАЗАҚ ЖӘНЕ ОРЫС ТІЛДЕРІНІҢ МАТЕРИАЛДАРЫНДА)

*Бұл мақала вокативтер мен үндеулердің әртүрлі құрылымдық тілдердегі сөйлеу стереотиптерін олардың ұлттық-мәдени ерекшеліктерін ескере отырып, ағылшын, қазақ және орыс тілдерінің материалында сипаттауға арналған.*

*Осы жұмысты зерттеудің өзектілігі әртүрлі құрылымдық тілдерде қаралатын сөйлеу бірліктерінің ұлттық ерекшелігін анықтау мақсатында қазіргі заманғы коммуникативтік лингвистика үшін вокативтер мен үндеулердің сөйлеу стереотиптерін зерделеу қажеттілігімен, вокативтік пікірлердің коммуникативтік-прагматикалық аспектісін зерделудің маңыздылығымен, сондай-ақ осы типтегі сөйлеу актілерінің салыстырмалы аспектіде жеткіліксіз зерделенуімен айқындалады ағылшын, қазақ және орыс тілдері*

*Бұл мақалада алғаш рет вокативтер мен үндеулердің сөйлеу стереотиптеріне салыстырмалы талдау жүргізілді, олардың көркем әдебиеттің диалогтық мәтіндерінде жұмыс істеуінің лингвокультурологиялық ерекшеліктері анықталды, сондай-ақ вокативтер мен үндеулер әртүрлі құрылымдық тілдердің материалында қарым-қатынастың әмбебап сипаттарын да, ұлттық-мәдени ерекшеліктерін де көрсетеді деген тұжырымдар*

*жасалды, бұл салыстырылатын этностардың менталитеті және көрсетілген тілдік элементтердің жұмыс істеуінің лингвокультурологиялық ерекшеліктері. Вокативтер мен отініштердің құрылымын зерттеу сөйлеу сөздерін тұжырымдау негізінде жатқан схемаларды, сондай-ақ олардың әлеуметтік-мәдени коннотацияларын анықтауға мүмкіндік береді*

*Кілтті сөздер: вокатив, айналым, сөйлеу стереотипі, прагматикалық клишелер, әлеуметтік-мәдени коннотациялар.*

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## **РЕЧЕВЫЕ СТЕРЕОТИПЫ ВОКАТИВОВ И ОБРАЩЕНИЙ В РАЗНОСТРУКТУРНЫХ ЯЗЫКАХ (НА МАТЕРИАЛЕ АНГЛИЙСКОГО, КАЗАХСКОГО И РУССКОГО ЯЗЫКОВ)**

*Данная статья посвящена описанию речевых стереотипов вокативов и обращений в разноструктурных языках на материале английского, казахского и русского языков с учетом их национально-культурных особенностей.*

*Актуальность исследования данной работы определяется необходимостью изучения речевых стереотипов вокативов и обращений для современной коммуникативной лингвистики с целью выявления национальной специфики рассматриваемых речевых единиц в разноструктурных языках, значимостью изучения коммуникативно-прагматического аспекта вокативных высказываний, а также недостаточной изученностью данного типа речевых актов в сопоставительном аспекте на материале английского, казахского и русского языков.*

*В данной статье впервые был проведен сопоставительный анализ речевых стереотипов вокативов и обращений, выявлены их лингвокультурологические особенности функционирования в диалогических текстах художественной литературы, также сделаны выводы, что вокативы и обращения на материале разноструктурных языков отражают как универсальные черты,*

*так и национально-культурные особенности общения, что позволяет выявить особенности менталитета сравниваемых этносов и лингвокультурологические особенности функционирования указанных языковых элементов. Исследование структуры вокативов и обращений позволяет выявить схемы, лежащие в основе формулировки речевых выражений, а также их социокультурные коннотации.*

*Ключевые слова: вокатив, обращение, речевой стереотип, прагматические клише, социокультурные коннотации.*



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