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***B. V. Nurgozhina**

Toraighyrov University,

Republic of Kazakhstan, Pavlodar.

ORCID: <https://orcid.org/0000-0002-7450-3204>

*e-mail: bahyt_81@inbox.ru

DIRECTIVE, COMMISSIVE, AND DECLARATIVE SPEECH ACTS IN KAZAKH-LANGUAGE BUSINESS CONTRACTS

This article is devoted to a comprehensive linguistic analysis of Kazakh-language business contracts from the perspective of pragmalinguistics, speech act typology, and discourse analysis. The empirical basis of the study comprises a corpus of 25 official contracts concluded in Kazakhstan between 2015 and 2023. These documents cover a wide range of business interactions – from goods supply and service agreements to cooperation protocols and international contracts. The materials were collected from open governmental and commercial sources, as well as provided by partner organizations.

The object of analysis is the texts of Kazakh-language contracts operating within the framework of official-business and institutional discourse. The subject of the study includes speech acts realized in these texts, their pragmatic functions, typology, and characteristic linguistic means. The research aims to identify the specifics of implementing directive, commissive, and declarative speech acts in the Kazakh business language.

By applying the methods of pragmalinguistics, discourse analysis, and corpus-based research, the author identifies stable linguistic strategies aimed at regulating the behavior of parties, fixing obligations, and expressing legally significant intentions. It is established that directive acts are mainly expressed through modal constructions, commissive acts – via verbs of obligation and commitment, and declarative acts – through volitional and normative forms. Special attention is paid to the linguistic means of expressing performativity, obligatoriness, and normativity in Kazakh contract discourse.

The results of the analysis allow us to speak of the formation of a pragmatic model of Kazakh-language contract discourse, which combines universal features of legal communication with national and linguistic

specificity. This model ensures a high degree of formalization, precision, and legal validity of institutional interaction.

Keywords: business communication, pragmalinguistics, directivity, commissivity, declarativity, performativity, discourse analysis, corpus-based approach.

Introduction

Speech acts represent a central mechanism for communicative interaction in business discourse. In business communication, speech acts serve not only an informative but also a performative function, enabling participants to initiate, regulate, and formalize various forms of interaction, such as proposals, negotiations, commitments, refusals, demands, etc.

The study of speech acts in the context of business discourse is inherently interdisciplinary, combining approaches from several academic fields. **Linguistics** and **pragmatics** provide the methodological foundation for analyzing the forms and functions of utterances, while communication theory views speech acts as tools for organizing and managing interaction. **Management** and **organizational psychology** interpret speech acts as instruments of influence and decision-making, while behavioral economics highlights the role of language forms in the perception of risk, trust, and motivation during business negotiations.

Unlike legal discourse, which is characterized by a high degree of formality and legal precision, business discourse demonstrates greater variability in structure and tone, incorporating elements of persuasion, argumentation, and flexible modality. Nevertheless, communicative actions performed through language retain normative and institutionally significant weight.

Thus, speech acts in business discourse constitute a subject of study at the intersection of linguistics, pragmatics, social communication, and management sciences. Their analysis requires the integration of diverse theoretical and methodological approaches that ensure a comprehensive understanding of the linguistic realization of business interaction.

The formation of speech acts in Kazakh-language business contracts is closely linked to state language policy and the codification of the Kazakh official business style. With the transition to Kazakh as the primary language of official documentation in the Republic of Kazakhstan, particularly since the early 2000s, standards for legal and administrative writing in Kazakh have been actively developed and implemented [1; 2]. Ministries and terminological commissions approve contract templates, glossaries, and business communication models, contributing to the formation of stable speech templates [3]. These processes directly affect the structure and implementation of speech acts, as formulas of obligation, prohibition, or permission gain institutional status in official documents.

However, these processes are accompanied by a number of linguistic challenges. Firstly, many key legal and contractual terms do not have established equivalents in the Kazakh language and are subject to variation depending on the agency, context, and translation practices [2; 4]. Secondly, there is a discrepancy between the conversational pragmatics of the Kazakh language and the required legal accuracy, which complicates the adequate realization of performative speech acts [3]. Thirdly, the focus on English- and Russian-language models leads to the direct borrowing of syntactic structures, which does not always align with the Kazakh language grammar [3]. These factors create a unique communicative space where speech acts are shaped by the interaction of Kazakh grammar, legal accuracy, formal style, and multilingual translation practices. Understanding these influences helps deepen insights into Kazakh-language business discourse and contributes to the development of functional stylistics and language planning in the official domain [4].

Thus, the complex interplay of linguistic, pragmatic, and cross-linguistic factors influencing the formation of speech acts in Kazakh-language business contracts requires a comprehensive analysis. In this context, particular relevance is given to examining the functional load and typology of such acts, as well as the linguistic means by which they are expressed.

The aim of this article is to examine the characteristics of speech acts in Kazakh-language business contracts, define their functional roles and typologies, and identify the linguistic means through which directive, commissive, and performative functions are realized in institutional business discourse.

Materials and methods

The study is based on a corpus of 25 Kazakh-language business contracts signed between 2015 and 2023, collected from open governmental and commercial sources, as well as partner organizations operating in Kazakhstan. The contracts span various business sectors, from supply and services to joint ventures and international agreements.

The methodological framework combines applied linguistics, pragmatics, and discourse analysis. Central to the analysis is speech act theory [5], adapted to institutional and business discourse. The study is focused on identifying commissive, directive, and declarative acts, their communicative functions, and structural features.

A corpus-based analysis was also conducted to identify linguistic markers of directivity, obligativity, and performativity, such as modal particles, verb forms, and formal clichés. The analysis covered the patterns of use of various speech acts and their corresponding linguistic constructions.

The study also took into account sociolinguistic factors, including the influence of bilingualism and the specifics of codifying the Kazakh official language, which made it possible to identify mechanisms of interference and adaptation of speech acts in a context of linguistic and cultural diversity.

Thus, the applied interdisciplinary and multi-level approach provided a comprehensive examination of speech acts in Kazakh-language business discourse. The combination of pragmalinguistic, discourse, and corpus analysis made it possible not only to classify the main types of speech acts but also to identify the linguistic means of their realization, taking into account the sociolinguistic context.

Given the influence of these sociolinguistic conditions, a more detailed examination of the linguistic material in which these processes are realized becomes particularly relevant. In this regard, the object and subject of the present study are defined, aimed at identifying the pragmatic and linguistic features of speech acts in Kazakh-language contractual discourse.

The object of this study is the body of business contracts written in the Kazakh language and functioning within official and institutional discourse.

The subject of the study is the speech acts realized in Kazakh-language business contracts, along with their pragmatic functions, typology, and linguistic means of expression.

To achieve the stated goal, the following tasks must be addressed:

- to identify the specific features of implementing speech acts (directives, commissives, and declaratives) in Kazakh-language business contracts;
- to determine the linguistic means used to express directivity, obligativity, and performativity in Kazakh business language;
- to formulate conclusions regarding the pragmatic structure of Kazakh-language business discourse based on empirical data.

The scientific novelty of the study lies in its typologically and pragmatically oriented analysis of the speech acts used in Kazakh-language business contracts. The study combines methods from pragmalinguistics and discourse analysis with a corpus-based approach, enabling the identification of characteristic communicative strategies and linguistic tools through which directivity, obligativity, and performativity are realized in business interaction.

Thus, the study contributes both to the development of speech act theory within institutional discourse and to applied legal linguistics and the stylistics of the Kazakh language.

Results and discussion

The analysis of speech acts originates from the works of J. L. Austin, who was the first to distinguish between constatives and performatives, pointing out that some utterances do not describe actions but rather perform them [6]. Building on this theory, J. Searle (1969, 1979) proposed a classification of speech acts comprising five main types: representatives, directives, commissives, expressives, and declaratives. It is the commissive and directive acts that gain particular significance in business communication, where language functions as a tool for commitments, demands, and the regulation of parties' behavior.

In applied pragmatics, speech acts are considered instruments of institutional influence, and their formulations – legally and communicatively significant units. Kurzon emphasizes that in legal and contractual texts, speech acts acquire performative status due to the institutional context, even if they are not grammatically marked as such [9].

Research in the field of business discourse confirms that speech acts in contracts not only express intentions but also generate legal consequences, functioning as formalized communicative actions [10].

Furthermore, culturally conditioned differences in the realization of speech acts in business settings are examined within the framework of intercultural pragmatics [8], which is especially relevant for multilingual and multicultural societies. This approach allows us to view Kazakh-language contracts as communicative products influenced by both Russian and Anglo-Saxon legal and linguistic traditions – an influence reflected in the structure of speech acts and their linguistic formulations.

Research into the Kazakh language in official business and commercial spheres has only recently begun to emerge as a distinct area of study [1; 2]. Consequently, processes of codification and standardization of business Kazakh are currently underway, including the approval of unified terms, formulaic expressions, and contract structures [3; 4]. However, despite normative efforts, linguistic practice reveals that accuracy and formal structure in contracts are still shaped under the influence of Russian and English [2; 4].

Studies of the syntactic structure of Kazakh-language contracts [3] identify signs of interference and calquing: constructions such as *жогарыда көрсетілген тараптар* or *келісім-шартқа сәйкес* largely replicate Russian and English syntactic models. This affects the realization of speech acts: directives and commissives are often formulated using standard syntactic and modal structures (*міндетті, құқылы, болмайды*, etc.), reflecting an adaptation of Kazakh grammar to institutional requirements.

Special attention in Kazakhstani philological literature is given to the pragmatics of business style in Kazakh and the development of functional stylistics in the official domain [2]. These studies form the foundation for a deeper analysis of speech acts in business contracts as instruments of legal and communicative impact.

The analysis of existing theoretical and applied studies reveals several linguistic gaps in the study of Kazakh-language business discourse. In particular, the typology and pragmatic specificity of speech acts in Kazakh-language contract texts have not yet received sufficient scholarly attention. The issue of linguistic means used to realize performativity, directivity, and obligativity within the institutional context also remains underdeveloped. Moreover, the influence of interference arising from Russian and English-language legal templates on

the structural and communicative characteristics of speech acts has not been sufficiently studied. These gaps highlight the need for further comprehensive analysis aimed at systematizing communicative strategies in Kazakh business discourse and clarifying the role of the Kazakh language in shaping modern legal and business communication.

These theoretical gaps necessitate a focus on the pragmatic mechanisms of Kazakh business language, particularly in the context of official contract formulations. One of the key directions in this regard is the analysis of speech acts as a primary tool of institutional interaction. This allows researchers to identify not only the structural features of business discourse but also the communicative functions expressed through typical language constructions.

The linguistic structuring of contractual discourse in the Kazakh language represents a distinct area of observation in which speech acts play a key role in shaping institutional communication.

Each formulation is aimed at achieving a specific communicative goal: establishing obligations, prescribing actions, or defining the conditions or rights of the parties involved. The pragmatic nature of such utterances is revealed through the typology of speech acts, which reflect the communicators' intentions in a normative form.

From the perspective of speech act theory, a business contract performs several functions:

- **Regulative** – it establishes and regulates the behavior of the parties;
- **Performative** – certain formulations in the contract perform an action rather than merely describing it;
- **Directive** – it prompts the parties to act within defined parameters;
- **Commissive** – it records the commitments undertaken by the parties.

To better understand how speech acts are realized in Kazakh-language business contracts, the following table presents a comparison of their primary functions with examples of their linguistic expression. Special attention is paid to the grammatical and lexical means through which various communicative intentions are encoded – from normative regulation to the expression of obligations and directives. This structured overview makes it possible to identify typical linguistic markers that ensure both the legal force and pragmatic effectiveness of contractual formulations.

Table 1 – Functions of Speech Acts and Their Linguistic Realization in Kazakh-Language Business Contracts

Speech Act Function	Example from Contract (Kazakh)	Linguistic Means of Expression	Explanation
Regulative	Осы шарт тараптардың өзара құқықтары мен міндеттерін реттейді.	Indicative mood verbs in the present tense (реттейді); abstract nouns (құқықтар, міндеттер); possessive constructions (тараптардың).	The verb реттейді indicates the establishment and regulation of legal relations between the parties. Abstract nouns denote legal categories, while possessive forms emphasize ownership of rights and duties. These means create a normative, regulative tone defining the legal framework of interaction.
Performative	Тараптар осы шартты қабылдап, оған сәйкес әрекет ететін болады.	Action verbs with volitional meaning (қабылдап, әрекет етеді); future tense constructions (ететін болады); demonstrative pronouns and connectors (осы, оған сәйкес).	The verbs express volitional consent and upcoming fulfillment of obligations. Demonstratives ensure clarity, and the future tense highlights the legal significance of concluding the contract. These linguistic means perform the action itself, which is typical of performative speech acts.
Directive	Тапсырыс беруші көрсетілген қызметтер үшін уақытылы және толық көлемде ақы төлеуге міндетті.	Modal construction with the verb міндетті; infinitives (ақы төлеуге); adverbs of degree and time (уақытылы, толық көлемде).	The verbs express volitional consent and upcoming fulfillment of obligations. Demonstratives ensure clarity, and the future tense highlights the legal significance of concluding the contract. These linguistic means perform the action itself, which is typical of performative speech acts.
Commissive	Қызмет көрсетуші көрсетілген қызметтердің сапасына жауапты және оларды уақтылы орындауға міндеттенеді.	Modal verbs of commitment (міндеттенеді); nouns of responsibility (жауапты); infinitives (орындауға); conjunction және.	The verb міндеттенеді expresses the undertaking of obligations. In addition, the phrase combining a verbal infinitive with міндетті indicates a firm obligation imposed on the party. This underscores the formal nature of the action, its legal significance, and the responsibility for non-fulfillment. The noun жауапты emphasizes accountability for performance, while the infinitive specifies the concrete action to be carried out. The conjunction және connects the individual elements of the obligation, forming a coherent volitional statement. The combination of these linguistic means reinforces the legal significance of commitments in contractual discourse.

The table clearly demonstrates how the core functions of speech acts – regulative, performative, directive, and commissive – are realized in Kazakh-language business contracts through specific linguistic means. The analysis of linguistic markers shows that the normative nature of statements is primarily

achieved through the use of verb forms in the present and future tenses, as well as modal constructions featuring verbs such as *міндетті* and *міндетпенеді*, which indicate the degree of obligativity and the volitional nature of the action.

Regulative acts are typically expressed through constructions involving abstract nouns denoting rights and obligations, and indicative mood verbs, emphasizing their role in describing and structuring the behavior of the parties. Performative utterances, on the other hand, contain volitional verbs and future tense forms, highlighting the moment of legal agreement and intent to act. Directive acts appear in imperative-like structures where modal verbs and infinitive constructions play a key role in conveying prescriptive force. Commissive speech acts, which record the assumption of obligations, are characterized by the combination of modal verbs with nouns of responsibility and infinitives, forming complex volitional statements.

Thus, the presented typology of linguistic means reflects the specific features of the institutional discourse found in Kazakh-language business contracts and demonstrates the adaptation of universal speech act models to the grammatical and legal traditions of the Kazakh language. One of the key characteristics of Kazakh is its rich and developed modal system, represented by both lexical and grammatical means that express degrees of obligation, permission, and prohibition. In particular, modal lexemes such as *міндетті*, *туіс*, *құқылы*, *болмайды*, *рұқсат етіледі*, as well as analytic verb forms with suffixes like *-у туіс*, *-уға міндетті*, *-уға құқылы*, are widely used. These linguistic resources provide high semantic precision and pragmatic efficiency to contractual formulas. This specificity not only allows for the identification of stable communicative behavior patterns in business interaction but also promotes a deeper understanding of the mechanisms of legal communication in a bilingual environment, where the Kazakh language maintains its functional and stylistic autonomy in the legal sphere.

Results. The analysis of Kazakh-language business discourse allows us to identify stable linguistic markers used to realize directive, commissive, and performative speech acts. The specificity of Kazakh business language lies in its frequent use of modal and analytic constructions that reflect the institutional force of the utterance.

Firstly, **directivity** – as a pragmatic category aimed at encouraging the addressee to act – is expressed in Kazakh-language business texts through modal constructions with the verb *міндетті*, as well as infinitive phrases like *-уға міндетті* and *-уға туіс*, which give actions a normative and prescriptive character. For example: *Тапсырыс беруші шарт талаптарын сақтауға міндетті* («The client is obliged to comply with the terms of the contract»). These constructions are often combined with adverbs of measure and time (*уақытылы*, *дер кезінде*, *толық көлемде*), which specify execution requirements.

Secondly, **obligativity**, as a semantic category typical of commissive acts, in which one party assumes obligations, is realized through verbs with modal semantics such as *міндеттенеді*, *қамтамасыз етеді*, and nouns denoting responsibility: *жауапты*, *міндет*, *жауапкершілік*. A typical example is the construction: *Қызмет көрсетуші көрсетілген қызметтердің сапасына жауапты және оларды уақтылы орындауға міндеттенеді*. The use of an infinitive (*орындауға*) combined with *міндеттенеді* emphasizes a personalized and formally defined obligation.

Thirdly, **performativity** – as a form of speech action that does not merely describe a legal event but enacts it – is widely represented in contractual discourse through volitional action verbs (*қабылдайды*, *келіседі*, *белгілейді*) and future-tense constructions (*-етін болады*). For instance: *Тараптар осы шартты қабылдап, оған сәйкес әрекет ететін болады* is a typical performative structure that enacts the entry of the contract into force. Additionally, performative function is reinforced by demonstrative pronouns (**осы**, **аталған**) and agreement formulas (*келіседі*, *мақұлдайды*), which serve to express the legally binding will of the parties.

Thus, the expression of directivity, obligativity, and performativity in Kazakh business language is based on a stable system of grammatical and lexical-semantic resources that reflect legal norms and national linguistic features. This confirms the functional viability of the Kazakh language in the sphere of official business communication and demonstrates its pragmatic adequacy within an institutional context.

Conclusions

The conducted study has made it possible to examine Kazakh-language business discourse through the lens of speech acts and pragmatic strategies employed in institutional communication. Based on the analysis of empirical materials, the key research objectives were fulfilled, aimed at identifying the functional and linguistic characteristics of Kazakh contractual language within the context of its interaction with Russian and English legal traditions.

The study identified the specific features of how the main types of speech acts – directive, commissive, and declarative – are realized in Kazakh-language business contracts. As the analysis showed, the Kazakh language demonstrates stable patterns of speech strategies used to regulate the behavior of parties, express commitments, and perform legally significant actions. Directive formulas are mainly constructed through prescriptive modal expressions; commissive acts – through verbs denoting commitment and responsibility; declarative acts – through volitional and normative fixation verbs.

Linguistic means of expressing directivity, obligativity, and performativity – the core components of contractual pragmatics – were also identified. Constructions with modal words and verbs (*міндетті*, *міндеттенеді*, *туіс*, *құқылы*,

болмайды, рұқсат етіледі, etc.), along with analytic forms with infinitives (*-уға міндетті, -уға тиіс, -уға құқылы*), serve as the main mechanisms for expressing normative relations. These forms are actively supported by adverbs of measure and time (*уақытылы, толық көлемде, дер кезінде*), ensuring accuracy and formality of expression.

Based on the conducted analysis, it is possible to formulate generalized conclusions regarding the pragmatic structure of Kazakh-language contractual discourse. It has been established that this structure possesses a number of stable features shaped both by the internal logic of official-business communication and the normative requirements of the legal genre. Primarily, it is characterized by functional intentionality aimed at regulating the behavior of participants, formalizing mutual commitments, and codifying legal consequences. At the same time, contractual discourse exhibits a high degree of formalization and standardization in linguistic means, which are oriented toward achieving legal accuracy, clarity, and institutional validity.

Thus, the results obtained allow us to speak of a well-formed pragmatic model of Kazakh contractual discourse, which integrates universal principles of legal communication with national linguistic features. This model not only ensures the appropriate realization of key speech acts but also demonstrates the high degree of adaptability of the Kazakh language to the tasks of institutional interaction within contemporary legal practice.

These findings may contribute to the development of legal linguistics and pragmatics of the Kazakh language, and they can also serve as a foundation for the practical standardization of business style, the preparation of legal documents, and the training of professional communication in Kazakh. A promising direction for further research is the study of the bilingual and diglossic environment in the context of contractual interaction, as well as the creation of a corpus database of Kazakh-language legal discourse.

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**Б. В. Нұрғожина*

Торайғыров университеті,

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ҚАЗАҚТІЛДІ БИЗНЕС-КЕЛІСІМШАРТТАРДАҒЫ ДИРЕКТИВТІК, КОМИССИВТІК ЖӘНЕ ДЕКЛАРАТИВТІК СӨЙЛЕУ АКТІЛЕРІ

Бұл мақалада қазақтілді бизнес-келісімшарттарға прагмалингвистика, сөйлеу актілері типологиясы және дискурс талдауы тұрғысынан кешенді лингвистикалық талдау жүргізіледі. Зерттеудің эмпирикалық базасы ретінде 2015–2023 жылдар аралығында Қазақстан аумағында жасалған 25 ресми келісімшарттан тұратын корпус пайдаланылды. Құжаттар тауар жеткізу мен қызмет көрсету шарттарынан бастап, серіктестік туралы келісімдер мен халықаралық шарттарға дейінгі іскерлік өзара әрекеттесудің әртүрлі салаларын қамтиды. Материалдар мемлекеттік және коммерциялық ашық дереккөздерден, сондай-ақ серіктес ұйымдардан алынды.

Зерттеу нысаны – ресми-іскерлік және институционалдық дискурс аясында қызмет ететін қазақ тіліндегі келісімшарт мәтіндері. Зерттеу пәні – осы мәтіндерде жүзеге асырылатын сөйлеу актілері, олардың прагматикалық функциялары, типологиясы және тілдік ерекшеліктері. Зерттеу мақсаты – қазақ іскерлік тіліндегі директивтік, комиссивтік және декларативтік сөйлеу актілерінің жүзеге асу ерекшеліктерін анықтау.

Прагмалингвистика, дискурс-талдау және корпусқа негізделген тәсілдер қолдану арқылы тараптардың мінез-құлқын реттеуге,

міндеттемелерді бекітуге және заңдық маңызы бар ниеттерді білдіруге бағытталған тұрақты лингвистикалық стратегиялар айқындалды. Директивтік актілер негізінен модальды құрылымдар арқылы, комиссивтік актілер – міндеттемелер мен жауапкершілік білдіретін етістіктер арқылы, декларативтік актілер – ерік білдіру және нормативтік формулалар арқылы жүзеге асырылатыны анықталды. Қазақ келісімишарт дискурсындағы перформативтік, міндеттілік және нормативтілік белгілерін білдіретін тілдік құралдарға ерекше назар аударылды.

Зерттеу нәтижелері қазақтілді келісімишарттық дискурстың прагматикалық моделінің қалыптасқанын көрсетеді. Бұл модель заңи коммуникацияның әмбебап қағидаттарын ұлттық-тілдік ерекшеліктермен ұштастыра отырып, ресмилік, нақтылық және институционалдық әрекеттесудің құқықтық жарамдылығын қамтамасыз етеді.

Кілтті сөздер: бизнес коммуникация, прагмалингвистика, директивтілік, комиссивтілік, декларативтілік, перформативтілік, дискурс-талдау, корпус әдісі

**Б. В. Нургожина*

Торайгыров университет,

Республика Казахстан, г. Павлодар.

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ДИРЕКТИВНЫЕ, КОМИССИВНЫЕ И ДЕКЛАРАТИВНЫЕ РЕЧЕВЫЕ АКТЫ В КАЗАХСКОЯЗЫЧНЫХ БИЗНЕС-КОНТРАКТАХ

Статья посвящена комплексному лингвистическому анализу казахоязычных бизнес-контрактов с позиции прагмалингвистики, типологии речевых актов и дискурс-анализа. Эмпирической базой исследования послужил корпус, включающий 25 официальных контрактов, заключённых на территории Казахстана в период с 2015 по 2023 годы. Документы охватывают широкий спектр сфер делового взаимодействия – от поставок товаров и оказания услуг до соглашений о сотрудничестве и международных контрактов. Материалы были собраны из открытых государственных и

коммерческих источников, а также предоставлены партнёрскими организациями.

Объектом анализа являются тексты казахоязычных контрактов, функционирующих в рамках официально-делового и институционального дискурса. Предмет исследования составляют речевые акты, реализуемые в этих текстах, а также их прагматические функции, типология и характерные языковые средства. В исследовании предпринята попытка выявить специфику реализации директивных, комиссивных и декларативных речевых актов в казахском деловом языке.

Применяя методы прагмалингвистики, дискурс-анализа и корпусного подхода, автором выявлены устойчивые лингвистические стратегии, направленные на регламентацию поведения сторон, фиксацию обязательств и выражение юридически значимых намерений. Установлено, что директивные акты оформляются преимущественно посредством модальных конструкций, комиссивные – с помощью глаголов принятия обязательств, декларативные – через нормативные и волеизъявительные формулы. Особое внимание уделено языковым средствам выражения перформативности, обязательности и нормативности в казахском контрактном дискурсе.

Результаты анализа позволяют говорить о формировании прагматической модели казахоязычного контрактного дискурса, сочетающей универсальные черты юридической коммуникации с национально-языковой спецификой. Данная модель обеспечивает высокую степень формализации, точность и правовую валидность институционального взаимодействия.

Ключевые слова: бизнес-коммуникация, прагмалингвистика, директивность, комиссивность, декларативность, перформативность, дискурс-анализ, корпусный подход.

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«Toraighyrov University» баспасынан басылып шығарылған

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

67-36-69

e-mail: kereku@tou.edu.kz

www.vestnik.tou.edu.kz