

Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайғыров университета

**ТОРАЙҒЫРОВ
УНИВЕРСИТЕТІНІҢ
ХАБАРШЫСЫ**

Филологиялық сериясы
1997 жылдан бастап шығады



**ВЕСТНИК
ТОРАЙҒЫРОВ
УНИВЕРСИТЕТА**

Филологическая серия
Издается с 1997 года

ISSN 2710-3528

№ 2 (2021)

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/CDZE3219>

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<https://doi.org/10.48081/FWBJ6475>

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The article was supported by a grant from the Ministry of Education and Science of the Republic of Kazakhstan, project AP08053314 «Problem of a valuable national picture formation of the world in the context of society and the state modernization (based on the material of Kazakhstan's ordinary political discourse)», № 607 dated 19.08.2019

LINGUISTIC CHARACTERISTICS OF KAZAKHSTAN POLITICAL INTERNET COMMENTS

The aim of this work is determined by the importance of expanding and advancing in the development of conceptual directions within the framework of political linguistics, cultural linguistics, and consideration of linguistic characteristics based on the material of Kazakhstan political Internet comments, which has a greater effect on the consciousness of the people. It is implied in this statement there is an idea of the most important characteristics of representatives of the population – a parameter that influences the development of political discourse in conceptual and expressive aspects. The results of the generalized analysis serve as a basis for deepening such studies and disseminating them to other languages. The conducted research Internet commentary makes a certain contribution to the general theory of modern linguistics, practical lexicography. Evaluating different approaches to discourse also pushes this area forward methodologically. Research shows that well-known discourse centers are organizing a networked public to conduct a survey.

Keywords: discourse, political discourse, communicative competence, text, pragmatic aspect, Kazakhstan political discourse.

Introduction

In modern times, new terms like linguopersonology, linguoaxiology, cultural linguistics, Internet linguistics are at the forefront of linguistics. All this is facilitated by the fact that these areas take material for research in the field of politics, where the active development of unique, political technologies is now underway. The growing

role of the media in politics determines its theatricalization, which, in turn, determines the scientific interest in the theory and practice of political communication.

The relevance of the study is determined by the communicative significance and frequency of the use of political vocabulary in the modern Kazakh language, on the example of political Internet commentary, the degree of its representation in the national picture of the world and, above all, in the colloquial and everyday style of the Kazakh language. The purpose of the study is to comprehensively investigate the theoretical and methodological foundations of the study of political discourse in modern linguistics in general and on the material of the modern Kazakh language in particular. The main method is the method of systematic study and description of languages and cultures, which is the basis for a comprehensive study of the language as an expression of cultural values, as well as the structural method used in the method of component analysis, which included the decomposition of meanings into the smallest basic components of the semantic content of words.

Object of research: the object of research is linguistic characteristics of political Internet-comments.

Subject of research: the subject of research is the linguistic characteristics.

Purpose of the research: the purpose of the research is to identify the linguistic characteristics based on the material of Kazakhstan political discourse.

Research materials and methods

Recently, when the meaning of the text is used, the meaning of «discourse» is also used along with it. Discourse is a very broad, complex concept that encompasses the basic form of human development. Discourse is an attempt by people to translate real life events into their language through lexical, grammatical, phonetic systems in any languages for communicative purposes, using cognitive, linguistic, background knowledge, pragmatic abilities, taking into account the situation of the word. In the encyclopedic dictionary «Discourse» (discourse) in the general sense – speech, the process of linguistic activity. In a special, social and humanitarian sense, it is a socially defined system of speech, as well as certain principles according to which reality is classified and presented in the same way [1]. This is the special meaning of the word «discourse». Benvenist (1974), conflicting discourses (speech associated with the speaker) and récit (speech not associated with the speaker) [1]. (fr. Discourse – speech) – extralinguistic, pragmatic, social, cultural, psychological and other units centered in one text in a specific case with sources; speech, purposeful action, a component of interpersonal communication and mental mechanisms [1]. On the meaning of M. L. Makarov put it this way: «Today the category of discourse in the social sciences plays a role similar to the role of the euro in the European economy» [2. 11].

Political discourse is appreciated not only by professional politicians, journalists and political scientists, but also by the general public [7]. The main

object of study of political linguistics is political discourse. Linguistics and political science are two separate sciences that have emerged and are still relevant in the modern information world. A large role in the study of political discourse was played by Kazakhstani linguists B. A. Akhatova and K. O. Esenova. Work in Kazakh science is very important. According to K. O. Esenova: «Any official publication covers a wide range of political issues in comparison with the topics of culture, health, science, education, sports and art. In the end, since the whole life of society is directly related to this political situation, all social and other things in it, relations are regulated by politics. In this regard, the main place in the daily newsletter is given to the Kazakhstani political discourse [8, p. 32]. Also, one of the first linguists who studied discourse among domestic scientists was GG Burkitbaeva, who claims that «discourse is the interaction of two or more communicators», and this discourse takes the form of written and oral discourse [9].

The presence of many studies, where the linguistic personality is in the main place, has determined the appearance in modern linguistics – linguistic characteristics that develop a hypothesis, reaching the goal and using the study methodology [1]. The developing development of linguopersonology as a theory of linguistic personality in linguistics began with the study of linguistic personality. VP Neroznak was the first to declare the formation of a new direction in the article «Linguistic characteristics: towards determining the status of a discipline» [2]. The linguistic characteristics of research represents the actual science of personality – personology and develops in the theoretical-methodological and specifically descriptive terms. The scientist V. V. Vinogradov, who studied the image of the author and described: «The image of the author is an individual, verbal-speech structure that permeates the structure of a work of art and determines the relationship and interaction of all its elements» [3]. In the future, this theory of linguistic personality moved to a new level of abstraction and reveals the models of linguistic personality. This concretizes its efforts on the comprehensive study of a person in a language, his gender, professional, mental and psychological linguistic features.

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Results and discussion

The media audience acts as news agents and generates news for themselves. The media sets the agenda for discussion of political and economic issues, and readers further discuss these political and economic issues. These internet commentators engage in political discourse, «encouraging quality debate and the value of information sharing» [6]. The researchers found that readers had multiple points of view. However, some of their perspectives are unstable and may change depending on the changing media discourse. This document shows that the media directly or indirectly influences the reasoning or thoughts of readers. Newspaper editors believe readers' political views are polarized against a backdrop of political differences. Some of the commentators interpret political and economic issues as influenced by their political interests rather than a rational view of political and economic issues. Readers use the public forum to conduct political battles between each other, and here we can see the linguistic characteristics of the commentator.

Recent research has focused on the analysis of comments generated by readers of online news articles. These studies explore the role of discourse spaces, user engagement on public platforms and their perspectives. It follows from this that the discursive strategies used by readers in news feedback forums and how news articles influence opinion. It can be seen that for each political article there are a lot of readers' comments attached to online news, most of them reporting on the socio-political situation in Kazakhstan. Readers are social actors who shape a discursive online community to influence social attitudes and opinions. These readers also share information based on social circumstances or socio-political contexts. The three ideological strategies identified by Ajiboye [5] are that readers, seen as social commentators, use hyperbole, leading to generalization and polarization. Other conclusions can be drawn from readers' comments. The political discourse also reflects the readers' point of view on political change and economic stability. This shows that readers on the Internet are eagerly awaiting a political change in the linguistic characteristics in the political realm. Factors such as death, illness, age and retirement are mentioned many times.

In oral political discourse, speakers often pause the production of an emerging sentence or sentence and move on to a second syntactic structure, followed by a resumption of the original structure upon completion. This article discusses the discursive Internet commentaries of politicians and linguistic characteristics and shows how they are systematically used by them as a means of expressing their

position in the process of creating a message-oriented structure and, thus, to weave information about attitudes and the main message into one utterance.

Also, politicians in their comments use the concept of impoliteness – this is a common phenomenon in political discussions on the Internet, but the effects of impoliteness during such discussions are largely unexplored. We ran a series of experiments to investigate the effect of political impoliteness on the ratings of rational arguments and the ratings of the external political group. We have seen that impoliteness in political exchanges has a large and negative impact on the perception of the degree of rational argumentation present in discussions, even in contexts with a relatively stronger level of argumentation.

Let's take a look at a couple of online comments from political articles.

Let's take a look at a couple of online comments from political articles. Akimkz's article dated March 10, 2021, «Nurbek Dairbekov has been relieved of his post as Vice Minister of Agriculture of Kazakhstan», 31 online comments were written to this article. Let's turn our attention to the speech of the Internet commentator, under the nickname Serzhivy. «This makes me happy. The main thing is that our state policy towards youth is correct and competent! Each of them must be trained, provided and busy with the right job! Then our country will become stronger, richer and take its rightful place in the world!» [10]. Here we see the linguo-personalological approach of a commentator who is really happy for the future of his country, for the youth, and we see how he sincerely describes his opinion, that is, you can catch the personalization of this person.

The next Internet commentary, to the Akimkz article, dated April 8, 2021, «Lavrov's interview about scandalous statements against Kazakhstan: expert opinion», 57 comments were written. Commentator under the nickname Gulyapavlodar «Pavlodar oblysy kovid boyinsha nege alda kele zhatyr, uayymdaityn wasp problem dul kazir» [11]. «Why the Pavlodar region is ahead of Kovid, at the moment this is the topic that you need to worry about» (translation by A. Zh. Anessova). Here we see the reader's dissatisfaction, she believes that now the main issue is the problem of Covid, quarantine, especially since Pavlodar region was in the «red zone» almost all the time, and not about which language officials should speak to a greater extent. As we believe, in our opinion, during a pandemic, a citizen should remain a citizen of his country, be a person and speak his native language.

Conclusion

Researchers have extracted several political and economic topics from readers' comments and found that readers want to comment on political or economic issues that affect their daily lives. Political and economic topics are extracted and range from their political affiliation. Readers' political affiliation also influences their attitudes, behavior and understanding of issues such as economic issues, corruption, and national development in Kazakhstan. This article notes that

political discourse on the Internet is a reflection of real political and economic events in our state and in the public sphere [9]. The general overview is that the linguo-personalological approach of the readers is informative and can help to understand the depth of some political and economic problems. Although their comments are polarized, readers discuss and create additional news for themselves and are useful for analysis.

Discourse is a coherent speech in combination with additional linguistic factors of its course, speech in connection with living life: its context of events, sociocultural, pragmatic, psychological characteristics of speakers. The term «discourse» implies verbal communication as interaction under certain conditions. In addition, the procedural nature of the phenomenon is emphasized, the discourse is a stream of speech actions. In the speech of many politicians there are a lot of borrowed foreign words («valorization» «assessment»). The majority of the population do not understand them; more often they are not listened to by young people, but by middle-aged and elderly people who are not familiar with foreign terms. Therefore, there is a need to familiarize the population with rarely used terms and words that have acquired a new meaning in Kazakhstani political discourse.

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Material received on 21.05.21.

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Кемеров мемлекеттік университеті,
Ресей Федерациясы, Кемеров қ.
Материал баспаға 21.05.21 түсті.

ҚАЗАҚСТАНДЫҚ САЯСИ ИНТЕРНЕТ-КОММЕНТАРИЙЛЕРДІҢ ТІЛДІК СИПАТТАМАЛАРЫ

Бұл жұмыстың мақсаты – халықтың күнделікті санасында және қазақстандық саяси Интернет-түсіндірме материалдары негізінде лингвистикалық сипаттамаларды қарастыру, саяси лингвистика, мәдени лингвистика шеңберінде тұжырымдамалық бағыттарды кеңейту мен дамытудағы маңыздылығы, бұл халықтың санасына қобірек әсер етеді. Бұл тұжырымдама тұжырымдамалық және экспрессивтік аспектілерде саяси дискурстың дамуына әсер ететін параметр – халықтың өкілдерінің маңызды сипаттамалары туралы идея бар екендігі айтылады.

Жалпыланған талдау нәтижелері мұндай зерттеулерді тереңдетуге және оларды басқа тілдерге таратуға негіз болады. Жүргізілген зерттеу Интернет-түсіндірмесі қазіргі лингвистиканың, практикалық лексикографияның жалпы теориясына белгілі үлес қосады. Дискурсқа әр түрлі тәсілдерді бағалау да осы саланы әдістемелік тұрғыдан алға жылжытады. Зерттеулер көрсеткендей, белгілі дискурс орталықтары сауалнама жүргізу үшін желілік қоғамдастық ұйымдастырады.

Кілтті сөздер: дискурс, саяси дискурс, коммуникативтік құзыреттілік, мәтін, прагматикалық аспект, қазақстандық саяси дискурс.

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Материал поступил в редакцию 21.02.21.

ЛИНГВИСТИЧЕСКИЕ ХАРАКТЕРИСТИКИ КАЗАХСТАНСКИХ ПОЛИТИЧЕСКИХ ИНТЕРНЕТ-КОММЕНТАРИЕВ

Целью данной работы является важность расширения и продвижения в развитии концептуальных направлений в рамках политической лингвистики, лингвокультурологии, и рассмотрении

лингвистических характеристик на материале казахстанских политических интернет-комментариев, оказывающее большее действие на сознание народа. Подразумевается в этом высказывании имеется представление о самых важных характеристиках представителей населения – параметр, оказывающий влияние на развитие политического дискурса в концептуальном и выразительном аспектах.

Проведенное исследование интернет-комментарий вносит определенный вклад в общую теорию современной лингвистики, практическую лексикографию. Оценка различных подходов к дискурсу также продвигает эту область вперед методологически. Исследование показывает, что известные дискурсивные центры организуют сетевую публику для проведения опроса. Реагируя на социокультурный поворот литературы, это исследование обосновывает теоретизацию политических связей с общественностью на практике.

Ключевые слова: дискурс, политический дискурс, коммуникативная компетенция, текст, прагматический аспект, казахстанский политический дискурс.

Теруге 21.05.2021 ж. жіберілді. Басуға 01.06.2021 ж. қол қойылды.

Электронды баспа

1,8 Mb RAM

Шартты баспа табағы 16,1. Таралымы 300 дана. Бағасы келісім бойынша.

Компьютерде беттеген: А. Шукурбаева

Корректор: А. Р. Омарова

Тапсырыс № 3779

Сдано в набор 21.05.2021 г. Подписано в печать 01.06.2021 г.

Электронное издание

1,8 Mb RAM

Усл. печ. л. 16,1. Тираж 300 экз. Цена договорная.

Компьютерная верстка: А. Шукурбаева

Корректор: А. Р. Омарова

Заказ № 3779

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