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LINGUOPRAGMATIC ASPECT OF QUOTATIONS IN DIPLOMATIC DISCOURSE

This article discusses the linguopragmatic aspects of quotations in current diplomatic discourse. Diplomatic discourse as a branch of institutional discourse is being widely studied in contemporary linguistics by domestic and foreign researchers. Currently Kazakhstan is well known in the world due to its advanced diplomatic relations. With the introduction of the concept «New Kazakhstan», the Kazakhstani media sphere has become rich in linguistic materials, that can turn into research objects. Therefore, President of Kazakhstan K. K. Tokayev's vivid quotations have been taken as practical material. These quotations have become as an object of linguistic analyses for the first time in Kazakhstani science. This fact determines the relevance of the research. The aim of the article is to reveal linguistic and pragma linguistic features of President Tokayev's quotations in the media discourse. To achieve the goal, the following tasks were set: to define the linguistic notion «diplomatic discourse», to consider pragmatic aspects of quotations and identify their linguistic features. The scientific significance of the research work expands the research scope of diplomatic-discourse as a branch of institutional discourse. The practical significance: research results can be used as teaching material in the study of the discipline «Translation in the field of diplomatic discourse», as well as in the preparation of cases on diplomatic discourse.

Keywords: diplomatic discourse, New Kazakhstan, public diplomatic discourse, pragmatic effects, linguistic analyses, addressee, attractive linguistic tool.

Introduction

I would like to start this article with seventh [Secretary-General of the United Nations](#) Organization Kofi Annan's quotation «words have a remarkable power which can be for good or ill». Pragmatic potential of these words can be investigated deeply, both in linguistic and pragmatic aspects. Diplomatic discourse can be presented taking into account the following three aspects, who speaks, whom the speech is related and what is the speaker's goal. President of Kazakhstan Kassym-Jomart Tokayev in the «State-of-the-Nation Address» delivered on March 16, 2022 has spoken on the theme «New Kazakhstan: The Path of Renewal and Modernisation», where he introduced the concept of «New Kazakhstan». To examine the diplomatic language of our President in various international and home events is really worth analyzing. The public speeches of politicians, especially presidents' speeches have already become the object of linguistic analyses in the world and in our country. Kazakhstani researcher Khamrayeva Sh. A. defended PhD theses on the theme «Translation strategies of menacing speech act in political discourse from Russian into English language» [1]. The young scientist conducted the comparative analyses of former American president Donald Trump's speech from the theory of speech act, particularly from menacing speech act. American president Barack Obama's speeches also have been analyzed by the scholars from pragmatic and linguistic aspects. Therefore, it is also necessary to carry out such kind of researches in our scientific world now. Our politicians' speeches have not been analyzed from pragmatic and synergy aspects up to this time. Diplomatic discourse is a type discourse that is hugely vital in our globe at present time. Moreover, the use of tact during communication with the public can be considered as an important phenomenon in diplomatic discourse. The hashtag #KüşimizBirlikte is also introduced to be close to the public.

Methods and materials

President of Kazakhstan Tokayev's quotations have been taken as practical materials from Instagram account ptrk.kz. In full Television and radio complex of the President of the Republic of Kazakhstan. While analyzing the diplomatic discourse materials the next methods are being used: the method of definitional and medialoguistic analysis, method of contextual analysis and methods of estimation of the synergy effect. One of the basic characteristics of the diplomatic discourse is to create a desire for cooperation, integration, multilateral, multi-vector character of interaction. Furthermore, wide informational influence of its content can be followed by the recipients in the media space.

Results and discussion

Kazakhstani scientist Ismailova F. K. researched communicative-pragmatic features of diplomatic discourse [2]. Diplomatic discourse can be considered as a type of institutional discourse where, tact and moderation must be kept.

While writing this article the quotations that have been mentioned by our president have been divided into several groups: quotations which are devoted to business, education, society, motherland, independence. (Together we have begun the construction of a New Kazakhstan).

Who can be the addressee of diplomatic discourse? According to the literature review the addressee of the diplomatic discourse can be the broadest mass audience, in the case when diplomatic events and decisions are covered by the media. Furthermore, narrow circle of people – diplomatic staff of different ranks, who take part in the negotiations can also be the addressees of the diplomatic discourse.

The presidents usually deliver powerful speech in different occasions. For example, we all have heard on TV American President Barack Obama's speech at the Democratic National Convention in 2004. He said: «There is not a Black America and a White America and Latino America and Asian America; there's the United States of America» [3]. Presidents use such powerful quotations in order to impact the addressees. They give persuasive speech that can motivate individuals to live in solidarity and facilitate mutual understanding between nationalities. Such language tools can be used as communicative strategy of persuasiveness. Rhetorical speeches particularly in diplomatic discourse in most cases use a publicistic style that is widely spread in media space. The function of impact to the recipients can be implemented via persuasion. As a result, politicians' speech can be turned into argumentative, suggestive type of a communicative process. Here, persuasion is communicative technique that is targeted to influence recipients.

Russian researchers Zinkovskaya A.V. and et all investigated the usage of metaphors in the American Presidents' persuasive speeches [4]. They underlined that American Presidents' speeches can be used as an axiological tool.

Number of linguists have already studied aphorisms as an object of linguistics. For example, E. E. Ivanov in his article analyzed a big number of aphorisms that are often cited in different kind of discourses in the media space. He highlighted their effective power like to persuade the recipients of the message like a motto etc. [5].

Pragmatic aspect of citations have been also central in number of scientific articles in linguistics and philology from intertextual point of view based on literary works. For example, Sirenko T. S. in her article «Pragmatic aspect of citation» investigated citations that come across British modern literature [6]. The researcher pointed out multifunctionality of citations in literature as pragmatic and stylistic. Some scientists use the term citation, some use like quotation in their works. These terms are synonymous.

In our president's speeches, we can observe quotations are being used as full sentences in most cases. Sometimes aphorisms are used as a separate phrase. During the process of analyzing the quotations, they are divided into several groups:

About business

President K. K. Tokayev mentioned this quotation at a meeting with business representatives: «*Yest' lyudi, kotoryye putayut GEGELYA s BABELEM*» («There are people who confuse Hegel with Babel») [7]. After the statement of the president Kazakhstani people searched the Google to find information about the proper names «Hegel» and «Babel». These two words entered the top engines. Addressees wanted to know what were these two figures. They found out that Hegel is a German philosopher, who is considered as one of the founders of Western philosophy, whose influence extends to the entire spectrum of modern philosophical problems. Babel – is Russian, Soviet writer, translator, screenwriter and playwright, journalist and war correspondent. If to analyze this quotation here it can be seen the usage of stylistic device alliteration Here the usage of alliteration makes the quotation more harmonious, emotionally colored and easy to remember. The pragmatics of this quotation demonstrates those who do not have a special education, have a huge amount of business, while at the same time, educated people who have gained quite enough competence cannot get through to the sources of business. Here we can see the elements of public speaking skills.

On the interests of the state

One of the quotations that are admired by Kazakhstani public is «*Platon mne drug, no istina dorozhe*» (Plato is my friend, but the truth is dearer) [8]. Here our president cited Greek philosopher Aristotle. He mentioned that the interests of the state are higher for him than good relations with anyone. Linguopragmatic aspect of this quotation is definitely higher. Addressees left very positive comments on YouTube after this speech. For example, «SIL VAM I ZDOROV'YA, KASYM ZHOMART KEMELEVICH !!! PROSVETANIYA NASHEMU KAZAKHSKOMU NARODU !!!». In this comment addressee has written all sentences with caps lock. From linguistic aspect, it shows the highest respect to the head of our country. It expresses feelings of the recipient. The next comment also shows the supportive view: «Prezident Tokayev, Nastoyashchiy patriot Kazakhstana!. Tolko uvazheniye k takomu cheloveku!. My v vas verim!!!».

About education

There are also quotations that are related to the education sphere that are mentioned in our president's speech. In August conference which is dedicated to «Bilim and Ğylym» president K.K. Tokayev said «*Jeti türli ilim biletin*» *urpaq tärбіlelew – bügingi künniñ negizgi mindeti*) (Raising a generation that knows seven different education is the main task of today) [9]. This quotation really has vital role nowadays. Thousands of Kazakhstani students have wonderful opportunities

to study in top universities of the world thanks to “Bolashak” programme in our country. We are proud that our president can easily shift from one language to another language. We all have seen how our president has spoken in Kazakh, Russian, English, French, Chinese languages in media space. Even this fact definitely motivates young generation to strive for learning languages. We all know that in the past many Kazakh enlighteners have spoken several languages. In the competitive world, those who acquire quality knowledge can make prosperous career. If we could communicate in several languages, it can mean we are the representative of each culture. Moreover, all cultures are unique.

In the media space, we could also read our president’s speech that are concentrated to young Kazakh generation. He highlighted the importance of technical specialists saying: «*Qazaqtar, qazaq jastarı, texnar bolw kerek, bul meniñ tereñ senimim.*» (Young Kazakhs should be techies. This is my deep conviction). Some well-known technical universities branches is being planned to open in west part of our country. This is amazing opportunity for our students to gain technical knowledge staying at home, not going overseas. We see on Instagram account of TV and Radio Complex of the President of the Republic of Kazakhstan our president’s supporting younger generation of Kazakhstan. If to analyze the quotation «*Ulağattı urpaq tärbiälew – asa jawaptı äri kürdeli mindet*» (Raising the successive generation is a very responsible and complex task) from linguistic aspect it can be seen that quotations have their own style and pragmatic appeal. The adjective+noun construction *ulağattı urpaq* stylistic device alliteration is used, as both lexemes start with initial sound. It is clear that successive generations are the guarantee of the quality of the nation in the world. This quotation could definitely inspire our successive generation.

About motherland

There are also quotations that are dedicated to our motherland. For example, «*Otanımız – bir, memleketimiz – bir, khalqımız – bir! Sondıqtan ärqaşan birge bolayıq!*» (Our motherland is one, our state is one, and our people is one! So let’s always be together!). In this quotation stylistic device, repetition is being used. The word «bir» which means one is repeated three times. It is a rhetorical tool that makes the speech more powerful. There is a technique, which is also known as «Magic of 3» in public speaking. Presenters, journalists and politicians use this technique very often in their speeches. American president Barack Obama said in his innaguration speech said: «We have responsibility to ourselves, our nation and our world». In this example, we could notice the usage of magic of three techniques. Magic of three is a literally device, rhetorical technique that are used by leaders, speakers, politicians, orators. They use it to make the language come alive, to give more rhythm, to give it more power and to give it more detail. If to look to the picture 1, it can be seen that the word «bir» is written with yellow color. In this

example of the quotation, color attracts the addressees' attention. This is also can be considered as a linguopragmatic language aspect that can influence the readers. The usage of three nouns that have the same endings like *otanimiz*, *memlekerimiz*, *khalkhymiz* can attract the readers due to the fact all of these concepts are unique to us. We could not imagine our language picture of the world without these basic concepts. Quotations can definitely interpret modularity of mind.



Picture 1 – Instagram account ptrk.kz

Our president K. K. Tokayev in his inauguration speech said: «*Men бүкіл Qazaqstan xalqınıñ aldında esep beremin. Qazaqta «Baylıq ne kerek, adaldan jımasañ, bilik ne kerek, ädildik qurmasañ» degen söz bar. Bul-buljıtpay ustanatın ömirlik qağıdatım*» (I will report to the entire people of Kazakhstan. There is a saying in Kazakh: «What's the use of wealth if you don't act honestly, what's the use of power if you don't create justice.» This is my life principle that I always adhere to). In this speech, addresser used full sentence Kazakh aphorism, which has deep meaning. Addressees receive this message with respect. If to analyze it from linguopragmatic aspect recipients are aware of negative information published in media space. They are often related to ineffective akims and various kinds of social problems. So therefore, this aphorism mentioned by our head of state has much persuasive affect. «*Qızmet waqıtşa, al xalqımız мәñgi*» (Work is temporary, but our people are forever) is also taken from the speech of the Inauguration of the President of the Republic of Kazakhstan. Pragmatic effect of this quotation is that nothing is valuable than our people. The concept of *khalyk* always plays a key role in the modern world. At present anthropocentric approach that is totally related to person, people, in general for whole humanity is topical for researchers. «*Otani*

birdiñ –tilegi bir, jüregi bir» (You have one motherland - one desire, one heart). This example again illustrates that numeral one in Kazakh linguistic picture of the world symbolizes unity. Therefore, from linguistic point of view it must be said that the usage of numeral one is adequately used as a persuasive language tool.

About unity and Independence

Our president while opening ceremony of the memorial Tagzym has said the quotation «*Biz ult bolıp uyysaq, kez kelgen qawıp-qaterdi eñsere alamız*» (If we unite as a nation, we can overcome any threat). This example shows that the concept *ult* can be interpreted as a nation who owns a certain language, a society with its own traditions and psychological characteristics. In this above-mentioned quotation, the term *ult* is connected with the verb *uyysaq* that deepen the concept of «ult», giving expressive and emotional strength to the context.

The President of the Republic of Kazakhstan Kassym-Jomart Tokayev gave an interview to the newspapers «Egemen Qazaqstan» and «Aiqyn». In this interview, he said «*Barımız da, baғımız da – Tәwelsizdik*» (All we have is Independence) [10]. The concept *Tәwelsizdik* plays crucial role in the history of Kazakhstan. For many centuries our ancestors planned to be independent and dreamed about it. The concept of independence is associated in Kazakh language picture of the world with the concept «*Mәñgilik El*». This vivid quotation by our president underlines the importance of independence and calls the public to value this sacred notion. This example illustrates the harmony of sounds. For example, the pragmatic effect of the lexemes *barımız, baғımız* is quite high in the context. There the sender used stylistic language tool to influence the cogitation of the recipients. The recipients accept this quotation due to it's pragmatic effect in the media discourse.

Conclusion

Quotation as a phenomenon has definitely become the object of linguistic analysis in the world. Due to this fact, the first attempt to analyze the quotations used by our president in the media discourse has been carried out from semantic, pragmatic and analytic philosophy of language aspects. Quotations are not just investigated from intertextual aspect in literature, it is central in media discourse analysis. Quotations used by heads of state in media could be the object to further philological studies. The functions of the quotes are still not fully studied due to their multiplicity. The use of certain quote functions depends on the author's intentions and the meaning that the author is trying to convey to the reader, using the quote as an intertextual inclusion. The readers easily decode not all quotations. Therefore, addressees chose those quotations that could not cause any obstacles to decoding the message taking into account background knowledge of the readers.

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ДИПЛОМАТИЯЛЫҚ ДИСКУРСТАҒЫ ДӘЙЕКСӨЗДЕРДІҢ ЛИНГВОПРАГМАТИКАЛЫҚ АСПЕКТІ

Бұл мақалада қазіргі дипломатиялық дискурстағы дәйексөздердің лингвопрагматикалық аспектілері қарастырылады. Дипломатиялық дискурсты институционалдық дискурстың саласы ретінде отандық және шетелдік зерттеушілер қазіргі лингвистикада кеңінен зерттеуде. Қазіргі уақытта Қазақстан Республикасы дамыған дипломатиялық қарым-қатынасының арқасында әлемге кеңінен танымал «Жаңа Қазақстан» тұжырымдамасын енгізумен қазақстандық медиасфера зерттеу нысанына айналуы мүмкін тілдік материалдарға бай. Осыған байланысты аталмыш мақалада Қазақстан Президенті Қ. Қ. Тоқаевтың жарқын дәйексөздері практикалық материал ретінде пайдаланылды. Бұл дәйексөздер қазақстандық ғылымда алғаш рет лингвистикалық талдау объектісіне айналды. Бұл зерттеудің өзектілігін айқындайды. Мақаланың мақсаты–Президент Қ. Қ. Тоқаевтың медиа дискурстағы дәйексөздерінің лингвостилистикалық және прагмалингвистикалық ерекшеліктерін анықтау. Мақсатқа жету үшін келесі міндеттер қойылды: «дипломатиялық дискурс» лингвистикалық түсінігін анықтау, дәйексөздердің прагматикалық аспектілерін қарастыру және олардың лингвистикалық ерекшеліктерін анықтау. Зерттеу жұмысының ғылыми маңыздылығы институционалдық дискурстың саласы ретінде дипломатиялық дискурстың зерттеу аясының кеңеюіне байланысты. Зерттеудің практикалық маңыздылығы–зерттеу нәтижелерін «Дипломатиялық дискурс саласындағы аударма» сияқты мамандыққа бағытталған пәндер аясында,

сондай-ақ дипломатиялық дискурс бойынша кейстер дайындап оқу материалы ретінде пайдалануға болады.

Кілтті сөздер: дипломатиялық дискурс, Жаңа Қазақстан, қоғамдық дипломатиялық дискурс, прагматикалық әсерлер, лингвистикалық талдаулар, адресат, тартымды лингвистикалық құрал

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ЛИНГВОПРАГМАТИЧЕСКИЙ АСПЕКТ ЦИТАТ В ДИПЛОМАТИЧЕСКОМ ДИСКУРСЕ

В данной статье рассматриваются лингвопрагматические аспекты цитат в современном дипломатическом дискурсе. Дипломатический дискурс как отрасль институционального дискурса широко изучается в современной лингвистике отечественными и зарубежными исследователями. В настоящее время Республика Казахстан широко известен в мире благодаря развитым дипломатическим отношениям. С внедрением концепции «Новый Казахстан» казахстанская медиасфера стала богата языковыми материалами, которые могут стать объектами исследований, в связи с чем, в русле настоящей статьи в качестве практического материала были использованы яркие цитаты Президента Казахстана К. К. Токаева. Эти цитаты впервые в казахстанской науке стали объектом лингвистического анализа, что обуславливает актуальность исследования. Цель статьи - выявить лингвостилистические и прагмалингвистические особенности цитат Президента К. К. Токаева в медиадискурсе. Для достижения цели были поставлены следующие задачи: определить лингвистическое понятие «дипломатический дискурс», рассмотреть прагматические аспекты цитат и выявить их лингвистические особенности. Научная значимость исследования обусловлена расширением области исследования дипломатического дискурса как ветви институционального дискурса. Практическая значимость исследования заключается в том, что результаты исследования могут быть использованы в качестве

учебного материала при изучении дисциплины «Перевод в области дипломатического дискурса», а также при составлении кейсов по дипломатическому дискурсу.

Ключевые слова: дипломатический дискурс, Новый Казахстан, публичный дипломатический дискурс, прагматические эффекты, лингвистический анализ, адресат, притяжательное языковое средство.

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