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DISCOURSE FEATURES OF PUBLIC FIGURES OF KAZAKHSTAN AND RUSSIA: LEXICAL LEVEL

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Abstract. *The article describes the discourse of contemporary public figures of Kazakhstan and Russia. It presents a brief review of the scientific literature on the basic terms: official business style, discourse, and others. The purpose of the article is to observe the process of interpenetration of official business and journalistic styles and to identify the peculiarities of the official business language in the discourse of public figure at the present stage. In order to illustrate the basic provisions presented in this article, the materials of interviews with prominent Russian and Kazakh leaders – Chulpan Khamatova and Aruzhan Sain, Malyi Aleksey and Abenov Murat are involved. When analyzing the lexical level of public figures discourse as a basis L.G. Samotik's classification was taken. The observations allowed the author to identify the features of the functioning of the official business language in journalistic style. This made it possible to assert the interpenetration of official-business and journalistic styles.*

Keywords: *lexicon, discourse, official-business and journalistic style, specific features.*

Introductory remarks

This study initially involves a contradiction. Official business style, although presented orally, yet more inherent in speech writing. Stability and conservative characterize it. In connection with official business texts and documents, they often say that they are not “written”, but “composed”. Therefore, it is difficult to find the elements of this style in the speech of public figures, the discourse that is often of oral nature. However, if you delve into consideration the specifics of the development and functioning of official style, it reveals the fact that the now officially official style began to penetrate into other styles actively, particularly in journalistic. Hence, the purpose of the article is to observe the process of interpenetration of official business and journalistic styles based on the official business language.

We turn first to the definition of official business style (hereinafter – OBS). OBS in modern science is a book style and it is inherent in the written form. There is also an oral form, examples of which are the reports of the public and government officials, performances at the ceremonial meeting and so on. The service sector official style is the official sphere of human relations. These include the relationship between the population and the government, between different countries and between organizations, enterprises, and institutions, and, of course, between society and the individual. Thus, the business speech may be represented in the general network actual official and business situations and in genres of appropriate documents.

L.V. Rahmanin understands the term “official business style” as peculiarities of the language in official documents, primarily organizational and administrative type of document, such as a resolution, an act, order, report, contract [2].

G.Y. Solganik noted two features of the OBS. The first is the lack of ambiguity and misunderstandings. The second is a limited range of topics. These two features defined set of linguistic expression, as well as forms and methods by which speech builds up. Thus, official style is highly regulated, formal and impersonal. The regulation appears in the use of a certain stock of means of expression and their combinations; formality expressed in rigor, where the words used in the literal sense, is excluded imagery and stylistic devices and paths are very limited; impersonality involves avoidance of personal and specific [4].

According to I.R. Halperin, the fundamental features of the allocation of sub-genres are detail-thematic and pragmatic characteristics. The scientist proposes to consider the characteristics of the four invariants of the OBS. It allocates substyles in invariants, the formation of which it justifies as the specific features / characteristics of invariants [1]. Thus, the scientist points out the following sub genres that make up OBS: *the style of diplomatic documents; style of business documents; style of legal documents; style of military documents*. A review of scientific literature allows us to say that the majority of researchers distinguish the following types of OBS documents: *diplomatic and legal; military documents; commercial correspondence; administrative and office documents*.

Analysis of interviews with prominent Russian and Kazakh leaders

Further briefly on definition of discourse. In today's world, the term of discourse is widely used in various fields: political, mass media and business. It is used by various figures of culture, business, politics. According to the concept presented various phenomena of social life: public speech, interviews, blog and so on. There is a large number of definitions of discourse, but this whole variety can be classified in a certain way. Thus, the discourse considered from the standpoint of its methods of analysis, primarily linguistic, but also borrowed from related disciplines: sociolinguistics,

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Conclusion

In addition to numerous and diverse representations of the terminology groups in the M. Abenov's discourse the group of common lexicon that is used not only in one area, and therefore the change and the meaning of words is also well represented. In our view, this reflects the breadth of the scope of a public figure. Also well represented groups of clichés and abbreviations, which indicates M. Abenov's ability and skills of working with normative documents, their compilation or their analysis.

So, in the course of the study of public speech by public figures in Russia and Kazakhstan revealed that journalistic style (which is the language of the interview) harmoniously penetrates the lexical units of official style. The analysis of the lexical level of discourse of Russian and Kazakh public figures leads to the following conclusions: officially business vocabulary is widely represented in the discourse of these figures; the most representative (and therefore more used) of language units are terms and non-terminological / common lexicon, abbreviations, and clichés; and less representative groups of "split" predicates, and verbal nouns.

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ОСОБЕННОСТИ ДИСКУРСА ОБЩЕСТВЕННЫХ ДЕЯТЕЛЕЙ КАЗАХСТАНА И РОССИИ: ЛЕКСИЧЕСКИЙ УРОВЕНЬ

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Аннотация. Статья посвящена описанию дискурса современных общественных деятелей Казахстана и России. В ней представлен краткий обзор научной литературы, касающейся основных терминов: официально-деловой стиль, дискурс и др. Цель статьи – пронаблюдать за процессом взаимопроникновения официально-делового и публицистического стилей и выявить особенности функционирования официально-деловой лексики в дискурсе общественного деятеля на современном этапе. Для иллюстрации основных положений, представленных в данной статье, привлечены материалы интервью с видными российскими и казахстанскими деятелями – Чулпан Хаматовой и Аружан Саиной, Малым Алексеем и Абеновым Муратом. При анализе лексического уровня дискурса данных общественных деятелей была взята за основу классификация Л.Г. Самотик. Наблюдения позволили авторам выявить особенности функционирования официально-деловой лексики в публицистическом стиле. Это дало возможность утверждать о взаимопроникновении официально-делового и публицистического стилей.

Ключевые слова: лексика, дискурс, официально-деловой и публицистический стиль, специфические особенности.