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UDC 80

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,

cultural linguistics, and others. As part of a semiotic interpretation, discourse is seen as a symbolic sign-cultural education, or else as a cultural code. Communicative objectives and social functions of discourse are considered in the social and communicative interpretation. Also discourse is seen as a network communicative space in which there is reformatting and construction of reality. Such consideration is inherent in the postmodern discourse interpretation. In addition, there is a critical discourse analysis, which combines the different interpretations of discourse.

With a wide variety of interpretations and approaches to defining the essence of such a complex phenomenon, as a discourse, the researchers admit its main feature as activity (dynamic) of its character. If we proceed from position of our study, the main figure is a human, manifested himself in social activities.

Analysis of Russia and Kazakhstan public figures showed that this type of person involved in the various spheres of life of society from functioning government support to the organization of yard playgrounds. Consequently, the discourse of public figures also vary in the semantic aspect, and in the style. However, there is one unifying factor – pragmatics. It is known that the discourse of public figures has a clear motive, in accordance with the formation of discourse strategy. Discourse of public figures most closely matches the journalistic style, which has two main functions: communication and exposure. Communication Function appears in informing a wide range of people (listeners, viewers, readers) on the important issues of society. This descriptiveness of discourse comes in all styles, however, in journalistic style, this function has its own characteristics. The information is brought to the destination is not in the strict form in a minimum connotations, but it also reflects the assessment of the sender, his opinion, mood, comments and arguments. Professional journalists using stylistic means direct their discourse to a certain target group that already includes a second function of journalistic style – impact. In the journalistic style it is important not only to inform but also to persuade the recipient (the audience) the need to adopt the proposed addressee opinion, point of view, the attitude. As a consequence, the characteristics of this style are often tendentious, polemical and emotional.

Thus, public figures urging the society to pay attention to specific problems, build their discourse in accordance with journalistic style, which is inherently opposed to the official business style. Despite this, in the discourse of public figures there are common elements of official style, often it appears exactly on the lexical level, at least – on the syntactic. Before proceeding to the analysis of official and business units, it should be noted that the discourse of a particular individual (and not only public figure) is influenced by many different factors: personal experience, profession, emotional, psycho, of discourse goals and so on. Therefore, the selection and specific of lexical units in the discourse of different people are very different, which naturally complicates the process of comparison and research.

In this article, we have chosen as the object of research discourse of public figures of Kazakhstan and Russia in two areas: social and public (or rather – the administration and management). In the social sphere the two most well-known public figures in Russia and Kazakhstan – Chulpan Khamatova and Aruzhan Sain were chosen. In order to align the terms of the most public figures comparing the discourse data for analysis were collected texts of the interviews in the past two years, the theme of which is the activity in the field of charity.

Chulpan Khamatova is a Russian theater and film actress, philanthropist and co-founder of the charity fund «Give Life». With their main professional activity, she manages to attract public attention to the problems of children with cancer. In 2005, she became one of the first organizers of the «Give Life» charity concert to help children suffering from haematological diseases. Since 2006, Ch. Hamatova became one of the founders of the «Give Life» fund. Since Ch. Hamatova is primarily an actress, her discourse is not official business one due to the literary vocabulary to a large extent, even when it comes to the fund. The subject of the study was officially business vocabulary, in the analysis and synthesis of which we have taken as a basis for the classification of lexical units proposed by L.G. Samotik [3]. And to illustrate the features of discourse we have considered public speech of public figures, data provided by them in an interview on various topical issues. Analysis was applied to two interviews in the past two years. So, according to the classification of L.G. Samotik, all extracted official business vocabulary was divided into groups: terms, not terminological vocabulary, collective nouns, verbal nouns, «split» predicates, clichés (phraseological units) and reduction.

Not terminological lexicon in Ch. Hamatova's discourse is the largest unit [8, 11]. For example: *the way, a volunteer, equipment, apparatus, infection, action, ward, courier, etc.*

In the second place is a group of terms: *the donor, oncologist, hematologist, infection, blood cancers chemotherapy, etc.* As you can see, this group is widely represented by tokens of professional activity of a public figure.

Abbreviated words: university, photographer and media.

Collective nouns: fund.

Verbal noun: an existence, a survey, a registration.

«Split» predicates: to provide assistance.

Clichés: handing awards.

In the Ch. Khamatova's discourse, compared with the next reviewer, official business vocabulary is represented by a smaller number. This public figure is emotional and full of literary words and expressions, which is a direct result of the influence of its core activities. Even talking about the fund and collecting financial aid Ch. Hamatova adheres to colloquial and literary language.

In the comparison with the Russian public figure, consider the Kazakh public figure – Aruzhan Sain [5, 10]. She is the director of the charity fund «Mercy», also known as a TV presenter, actress and producer. A. Sain headed the fund since 2006, which was created by the participants of the popular Kazakhstan Internet forum «Center of gravity». The Foundation has been collecting and organizing funds for the treatment of children who cannot be helped in Kazakhstan,

as well as those who are in need of emergency assistance. In the discourse of A. Sain, officially business vocabulary of different groups, except denominative prepositions, was discovered. The most representative group is a group of terms: *diagnosis, vaccine, communiqué, pathology, congenital heart disease, autism; bank account, tax quota and others.*

The second number is the group of non-terminological lexicon: *official rate, growth of disability, advocacy, information field coordinator, benefits, pensions, and other corruption.*

This is followed by a group of collective nouns: *Ministry, agency, fund, government, Ministry of Education, Ministry of Culture and others.*

Clichés: *the head of state, a request to the Ministry, the state system, high quality medical care, free health care, preventive measures and others.*

"Split" predicates: *to award the prize, to help, pay off a loan, get a quote, go through the commission, to adopt the law, and others.*

Abbreviations: *ICP, government agency, the Ministry of Health, the efficiency, the civil service and others.*

And the smallest groups are the verbal nouns: *limit the understanding, treatment, and others.*

Compared with Ch. Hamatova's and A. Sain's discourse, officially business vocabulary is presented wider. It should be noted that in the discourse of the Kazakh public figure can be traced and the nature of its activity in the fund. It actively promotes the work of the Fund and raises the problem of sick children and orphans in the country; she is the director of the fund, in this regard, is actively working with the planning and reporting documents (calculation and allocation of funds raised). In addition, A. Sain is working with government agencies and the country, and this can be clearly seen from the above data. Thus, we can conclude that the discourse of public figures one sphere differs in the amount of used official business vocabulary. In the opposition public figures of Charity discussed above, we consider public figures who are members of social movements, or deputies, actively support the ruling power.

So, to compare, two personalities have been chosen – the Russian public figure Aleksey Maliy and Kazakhstan's figure Abenov Murat. So Aleksey Maliy is the president of the Academy of Modern Construction, the President of Combat Sambo Federation of Russia, the president of World Combat Sambo Federation, co-chairman of the Regional Branch of the All-Russian public movement "People's Front" FOR RUSSIA in the Moscow region. To monitor the functioning of the official business language in A. Maliy's discourse were taken two interviews in which respectively recorded two spheres of his social activity – Construction and Sambo [9, 12].

The analysis showed that the largest group of the official business language is a group of terms: *the company, the state power structure, demolition, control, karate, martial arts, boxing, seizure, trauma, and other assets.*

The following common lexicon: *advertising, payment, effective methods, distance, the arsenal and others.*

In third place there is a group of abbreviated words: *security officers, Special Forces, Airborne Special Section, the GRU, FSB, etc..*

"Split" predicates: *enforceable, to cause damage, to make an examination, and others.*

Collective nouns: *the mayor's office, the court, construction, dismantling and others.*

Clichés (stable words and phrases): *the public authority, the payment of compensation to the international arena, and others.*

Verbal noun: *strengthening, improvement, improvement, performance and others.* As we see, A. Maliy widely represented group of words, abbreviations. These abbreviations are linked, it seems to us, with the Sambo development process in Russia, but the collective nouns are more relevant to its activity in the construction sector.

For comparison, we present the analysis of the functioning of the official business language in the discourse of the Kazakh public figure – Abenov Murat [6, 7]. Abenov is the Chairman of the Board of Directors of the JSC "National Center of Excellence" for development of leading a Member of the Board of Trustees of the Kazakh-American University, a Member of the Board of Trustees of the AEO "Nazarbayev Intellectual Schools", Chairman of the National Coordinating Council of the social project "Serpín-2050" aimed at training young people from regions with abundant labor resources and employment in the regions with a deficit of specialists. He is an active public figure of Kazakhstan, which in addition to the service in state agencies, is also involved in social activities and actively communicates with people, helping to promote and develop important projects for the population. The analysis of the lexical level of M. Abenov's discourse showed that a group of terms as well as the previous public figure, is the most numerous: *the tender, competition, economy, recession, crisis, specifications, weightlifting, sports medicine, grant.*

This is followed by a group of common lexicon: *role, mobilization, advocacy, model parliament confrontation, appliances, components, and other results.*

Clichés: *social status, a comprehensive approach, system approach, the international arena, the personnel changes, the head of state, the Ukrainian conflict, legislative and normative regulation, secondary education, autopilot, manual control, etc.*

"Split" predicates: *to make a request to make adjustments, to control, to introduce measures to step down, to set the record, create the Olympic reserve, to be responsible, to make an examination, and others.*

Group rate: *the state order, law, sports complex, school, media, TIMSS, PISA, ENT, the EU and others.*

Collective nouns: *ministries, the State, the Cabinet, the government, Ministry of Sports, and others.*

Verbal noun: *impact, coverage, reform, management, financing, etc.*

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 Абенковым 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.