



CURRENT ISSUES IN MODERN LINGUISTICS AND THE HUMANITIES

PROGRAM AND ABSTRACTS

**The 13th All-Russian Research and Methodological
Conference with International Participation
Institute of Foreign Languages (RUDN University)
Moscow
March 26th, 2021**

*Moscow, Institute of Foreign Languages
RUDN University, March 26, 2021*

**Moscow
Peoples' Friendship University of Russia
2021**

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Time limit:

Welcome speech – 5-10 minutes
Plenary speech - up to 30 minutes
Sessions speech - 10-15 minutes
Debate - up to 5 minutes

Conference Languages: Russian, English, French, Spanish, Italian and German

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Russian Centre of the University of Granada (Spain)
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MULTILINGUALISM IN KAZAKHSTAN: LANGUAGE CHOICE, LINGUISTIC PRESTIGE AND BETWEEN-LANGUAGE COMPETITION

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Abstract. At the present stage of development of society, which is an information or communicative society, communication forms its own science: communication theory, or communicology (communicatology), remaining the subject of interest in almost all humanitarian sciences. The interest of the philological sciences in communication, its nomination among the objects of research as a whole determines the integrative processes in linguistics. It seems that there is a situation when philology as a set of sciences and disciplines cannot get along without communication as an object of study in theoretical philology. Communication is no longer the transfer of information from a subject to an object for linguistics, but at least the interaction of subjects aimed at reaching agreement or at finding ways to achieve agreement. One of the many types of communication is the business communication. Currently, there are a large number of definitions of the concept of "business communication" in the sciences of the humanities cycle. Business communication is the most widespread type of communication between people in society. This is a process of interaction aimed at optimizing a particular type of activity: industrial, scientific and etc. The article is devoted to the study of the linguistic features of this type of communication. The subject of the research is communication in the field of a real estate. The nature of bilingual communication is analyzed using the example of Kazakhstan. Special attention is paid to such phenomena as code switching, language choice, linguistic prestige and between-language competition. This article assumes that the Russian language dominates in business communication in the real estate sector of Kazakhstan. This is evidenced by the linguistic material obtained as a result of the research carried out using the method of passive observation. There is also a positive shift towards the Kazakh language. It is believed that this fact is associated with the language policy of the Republic of Kazakhstan, which is aimed at strengthening the position of the Kazakh language as the state language in all spheres of the vital activities.