**THE DISCOURSE AS A TOOL OF SOCIAL RELATIONS SYSTEM CONSTRUCTION.**

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**ABSTRACT.**

The impacting function of the discourse as a tool for modeling the system of relations in a society is indisputable. The utterance as a discourse form of materialization of the speech act and its communicative functions is described in the works dealt with linguistic pragmatics. The aim of this paper is to describe the procedures and means for implementing strategies for the impact of institutional discourse, to define the materialization of the discourse meanings in the statements of its mental model as the main tool for constructing a system of relations in the spheres of social practices being researched. The object of the research is the institutional discourse in the spheres of social discursive practices: descriptions of the results of the scientific research; positioning of companies in the society through Internet resources (sites); the construction of the public opinion about a socially significant person through the means of Internet resources and the media. The research methodology includes methods of the discourse analysis, the conceptual analysis, the mental modeling, the scenario planning.

Key words: discourse, influence, tool, construction, social relations.

**INTRODUCTION.**

All social practices become as they are due to their organization and support by a system of texts that not only form their content domain, but structurally organize it in a system of certain relationships. M. Foucault defines all social practices to be practices of a discursive type calling institutionality being the qualifying feature of the discourse. And the discourse itself is the most important tool that serves a specific sphere of social interaction [1]. The body of texts becomes an integral part of the social institution that it serves, because the texts produced in the institutional framework "are subjected to strong restrictions, endowed with the historical, social, intellectual orientation" [2]. The discourse as a really functioning text becomes an instrument for constructing the social sphere itself and the system of relations in it through a system of meanings of linguistic practices serving the sphere of social practices. In this paper, the word “tool” is used in the meanings: "what is done with anything," and "the means used to achieve certain goals" [3].

In the context of this interpretation, we completely agree with the opinions of scientists who emphasize the instrumental purpose of the discourse. According to T.A. Van Dijk, the discourse as a communicative event constructs social practices and therefore can be perceived as "global social actions performed by it (law-making, education); local actions, which it actualizes ... " [4] The discourse is also determined by an active social tool for creating and changing the world of relationships [5]; speech, considered as "a purposeful social action, as a component involved in the interaction of people and the mechanisms of their consciousness" [6]. And this means that the activity context of social practices is built up through the text and as a consequence of its impact, the system of relations in the society is created and / or changed, the worldviews of individual persons are formed and the ideology of society as a whole is formed too.

**THE MAIN PART**.

The study of the discourse's instrumental function was carried out by us in three spheres of discursive practices: the descriptions of the results of the scientific research in the reporting documentation, the formation of the public opinion about an individual person, the positioning of the company by means of Internet resources. We have developed a unified algorithm for investigating the discourse and the mechanisms of its influence on spheres which are different in their social essence. The theoretical basis for developing the algorithm was the methodology of the discursive analysis, synthesized with methods of the cognitive analysis: the analysis of concepts, the mental modeling and the scenario planning.

The direction of the impact of the discourse as a really functioning text is determined by us as the notion of a discourse strategy. The content of the strategy depends on the characteristics of social practices as the context of this impact. The strategy is implemented by a system of sub-strategies, which are tools and indicators of the impact. The sub-strategies are materialized by a system of statements that simulates the content of a particular sphere of social practice in the form of a mental model. The mental model as a set of statements synthesizes the basic meanings of the discourse. Their recognition and interpretation are completed by analyzing the meanings of the model for correlation, complementarity, inconsistency / consistency. Then the assessment and decision making follow as a reaction to the impact of discourse in a particular situation of a particular social sphere. All this confirms the activity character of the discursive practice where the main tool is the discourse.

The main conceptual provisions outlined above are confirmed and illustrated by the results of the study of the discourse as an instrument of the impact in the construction of new relations in the spheres of social practices under investigation.

**The scope of the description of the results of the scientific research in the reporting documentation.** The social practice of describing the results of the university research according to the annual reports of 30 scientific projects for three years (2011-2013) was investigated in terms of the impact of the discourse on a potential recipient capable of commercializing a scientific product.

The discursive practice of describing the results of scientific research in scientific reports in accordance with standards is limited to a strategy for conceptualizing the results of scientific research. To identify the system of sub-strategies that implement this strategy, a conceptual analysis of the most frequent verbs as verbal concepts of the event type was carried out.

Since the means of expressing an event-type concept is a propositional structure, its predicate typifies the relations established between the objects of the event in time. The typing of relationships becomes possible due to the semantic valency of the verb and the semantic categories of aspectuality and temporality that it is able to express. This typing of relations is fixed in the mind by a certain scenario.

The scenario as a kind of mental model typifies the parameters of the event described by the discourse. The typification of parameters determines the content of sub-strategies, the key meanings of which make the influence. The categorization of the content of verbal concepts made it possible to determine four types of sub-strategies for the implementation of the strategy of influence by the scientific discourse. These are the sub-strategies: 1) descriptions of the methodology of the research process on the basis of the scenario "the methodology and tools for researching the object; 2) the representation of the intermediate result of the study on the basis of the scenario "the intermediate result as a condition for achieving the research objective"; 3) the description of the product under the scenario "obtaining a product of quality"; 4) indicating the scope of its application - the scenario of "recommendations on the use of a scientific product".

Thus, the description of the scientific result is represented by a system of four types of events, the mental representative of which is a scenario modeled on the basis of verbal concepts. However, only the third type of the 4 types of scenarios describes the actual result of the study, and the fourth type contains recommendations for use.

The effectiveness of the impact on potential consumers with such a description of scientific results, especially in the field of commercialization of scientific research results, is practically reduced to zero. As it can be seen from the results of the discourse research, this social practice needs to be reconstructed: the discourse of the scientific report needs to lay down at once two formations of strategic preferences: on the one hand, the description of the scientific result as a product of the conceptualization of the scientific experience, and, on the other hand, the building of marketing strategies and sub-strategies as tools for their commercialization. At the same time, the conceptual dominants of the marketing impact scenarios should correlate with value social stereotypes, professional interest, etc. Their purpose is to simulate a pragmatic focus of influence (to convince, to become interested, to lead to decision making, to solve, etc.)

When developing the strategic marketing of commercialization of the received scientific result, the typological features of the result should be taken into account. If the result is declared to be new knowledge in the form of the scientific product of the theoretical type, then it must have an exact description format, an estimate of novelty and a target scope of use. When describing a scientific product of an applied type, it is important to present the essence of technology in the system of the theoretical justification, conceptual approaches, principles and rules, to propose an algorithm for applying technology, to emphasize the novelty and effectiveness of use, and to specify the target scope of use The scientific product itself should be described in the system of its properties and advantages in comparison with its analogs used in practice.

As a result of the intensification of scientific discourse, the marketing strategy will be the scenarios for constructing new relations with consumers of scientificproducts.

**The sphere of formation of the public opinion.** Thediscourse as a tool for shaping the public opinion has long and successfully been used in image-making. The object of our research is the discourse, which performs the function of discrediting. As a tool for discrediting the discourse constructs or reconstructs a system of relations to the object of the discredit in society.

The instrumental function of discrediting discourse in modern Kazakhstani society is clearly manifested in the processes of political, social or professional identification of an individual. The discourse becomes a means of materializing a certain idea of ​​a given person through a system of statements that form a mental model. The statements of the mental model as a sub-strategy of the discredit are built up as qualitative assessments of the personal qualities of the object or its activity in their projection on the value stereotypes of society within the framework of the dominant ideology. This allows discourse to act as an instrument of influence on the recipients.

The historical determinism of ideology is characterized by many modern media materials and Internet publications in Kazakhstan. The leading ideology is the ideology, aimed at changing the public relations within the framework of the established public political practice with the purpose of its maintenance. At the same time, the discourse as a tool materializes the ideological meanings, which manifest themselves in the acceptance or non-acceptance of new subjects of politics, as well as in discrediting the successful leaders.

The means of materializing the meaning with the aim of discrediting a public figure in the discourse material were analyzed within the framework of this paper. The analytical journal “Continent” (Kazakhstan) in 2002 [7], made a public accusation of a low level of speech culture against citizen A., then the head of the Civil Democratic Party of Kazakhstan. The strategy of discrediting was built on the basis of the sub-strategies of the discourse, concerning the materialization of its meanings. The means of materializing the meaning were the sub-strategies:

- the nomination of the hero of the article: the most frequent word is his own name; the dominant ironic word combination - *the chief citizen of the country; the performer of roles of the director, the producer and the main executor;*

-the evaluation of the hero's speech (Statement): *show, the circus performance, another clownery, the scholastic set of memorized quotations and theses without any comprehension*;

 - the use of transformed precedent texts: *the land will not be impoverished by politicians, grief from the mind ("The grief from the mind is not that you do know much, but when you are not able to* *use correctly your knowledge"*), *the word is not a sparrow, it will be caught, ; It is better to chew than to talk*;

-the indulgent advice: *it's better to chew than to talk*.

If we consider the pragmatic focus of the strategies implemented in the paper, we will see that the main implicature of the sub-strategy of the nomination comes to the reader's belief that one should not take seriously a new face in politics. The implemented sub-strategies for assessing speech and the use of precedent texts strengthen the author's intention to show to the reader the uncompetitiveness of the young politician and even intimidate the young leader of the young party: the word *will fly out* (*a word not a sparrow, catch, fly out*) can be interpreted as a threat. That is why there is a condescending advice: it is better to chew than to speak, i e. be silent, and therefore not to be engaged in politics.

As we see, the system of statements is constructed into the mental model as the main means of influencing on the reader. The strategy of the impact of the discourse is ensured by the materialization of the meaning, and the construction of new relations to the object of discredit is provided by extrapolating the evaluation of the qualitative parameters of the personality into the system of value stereotypes of the society.

**The sphere of positioning of companies by means of Internet resources**. The discursive practice of social identification of the company means of a site is carried out with the purpose of construction of the positive relation to the company. The strategies for creating an attractive image of a company are, as a rule, specially developed and implemented through the creation of an ideological portrait of the company as a way of ideological socialization, which "is carried out in discourse" [8].

The ideological portrait of the company is created in the process of ideological socialization through the discourse of the site which ensures its social identification. The company presents itself as a system of parameters, characteristics, entities and relations between them, creating the discourse. The language tools represent a body of knowledge about a company in an orderly system of statements that are constructed into a mental model. All the entities mentioned in the statements must preserve their properties or relations in the mental model of the discourse; if a statement is false in relation to the existing model, it is required to modify the model. [9]

The analysis of the ideological discourse of the website of the Kazakh company Kazakhmys [10] on the proposed algorithm made it possible to reveal that the basic tools of social identification of the company were used inefficiently and a modification of the company's website is required.

The sub-strategy of the company's nomination (Kazakhmys, the leading company, a large international company, an integrated group.) and the substitution strategy of its positioning in relation to other companies (the largest Kazakhstan company, the largest producer, a large international company for the extraction and processing of natural resources, one of the few in the world of fully integrated copper producers) make it possible to formulate a mental model of the discourse: Kazakhmys is the largest Kazakhstani company, having the international level for the extraction and processing of natural resources and, above all, for the production of copper.

However, the goal-setting sub-strategy, materialized by the statement - to become the leading company for extraction and processing of natural resources in Central Asia, contradicts to the first statement about the declared status of the largest international company. The main condition of the mental modeling is violated: all entities mentioned in the statement of the mental model must retain their properties or relations in it. The observed discrepancy indicates the need to change the discourse on the basis of modification of its mental model. So, it is an incentive for the construction of a system of new relations of the company and society.

Thus, the analysis of the discourse in this sphere of social practice has confirmed that its sub-strategies, represented by model-forming statements, are also indicators of social impact. These statements as a product of focusing the meanings, united in the mental model, are the main tool of influence.

**CONCLUSION**.

The methodology of researching the institutional discourse as a tool for constructing the relationships in three areas of discursive practices: the description of the results of the scientific research in reporting documentation, formation of a public opinion about an individual person, positioning of a company with Internet resources - and the received results confirmed the basic entities stated in the article. The discourse functioning as the actual text, as the communicative event has properties to influence on the recipients. The discourse impact strategies are implemented by the system of sub-strategies whose interpretation of the basic meanings allows us to formulate the system of statements. The statements are constructed into the mental model as a means of materializing the strategy. It is the mental model as the system of statements and inferences that affects the recipient. As a reaction to the impact of the discourse in the society, new relationships are being constructed. The spheres of social practices themselves undergo transformation under the influence of these relations.

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