

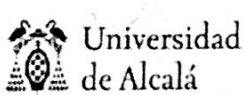


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Kazakh Official Clichés and The Issue of Teaching Them

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Abstract

In this article the linguistic characteristics of the notion of cliché, ready-made units in a language, especially the semantics and functions of the special Kazakh official cliché units and the issue of effective teaching the official Kazakh language using clichés are considered. The purpose of this research is to define the semantic, structural peculiarities of the Kazakh official clichés and propose the ways of proper using them in the process of teaching. In this work the methods of description, comparison, component analysis and classification were used to achieve the goal. Official language is a branch which has its own peculiar traditional language means, definite requirements and limits. One of the qualities for the official style that plays a vital role, defines its development and formation level is using clichés. If cliché quality is considered as a drawback, for the official style it is a regulatory. Official clichés are the result of frequency of the definite communicative official situation, it executes the principles of accuracy, thrift and condensation in the language. Cliché is an obligatory structural and symbolic element certifying that the official style is formed, standardized and codified. In the result of the research the following conclusions were made: Kazakh official clichés a) restricted themes: are formed in the spheres of direct administrative management in the society, legislation, diplomacy, business correspondence; b) establish conditions for communicating the thoughts clearly and precisely; c) realize thrift and conciseness; d) unify the document; e) convey the main ideas as statement, explanation (motivation), order, request; f) the structure is shown mostly in the form of word combination, sometimes as a sentence. The recommendations of compiling the dictionary of ready-made language formulae by means of defining the content-structural peculiarities of official clichés, using Kazakh official language in teaching are offered.

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