

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
ӘЛ-ФАРАБИ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ УНИВЕРСИТЕТІ
ЖУРНАЛИСТИКА ФАКУЛЬТЕТІ



Қазақстан 2050

III ХАЛЫҚАРАЛЫҚ ФАРАБИ ОҚУЛАРЫ

Алматы, Қазақстан, 4-15 сәуір, 2016 жыл

Студенттер мен жас ғалымдардың

«ФАРАБИ ӘЛЕМІ»

атты халықаралық ғылыми конференциясының

МАТЕРИАЛДАРЫ

Алматы, Қазақстан, 11-13 сәуір, 2016 жыл



III МЕЖДУНАРОДНЫЕ ФАРАБИЕВСКИЕ ЧТЕНИЯ

Алматы, Казахстан, 4-15 апреля 2016 года

МАТЕРИАЛЫ

международной научной конференции

студентов и молодых ученых

«ФАРАБИ ӘЛЕМІ»

Алматы, Казахстан, 11-13 апреля 2016 года



III INTERNATIONAL FARABI READINGS

Almaty, Kazakhstan, 4-15 April, 2016

MATERIALS

of International Scientific Conference

of Students and Young Scientists

«FARABI ALEMI»

Almaty, Kazakhstan, 11-13 April, 2016

Methods of verbal communication

Mukhangali K.

Al-Farabi KazNU

Scientific Advisor: senior teacher N.P.Saparkhojayeva

The method of conversation - verbal and psychological communicative method, which consists in conducting thematic directional dialogue between the psychologist and the respondent to obtain information from the latter. In situations of oral speech communication communicating are dealing with their own speeches. Listening creates it in accordance with the way the articulation of the speaker unit excites the processes in the air. In listening to the automated mode is selected, start-up and execution of their respective previously formed neuroprograms that he subjectively perceives it as a speaker. In speaking their processes that cannot be shared by a listener. The speaker can imagine that transmits his thoughts to listen, inform it transmits information. In the listener can only be their thinking processes, the results of which can hold a speaker or not, but these results are not given directly to the speaker. He can imagine them having the orientation model of the situation. The inadequacy of the display cases of verbal communication is typical for the majority of human beings. Psychologists are no exception. In times Radishcheva "conversation" would be interpreted as "read". If you take the appropriate conventions, then M.Fasmer find: "... Talk" conversation lesson "... (M.Fasmer, M., 1986, p.160). Reflective listening can be understood not as an interruption of the speaker, but as a reflex, then is the map itself at a hearing, drawing attention to themselves, the implementation of the analysis of their own perception. The issue: whether your model of what he wants from you saying that you put this model in line, apparently, can be considered reflective listening.

Method interviews - psychological verbal and communicative method, which consists in carrying out a conversation between a psychologist or a sociologist, and a subject of a predetermined plan.

The method of interview is different strict organization and functions of the disparity interlocutors: psychologist interviewer asks questions to the subject-respondent, while it does not lead an active dialogue with him; he does not express his opinion and openly reveals his personal assessment test answers or questions asked.

The objectives include the reduction of their psychological impact on the content of the respondent's answers to a minimum and ensure a favorable atmosphere of dialogue. The purpose of the interview from the perspective of a psychologist - to obtain from the respondent's answers to the questions formulated in accordance with the objectives of the study.

Survey method - the psychological verbal and communicative method, which consists in the implementation of the interaction between the interviewer and the respondent on the subject by obtaining responses to advance questions. In other words, the survey is a communication interviewer and the respondent, which acts as the main instrument for pre-formulated question.

The survey can be viewed as one of the most common methods of obtaining information about the subjects - of survey respondents. The survey is asking the people to specific questions, the answers to which allow the researcher to obtain the necessary information, depending on the objectives of the study. The peculiarities of the survey could be considered its mass, which is caused by the specifics of the tasks that they are resolved. The mass caused by the fact that psychology is usually required to obtain information about a group of individuals, not a single representative of the study.

Polls divided into standardized and non-standardized. Standardized surveys can be considered as strict polls giving primarily an overview of the research problem. Non-standardized surveys are less strict compared with standardized, they are no rigid frame. They allow researchers to vary the behavior depending on the response of respondents to the question.

When creating queries first formulate policy issues, appropriate solution of the problem, but are available only for the understanding of the art. Then, these questions are translated into questionnaires which are formulated in a language accessible to the layman.

Adaptation of advertising articles in the communicative space of newspapers

Shkolova Y.

Al-Farabi KazNU

Scientific Advisor: senior teacher N.P.Saparkhojayeva

All we know that promotional articles are advertising messages, executed in the form of journalistic material, are an example of the advertisement adapts to the communicative newspaper space.