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## The linguo-cognitive potential of publicistic discourse

**Abstract.** *The article examines aspects of the phenomenon of publicistic discourse. The authors highlight the communicative and cognitive components in the speech-thinking process considering the world experience of scientists, as well as experience based on a practical analysis of the Kazakh mass media. It is noted that discursive activity ensures realization of a whole range of cognitive-axiological possibilities and abilities of the addressee. The article considers dynamic processes that occur in language and style of modern journalism.*

*The conceptual basis of the study is the understanding of discourse as a phenomenon that is formed under the influence of linguistic, cognitive, ideological, socio-cultural factors in various areas of human life: politics, sociology, psychology, linguistics, journalism, etc. The choice of the theme is due to the importance of the problem in a dynamically developing world. The authors substantiate the relevance of the problem, using examples proving that information and knowledge continue to be the main value in modern society, where not only a high degree of cognitive and communicative saturation of the material is important, but also the problem of its understanding by the addressee. The work shows the mechanism of interaction between the cognitive and axiological components and methods of communication in the speech-thinking process on the example of Kazakhstani publicistic discourse. Cognitive-influencing information becomes significant and promising, especially in the context of multilingualism, multiculturalism, polymentality of the population of the Republic of Kazakhstan.*

*The article analyzes the ideologemes of the Kazakhstani «quality press», reveals the linguistic means used to accentuate the dominants. The presented material allowed the authors to show the features of the process of functioning of the media language as a means of reflecting thought processes and to determine communicative perspectives.*

**Key words:** *discourse, cognitive, communication, journalism, mass media.*

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### Introduction

Information and knowledge are becoming an essential value in the modern world. In recent decades, there has been renewed interest in understanding the relationship between

language and thinking. The attention of the mass media is shifting to those areas that are more focused on the processes of creative search, cognition, comprehension of realities, the role of assessment, evaluativeness, and the achievement of mutual understanding between people. In this

regard, it is necessary to analyze the problems of publicistic discourse, linguistic and extralinguistic factors. The influence of these aspects affects the development and transformation of the modern system of genres.

Discursive activity ensures realization of a whole range of cognitive-axiological possibilities and abilities of a creator of a publicistic work of the information age.

### **The research methodology**

The study methodology is based on a systematic approach in comprehending the most important aspects of modern discourse theory, which has been implemented in accordance with general scientific principles of objectivity and reliability. There were used methods of comparative-contrastive, conceptual, functional-stylistic, and structural-semantic analysis of materials published in the domestic media relating to the topic at different study phases. This approach to the study has facilitated the consideration of interdependent spheres of activity: communicative, cognitive, and functional, value and semantic, emotional, and evaluative. This approach let us to identify that situational change in contemporary publicist discourse is dynamic, as it is related to the functional interaction of actors carrying out active influencing activities.

A long-term study of the problems of media journalism has led to the conclusion that theory of discourse is presented in different research traditions, ontological concepts, disciplines, directions, and methods of analysis. We have considered many points of view about the essence and specifics of discourse. Researchers interpret the concept in different ways: as a cognitive process associated with the formation of speech behavior; as a sequence of interrelated statements, united by the commonality of the target task; as a means of conversation and thinking; as a form of verbal communication, which involves a connection between the speaker and the addressee in specific communicative, social and pragmatic situations, etc.

### **Discussion**

We have found different interpretations of this definition in the writings of scientists from all over the world. For the first time, this term was used in 1952 by the American linguist Zellig Harris in his scientific work on the language of advertising, entitled «Discourse Analysis». He described this term very simply as a «movement of information», «sequence of statements, a piece of text larger than a sentence» [1, P. 2]. The Oxford Advanced Learner's Dictionary of Modern English defines: «A piece of written or spoken language; using language spoken or written to create meaning» [2].

The representative of the modern French philosophy of language, specializing in the analysis of discourse systems and their connection with linguistic and ideological contexts, Patrick Serio, interpreting the concept, confirms that the term 'discourse' has many meanings:

- 1) The equivalent of the concept «speech», i.e. any specific statement;
- 2) A unit larger than the phrase;
- 3) The impact of the statement on the recipient, taking into account the situation of the statement;
- 4) Conversation as the main type of utterance;
- 5) Speech from a speaker's position as opposed to a narrative that does not take such a position into account;
- 6) The use of language units, their speech actualization;
- 7) A socially or ideologically limited type of utterance, for example, feminist discourse;
- 8) A theoretical construct designed to study the conditions of text production [3, P. 549-550].

The structure of discourse, according to one of the pioneers of discourse analysis, the Dutch linguist, professor at the University of Amsterdam T.A. van Dijk, - consists of two components:

- Linguistic, representing systemic linguistic units such as word form and sentence;
- Extralinguistic, including a number of factors: situational, social, pragmatic, sociocultural, psychological, cognitive-axiological and others [4, P. 32].

It necessary to note that significant changes are observed in the modern publicistic discourse

of the post-Soviet space, both in content and in formal-linguistic terms. I.A. Sternin rightly notes that modern Russian publicistic discourse, in comparison with the publicistic discourse of the pre-perestroika period, is practically a new type of discourse [5, P. 140].

Some Kazakhstani researchers adhere to a similar opinion. A.R. Sulkarnaeva and I.N. Kuznetsova note that the one-sided nature of media communication is changing to multilateral, and the established forms are being replaced by new ones [6, P. 98].

In our opinion, N.D. Arutyunova offers a precise and most appropriate formulation in this regard: «Discourse is speech immersed in life; a speech phenomenon combined with a communicative situation»; it is «a coherent text combined with extra-linguistic, pragmatic, socio-cultural, psychological and other factors» [7, p. 136]. It should be noted that it is the dynamic characteristic of discourse that is emphasized here, as opposed to the text, which is a static structure.

Thus, discourse is understood as an instrument of cognition in the world scientific sphere. Its capabilities go far beyond the linguistic framework, as a factor of communicative interaction that combines such the most important aspects as sociocultural and cognitive. In the traditional interpretation, this is one of the most effective forms of communication, the consistent development of thoughts, judgments, supported by evidence.

Being an object of study of many scientific trends, this scientific category, as a pivotal unit of a speech-thinking, effective, communicative process, attracts the attention of specialists due to its ambiguity and multicomponent nature and gives food for thought and systematization of the knowledge gained to continue research in the context of Kazakhstani journalism.

We consider publicistic discourse as a phenomenon conditioned by specific circumstances, associated with events of the surrounding world and existing in time space. It is designed to take into account diverse strategies, the extralinguistic situation, and the characteristics of the participants in the

communicative process, including the linguistic personality.

The study of publicistic discourse in the media system is based on the perception of the language of the media from the standpoint of cognitive processes and is influenced by various processes that take place both in the world and in the republic. The main ones include the following:

- A significant flow of information that freely crosses borders;
- Integration of different cultures;
- Competition in the media environment;
- Commercial component at the local and national levels;
- Development of innovative technologies in various spheres of society.

The emergence of new knowledge, the prompt receipt of any information on issues of interest, thanks to technical advances in the development of mobile communications, the Internet, etc., is also essential. Structural components such as compositional unity, integrity, completeness, the presence of an extralinguistic aspect in the context of a specific communication professional, social, culturally oriented environment allow using the following formulation: publicistic discourse is a process of comprehending the surrounding reality with subsequent professional, social, cultural oriented speech interaction, which is correlated with the participants, place and time of communication.

Thus, publicistic discourse is a complex communicative phenomenon, the possibilities of which go far beyond the linguistic framework. It includes, in addition to the text itself, also extralinguistic factors, to which the authors attribute their knowledge and ideas about the world, psychological and other aspects, judgments, views, principles that are useful for understanding. As a result of mental and linguistic processing of empirical experience, discourse is an indicator of what the author thinks cognizes and communicates about it.

Researchers of modern mass media note an increase in interest in journalistic discourse - a relatively young, but intensively developing direction, which forms a kind of triad in the interaction of the mass media and the addressee:

the addressee of the information; destination; the text by which this information is transmitted.

These factors indicate significant aspects in accordance with the cognitive attitudes of the addressee:

- the ideological orientation of a particular text;
- those ideas and attitudes that are embedded in it;
- characteristics of the target audience to which this text is directed;
- linguistic and extralinguistic possibilities of informing.

Domestic journalism acts as a reflection of life, an indicator of the spiritual culture and worldview of the nation; it is an important part of spiritual production, in the structure of which publicistic discourse can be considered as an effective conductor of traditional and new socio-cultural values of society.

Society makes demands on the employees of the mass media that stimulate the search for innovative forms, original models of working with the audience in radio and television broadcasting in print media, on the Internet. The emergence of social networks has transformed the nature of media communication into a multi-faceted one. The study of the problem showed that the issues of interaction of the communicative and cognitive-axiological potential of the domestic publicistic discourse from the standpoint of the cognitive processes that underlie the mental activity of an individual of a new formation have not been sufficiently studied by Kazakhstani scientists.

As an integral part of the mass informative and communicative space, publicistic discourse acts as a source of new information and a conductor of ideas, as a special form of interactive activity, which is due to its importance in the life of society. It performs the function of a cognitive reflection of reality in the context of ongoing events, that is, it acts as a source of various types of knowledge accumulated by humanity. At the same time, the volume of knowledge is demonstrated by the addressee using numerous innovative methods in the context of real events in order to convey their understanding and vision of the picture of

the world in a given space, in a given situation and at a given time. This, as a rule, is an actual text related to the events of the surrounding world and existing in a certain time space. It is a complex phenomenon that takes into account both the extralinguistic situation, and the characteristics of the participants in communication, and the various strategies underlying production and combining "what to say" and "how to say".

The effectiveness of media activities can be significantly improved if effective conditions for communication are created. Representing a social, cultural and cognitive phenomenon that is extremely important for society, the media are called upon to promptly transmit documentary rich information that is different in terms of purpose, topic, and content level.

It is important to state that publicistic discourse is always associated with an intention expressed in a word or in a phrase, and it also depends on the author's intention, the direction of his consciousness and thinking, his views on any object or real event, understanding and evaluation of the fact. In addition, the interests and aspirations of the addressee are essential factors. The objective content of reality can be transformed in a publicistic work twice: first in the word, then in the sensations of the audience. As a result of the creative activity of the author, a work is born that has the «imprint» of the author's personality.

In our opinion, special attention should be paid to the fact that publicistic discourse acquires social and aesthetic value precisely in a communicative situation. It should be borne in mind that the works published in the newspaper, sounded on the radio, shown on television, are the result of a person's spiritual activity. This result is expressed in the comprehension of what a person saw, felt, thought out, generated in his head in the form of thoughts, motives, sensations, emotions, in the form of ideal aspirations. Most often, as experience shows, authors of creative works are encouraged to act by feelings, an indifferent attitude to the realities of life, and a search for meaning. Everyone who takes up a pen or touches a microphone does this out of an intuitive desire to influence the real world:

to change something or, conversely, to make it even stronger. The efforts of the journalist are of an intellectual, ideal nature, and the result of these efforts is the desire to make changes in the material and spiritual world.

Observations show that the creative personality of a publicist can manifest itself in the following:

- in a special manner of writing,
- in the methods of presenting information,
- in thematic orientations,
- in the peculiarities of the author's worldview.

The position of the author is also manifested in different ways in the discourse. We perceive this as a socially evaluative attitude towards facts, phenomena, and events.

The publicistic discourse of modern media in Kazakhstan is diverse in typological terms and in content. The republican press is characterized by colorful, non-standard ways of presenting material, pictorial, and expressive means of language. The newspaper "Kazakhstanskaya Pravda" is the most restrained in style when covering topical problems of society. The moderate use of colloquial means characterizes the newspaper «Liter». A peculiar style, some relaxedness, and «intimization» in communication with the reader are characteristic of the newspaper «Express-K».

Publicistic texts contain information about the realities of the life of the country's population, reflecting in full its linguistic worldview and worldview. Designed for a specific region, the media not only perform an informative function but also emphasize and highlight the features of the socio-cultural environment: history, national and cultural traditions, etc. At the same time, the goal of the author is not just the transmission of the message, but its lively, interesting perception by the audience. Analysis of other works in the domestic media shows that they, as valuable historical, ideological sources, not only contribute to the education of young people but also strive to influence the adult population to form a literate, multicultural personality with a developed civic consciousness.

In our opinion, the communicative potential presupposes a whole range of characteristics

aimed at the implementation of the influencing intention. Fulfilling the function of influence, publicistic discourse, thanks to a variety of linguistic means, has an intense effect on the addressee, because of which each radio and television channel, any socio-political publication acquires a peculiar style, ideology, and thematic orientation. The communicative influence of the author is aimed at different levels of thinking and perception of the addressee: knowledge (cognitive), relationships (affective), intentions (connotative).

The ways of influencing consciousness using verbal or non-verbal means also differ by building rational argumentation (persuasion), influencing the subconsciousness (suggestion), through the emotional sphere (sensory reaction). Let us emphasize that background knowledge plays an important role in creating the basis for linguistic communication. Consequently, the cognitive approach to communication allows you to analyze the entire set of factors that are related to the communication process and affect it.

Journalistic works published in the newspaper, sounded on the radio, shown on television, are the result of the author's spiritual activity, which is manifested in the comprehension of what he saw, felt, and thought out by him. Emotions certainly play an important role. For example, television and cinema have a peculiar ability to focus, scatter and switch the viewer's attention, since they operate simultaneously with text, music, and visually perceived moving images.

As noted, the worldview of certain social strata of the population may depend on the characteristics of publicistic discourse. The well-known statement that the "one who owns information also owns the world" today receives some interpretation, since the result of cognitive processes may depend on the quantity and quality of specific information. The priority duty of a journalist is precise to provide high-quality information, to provide a wide audience with relevant, socially significant information that citizens need for orientation in society and practice. The features of the national discourse can be traced to the example of domestic editions, called «qualitative press».

The oldest republican newspaper “Kazakhstanskaya Pravda”, being the flagship of the information market, is a kind of visiting card of the country. It is the main source of official and business information. Having the official status of a national newspaper of the Republic of Kazakhstan, it is the first to publish state documents of the Republic of Kazakhstan, provides a wide range of readers with balanced information about events in our country and abroad, introduces news of domestic and foreign policy, economy, public life, education, science, medicine, culture, sports. The task of Kazakhstani «qualitative» media is not only to promptly report new, objective, and reliable information obtained from reliable sources about the life and working life of the country, about innovation processes and reforms in various spheres of the economy but also to highlight the social significance of the event. The impact consists, first, in making changes in the cognitive state of the addressee.

## Results

As practice shows, the «qualitative press» is in demand by politicians, civil servants, entrepreneurs, managers and. Mostly, it is in demand by representatives of the category of the country’s population which is now commonly referred to as businessmen. As a rule, «insolent» materials and sometimes ostentatious arguments of journalists or articles, pretending to sensationalism, are not usually dominating for the addressees of this type of media. Such factors may be of interest to the audience in certain situations.

As the study has shown, strong arguments, opinions of competent experts, sociologists, and financiers are still more important for the addressee of the described type of media. In addition, textual comments and explanations are preferable. Since a competent verbal presentation of the material, in contrast to photographic illustrations and drawings, according to the addressee, has more detailed information, less time spent to understand the essence, which is an important factor. In addition, a high-quality article allows the addressee to analyze the

situation and to determine his position, which means it can become more useful.

As a rule, the business press is referred to as «qualitative» publications, the authors of which do not allow themselves to mislead the addressee by publishing unverified and useless information. Obviously, the international community also gives priority not so much to the external attractiveness of the media as to their reliability and analyticity. These publications, also called the press of opinions for the intellectual part of society, are characterized by balanced assessments, a restrained tone of publications and, most importantly, the reliability of facts and opinions.

In the materials of domestic official periodicals that we have analyzed, there is a predominance of the monologic method of presentation, which provides much more opportunities for a source of speech that seeks to influence society, on its addressee. As practice shows, a publicist does not always express his opinion, but more often expresses the positions, points of view of politicians, those social groups and individual members of society whose interests his publication represents, or which he defends in connection with the most important social problems. Of course, an alternative is possible: when the author adheres to a neutral position; when it acts as an interested and caring participant in the described event, defending values that are important for society and for himself.

Publicistic works are characterized by the traditional use of ideologemes - words and phrases that denote ideologically important concepts: the feeling of love for the homeland, the unity of the individual with his ethnic group, culture, religion, patriotism, the desire, if necessary, to become a reliable defender of his country. As a rule, the choice of words for the name characterizes the values to which the authors appeal. For example, the use of evaluative words: *a significant contribution, a balanced policy, a constructive decision, economic recovery, a solid foundation.*

In the texts of the republican newspaper «Kazakhstanskaya Pravda» analyzed by us for 2020, the ideologemes *unity, people, president, politics, stability, tolerance,* and their derivatives

make up a quarter of the authors' vocabulary. Influencing public consciousness, ideologemes in a publicistic work contribute to the formation of a certain image of national policy in the state, fostering civic and moral qualities, positively influencing the audience.

Thus, «qualitative» mass media, as a rule, traditionally present valuable historical sources that objectively reflect information about the socio-political, economic, spiritual life of society and contribute to the patriotic education of citizens. It is useful to use such publications for the formation of a competent, multicultural personality with a developed civic consciousness. These media are of great social importance and are objectively called upon to perform essential developmental, scientific, educational, educational functions.

The publicistic discourse of «qualitative» media should not be considered monotonous, constant, especially in the period when modern technologies are being mastered, such as, for example, a new type of information source – electronic. Often they contain features of polemics: colloquiality, emotionality, rhetorical questions, direct appeals to readers, episodes from their own lives. This, firstly, brings the author closer to the audience, and secondly, stimulates the development of a dialogue between the audience and the author who tells about a distant and close history, invites readers to a discussion about the future of the country, stimulating the emergence of new thoughts and feelings.

Thus, the specificity of the cognitive function of the media as one of the most important features of the language of the media is, first of all, an integrated approach to gaining knowledge. It is characteristic that in the media, depending on the type of information and communication channel, various types of mental operations are actively used: analysis, synthesis, generalization, abstraction, associations, analogies, comparisons, etc.

## Conclusions

Our study of the publicistic discourse of domestic newspapers, magazines, radio, television, the Internet allows us to conclude

that it is a kind, constantly developing, enriching socio-cultural phenomenon that develops in the process of information, cognitive and cognitive activity of communicants. Presenting an integral, finished product of speech production, publicistic discourse is able to quickly convey facts and act as a source of information, new information, and as a conductor of ideas, taking into account the range of interests of the addressee, hobbies, and needs of the audience.

An integral approach to linguistic phenomena is characteristic of modern linguistics. The proposed system for describing publicistic discourse is a synthesis of a number of research paradigms. It is based on cognitive-discursive principles and includes the analysis of the discourse of sociolinguistics, media linguistics, as well as other sciences related to man, his cognitive processes and his active interaction with the world around him.

For an integrative description of publicistic discourse, it is necessary to characterize: 1) the social and situational context; 2) participants in the communication process, their intentions and roles; 3) text as a verbal component of discourse.

Publicistic discourse can be spoken of as a set of media texts intended for prompt information and impact on readers. These texts are connected with each other by semantic relations and are united in a communicative and functional-target aspect.

The analysis shows that the forms of emotional persuasion have great potential in the representation of discourse. Most of the theses and conclusions in the media text are evaluative statements. The system of arguments forms a complex, where the important aspects are causal and conditional constructions that give the argumentation analytic and structured, citation that provides objectivity and illustrativeness, interrogative constructions that express doubt in the opponent's arguments, as well as means of accentuation and modality.

Evaluation in publicistic discourse is an effective means of verbal influence and manifests itself in the selection and classification of facts and phenomena of reality, in the ratio of negative and positive details, in specific linguistic means. The stylistic qualities of lexical units, the use

of allegories, such as metaphor, comparison, metonymy, irony, contribute to the creation of an evaluative effect.

The analysis undertaken opens up a number of perspectives for further research of publicistic discourse. The results obtained allow us to outline

a general methodology for the analysis of linguo-cognitive discourse strategies. Systematization, classification and comparative analysis of dominant, qualitative, and other tactics of polemic strategy in various types of discourse also seem promising.

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### Публицистикалық дискурстың лингвистикалық когнитивтік әлеуеті

**Аннотация.** Мақалада публицистикалық дискурс құбылысының жекелеген аспектілері қарастырылады. Ғалымдардың әлемдік тәжірибесін ескере отырып, сонымен қатар қазақстандық бұқаралық ақпарат құралдарына практикалық талдау жасау негізінде авторлар сөйлеу – ойлау процесінде коммуникативті және когнитивті компоненттерді бөліп көрсетеді. Дискурсивті әрекет адресаттың когнитивті – аксиологиялық мүмкіндіктері мен қабілеттерінің тұтас шеңберін жүзеге асыруды қамтамасыз ететіндігі атап өтіледі; қазіргі журналистиканың тілі мен стилінде болып жатқан динамикалық процестерді көрсетеді.

Зерттеудің концептуалды негізі дискурсты құбылыс ретінде түсіну болып табылады, бұл адам өмірінің түрлі салаларында лингвистикалық, когнитивтік, идеологиялық, әлеуметтік-мәдени факторлардың: саясат, әлеуметтану, психология, лингвистика, журналистика және б.

Тақырыпты таңдау проблеманың қарқынды дамып жатқан әлемдегі маңыздылығына байланысты. Авторлар мәселенің өзектілігін негіздейді, мысалдар келтіре отырып, қазіргі қоғамда ақпарат пен білім басты құндылық болып қала беретінін дәлелдейді, мұнда материалдың когнитивті және коммуникативті қанықтылығының жоғары деңгейі ғана емес, сонымен қатар оның проблемасы да маңызды адресаттың түсінуі.

Жұмыста қазақстандық публицистикалық дискурс мысалында сөйлеу-ойлау процесінде когнитивті және аксиологиялық компоненттер мен коммуникация әдістерінің өзара әрекеттесу механизмі көрсетілген. Танымдық әсер ететін ақпарат, әсіресе, Қазақстан Республикасы тұрғындарының көптілділігі, көпмәдениеттілігі, көпмәнділігі жағдайында маңыздылық пен уәдеге ие болады.



Жұмыста қазақстандық «сапалы баспасөздің» идеологемалары талданады, доминанттарға екпін беру үшін қолданылатын тілдік құралдар анықталды. Ұсынылған материал авторларға ойлау процестерін бейнелеу құралы ретінде бұқаралық ақпарат құралдары тілінің қызмет ету процесінің ерекшеліктерін көрсетуге және коммуникативті перспективаларды анықтауға мүмкіндік берді.

**Түйін сөздер:** дискурс, танымдық, коммуникация, журналистика, бұқаралық ақпаратқұралдары.

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### **Лингвокогнитивный потенциал публицистического дискурса**

**Аннотация:** В статье рассматриваются отдельные аспекты феномена публицистического дискурса. Принимая во внимание мировой опыт учёных, а также исходя из практического анализа казахстанских средств массовой информации, авторы выделяют коммуникативные и когнитивные составляющие в речемыслительном процессе. Отмечено, что дискурсивная деятельность обеспечивает реализацию целого ряда когнитивно-аксиологических возможностей и способностей адресанта; показаны динамические процессы, происходящие в языке и стиле современной публицистики.

Концептуальной основой исследования является понимание дискурса как явления, формирующегося под влиянием языковых, когнитивных, идеологических, социокультурных факторов вразных областях жизнедеятельности человека: политике, социологии, психологии, лингвистике, публицистике и др.

Выбор темы обусловлен важностью проблемы в динамично развивающемся мире. Авторы обосновывают актуальность проблематики, на примерах доказывая, что информация и знания продолжают оставаться основной ценностью в современном обществе, где важна не только высокая степень когнитивно-коммуникативной насыщенности материала, но и проблема его понимания адресатом.

В работе показан механизм взаимодействия между когнитивным и аксиологическим компонентами и способами коммуникации в речемыслительном процессе на примере казахстанского публицистического дискурса. Познавательная информация приобретает значимость и перспективность особенно в условиях многоязычия, поликультурности, полиментальности населения Республики Казахстан.

Проанализированы идеологемы казахстанской «качественной прессы», выявлены лингвистические средства, используемые для акцентирования доминант. Представленный материал позволил авторам показать особенности процесса функционирования языка СМИ, как средства отражения мыслительных процессов, и определить коммуникативные перспективы.

**Ключевые слова:** дискурс, когнитивный, коммуникация, публицистика, средства массовой информации.

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