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## Мазмұны

### **БАСПА ІСІ ЖӘНЕ ИНТЕРНЕТ БАҚ**

<i>Алдабергенов Қ.М.</i> Қазақ тілінде 1917-1933 жылдар аралығында жарық көрген кітаптар .....	8
--	---

### **БАҚ ЖӘНЕ ҚОҒАМ**

<i>Абишева В.Т., Мадетхан Р.С.</i> Публицистикалық дискурстың коммуниктивтік және танымдық аспектілері туралы .....	19
<i>Баткеева Б.Т.</i> «Ана тілі» газеті бетіндегі қазақ өнерінің мәселелері .....	25
<i>Жұматаев Е.</i> БАҚ-тағы саяси-әлеуметтік қақтығыстың жариялануы .....	31
<i>Кусайнова М.М., Ишанова А.И.</i> Жарнама және PR-бренд мәтіндердегі сторителлинг тәсілдері .....	37
<i>Сейтжанова Ж.Д.</i> Қоғамдық-құқықтық сауаттылықтың БАҚ-тағы ерекшелігі .....	44
<i>Тәжібаев Ғ.Қ., Білдебекова Ә.Т.</i> Телеберілімдерге жас шамасына қарай қойылатын критерийлер .....	51

### **ҚОҒАММЕН БАЙЛАНЫС**

<i>Молдабаев Х.С.</i> Мемлекеттік органдардың баспасөз қызметіндегі ұйымдастыру мәселелері .....	61
<i>Омашев Н.О.</i> Ұлт-азаттық көтеріліске жаңа көзқарас .....	68
<i>Шауенова Г.Ә., Бутеев Б.</i> Білім мен Ғылым саласындағы ынтымақтастық (Қазақстан мен Түркия тәжірибесінен) .....	76

### **ЖАҢА МЕДИА**

<i>Булатова М.Б.</i> Қазақстан журналистикасындағы әлеуметтік медианың рөлі: жаңа сын-тегеуріндер .....	87
---	----

## Contents

### *PUBLISHING AND INTERNET MEDIA*

<i>Aldabergenov K.M.</i> Books were published in the Kazakh language between 1917-1933 .....	8
--	---

### *MASS MEDIA AND SOCIETY*

<i>Abisheva V.T., Madetkan R.S.</i> To The Question of Communicative and Cognitive Aspects of Publicistic Discourse .....	19
<i>B.T. Batkeeva</i> The problems of Kazakh art on pages of “Ana tili” newspaper Annotation .....	25
<i>Zhumatayev Ye.</i> The Language of the Media in the Publication of Political and Social Conflict .....	31
<i>Kusainov M.M., Ishanova A.I.</i> Storytelling techniques in advertising and PR-branded texts .....	37
<i>Seytzhanova Zh.D.</i> Media Features of Public law Literacy .....	44
<i>Tazhibayev G.K., Bildabekova A.T.</i> Criteria Teleplay on age Categories .....	51

### *PUBLIC RELATIONS*

<i>Moldabayev Kh.S.</i> Press service in a government agency and its main areas .....	61
<i>Omashev N.O.</i> A new approach at the national liberation rebellion .....	68
<i>Shauenova G.A. , Buteev B.</i> Cooperation in the field of education and science (From the experience of Kazakhstan and Turkey) .....	76

### *NEW MEDIA*

<i>M.B. Bulatova</i> The Role of Social Media in Kazakhstani Journalism: New Traditions and Challenges .....	87
--	----

## Содержание

### **ИЗДАТЕЛЬСКОЕ ДЕЛО И ИНТЕРНЕТ СМИ**

<i>Алдабергенов К.М.</i> Книги изданные на казахском языке в период 1917-1933 годах .....	8
--	---

### **СМИ И ОБЩЕСТВА**

<i>Абишева В.Т., Мадетхан Р.С.</i> К вопросу о коммуникативных и когнитивных аспектах публицистического дискурса .....	19
<i>Баткеева Б.Т.</i> Проблемы казахского искусства на страницах газеты «Ана тілі» .....	25
<i>Жуматаев Е.</i> Освещение общественно-политических конфликтов в СМИ .....	31
<i>Кусаинова М.М., Ишанова А.И.</i> Приемы сторителлинга в рекламных и PR-брендовых текстах .....	37
<i>Сейтжанова Ж.Д.</i> Медиа-особенности публично-правовой грамотности .....	44
<i>Тажимаев Г.Т., Билдабекова А.Т.</i> Критерии телепередач по возрастным категориям .....	51

### **СВЯЗЬ С ОБЩЕСТВЕННОСТЬЮ**

<i>Молдабаев Х.С.</i> Пресс-служба в государственном органе и её основные направления .....	61
<i>Омашев Н.О.</i> Новый взгляд на события вековой давности .....	68
<i>Г.А. Шауенова, Б. Бутеев</i> Сотрудничество в области образования и науки (Из опыта Казахстана и Турции) .....	76

### **НОВЫЕ МЕДИА**

<i>Булатова М.Б.</i> Роль социальных медиа в журналистике Казахстана: новые традиции и вызовы .....	87
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V.T. Abisheva<sup>1</sup>, R.S. Madetkan<sup>2</sup>

Y.A. Buketov Karaganda State University, Karaganda, Kazakhstan

(E-mail: <sup>1</sup>vera.abisheva@mail.ru, <sup>2</sup>madethan.raihan@mail.ru)

### To the question of Communicative and Cognitive Aspects of Publicistic Discourse

**Abstract.** The article discusses some aspects of publicistic discourse in the process of speech modeling. Communicative and cognitive components in the speech-thinking process are presented. Taking into account the scientific experience of scientists, as well as on the basis of practical analysis of the domestic media, the authors highlight the essential, characteristic aspects of the phenomenon of journalistic discourse. It is noted that discursive activity ensures the implementation of a number of cognitive abilities and abilities of the addresser. It is emphasized that one of the tools of creative thinking, an effective means of influencing the addressee through the media is the metaphor, which has universal cognitive qualities and the unique ability to be necessary and natural in different spheres of life and science.

**Key words:** discourse, communication, cognitive, metaphor, evaluation, journalism.

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In the modern world, information and knowledge are core values. The information society constantly makes new demands to journalists, stimulating the search for innovative forms, original models of working with the audience in the press, on television and radio, and communicating in social networks.

The core unit of the verbal and communicative, effective process within the framework of verbal behavior and communication of communicants is discourse. As part of a cognitive phenomenon, it functions both in a language and non-linguistic way of organizing information for the exchange and transmission of it on the basis of conceptual representations of a user language. This speech, which is introduced in certain communicative conditions, and therefore is a category with vividly manifesting cognitive-social content.

There are many opinions about the nature and specifics of the discourse. In the traditional interpretation, this is one of the most effective forms of communication, the consistent development of thoughts and judgments, supported by evidence.

Theorists of discourse Yu.S. Karaulov and V.V. By Petrov, discourse is understood as a complex communicative phenomenon, for understanding which it is necessary to attract extra-linguistic factors: knowledge of the world, opinions, attitudes, goals of the addressee [1, 6].

In our opinion, a very bright and most successful formulation is proposed by N. D. Arutyunova: “discourse is speech immersed in life; speech phenomenon, taken in conjunction with the communicative situation «; it is “a coherent text in combination with extra-linguistic, pragmatic, sociocultural, psychological and other factors” [2, 56].



Publicistic discourse is perceived by participants in verbal communication in the context of current events. It is characteristic that its goal is not only the communication of information, new information or judgments about what happened, but also the impact on the addressee, the formation of a special kind of thinking is necessary to solve the set tasks. This is, as a rule, an actual text, brought to life by a specific situation and concrete phenomena, connected with the events of the surrounding world and existing in a certain temporary space. At the same time, it is not only a textual structure, but a complex phenomenon that takes into account the extra-linguistic situation, the characteristics of communication participants, and the various strategies underlying production, combining “what to say” and “how to say” [3, 8].

The journalistic type of discourse, as practice shows, implies the use of various strategies for providing information and diverse ways of cognitive reflection of reality. Researchers traditionally single out polythematism as one of its most important characteristic qualities. Being a product of discursive activity, significant both in quantity, and in thematic and emotional intensity, and in the strength of aesthetic and psychological impact on the audience, a set of texts in different directions has a pragmatic capacity and facilitates the exchange of socially relevant topical information.

At the intersection of the communicative and cognitive components of the discourse its varieties are formed. The ability of the media to act as sources of different types of knowledge contained in a discursive message determines the fulfillment of their cognitive function. The analysis shows that the attention of modern media is shifting to those areas that are turned to thinking, cognition, evaluation, understanding, and achieving mutual understanding between communicators. The study of discourse is based on the perception of the language of the media from the standpoint of cognitive processes that underlie their thinking activity, and is determined by the need to analyze cognitive-communicative interaction.

Taking into account the scientific experience of scientists of several generations, as well as relying on our own research of media materials, we have identified the main characteristic aspects of this phenomenon. Of course, publicistic discourse:

- lively, dynamic, active, constantly changing;
- associated with real events and phenomena occurring in the life of society;
- aims to achieve a specific effect by suggestion, persuasion or motivation;
- addressed to the addressee in order to receive a response, that is, personality-oriented;
- necessarily involves a dialogue between the addressee and the addressee;
- influences, convinces, directs to a certain stream of reflections;
- due to the variety of used lexemes, it has language freedom;
- possesses certain specificity, situationally conditioned in time and space;
- reflects specific actions in a certain period of time;
- Concerns many diverse spheres of human activity and society as a whole.

It can be argued that the journalism of the last decades is an open speech of the author, addressed to the addressee and to the limit saturated with social information. The publicist participates in the discourse as a linguistic person. By linguistic personality, we understand the totality of knowledge and skills for creating a speech work, which are at the disposal of the author, of course, including his lexicon. Note that from the point of view and in the aspect of mass communication, this issue began to be considered much later than in other sciences, since the researchers came to the conclusion that the discourse includes extrasituational context, which has a significant impact on communication strategies.

As you know, journalism begins with the interpretation of the fact. In connection with its awareness, understanding, assessment. Publicistic discourse is always an intention, expressed in a word belonging to the author. It is in the expression of the attitude of the author to the object of the statement that the important socio-pragmatic role of the category of evaluation is revealed. Language and speech cannot be influenced by social groups. At the same time, the ideological

position and worldview of the journalist is a great importance in the nature of communication. In journalistic discourse, evaluation is an effective means of speech influence and is manifested in the selection and classification of facts and phenomena of reality.

The use of socially evaluative means of the language by the journalists makes it possible to convey to the general reader the attitude to this or that event not only by the author, but also by the newspaper editorial office and TV channel. The social significance of the language of the media largely determines the selection of speech means designed to express not an individual, but above all a social assessment of facts, events and phenomena.

The effectiveness of the impact on the addressee depends on the skillful use of emotionally colored, evaluative vocabulary and phraseology, figurative and expressive means of the language, different in their origin, in the sphere of use, etc. For example, trails in publicistic discourse have value not by themselves, as the ability of an artistic depiction of phenomena or the creation of images, as an adornment of a syllable or the possibility of reviving a material, as a stylistic device or language form, but primarily in terms of functionality. According to J. Lakoff and M. Johnson, most of the conceptual system of the language is metaphorical. Metaphors, according to D. Lakoff and M. Johnson, structure our perception, thinking and activity [4, p. 213].

Metaphoricity is a characteristic feature of the vivid and figurative language of modern journalistic works. Expressive means of speech are peculiar to texts of various genres. They are frequent in analytical articles, where authors seek to analyze reality, to compare different points of view, in interviews, speeches and debates of politicians, in feuilletons and essays, etc. As one of the main methods of cognition of objects of reality, its names, the creation of artistic images and the generation of new meanings, one of the types of artistic expressiveness metaphor represents:

- and the way to decorate the language,
- and a tool of knowledge
- and means of interaction with the addressee.

It “can also be understood as a form of thinking or as a cognitive mechanism of communicative processes, a mechanism for obtaining output knowledge” [5, p. 54]. It is difficult to analyze this multifaceted linguistic phenomenon, attracting only unambiguous factors. It is characteristic that its structure includes two main components: value and image. At the same time, the metaphor has universal qualities and a unique ability to be necessary and natural in different spheres of life and science, helping to reveal the criteria of some objects through the prism of many others.

The cognitive approach to the study determined its status as a multi-speaking means of expressiveness of the language, the path, and showed its role in the discourse and the text of the work, where it is an integral factor of scientific thinking, an instrument of knowledge. From the perspective of a cognitive theory, a metaphor is interpreted as a transfer of a cognitive structure from one content sphere to which it belongs in its primary meaning to another [6].

The analysis showed that the metaphor, which, due to the realization of its dualistic nature, provides an opportunity to read between the lines, often reflects the opinion of the author, which, as a rule, coincides with the attitude to reality of a certain part of society.

In addition, functioning in a particular media discourse, this path can be adequately perceived by the addressee only if it takes into account the context in which this metaphor is implemented. The popularity of using it in the media, researchers explain, including the emancipation of the language of the media in the process of democratization.

For example, in politics, metaphor is the main language means of realization, designation of intentions. The authors of Kazakhstani media actively use the following metaphorical images: free economic zones are oases of well-being, the economy tenaciously retains its privileges, the wide scope of the struggle, poisonous comments, etc.

The language metaphor, which is usually based on a complex chain of associations, as a mechanism of secondary nomination, appears in the communicative act as a means of the speaker's subjective attitude to the content of speech or its addressee. It is common in all styles of speech, but is especially active in those that are designed to influence the consciousness, feelings, emotions, imagination of the audience and the addressee. Complex, artificial, sophisticated metaphors, relevant, for example, in poetry, contradict the nature of mass communication. For mass media, the metaphor is of interest as a means of expressing thoughts, due to the fact that the signs and properties of objects, their signs and actions are transferred to the main object of the image, a specific media character or phenomenon.

As V.G. Kostomarov notes: «The goal of the metaphor in a nonfiction text is “not in an individual-figurative vision of the world and poetic self-expression», - and in objective and comprehensive information, which should be communicated to the general reader in the specific conditions of the newspaper process” [7, p. 56]. Here, the aesthetic criterion is the simplicity and clarity of metaphorization, as well as its evaluation, concreteness and unexpectedness of the transference. Evaluation properties of the metaphor, which serves as an effective tool for thinking, realistic vision of the world picture, contribute to the actualization of communication methods in the information society. Thus, for example, a small part of military terminology used in non-special texts of Kazakhstan's periodicals has the estimated “resources” in order to create a certain motional mood: “Interesting battles took place on the tennis tables of the sports complex”; «With such colleagues you can go to the assault of any record.». «There are 4 potato harvesters, in the arsenal of farmers one of which is self-propelled” (Industrial Karaganda, 02.10.2018).

The figurative meaning arises as a result of an unusual subject relatedness of a word, caused by the need to give a characteristic, and not a simple name. In journalistic speech, the purpose of a metaphor is not only and not so much the creation of figurativeness as the formation of a bright appraisal effect - positive or negative, which it produces in order to enhance thinking, for the communication process, for contact setting [8, p. 28].

One of the most important functions of publicistic discourse, as established, is the impact on the addressee, the formation of his particular views, views through the use of metaphorical means of expression. The cognitive basis of metaphor can be universal knowledge of objective reality. Images of linguistic consciousness are a collection of information about the phenomena of the real world. The metaphor is social, and this feature of it allows, thanks to objective and comprehensive information, to reflect the most relevant processes in society.

In the discourse, not all linguistic elements of the emotional impact are manifested openly. In the media, there is often no direct estimate. Popular methods of indirect expression of assessment. This is confirmed by the use of quotes to draw the reader's attention to the information assessment: «The center of the territory between the courtyards is «decorated» with a garbage pit»; «After receiving the money, the «benefactor» disappeared in an unknown direction, without fulfilling his obligations» (Kazakhstanskaya Pravda, August 17, 2018). In this case, the author uses quotes to ensure that the reader doubts the reality of this fact or event.

A study of the journalistic genres of domestic newspapers, magazines, radio, television, and the Internet suggests that they are a peculiar, constantly evolving, enriching socio-cultural phenomenon emerging in the process of informational and cognitive activity of communicants, ensuring the formation and translation of concepts. Representing a holistic, finished product of speech production, they are able to promptly transmit facts, informational messages that are diverse in content, 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, interests, real social stratification of society.

Media discourse responds to changes in the country and society with all its characteristics. Moreover, it is understood not as a purely philological category, but as a kind of social phenomenon that depends on a number of socio-psychological factors: communication and cognitive tasks, situations of communication, etc. Each element of the publication, radio report, TV program not

only provides information, but and affects the mind and feelings of the reader, listener, viewer. Representing cultural, cognitive and social phenomenon that is extremely important for society, publicistic discourse is designed to quickly broadcast a variety of content, target parameters, topics, selection criteria and methods of presenting the material with well-documented information, taking into account the diversity of readership and audience interests.

From the point of view of discourse research in cognitive-communication models, it is necessary to take into account the influence of numerous factors, for example, the motive and goals that determine the whole course, as well as the conditions of interaction of communicants - the context including the conditions, place and time of communication, the psychosocial sphere, the level of participants' knowledge. For the purposes of discursive analysis, social circumstances and the requirements of the communicative situation are an important criterion.

The journalism of the Republic of Kazakhstan today acts as a multifaceted reflection of life, as an indicator of spiritual culture and the worldview of the nation, contributing to a deep understanding of the processes occurring in public life, finding solutions to emerging problems. This, of course, places high demands on the quality of the preparation of journalistic materials, highlighting the changing reality.

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### В.Т. Абишева, Р.С. Мадетхан

*Е.А.Букетов ат. Қараганды мемлекеттік университеті, Қараганды, Қазақстан*

### Публицистикалық дискурстың коммуникативтік және танымдық аспектілері туралы

**Аңдатпа.** Мақалада сөйлеу модельдеу процесінде публицистикалық дискурстың кейбір аспектілері талқыланады. Сөйлеу үдерісіндегі коммуникативтік және когнитивтік компоненттер ұсынылды. Ғалымдардың ғылыми тәжірибесін ескере отырып, сондай-ақ отандық БАҚ-ты практикалық талдау негізінде журналистер журналистік дискурстың феноменінің маңызды, ерекше аспектілерін атап өтеді. Диссертациялық қызмет адресаттың бірқатар когнитивтік қабілеттерін және қабілеттерін жүзеге асыруды қамтамасыз етеді. Шығармашылық ойлау құралдарының бірі, медиа арқылы адресатқа әсер етудің тиімді құралы - өмір мен ғылымның әртүрлі салаларында әмбебап когнитивтік қасиеттерге және қажетті және табиғи болудың бірегей қабілетіне ие метафора.

**Түйін сөздер:** дискурс, қарым-қатынас, танымдық, метафора, бағалау, журналистика.

**В.Т. Абишева, Р.С. Мадетхан**

*Қарағандық мемлекеттік университетінің им. Е.А. Букетова, Қарағанды, Қазақстан*

**К вопросу о коммуникативных и когнитивных аспектах публицистического дискурса**

**Аннотация.** В статье рассматриваются некоторые аспекты публицистического дискурса в процессе речевого моделирования. Представлены коммуникативные и когнитивные компоненты в процессе речевого мышления. Принимая во внимание научный опыт ученых, а также на основе практического анализа отечественных СМИ, авторы выделяют существенные, характерные аспекты феномена журналистского дискурса. Отмечено, что дискурсивная деятельность обеспечивает реализацию ряда познавательных способностей и способностей адресата. Подчеркивается, что одним из инструментов творческого мышления, эффективным средством воздействия на адресата через средства массовой информации, является метафора, обладающая универсальными когнитивными качествами и уникальной способностью быть необходимой и естественной в разных сферах жизни и науки.

**Ключевые слова:** дискурс, общение, когнитивная, метафора, оценка, журналистика.

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**Авторлар туралы мәлімет:**

**Абишева В.Т.** - филология ғылымдарының докторы, Е.А. Бөкетов ат. Қарағанды мемлекеттік университеті журналистика кафедрасының профессоры. Қарағанды, Қазақстан.

**Мадетхан Райхан С.** - Е.А. Бөкетов ат. Қарағанды мемлекеттік университетінің «Журналистика» мамандығының ІІ курс магистранты. Қарағанды, Қазақстан.

**Abisheva V.T.** – Doctor of Philological Sciences, Professor. Y.A. Buketov Karaganda State University, Karaganda, Kazakhstan.

**Madetkan Raikhan S.** – master student of second year on specialty «Journalism», Y.A.Buketov Karaganda State University, Karaganda, Kazakhstan.