

ANNOTATION

for the dissertation Kurkimbayeva Aizhan Muratovna presented for taking the degree of Doctor of Philosophy (PhD) of the specialty «6D021000 - Foreign Philology» on the theme «Travel Blogging: Communicative Strategies and Tactics (based on materials of English and Kazakh languages)»

Topicality of the research thesis: The first decade of the twenty-first century is marked by the expansion of the sphere of technological, informational and multimedia use of the Internet in the world. In the Web 2.0 era, communicators have acquired a culture that allows them to create their own media messages and have begun to see the benefits of an interactive communication platform - blogging, which is a new media phenomenon. The blogging platform is widely used in all areas of the information society.

Currently, the development of tourism is largely carried out through the global network. Tourism professionals can easily advertise their products on social media. Tourists can usefully organize their vacation from anywhere in the world. The study of how language communication between the addressee and the addresser is carried out in these travel blogs is undoubtedly relevant.

Due to the fact that the tourism industry has become a segment of international trade, tourism communications have become massive. The growth of the tourism industry has led to the emergence of linguistic research aimed at studying tourism blogging as a specialized speech activity.

For the travel industry, blogging has already become a very valuable platform for the positioning of travel destinations and travel products. Travel blogging is not just a channel or a tool for transmitting tourist information, but an interpreter capable of influencing the addressee in making decisions regarding a tourist product and service, using communicative strategies and tactics.

A comprehensive study of the tourism blog discourse, of course, is relevant, it is especially interesting to study the type of discourse under consideration in a comparative aspect, which makes it possible to identify the main discursive, linguo-cognitive and linguopragmatic differences in the implementation of the English-speaking and Kazakh-speaking tourist blog discourse on the material of written media texts-posts.

The study and description of linguistic and extralinguistic tools used in expressing the content of the tourism blogosphere as a communicative area of the Internet space requires a comprehensive humanitarian understanding. In the era of globalization, such a function of the developing language of travel blogging, such as managing the behavior of a mass audience and manipulating its consciousness, is implemented with the help of communicative strategies. The complex communicative nature of blogging in English and Kazakh languages is the subject of research for the first time. The relevance of the study is explained by the lack of domestic works on the study of tourist blogging, incl. in the communicative aspect, as well as the lack of study of the set of communicative strategies and tactics of the tourism blog discourse in English and Kazakh languages.

The object of the research is travel blogging considered as a hybrid type of travel discourse.

The subject of the research is communicative strategies and tactics used in travel blogging, aimed at positioning and promoting a tourist product.

The aim of the research is to identify the features of the implementation of communication strategies and tactics of English and Kazakh travel blogging.

The aim of the study allowed formulating the following **objectives of the research**:

- to consider linguistic approaches to the definition of a *blog, blogging*;
- to identify genre and functional-semantic features of blogging;
- to characterize the differential features of the media blog classification;
- to define the concept of communicative strategy and tactics in modern linguistics;
- to analyze the communication strategies and tactics of travel blogging in English and Kazakh languages;
- to analyze the target-specificity of communication strategies and tactics of travel blog-discourse.

The research material: the English-language travel blogging of active travel bloggers Kash, Jonathan Howe "twomonkeystravelgroup.com", Metthew Kepnes "nomadicmatt.com and Lexie Alford" Lexielimitless ", Tripadvisor and in Kazakh language travel bloggers Orken Kenzhebek, Dinara Bolat, «kazakhstan.travel", «visitkazakhstan», «shymbulak.com "shymbulak.com" in the period 2017-2020. 1600 English tourist post-texts and 1400 post-texts in the Kazakh language were collected and analyzed from the research sources.

The theoretical and methodological basis of the research:

- discourse theory: B.A.Akhatova, G.G.Burkitbaeva, M.R.Zheltukhina, B.S.Zhumagulova, V.I.Karasik, O.K.Kenzhekhanova, M.L.Makarov, E.D.Suleimenova;

- theory of media linguistics: D.Crystal, T.G.Dobrosklonskaya, L.R.Duskaeva, M.R.Zheltukhina, E.N.Galichkina, E.I.Goroshko, G.M.Makluen, V.M.Gromova, O.V.Lutovinova, V.A.Mityagina, T.I.Ryazantseva, E.P.Belinskaya, N.G.Asmus, B.A.Akhatova, G.G.Gizdatov, N.N.Yesenova;

- genre features of the blogosphere R. Blood, C.R.Miller, D.Sheperd, S.C.Herring, L.A.Scheidt, E.E.Wright, S.Bonus, N.Baron, L.Yu.Shchipitsina, O.V.Lutovinova;

- sociocultural and linguistic characteristics of the blogosphere: A.V.Alekseev, T.M.Germasheva, E.I.Gorshkova, O.M.Elkina, T.V.Evsyukova, A.A.Zaliznyak, N.V.Kasyanova, E.G.Novikova, N.V.Cherkasova, I.N.Shamaev, S.Nowson studied the cognitive pragmosemantic features of online diaries;

- comparative study of a blog with a diary: E.A.Bazhenova, M.Yu.Egorova, I.A.Ivanova, D.E.Koleseva, I.L.Mikheeva, V.I.Savkina;

- tourism and tourist blogging: G. Dann, M. Cronin, J. Urry, C.Thurlow, A.Jaworski, T.M.Zavgorodnyaya, G.S.Atakyan, V.A.Mityagina, E.V.Moshnyaga, E.Yu.Novikova, N.V.Filatova, I.V.Pokazanyeva;

- communication strategies and tactics: T.A.van Dijk, E.M.Vereshchagin, V.G.Kostomarov, O.S.Issers, Y.K.Pirogova, L.M.Goncharova, N.A.Tyuleneva, O.Ya.Goikhman, T.M.Nadeina, N.V.Filatova, T.Brish, A.T.Akischeva, G.Sh.Akimbekova, Zh.E Bekzhanova, A.K. Zhukenova;

Scientific novelty of the research:

- the characteristic of tourism blogging as a tourism blog discourse is given, which is a hybrid type of tourism discourse that arose at the intersection of media, advertising, PR, marketing and tourism discourses. As a result of a comprehensive analysis of multidimensional discourse material, genre characteristics, linguistic, extralinguistic means and approaches to the implementation of a tourism blog discourse have been determined, and the classification of tourism blogging has been supplemented:

- for the first time the travel blog-discourse is studied from the linguistic-pragmatic approach, which combines the methods of linguistic, stylistic, discursive, pragmatic analysis, allowing to identify the linguistic means affecting the addressees of travel blogging;

- tactics of respect for the traditions of a tourist destination (within the framework of a value-based communication strategy), tactics of appealing to headings of a persuasive nature, tactics of appealing to advice (within the framework of a persuasive strategy), tactics of appeal to sacredness in religious tourist destinations, tactics of appeal to religious events, the tactics of referring to sporting events in sports tourism (within the strategy of positioning and promoting tourism products and services) is proposed and analyzed;

- using the example of the English and Kazakh tourist blogosphere, for the first time, the main communication strategies and tactics characteristic of these cultures are described, and for the first time the linguacultural specificity of the speech behavior of the English-speaking and Kazakh-speaking participants in the tourist blog discourse is determined.

Theoretical significance of the research. Strategies for understanding hybrid types of discourse as complex discourse formations based on English and Kazakh languages, interpretation of the content and understanding of tasks contribute to solving and perceiving the impact of discourse. The research results expand the understanding of blog discourse as a genre of travel discourse. The formation of the discourse of a tourism blog as a hybrid discourse is reflected in a comprehensive analysis of its communication strategies and tactics, depending on the target audience. The main results of the study contribute to further study of the nature of the discourse of a tourism blog in English and Kazakh.

Practical significance of the research work.

The conclusions presented in the research work can be used in writing teaching aids for students and undergraduates of the faculties of foreign philology and tourism and as materials for replenishing lexicographic dictionaries for the tourism industry, creating marketing and advertising texts, travel guides in English and Kazakh languages. Due to the applied nature of the work, the main conclusions of the dissertation work can be used by business and government agencies when positioning tourist sites in Kazakhstan and promoting them using new media. The

materials of the dissertation work can be used as a basis for further research work on tourism blog discourse. As a result of the work done, important material in English is collected, described and systematized, including the tourism industry and tourism blogging in the Kazakh language. The theoretical results and the collected factual material can be used in the disciplines of foreign philology, intercultural communication, translation studies, pragmalinguistics, discursive linguistics, media linguistics, journalism, service and tourism, marketing.

The provisions carried out for the defense:

1) Travel blogging as a travel blog discourse is a hybrid type of travel discourse that emerged at the intersection of media, advertising, PR, marketing and travel discourses, including constitutive features of these types of discourse. From a linguistic point of view, a travel blog as a discursive unit of tourism blogging is a genre of Internet communication, belongs to media discourse, is characterized by media discourse (genre design, multimedia, hypertextuality, interactivity, asynchronous communication), functional (informativeness, axiology, motivation and persuasiveness) and structural and semantic (thematic creolized texts, post-texts) parameters.

2) Travel blog discourse as a hypertext environment with certain linguo-cognitive and linguopragmatic characteristics is characterized by a high level of emotional, affective impact with a pronounced communicative effect. Promotion of tourism activities is based on communication strategies and tactics that implement the pragmatics of promoting tourism blogging. The communication strategies and tactics of the travel blog discourse are different depending on its target audience and the linguistic and cultural affiliation of bloggers.

3) The main communicative strategies of the tourist blog discourse are positive communicative strategy (tactics: “appeal to honesty and reliability”, “reference to authority”, “complementarity of the argument”, “speed, efficiency”, “luxury life”, “pressure on the will”, “profitable proposition”, “appeal to the senses”, “positioning of tourist destinations”), value-based communication strategy (tactics: “appeal to background knowledge”, “uniqueness of attractions”, “respect for the traditions of a tourist destination”).

4) For VIP tourism, the strategy of "appeal to status" is used, and for budget tourism, a “communicative persuasive strategy” is used. Thematic plan is dominated by religious and sports blog discourse that implements the “strategy of positioning and promoting tourism products and services”. In English-language travel blogging, “communicative positive strategy” and the strategy of "appeal to status" dominate. A positive strategy prevails in Kazakh-speaking travel blogging, but the communication strategy of “appeal to status” (VIP tourism) is less developed. In the Kazakh-language travel blog discourse, post-texts have a strong narrative-based impact on addressees. In the Kazakh language tourist blogging, the use of positive communicative strategies also predominates, however, the tactics of "appeal to feelings" and "speed, efficiency" are of little use. The range of language markers that implement the communication strategy “appeal to status” (VIP-tourism) in Kazakh language travel blog is limited.

5) A travel blog as a media product created by a certain blogger reflects various communicative situations realized with the help of speech acts of locution, illocution and perlocution. In an English-language travel blog discourse, during an illocutionary speech act, the addresser implements information as a proposal of an expert, professional, and the information is presented in the form of advice, life hack. The media products of English-speaking bloggers are a full-fledged business, and bloggers appear in different roles: advisor, consultant, expert, friend, motivator, and posts have a recommendation and testimony orientation. English language travel blogging, contrast to Kazakh travel blogging is characterized by multichannel, multimedia, wide thematic diversity, high adaptability to a changing communicative situation, as well as pragmatic intentionality and the uniqueness of extralinguistic factors, reflected in the expressive-emotional evaluative linguistic units inherent in travel blogging. In the travel blog discourse, the verbalization of communicative intentions is carried out using linguo-pragmatic means that create the necessary influencing effect on the addressee. In English travel blogging, communicative strategies are implemented using emotionally expressive and evaluative vocabulary, colloquial vocabulary, phraseological units, neologisms, terms and the use of creolized texts, epithets, hyperbole, metaphors, rhetorical questions. Unlike English, Kazakh travel blogging is characterized by limited linguistic pragmatic means. Its specific features are the widespread use of anglicisms, occasionalisms, colloquial vocabulary, and internationalisms.

Publication and approval of research work. According to the results of dissertation research 18 articles are published, including 7 articles in publications recommended by the Committee on the Control of Education RK, 2 articles indexed in SCOPUS database, 7 articles in collections of international conferences, 1 in the Bulletin of KazUIR & WL; 1 in the Bulletin of KazNWTTU.

The structure of research work: The thesis research consists of an introduction, three chapters, conclusion, list of references and applications.