

ANNOTATION

to a thesis research of Adyrbekova Mauye Kolibayevna on a topic: «Linguopragmatic features of persuasive communication (based on the material of English and Kazakh newspaper discourse)», presented for a Doctor degree majoring in specialty «6D021000 – Foreign philology»

Topicality of the research thesis.

Persuasiveness in linguistics is a special mental and cognitive category that plays a cognitive-psychological role in shaping the media consciousness of readers. This linguistic category is one of the main objects of study in modern linguistics at the junction of such spheres as cultural linguistics, linguopragmatics, cognitive linguistics, discursive linguistics, media linguistics, etc.

Persuasive communication has been studied by domestic and foreign scientists in the field of political, literary, religious, advertising and media discourse. In the development of media communication and methods of presenting information, special communication strategies and tactics are used. The scientific study describes general communication strategies and tactics, and also identified the need to introduce new communication strategies and tactics that determine the specifics of periodicals. The discourse analysis showed that persuasiveness as a special linguamental category of media discourse should be studied in the linguocultural aspect by highlighting specific English and Kazakh verbal features.

As a result of the media-linguistic analysis, M. Holiday, O. S. Issers, A. Golodnov pay special attention to persuasive communication in the context of a foreign language, whereas the domestic linguists such as B. Momynova, A. K. Kairbayeva, G. C. Altynbekova and G. N. Smagulova, consider this communication as a kind of media discourse in the context of the Kazakh language. The research by G. K. Ikhsangalieva and A. K. Altayeva is limited to general descriptions of persuasive communication in the field of media discourse. Paying special attention to the structure and vocabulary of newspaper discourse and the peculiarities of the author's presentation of information, B. Momynova described the peculiarities of specific linguistic units used in the language of the press. Although the study by G. K. Altynbekova describes persuasive communication as a separate linguistic category, it is not considered in any specific area of media discourse. A. K. Altaeva, analyzing the universal characteristics of this communication, for her part studied it in the field of media discourse. In this regard, G. K. Ikhsangalieva analyzed this linguistic category not as a feature of the press, but as a feature of communication in general. Therefore, in domestic linguistics, the features of the persuasive communication of the English and Kazakh newspaper discourse still require in-depth comparative and comparative analysis.

The topicality of the research thesis lies in the lack of in-depth linguistic research on persuasive communication in domestic and foreign linguistics, as well as in the absence of a clear definition of persuasive strategies and tactics of English and Kazakh newspaper discourse.

The object of the research is the English and Kazakh newspaper discourse.

The subject of the research is the persuasive strategies and tactics of the English and Kazakh newspaper discourse.

The purpose of the research is to identify strategies and tactics of persuasive communication in newspaper discourse in the process of achieving the persuasive intention of the media addresser (author), aimed at cognitive influence on the media addressee (reader).

To achieve the purpose, the following **objectives** were set:

- to determine the status of media discourse in modern society, including the nature of newspaper discourse;
- to establish the role of the media addresser in the communicative consciousness of the media addressee;
- to describe the basic concepts of persuasive communication, as well as its cognitive and psychological methods of influence;
- to identify the role of persuasive communication in the style of newspaper discourse;
- to determine linguo-pragmatic and linguocultural features of persuasive communication in English and Kazakh newspaper discourse.

The material of the research is represented by the media texts of English-language ("The Independent", "The Sun" and "Daily Express") and Kazakh-language newspapers ("Egemen Kazakhstan", "Turkistan" and "Almaty Akshamy") for 2019.

The theoretical and methodological basis of the study includes the works of the following domestic and foreign authors in the field:

- media discourse and media communication: M. McLuhan, G. K. Altynbekova, L. S. Akhmetova, N. A. Goncharova, T. G. Dobrosklonskaya, M. R. Zheltukhina, S. Medeubekuly, S. I. Smetanina, V. A. Buryakovskaya, I. S. Lisutkina, N. Miller, M. McCombs, D. Machin, M. L. Makarov, A.V. Polonskii, N. Luman and others;

- text and newspaper discourse: R. S. Zhaksylykbaeva, A. A. Moldabekov, N. D. Arutyunova, A. N. Baranov, S. M. Gurevich, K. Kamzin, J. Beinbrig, V. V. Vinogradov, N. I. Klushina, E.E. Dmitrieva, E. A. Goncharova, M. R. Zheltukhina, V. I. Karasik, I. V. Aleshanova, S. K. Kozybaev, A.A. Bobrov, K. Mukataeva, B. Momynova, B. Zhagyp, S. Sadykov, F. Z. Zhaksybaeva, R. A. Omarova, G. Ibrayeva, I. V. Silant'ev, G. Ya. Solganik, G. N. Smagulova, V. N. Stepanov, E. D. Suleimenova, V. E. Chernyavskaya, A. A. Tertychny and others;

- communicative argumentation: J. Searle, J. Austin, I. A. Sternin, Z.D. Popova, E. A. Baranova, O. V. Alexandrova, O. S. Issers, E.S. Kubriakova, A. N. Baranov, J. Habermas, J. Powell, B. Johnstone, Yu. V. Chemyakin, E. F. Telen, A.A. Leontiev and others;

- Persuasive communications: A. K. Altayeva, A. N. Golodnov, E. A. Goncharova, M. Goffman, O. S. Issers, G. K. Ikhsangalieva, A. Maslow, J. Habermas, M. Holiday, D. Fletcher, T. V. Pozdeeva and others;

- linguopragmatists: L. Zh. Akhmetgalieva, D. A. Alkebaeva, L. G. Lisitskaya, I. R. Galperin, E. A. Goncharova, M. R. Zheltukhina, Ch. S. Pierce, V. E. Chernyavskaya, G. S. Sultanbaeva and others.

The scientific novelty of the research is determined by the following components:

- newspaper discourse is described as a flexible type (print and electronic format) of media communication, characteristic of both linguistic cultures (English and Kazakh). The results of a comprehensive analysis of periodicals revealed the essence of the linguistic and extralinguistic approaches to the achievement of the author's persuasive intentions. The cognitive-psychological impact of the media addresser on the media addressee is analyzed from the linguocultural, stylistic, discursive and pragmatic points of view;

- in the list of already known and frequently used linguistic strategies of personal communication (the strategy of the author's self, the strategy of attracting attention, the strategy of optimal addressing, and the strategy of the author's implicit idea) it was proposed to add new communication strategies such as the strategy of optimal format, the strategy of polylogue, and strategy of the final statement. Analyzing newspaper discourse, for the first time, the main communication strategies and tactics were systematized. They clearly describe the linguistic and cultural features of the persuasiveness of newspaper discourse in the English and Kazakh languages.

The theoretical significance of the research is clearly highlighted in the theory of media discourse, pragmalinguistics, cultural linguistics and the theory of influence. In the modern world, newspaper discourse has been evolving expanded its relevance and scope. In this sense, this study contributes to the development of the theory of newspaper discourse, discursive linguistics, pragmalinguistics, and cultural linguistics.

The practical significance of the research. The results of the work can be used in the development of training courses on language theory, discourse theory, cultural linguistics, media linguistics, pragmalinguistics for students and undergraduates in foreign philology in the analysis of media texts of newspaper discourse in the English and Kazakh languages. The research materials can serve as a sound basis for special lectures and seminars in the field of media discourse, identifying communication strategies and tactics, and their comparative description in different linguistic cultures. As a result of the research, particular examples from the discourse of English and Kazakh newspapers were collected and logically systematized.

Provisions for Defense:

- Newspaper discourse is a flexible form of media communication that has been evolving for centuries in the information space in print and electronic formats. Newspaper discourse, which is a collection of materials published in periodicals on the history of human development, is distinguished by historical artifacts and the universality of a common language. Its main characteristics are public access to information services of periodicals, the size of the target audience, the specificity of the source of information in time and space, as well as the need for news in the field of current activity. The cognitive-psychological impact of the media addresser (author) has an explicit and implicit mental effect on the media addressee (reader). Newspaper discourse allows to look at the socio-political phenomena in the text from the point of view of several cultures and the author's critical point of view.

- As a result of the use of certain communication strategies and tactics, the media addresser (author) of the newspaper discourse achieves his professional goal by influencing the consciousness of the media addressee (reader). The author's pragmatic idea is being realized through the use of special verbal techniques that preserve the linguocultural characteristics of various genres of newspaper discourse. As a visual indicator, it was found that in the genre of newspaper interviews in the English and Kazakh linguistic cultures, the strategy of the author's self is used more often than other strategies. However, both linguistic communities have their own linguocultural peculiarities of persuasive authorship in accordance with the mentality of cognitive-psychological perception of information.

- Persuasive communication in the field of media discourse is the main linguistic category that has a cognitive and psychological impact on consciousness. This category, which has passed the period of historical formation, determines the author's goal while revealing information and conveys his views on life and principles. The sphere of persuasiveness of newspaper discourse is a single information space, the linguo-pragmatic features of which are reflected in various strategies and tactics used by English and Kazakh authors. The main strategies of persuasive communication are the strategy of the author's "Me", the strategy of attracting attention, the strategy of optimal addressing and the strategy of the author's implicit idea. In addition to the above strategies, we have proposed three new strategies that are common to the discourse of English and Kazakh newspapers: the optimal format strategy, the polylogue strategy, and the final statement strategy. The research work is aimed at determining the linguo-pragmatic vector of the English and Kazakh newspaper discourse in terms of influence on the reader in accordance with the persuasive intentions of the media addresser.

- Persuasiveness of newspaper discourse is an integral part of the author's information revelation. The main goal of the implementation of persuasive communication is not only the formation of a completely new idea in the mind of the reader, but also the influence on his post-communicative activity, with a partial impact on his life position. One of the characteristics of this communication is its versatility in different linguistic cultures. The main features of the use of the persuasive strategies of two linguocultures in newspaper discourse are as follows: media addressers of English newspapers often attract the reader's attention with thematic design (the strategy for attracting the reader's attention) and effectively used illustrations. The media addresser of Kazakh newspapers prefers to focus on the last paragraph of the material (the final statement strategy). An English author finds it convenient to use the citation method (the optimal addressing strategy) when writing a newspaper article to simplify the author's responsibility in relation to the topic under discussion. He also substantiates the newspaper material with clear and convincing facts. The goal of the Kazakh author is to clearly state his own position on the topic described (the strategy of the author's "Me"). An English author most often uses the monologue format (optimal format strategy). The reason for this is the desire to present the idea not as a result of a dialogue, but as a personal statement. This strategy is used differently in Kazakh language material: preference is given to the question-answer format. An analysis of the methods of presenting information

allows us to identify the features of the existing cultural differences and spiritual values of both societies.

Approbation. The main provisions, results and conclusions are set out in 12 scientific works, of which 6 articles in collections of international scientific conferences, 4 articles in republican scientific journals recommended by the Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, 1 article in an international journal included in the SCOPUS database, as well as 1 article in the "Egemen Kazakhstan" newspaper.

The volume and structure of the dissertation. The dissertation work consists of an introduction, three chapters, a conclusion, a list of references and an applications.

The first section "The Role and Significance of Media Discourse in Linguistics" provides an exhaustive overview of the role of newspaper discourse in modern media discourse and the author's intuition in the works of foreign and domestic researchers from the point of view of the theoretical basis. In the course of the research, the linguoculturological and stylistic nature of the bilingual writer discourse of interdisciplinary newspaper discourse is given.

The second section "The Theory of Persuasive Communication" is devoted to establishing the role of persuasive communication in newspaper discourse. The term, which has not yet been deeply considered in domestic linguistics, has its own definition, along with the definitions of foreign linguists, as well as the cognitive and psychological significance and significance of convincing communication in the modern English and Kazakh-speaking society.

The third section "Linguo-pragmatic features of convincing newspaper discourse in the linguocultural aspect" is intended to identify the specificity of newspaper discourse in terms of communication strategies and tactics, taking into account the role of the English and Kazakh societies. The main challenge was to present new strategies and tactics in addition to well-known persuasion strategies and tactics, taking into account two different cultural views of society. The result of English and Kazakh newspaper's linguopragmatic analysis has shown the optimal path to the reader's consciousness.