ANNOTATION
Thesis for the degree Doctor degree of Philosophy PhD
in "6D021000 - Foreign Philology"
Iskakova Nazira Serikovna
"Cognitive-pragmatic aspects of evaluation in the socio-public British media discourse"

The significance of the research. At the present stage of development of the cognitive-discursive paradigm in linguistics, scientific interest is aroused by the formation and functioning of conceptual phenomena, with the help of which the cognitive and pragmatic potential of language, speech and communication are revealed. One of such fundamental categories is evaluation, which requires study at the intersection of philosophy, axiology, linguistics, psycholinguistics, linguopragmatics, cognitive linguistics, etc. due to its interdisciplinary nature.

Evaluation as a universal language category has always attracted the special attention of scientists and to this day remains the object of study of numerous studies in the field of modern linguistic science. The historical prerequisites for the evaluation were laid down in the early scientific works of the logical-philosophical approach (T. Hobbes, J. Locke, B. Spinoza, J. Moor, etc.). Within the framework of structural linguistics, evaluation has been sufficiently studied in the linguistic aspect as a functional-semantic category in the field of semantics and pragmatics, and the main ways and means of expressing evaluation on the material of one language and in comparison of several languages have also been determined.

Due to the emergence of new linguistic sciences of an integrative nature, there is a need to study the evaluation category in line with the cognitive-discursive (pragmatic) direction. In the cognitive aspect, evaluation as a cognitive process of human activity is expressed by his mental and verbal behavior in relation to the surrounding reality, through the prism of socio-cultural perception. In this regard, cognitive evaluation mechanisms, including language and thought structures, remain insufficiently studied. Moreover, there is an increased interest of scientists in the study of evaluation in the context of various discourses. This is due to the priority development of the study of discourse and its types with the manifestation of more and more new objects of study. At the same time, special attention is drawn to the discourses of the mass media, including the socio-public media discourse, which is a new branch in discoursology, and sets the task of in-depth study, due to the insufficiency of its research.

In this study, socio-public media discourse is considered as a combined form of specific types of media discourse, which reflects the media space in the field of socio-public communication. In the context of the modern socio-public media discourse, evaluation is one of its basic features, and the implementation of the evaluation category is carried out through the representation of positive and negative qualities of socio-media events, both in explicit and implicit form at all

speech and communicative levels. Moreover, evaluation is a productive means of influencing public consciousness through the media and is a complex phenomenon that requires more thorough and comprehensive scientific research.

Consequently, the above factors give grounds to assert the need to theoretically justify the use of certain evaluation strategies and tactics in the British socio-public media discourse, and to determine the realization of their pragmatic potential. Thus, the above factors determine the relevance of the research topic.

The object of the research is the category of evaluation in the modern socio-public British media discourse.

The subject of the research is the cognitive-pragmatic features of the implementation of evaluation in the modern socio-public British media discourse.

The purpose of the research is to study the cognitive-pragmatic aspects of evaluation strategies and tactics in the modern socio-public British media discourse.

The research objectives are:

- to generalize and analyze existing approaches to the theory of evaluation in modern linguistics;

- to determine the differential features of the socio-public media discourse;

- to conduct a cognitive-conceptual analysis of the basic social concepts of *immigration* and *welfare* in the socio-public British media discourse;

- to identify the main evaluation strategies and tactics in order to determine the pragmatic intention: implicit contextual - speech implementation and explicit evaluation in the socio-public British media discourse;

- to analyze the recipients' perception of a particular evaluation to determine productive evaluation strategies and tactics based on feedback (comments) addressees.

The theoretical and methodological basis of the dissretation is based on classical and modern scientific works of foreign, Russian and domestic scientists:

- evaluation theory (N.D. Arutyunova, E.M. Wolf, V.N. Telia, G. Thompson, S. Huntson, J.R. Martin, R.R. White, M. Bednarek, Z.K. Temirgazina); logical-philosophical approach (T. Hobbes, J.Lock, B.Spinoza, J. Moor, G.H. von Wright, A.A. Ivin, N.D. Arutyunova); functional-semantic approach (E.M. Wolf, V.N. Telia, I. A. Sternin, T.V. Markelova, D. B. Toktamysova, Z.H. Ibadildina); communicative and pragmatic approach (Ch. Stevenson, R. Hare, V.G. Gak, N.D. Arutyunova, A.I. Prikhodko, Z.K.Temirgazina, D.B. Toktamysova, G.O. Azylbekova); cognitive approach (J. Lakoff, R.Langaker, L. Talmy, N.N. Boldyrev, E.S. Kubryakova, G.V. Kolshansky, R.M. Frumkina, A.A. Buryakovskaya, L.K. Zhanalina, E.D. Suleimenova, M.L. Zainullina, I.A. Olkova);

- theory of pragmatics (J. Leach, J. Austin, J. Searle, G. Grice, Z. Vendler, N.D. Arutyunova);

- theory and analysis of discourse (M. Foucault, P. Serio, T. van Dijk, A.A. Kibrik, M.M. Bakhtin, V.I. Karasik, Yu S. Stepanov, V.E. Chernyavskaya, A.K.

Kiklevich, E.D. Suleimenova, M.Sh. Musataeva, G.G. Gizdatov, A.Islam); journalistic discourse (M.R. Zheltukhina, V.E. Chernyavskaya); political discourse (E.I. Sheigal, A.P. Chudinov, B. A. Akhatova, A.Islam); business discourse (V.G. Admoni, G.G. Burkitbayeva); youth discourse (M.G. Chabanenko , J.E. Bekzhanova); legal discourse (E. A. Kozhemyakin, M.S. Abisheva, G. B. Noruzova);

- theory of media linguistics and media discourse (J. Korner, T.G. Dobrosklonskaya, G.Ya. Solganik, M.R. Zheltukhina, G.G. Gizdatov, N.I. Klushina, T.V. Shevyakova);

- cognitive linguistics and concepts (A.N. Baranov, N.N. Boldyrev, E.S. Kubryakova, V.I. Karasik, S.A. Askold, A.P. Babushkin, N.F. Alefirenko, G.G. Gizdatov, A. Islam);

- evaluation strategies and tactics (O. S. Issers, M.R. Zheltukhina, A.V. Gileva, E.A. Zimina, I.V. Frolova)

The scientific novelty of the research is that

- for the first time, the cognitive-pragmatic aspects of evaluation are investigated in domestic English studies, and the basic evaluation strategies and tactics of the modern socio-public British media discourse are determined, in accordance with the analysis of the perception of addressees.

- the differential features of the modern socio-public British media discourse are revealed and the key concepts of the modern British socio-public media discourse are determined.

The following **general scientific and linguistic research methods** were used in the work. Descriptive method, dictionary definition analysis, cognitive analysis method, discursive analysis method, critical linguistics method, contextual analysis; statistical method.

The theoretical significance. The theoretical significance of the research lies in the fact that the developed theoretical aspects of evaluation, evaluation strategy and tactics will make a certain contribution to the further development of evaluation theory, pragmatics, media discourse, conceptology, etc.

The practical significance. The practical significance of the dissertation work consists in the fact that the obtained research results can be applied in the development of lecture courses on the theory of evaluation, cognitive linguistics, and can be used as the basis for the development of university special courses in conceptology, pragmalinguistics, media discourse, discourse analysis, as well as special courses in philological specialties.

The research material of the study is the British media "BBC", "The Independent", "The Guardian" and "The Sky News" for the period 2016-2020.

The main provisions to be defended:

- The existing research directions based on the discrete study of the philosophical, logical, psychological and linguistic aspects of the evaluation category are insufficient due to the limitations of the subject of the study. The

modern development of the cognitive-discursive paradigm of linguistics contributes to a more complete disclosure of the complex nature of the evaluation category. Evaluation in this paper is considered as a linguocognitive category, which, when perceiving and processing information from the outside world, on the basis of comparison with the reality model existing in the subject's mind, correlates with his inner world and reflects the value picture of the world.

- Socio-public media discourse is a new sphere of discursive space and is characterized by a symbiotic character at the junction of social, political, economic and media discourses. The objects of the socio-public media discourse are socially significant problems in public life, reflected in the mass media and causing the participation and backlash of members of society, depending on the correlation to the socio-public problem. The socio-public media discourse is characterized by relevance, mass character, evaluativeness, temporality, addressability, multimodality and pragmatism.

- In the socio-public British media discourse in the conditions of modern socio-economic and political situations caused by the processes of globalization and Brexit, the concepts of *immigration* and *welfare* occupy an urgent and priority position. The concepts of *immigration* and *welfare* are quite variously determined by the evaluation characteristic in the modern socio-public context. The influencing effect of evaluation in the socio-public media discourse is realized through figurative words, repetitions, irony and sarcasm, metaphors, metonymy, hyperbole. Attributive and predicative lexical phrases, which are the constituent elements of the evaluation field, are characterized by frequency.

- The main evaluation strategies that implement the evaluative judgments and positions of the addressee/author include approval strategies, censure strategies, strategies for transmitting unambiguous positions and a strategy for transmitting a plurality of opinions. In the modern British socio-public media discourse, the use of the strategy of censure and the strategy of unambiguity of position is characterized by frequency and productivity. Among the evaluation tactics, the tactics of forecasting, accusations, recognition of the existence of a problem, denial and discrediting are distinguished. The choice of certain evaluation strategies and tactics depends on linguistic and extralinguistic factors, such as the thematic specificity (conditionality) of the socio-public media discourse, interpersonal relationships of subjects, their pragmatic intention of the addressee and addressee, the relevance of the social problem, the social environment and the socio-communicative context.

- The addressee expresses his value judgment through comments that are characteristic of electronic media communications characterized by interactivity, frequency and explicitness. The results of the analysis made it possible to establish the following evaluation strategies: the strategy of approval, the strategy of censure and the strategy of neutral commenting, which are aimed at expressing a positive, negative and neutral perception by the addressees of the original main material of

the addressee. During the analysis of the comments, it was revealed that in terms of frequency and productivity, a strategy of censure is distinguished within which the tactics of irony and sarcasm, the tactics of accusation and the tactics of disagreement express the predominance of the negative evaluation position of the participants of the media discourse prevail.

Approbation. The main results of the dissertation research are reflected in 7 scientific publications, including 3 articles in the collections of international scientific and practical conferences: V International Scientific and Practical Conference "Foreign Language education: experience, innovations and prospects", November 12-13, 2018 (Almaty, Kazakhstan); international scientific and practical conference "Modern issues of Linguistics, Translation Studies and Pedagogy: Traditions and Innovations" June 27-28, 2019 (Bryansk, Russia); Journal of Foreign Language Teaching and Applied Linguistics. Vol.6 Number. 1 -2019, proceedings of the international conference International conference on foreign language teaching and applied linguistics (FLTAL) May 2-3, 2019 (Tashkent, Uzbekistan). 3 articles in scientific journals recommended by the Committee for Control in the Field of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan: Bulletin of L.N. Gumilev ENU: "Philology Series" No. 2 (123) 2018; Bulletin of KazNPU. Abaya: "Philology Series" No. 3 (65) 2018; Bulletin of the KSU named after Sh.Ualikhanov: "Philology Series" No. 2/2020; and 1 article in the international journal included in the Scopus database - Rupkatha Journal on Interdisciplinary Studies in Humanities (ISSN 0975-2935) Indexed by Web of Science, Scopus. Vol. 12, No. 6, December, 2020.

The structure of the dissertation work. The dissertation research consists of an introduction, three chapters, a conclusion, and an appendix.