

ABSTRACT

to the thesis of Zhussubalina Zhanat Meirbekovna on the theme "Use of anglicisms in the structure of the Kazakh media text (semantic and cognitive pragmatic aspects)" presented to receive a doctoral degree of philosophy (PhD) in the educational program 8D02310 – "Philology"

General characteristics of the thesis. The dissertation analyzes anglicisms in media texts of the Kazakh language from the point of view of lexical, semantic, cognitive, pragmatic aspects. The theoretical and methodological framework of the study was comprehensively examined through intralinguistic and integrative approaches, focusing on the lexical, semantic, cognitive, and pragmatic aspects of anglicisms by employing modern linguistic methods.

The dissertation reveals a profound interconnection between linguistic change and social and cultural transformations in contemporary society. It provides an in-depth analysis of the lexical, semantic, cognitive, and pragmatic characteristics of Anglicisms used in Kazakh contextual (environmental) texts. The research findings shed light on the mechanisms of lexical borrowing and the processes of linguistic integration, offering a significant contribution to scholarly inquiry in this field.

Relevance of the research topic: the relevance of this research depends on a number of factors, among which theoretical and applied aspects can be distinguished. In the context of globalization, the rapid development of information technologies and the active functioning of the media space, there is a rapid penetration of the English language into other languages, in particular, Kazakh-language media texts. One of the most obvious manifestations of this process is loanwords and the active use of anglicisms in various types of media communication.

From the point of view of the scientific direction, the study of anglicisms in media texts is an important aspect of the study of the processes of linguistic communication, interlinguistic interaction and changes in the semantic and pragmatic characteristics of lexical units. It combines with modern areas of linguistics such as cognitive linguistics, pragmatic linguistics and media linguistics, where the study of language units in the dynamics of their use in specific discursive situations is a priority.

From the point of view of scientific relevance, the study of anglicisms in media discourse opens up wide opportunities for the analysis of cognitive and semantic changes that occur when adapting loanwords to the peculiarities of the national language and culture. The study of the cognitive-pragmatic potential of anglicisms makes it possible to identify the features of the representation of mental concepts, as well as the interpretive mechanisms activated in the mind of the addressee. In the lexical and semantic aspect, the polysemantization of anglicisms, the transfer of meanings, reinterpretation and work in a new context are of important interest.

From the point of view of practical significance, the study of anglicisms in media texts contributes to a deeper understanding of the mechanisms of linguistic influence and change, allows us to identify trends in modern media discourse, and can also be used in the development of proposals for language policy, teaching translation, mediallynguistics and Stylistics. In addition, the results of the study are of interest to specialists in journalism, PR, marketing and intercultural communication.

Thus, the consideration of the lexical-semantic and cognitive-pragmatic features of anglicisms in media texts is timely and scientifically substantiated, which meets the urgent tasks of modern linguistics and the practical needs of the media environment.

The degree of scientific development of the theme. The problem of borrowing vocabulary, including anglicisms, is an urgent and multifaceted topic that has attracted the attention of foreign and domestic linguists, including Kazakhstani researchers. In Kazakh linguistics, the problems of loanwords, their classification, adaptation and functioning in the Kazakh language were considered in the works of such scientists as A. Kaidar, R. Syzdyk, Sh. Sarybayev, N. Uali, Zh. Mankeeva, A. Zhubanov. They laid the foundation for a theoretical understanding of the phenomenon of lexical borrowing and their role in the development of the Kazakh literary language.

Modern research related to the influence of the English language on the Kazakh language in the context of globalization was reflected in the works of S. Kaimuldinova, A. Kasenova, D. Salgarina, B. Momynova, B. Sagyndykuly, who considered the penetration of anglicisms into various areas of communication, including media, marketing, IT and youth slang. Particular attention is paid to the mechanisms of adaptation of foreign words in the Kazakh language, their phonetic, morphological and semantic transformations, as well as the degree and frequency of their assimilation.

From the point of view of mediallynguistics, such Kazakhstani researchers as A. Tatubaev, S. Yesenova, G. Nurzhekeeva analyzed the features of media discourse, changes in lexical norms under the influence of the English language, as well as the cognitive-pragmatic aspects of communication in the media.

As for the question of who has studied foreign loanwords in general media texts within Kazakh linguistics, this topic has been explored primarily in two PhD dissertations: Doszhan Gulzhan Amangeldiyevna's *"Semantics and Pragmatics of English Business Lexemes in Turkic Languages"* and Baidullayeva Assel Batyrovna's *"The Cognitive-Communicative Nature of Advertising Slogans (Based on Materials in Kazakh, Russian, English, and German)."* The first dissertation offers a general analysis of the integration of English business-related lexemes into the Kazakh language, while the second focuses on the use of English lexical units in advertising texts.

However, despite the available achievements, a comprehensive study of anglicisms in media texts from the point of view of lexical-semantic analysis and a cognitive-pragmatic approach remains an insufficiently studied direction. Until now, there is a shortage of works in modern Kazakh-language media texts of Kazakhstan,

in which language and cognitive strategies for the functioning of anglicisms are systematically considered. Thus, this study is designed to fill this gap, offering for the first time a holistic analysis of the features of the functioning of anglicisms in the structure of Kazakh media text on two aspects (lexical - semantic and cognitive-pragmatic).

Object of the research: lexical-semantic and cognitive - pragmatic features of the formation, functioning, role and adaptation of anglicisms in the structure of modern Kazakh media text.

Purpose and main objectives of the thesis: the purpose of the study is to identify lexical - semantic and cognitive-pragmatic features, as well as general and distinctive features of anglicisms in the structure of the Kazakh media text.

The implementation of the set goal involves the solution of a number of specific objectives:

- 1) consideration of scientific approaches to the study of borrowing vocabulary in the modern Kazakh language;
- 2) determining the role of the English language in intercultural communication in the context of globalization;
- 3) identification of the reasons, types and stages of the introduction of English vocabulary into the modern Kazakh language;
- 4) description of the Kazakh media text in the modern Kazakh language as a sphere of functioning of anglicisms;
- 5) description of anglicisms in the structure of the Kazakh media text at the semantic, cognitive and pragmatic levels and systematization of their functions, general features;
- 6) study of the use of anglicism in the structure of the Kazakh media text at the semantic, cognitive and pragmatic levels, identify and systematize the distinctive features of their use.

Scientific novelty of the thesis: the lexical-semantic and cognitive-pragmatic adaptation of anglicisms is directly related to the Kazakh media text, which constitutes the distinctive features of the functioning of anglicisms.

Theoretical and methodological basis of the study: in the dissertation work, we examined the works of a number of scientists who studied domestic and foreign loanwords and media texts: A. I. Dyakov, V. V. Radlov, E. F. Volodarskaya, V. G. Kostomarov, L. P. Krysin, D. S. Lotte, E. Haugen, H. Gotleb, A. Bell, P. Hofsti, T. Janson, A. Baitursynov, R. Syzdyk, guided by the works of K. Abduali, H. Dosmukhamedov, G. A. Doszhan, Sh.Kurmanbayuly and many other scientists, we relied on the main theoretical conclusions and opinions.

The practical significance of the study is determined by the fact that it is appropriate to include the results and conclusions of individual sections of the study in educational courses "General Linguistics", "Functional Stylistics", "Linguistic pragmatics", "Intercultural communication", "Lexicology" in higher educational institutions, as well as use them for in-depth study of English and Kazakh languages. In addition, newly identified anglicisms, which are constantly used in the structure of the Kazakh media text, but are not fixed by lexicographic sources, can be used in

updating English-Kazakh and Kazakh-English dictionaries, compiling single-and bilingual dictionaries, and developing manuals.

Main provisions submitted for defense. Based on scientific discoveries in the research work, the following conclusions are proposed for defense:

- The lexical-semantic and cognitive-pragmatic adaptation of anglicisms is directly related to the structure of media text
- The lexical-semantic and cognitive-pragmatic adaptation of anglicisms forms a clear character and peculiar features of the functioning of anglicisms.
- Anglicisms in media texts in the Kazakh language are distributed in different lexical thematic groups.
- Anglicisms in media texts perform a pragmatic function along with the nominative function
- The frequent use of anglicisms in media texts forms in Kazakh speakers a cognitive model of perception of reality associated with an anglocentric picture of the world.

Research methods. In this dissertation, a combination of empirical and theoretical research methods was employed. Empirical methods included observation, comparison, and description, while theoretical methods involved modeling, formalization, and others. A method of analyzing dictionary definitions was used to identify semantic features accurately and comprehensively. Vocabulary was also classified into thematic groups, and statistical analysis was applied to determine the frequency and degree of saturation in media texts.

To support these approaches, specific methods for the systematization and analysis of linguistic material were utilized, including component and contextual analysis of word meanings, distributional analysis, word-formation and conceptual analysis, as well as historical-etymological and linguocultural commentary.

Publications on the topic of work. Based on the findings of the research, 14 articles were published in domestic and international scientific journals and presented at theoretical and academic conferences.

In the database of the company Scopus:

1. «Cognitive and pragmatic features of Anglicisms in Kazakh media text», Lebende Sprachen, vol. 68, no. 2, 2023, pp. 138-152. ISSN: 1868-0267

In scientific publications submitted by the committee for control in the field of Education and Science of the Ministry of Higher Education and Science of the Republic of Kazakhstan:

1. Anglicisms in Kazakh newspapers: semantical and contextual approach. «Bulletin. Series: Philological sciences» of "Kazakh Ablai Khan University of International Relations and World Languages", №1 (64). Almaty, 2022.
2. Teaching modern anglicisms through media text. «Bulletin. Series: Philological sciences» of "Kazakh Ablai Khan University of International Relations and World Languages", №2 (65). Almaty, 2022.
3. The role of the language of radio, television broadcasting in the formation of anglicisms. «Bulletin. Series: Philological sciences» of "Kazakh Ablai Khan University of International Relations and World Languages", №4 (67). Almaty, 2022.

4. The problem of the culture of speech in the media. «Іаса́yı́ ўніверсітэціні́ habarshysy» scientific journal. №1 (127). Turkistan, 2022.
5. The role of Kazakh media in the modern communicative space. Bulletin of Toraighyrov University, Philology series, №1 (2023). Pavlodar, 2023.
6. Anglicisms on social networks and internet sites. «Bulletin. Series: Philological sciences» of "Kazakh Ablai Khan University of International Relations and World Languages", №1 (72). Almaty, 2024.

International and national scientific and practical conferences:

1. Intercultural communication in the era of globalization: the worldwide role of the English language. Proceedings of the international scientific and practical conference "Auezov readings -19: 30 years of independent Kazakhstan", Volume 3 (3). Shymkent, 2021.
2. Classification of anglicisms in the Kazakh language. Proceedings of the international scientific and practical conference "Auezov readings – 20: the heritage of Mukhtar Auezov – the treasure of the nation", dedicated to the 125th anniversary of M. O. Auezov, Volume 2. Shymkent, 2022.
3. The features of using anglicisms in Kazakh mass media. Proceedings of the III International Scientific and Practical Conference of Young Scientists and Students "Priority areas for the development of sports, tourism, education and science", Moscow: Lobachevsky Nizhny Novgorod State University, 2022.
4. Consideration of anglicisms in Kazakh linguistics in the anthropocentric direction. Bulletin Of Science Of South Kazakhstan, No. 1 (17). South Kazakhstan University named after M. Auezov, Shymkent: 2022.
5. "Anglicisms in print and electronic media texts". Collection of articles of the international Scientific and Practical Conference of young scientists and students "Science and education in the modern world: problems and prospects", dedicated to the 30th anniversary of the Kazakh-Russian Medical University. Almaty, 2023.
6. Methods of adaptation of anglicisms in the Kazakh language. Proceedings of the International scientific and practical conference dedicated to the 80th anniversary of the South Kazakhstan University named after M. Auezov "Auezov readings-21: New Kazakhstan – the future of our country", Volume 1. Shymkent, 2023.
7. Anglicisms on the pages of print and electronic media. Materials of the international scientific and practical conference "Shokan readings-27: the role of university science in the development of the region", Volume 1. Kokshetau, 2023.

The structure of the thesis: The research work consists of introductory, theoretical, practical sections, conclusions, a list of used literature and applications. The total volume of the dissertation is 153 pages.