

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. This dissertation provides a comprehensive analysis of the anglicisms functioning in Kazakh media texts from the standpoint of lexical, semantic, cognitive and pragmatic aspects. The research is based on a modern theoretical and methodological framework and combines intralinguistic and integrative approaches. The work comprehensively uses modern linguistic methods to study these aspects. Special attention is paid to identifying the relationship between linguistic changes and socio-cultural transformations taking place in Kazakh society. The lexical, semantic, cognitive, and pragmatic characteristics of the Anglicisms used in media texts have been subjected to deep analytical processing. The results obtained make it possible to describe in more detail the mechanisms of lexical adaptation of borrowings and the features of their integration into the structure of the modern Kazakh language. Thus, the dissertation research makes a significant contribution to the development of scientific ideas about the processes of linguistic borrowing and the functioning of anglicisms in the media space.

Relevance of the research topic: the research work is carried out taking into account a number of factors, on the basis of which both theoretical and applied aspects of the analysis are distinguished. In the context of the rapid development of information technologies and the active functioning of the media space in the modern era of globalization, there is an intensive penetration of English into other language systems, in particular, into Russian-speaking and Kazakh-speaking media culture. One of the most obvious manifestations of this process is the widespread use of anglicisms and introductory constructions in various fields of media communication, which confirms the relevance of the stated topic. From a scientific point of view, the study of anglicisms in media texts is an important direction in the study of linguistic communication, interlanguage interaction, as well as changes in the semantic and pragmatic characteristics of lexical units. This research vector is closely related to modern areas of linguistics as cognitive linguistics, pragmalinguistics and media linguistics, which analyze the features of the functioning of linguistic units in certain discursive situations. From the standpoint of scientific significance, the study of anglicisms in media discourse provides ample opportunities for analyzing cognitive and semantic transformations that occur during the adaptation of foreign-language units to the specifics of the national language and cultural environment. The study of the cognitive-pragmatic potential of anglicisms helps to identify the features of the representation of mental concepts, as well as interpretative mechanisms that are activated in the recipient's mind. In the lexical-semantic aspect, the ambiguity of anglicisms, the displacement of their meanings, reinterpretation and functioning in new contexts are of particular

interest. From a practical point of view, the analysis of anglicisms in media texts allows for a deeper understanding of the mechanisms of linguistic influence and transformation, and to identify the dominant trends in modern media discourse. In addition, the data obtained can be applied in the formation of recommendations in the field of language policy, in teaching media linguistics and stylistics, as well as in translation practice. The results of the study are also of interest to specialists in the fields of journalism, public relations, marketing and intercultural communication. Thus, the analysis of the lexical-semantic and cognitive-pragmatic characteristics of anglicisms in media texts is a scientifically based and practically oriented study that meets the current challenges of modern linguistics and the requirements of media practice.

The degree of scientific development of the theme. The problem of borrowing vocabulary, including anglicisms, is an urgent and multifaceted area of research that has attracted the attention of both foreign and domestic linguists, including Kazakhstani scientists. The issues related to the borrowed vocabulary in the Kazakh language, its classification, adaptation and functioning are covered in detail in the works of such scientists as A. Baitursynov, R. Syzdyk, K. Abduali, Sh. Kurmanbayuli, A. Bisengali and others. These works laid the theoretical foundation for understanding the phenomenon of lexical integration and its role in the development of the Kazakh literary language. Modern research on the influence of English on Kazakh in the context of globalization is reflected in the works of Z. M. Bazarbayeva, M. Balakayev, M. Sergaliyev, K. Akhanov, A. K. Seidamat, G. A. Doszhan, D. Baydrakhmanov and others. They examine the penetration of anglicisms into various fields of communication, such as media, marketing, information technology, and youth slang. Special attention is paid to the mechanisms of adaptation of foreign language vocabulary in the Kazakh language: its phonetic, morphological and semantic transformations, as well as the degree and frequency of assimilation. From the perspective of media linguistics, Kazakhstani researchers Sh. Kurmanbayuli, A. Zh. Jumagulova, R. K. Omirbekova, G. N. Smagulova, G. D. Aitzhanova, K. U. Yessenova, G. Seidaliyeva and others studied the features of media discourse, the transformation of lexical norms under the influence of the English language, as well as the specifics of communication in the Kazakh mass media. Special attention was paid to the cognitive and pragmatic aspects of the use of anglicisms. As for the research on foreign borrowings in Kazakh media texts in general, this topic is addressed, in particular, in the dissertations of G.A. Doszhan "Semantics and pragmatics of English business lexemes in Turkic languages" and A.B. Baydullayeva "Cognitive and communicative nature of advertising slogans (based on Kazakh, English, Russian and German languages)". The first work is devoted to the study of English business vocabulary in the Kazakh language, while the second explores the use of English borrowings in advertising discourse. Nevertheless, despite the existing achievements, a comprehensive study of anglicisms in media texts from the standpoint of lexical-semantic analysis and a cognitive-pragmatic approach remains an insufficiently developed area. There is still a shortage of works in the modern Kazakh-speaking media environment of Kazakhstan that systematically

analyze the linguistic and cognitive strategies of the functioning of anglicisms. Thus, this study is aimed at filling this scientific gap and represents the first attempt at a comprehensive analysis of the functioning of anglicisms in the structure of Kazakh media culture based on two key 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 a comprehensive analysis of the processes of consolidation of anglicisms in the structure of Kazakh media texts, their functional use in mass media and texts, as well as their lexical-semantic and cognitive-pragmatic characteristics. To achieve this goal, a step-by-step solution of the following research tasks is expected:

- to analyze scientific approaches to the study of borrowed vocabulary in the modern Kazakh language;
- to determine the role of the English language in intercultural communication in the context of globalization;
- to identify the causes, types and stages of the penetration of English vocabulary into the modern Kazakh language;
- to characterize the Kazakh media discourse as a sphere of active functioning of anglicisms in the modern Kazakh language;
- to describe anglicisms at the semantic, cognitive and pragmatic levels in the structure of the Kazakh media text, as well as to systematize their functions and general features.

The object of the research is modern Kazakh-language media texts, represented by the following sources: socio-political publications (*Egemen Qazaqstan*, *Almaty Aqshamy*, *Ongtüstik Qazaqstan*), social networks and internet platforms (*Instagram*, *TikTok*, *Facebook*), as well as websites (*nur.kz*, *kazsport.kz*, *egemen.kz*, *okg.kz*, *aqshamnews.kz*, *24.kz*, *baribar.kz*, *inform.kz*, *tengrinews.kz*, *massaget.kz*, *zakon.kz*, *forbes.kz*, *vesti.kz*, *habar.kz*, *qazsporttv.kz*, *kapital.kz*, *vk.com*, *gov.kz*, *qazaqstan.tv*), advertising texts and street signs, and linguistic and explanatory dictionaries of the Kazakh language.

The material for analysis was collected using the continuous sampling method. The research database includes 199 newspaper articles, 390 online publications, and 434 advertising texts.

Scientific novelty of the thesis:

Firstly, the work considers anglicisms not only as lexical units, but also as stylistic elements. It is established that in the Kazakh-language media text, anglicisms perform an expressive and decorative function, acting as stylistic markers that give the text expressiveness and relevance. This confirms their high priority in structuring modern media discourse.

Secondly, anglicisms are analyzed not only as loan words and phrases, but also as elements of a graphical representation of the language. Especially in the context of advertising pragmatics, it is proved that the use of English graphics

(Latin letters) when writing words on signage and in visual texts is one of the forms of anglicism.

Thirdly, the connection between the active use of anglicisms and the formation of exoticism has been revealed. It has been established that in conditions of stable language contact, exoticism can transform into elements of cultural adaptation (acculturation). In this regard, it is proposed to consider exoticism as one of the components of the system of anglicisms in the Kazakh media discourse.

Fourth, within the framework of the cognitive-pragmatic analysis of anglicisms, the most effective methodological approach was the classification of E. Haugen's borrowings (*loanwords*, *loanblends*, *loanshifts*). This approach has allowed for a deeper understanding of the cognitive mechanisms of perception and use of English-language units in media texts.

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:

1) Language and Communication: A. Baitursynov, R. Syzdyk, Q. Abduali, A.B. Amirbekova, Z.M. Bazarbayeva, M. Balaqayev, M. Sergaliyev, K. Akhanov, A.Q. Seidamat, A. Aldash, A.Sh. Altayeva, T. Yanson, A.A. Reformatsky, E.M. Vereshchagin, V.G. Kostomarov, S.G. Ter-Minasova, V.A. Zvegintsev, B.N. Golovin, A.P. Sadokhin, V.V. Vorobyev, V.I. Tkhorik, N.Yu. Fanyan, T.G. Grushevitskaya, V.D. Popkov, O.A. Leontovich, U. Weinreich, S.G. Thomason, T. Kaufman, D. Matsumoto, K. Fossler, D. Crystal, D. Graddol, E.T. Hall, A. Wierzbicka, H. Leech, J.L. Austin, J.R. Searle, S. Duck, D.T. McMahan, A. Hughes, P. Trudgill, D. Watt, D. Murphy.

2) Media Text and Media Discourse: Sh. Qurmanbaiuly, A.Zh. Zhumagulova, R.Q. Omirbekova, G.N. Smagulova, G.D. Aitzhanova, Q.O. Essenova, G. Seidaliyeva, A. Bell, T.G. Dobrosklonskaya, E.S. Kubryakova, V.G. Gak, S.G. Vorkachev, V.A. Maslova, L.V. Molchkova, N.A. Kuzmina, G.Ya. Solganik, Ya.N. Zasursky, F.G. Fatkullina, K.V. Andrianova, S.I. Treskova, V. Koller, L.R. Hilliard, M.P. Senkevich, E.P. Lee, S. Reel Guy, J. Bainbridge, N. Gok, L. Tainan.

3) Loanwords: A. Baitursynov, R. Syzdyk, Q. Abduali, Sh. Qurmanbaiuly, A. Bisengali, E.F. Volodarskaya, L.P. Krysin, D.S. Lotte, E. Haugen, M.N. Cherkasova, A.I. Smirnitsky, A.A. Bragina, A.R. Ivleva, N.M. Shansky, P. Durkin, B.N. Golovin, A.A. Gorbov, O.G. Ostapenko, E.A. Zemskaya.

4) Anglicisms: G.A. Doszhan, D. Baidrakhmanova, A.I. Dyakov, S.V. Vorobyova, A.Yu. Romanov, S.G. Apetyan, E.V. Yakovleva, H. Pfandl, H. Gottlieb, P. Hofstee, C. Planchon, E.E. Núñez Nogueroles, M.A. Breiter, C. Furiassi, F. Rodríguez González, V. Pulcini, M. Görlach, R. Fischer, S.J. Schaefer.

5) Cognitive Linguistics: N.M. Uali, Zh. Mankeeva, G.B. Madiyeva, B.M. Tleuberdiev, Z.Z. Yesenaliyeva, E.D. Suleimenova, E. Orazalieva, A. Islam, Q.Á. Zhamanbayeva, A.B. Amirbekova, S.E. Isabekov, Z.Q. Akhmetzhanova, E.S. Kubryakova, Z.D. Popova, I.A. Sternin, W. von Humboldt, A.V. Gulyga, G.V. Ramishvili, Yu.A. Levitsky, J.L. Weisgerber, A.A. Zaliznyak, I.B. Levontina, A.D.

Shmelev, N. Fotion, John R. Searle, G. Lakoff, M. Johnson, G. Fauconnier, M. Turner, V. Evans, D. Geeraerts, R.W. Langacker, A. Goldberg, B. Dancygier.

6) Pragmatic Linguistics: N.L. Tukhareli, Yu.S. Stepanov, G.V. Kolshansky, G.G. Matveeva, S.Yu. Kravchenko, A.A. Bykova, K.P. Schneider.

7) Anglicisms in Advertising Texts: S. Tursunbaev, Zh. Seitov, T.N. Livshits, A.A. Dedyukhin, A.G. Dedyukhina, A.N. Baranov, E.F. Tarasov, R. Phillipson, G. Schiller, O. Boyd-Barrett, A. Bell, E. Semino, P. Baker, D. Varga, L. Orešković Dvorski, S. Bjelobaba.

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:

- anglicisms in the Kazakh media sphere are evidence of the adaptation of the language system to the process of globalization. This is because anglicisms emerged from the necessity to name new concepts and realities and have become an integral part of the modern media space. Therefore, anglicisms serve not only a nominative function in media texts but also perform pragmatic, expressive, and identificational functions.

- anglicisms in the Kazakh media sphere undergo semantic adaptation through expansion or narrowing of meaning. These lexemes are not limited to conveying information only, but in most cases, they influence the emotional perception of the reader.

- the use of anglicisms in media texts depends on the pragmatic context: the topic, target audience, and stylistic direction influence the choice of these words, because anglicisms—especially among the modern youth audience—help to understand information more quickly and allow complex concepts to be conveyed more compactly (for example: *targeting* encompasses advertising, sales, profitable trading, self-realization, and entrepreneurship training).

- from a cognitive-pragmatic perspective, anglicisms play an important role as a means of increasing the communicative effectiveness of media culture. Since excessive use of anglicisms can lead to deviations from language norms, their usage should be regulated within the framework of language culture and ethics.

- anglicisms in Kazakh-language media texts are reflected in various lexico thematic groups.

- frequent use of anglicisms in media texts shapes a cognitive model of reality among Kazakh-speaking audiences that is associated with an Anglo-centric worldview.

Research methods. The following types of research methods were used in the dissertation, including theoretical, empirical and statistical approaches, taking into account the goals and objectives of each individual chapter: in the first chapter, methods of theoretical and linguistic analysis (comparison, systematization, description) were used language material. The second chapter contains an analysis of dictionary definitions, conceptualization, semantic interpretation, survey, component and contextual analysis of the meaning of a word, which allows you to fully and accurately identify semantic features.; methods of distributive analysis, word-formation and conceptual analysis, methods of historical etymological and linguocultural commenting were used. The third chapter uses methods of complex lexical and semantic analysis of anglicisms, control, quantitative (statistical) and qualitative analysis, classification of vocabulary by thematic groups, stylistic analysis.

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. «Ilaýı ýniversitetiniń 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 dissertation consists of an introduction, 3 chapters, a conclusion, a list of references and appendices. The thesis includes 16 diagrams, 10 figures and 10 tables. The list of cited literature 168.