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Eponyms in political discourse: pragmalinguistic aspect

ANNOTATION

**to dissertation submitted in fulfillment of the requirements
for the degree of Doctor of Philosophy (Ph.D.)
specialty: "6D021000 – Foreign Philology"**

General description of the work: The dissertation is devoted to the investigation of pragmalinguistic peculiarities of functioning eponyms in modern political discourse on the material of English, Russian and Kazakh languages.

The relevance of the research topic: The discourse revolution in Linguistics, the increasing role of "human factor" draws the attention of linguists not only to the description of language structures but also to the problem of comprehensive research of the speaker. This is a major research topic in the field of the anthropocentric paradigm, the study of linguistic units in relation to the human being. The peculiarity of the new paradigm is its simultaneous investigation of communicative, cognitive and linguocultural aspects. In this respect, eponyms are studied on the basis of the anthropocentric paradigm as one of the main language elements of political discourse and show the relevance of the work.

Analysis of political discourse helps to identify concepts, conceptual oppositions, tactics, and strategies belonging to a particular community, and optimally communicate with recipients. Political discourse is reflected in the socio-political life of the culture, which has itself components of culture, common and specific cultural values of a certain country. One of the linguistic units that have accumulated such common and national-specific cultural values is an eponym.

In recent years, it is crucially important to study the relationship between politics and language in the formation of a new political thinking, the influences of periodicals and linguistic units in the political discourse of politicians on public consciousness. Firstly, the importance of investigating the pragmatic influences of addressers to addressees by using eponyms in periodicals, the significance of forming recipients' views on internal and world political issues are topical; and secondly, the ways of pragmatic influences of the discourses of politicians, in particular the main mechanisms of pragmatic influences of eponyms as a linguistic instrument of the political discourse, and to study the functions and the manipulative potentials of eponyms in the political discourse are acute.

In terms of various professional communication, among political terms, eponyms play an important role as an onomastic term in political discourse. First and foremost, they are considered as one of the main sources of disciplinary education; secondly, they have national and international cognitive-cultural information and are broadly used in communication of specialists. However, until present time eponyms have not been the subject of research as a part of political discourse, and the

systematic and lexicographical register has not been taken into account. These issues are relevant and need to be investigated.

In a globalized world, the role of English is important as a language for professional communication. Correspondingly, eponyms as the linguistic units of professional communication need to be investigated. Regarding on the above-mentioned issue, the first president of the Republic of Kazakhstan N. Nazarbayev mentioned the relevance of English language as the language tool of professional communication in his article "Course towards the future: modernization of Kazakhstan's identity", April 12, 2017: "More than a billion people around the world as well as native languages are learning English massively as the language tool of professional communication, and it goes without saying that we need to learn massively English as well" (N. Nazarbayev's article "Course towards the future: modernization of Kazakhstan's identity"). In this regard, the study of eponyms as language units of professional communication in the international political sphere requires a systematic description.

The first president of the Republic of Kazakhstan N. Nazarbayev in his Address to the people of Kazakhstan "Kazakhstan-2050 Strategy: New Political Course of the Established State" of December 14, 2012: "We must make a spurt in learning English. Possession of this "lingua franca" of the modern world will open new limitless possibilities in life for every citizen of our country" ("Kazakhstan-2050 Strategy: New Political Course of the Established State" of December 14, 2012). The eponyms are actively penetrating through the media and periodicals, and in this regard, there is a need to extend their scope of use, to study the influence of English eponyms on the creation of new eponyms in the Kazakh and Russian languages.

Former president of the Republic of Kazakhstan N. Nazarbayev on February 13, 2007, concerning the implementation of the State Program "Cultural Heritage" mentions: "A civilized nation is proud, first of all with outstanding personalities, culture, history and with great and small contributions to the world culture, thus, it is recognized only through the own history and culture to the others" (State Program "Cultural Heritage"). It is all the time topical to investigate eponyms as they are considered as cognitive-cultural linguistic units, they have a unique role as the language units in the spiritual, cultural development of our country, convey more information about past and pass them from one generation to another generation.

All of these issues are need solving and reflect the relevance of the dissertation work.

Theoretical-methodological basis and degree of elaboration of the research topic.

Numerous foreign and domestic scientists have made significant contributions to the study of etymology, general definitions, actual problems of eponyms in physics, chemistry, mathematics, and the development of medical dictionaries. Among them:

- Foreign scientists: Trahair R., Teluja T., Boycott R., Barankin B., Hunter T., Marciano J., Duque-Parra J., Lliano-Idarraga J., Gooden P., Cappuzzo B., Raffner A., Novinskaya N.V., Kakzanova E.M., Superanskaya A.V., Skorcova E.E., Leichik V.M., Blau M.G., Vetoshuk V.I., Samusev R.P., Goncharov N.I., Toporov G.N.

Scientists who have contributed to the development of discourse analysis, political discourse as a form of an institutional discourse, manipulation of political discourse, pragmalinguistic presupposition, implicature, cooperative maxims:

- Foreign scientists: Van Dijk T., Wodak R., Schiffrin D., Fairclough N., Haug Y., N., Fairclough I., Fetzer A., Schaffner C., Chilton P., Garner R., Lasswell H., Austin J., Searle J., Grice P., Crystal D., Kasper G., Rose K., Lakoff R., Chernyazvskaya V.E., Arutyunova N.D., Makarov M.L., Stepanov Y.S., Baranova A.N., Sheigal E.I., Matveeva G., Paducheva E.V.

- Domestic scientists: Suleimenova E.D., Akhatova B.A., Ibrayeva Zh.K., Sarsikeyeva G.K., Bokayeva A.N., Khalbekov A.B., Imanberdiyeva S., Yesenova K., Aubakirova S.S., Burkitbayeva G., Shynybekova A.S., Azimzhanova G.M., Ernazarova Z.Sh., Alkebayeva D., Temirgazina Z.K.

However, in spite of the fact that there are a number of research works related to topical issues and structural classification of eponyms, some of the issues have not been studied sufficiently, the relevance and meaning have not been fully revealed. Eponyms are widely studied across the world in other fields of science (chemistry, physics, medicine, astronomy), but very little in the field of politics and political discourse. This requires the study of eponyms in the political discourse, their reflections in political discourse, pragmalinguistic potential, and functions. These topical issues define the title, purpose, and objectives of dissertation work.

The purpose of the research work is to identify pragmalinguistic potential of eponyms and peculiarities of their functioning in modern political discourse. In order to achieve this goal, the following tasks are set in the research:

- to define functions of eponyms in political discourse;
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- to make structural and grammatical classification of eponyms in political discourse;
- to make quantitative percentages of eponyms in Kazakh, Russian and English periodicals;
- to determine the pragmatic influences of eponyms on the addressees in the English, Russian, Kazakh language periodicals;
- to define the pragmatic influences of eponyms in the discourses of politicians;
- to investigate the level of pragmatic influences of eponyms on the base of the associative experiment on addressees' world views.

The object of the research: Eponymous language units in political discourse.

The subject of the research: Mechanisms of pragmatic impact of eponyms in political discourse and ways of their formation.

Research methods: mass selection method, definitional analysis, quantitative method, contrastive method, content analysis, associative experiment method, semantic differential method, discourse analysis.

Research sources: periodicals in three languages from 2011 until 2017. In English such as "The New Republic", "The National Review", "Politico", "The Washington Post", published in 2011-2017; Kazakh-Russian language periodicals such as "Zhas Alash", "Zhas Kazakh", "Egemen Kazakhstan", "Central Asia Monitor", "Novoe pokolenie", "Moskovskaya Pravda", discourses of politicians

(www.Americanrhetoric.com, www.kremlin.ru/events/president), dictionaries of political terms.

Materials of the research: 255 eponymous units from English language periodicals, 245 units from English language and 240 units from Kazakh language periodicals. 1200 reactions (associations) were collected from the associative experiment.

The scientific novelty of the dissertation is as follows:

- for the first time the pragmatic potentials of eponyms have been identified in political discourse within the anthropocentric paradigm;
- For the first time, the working definition of eponyms in political discourse was introduced;
- the functions of eponyms and definition specific to political discourse and the structural-grammatical classification were done;
- for the first time eponyms have been scrutinized as cognitive-cultural and historical language units and have been identified as language tools of political discourse;
- English-Russian-Kazakh short explanatory dictionary of political eponyms was compiled and lexicographical fixation / register was done;
- the morphological, word-formational influences of English eponyms on Russian and Kazakh political eponyms were identified.
- pragmatic approaches of eponyms in the discourses of politicians' were identified;
- the levels of pragmatic presuppositions in the language consciousness of the members of three linguocultures were identified.

Theoretical significance of the research: The result of the dissertation work can be additional information to those who study the subject in the future. It can also be used as supplement information in making statistics in scientific projects, scientific seminars regarding eponyms. Studies related to eponyms have been supplemented by theoretically new findings.

The practical significance of the research: Some parts of the dissertation can be used as basic or supplementary information in higher education institutions, in the disciplines such as pragmalinguistics, onomastics, political science, terminology, lexicology. The English-Russian-Kazakh short explanatory dictionary of political eponyms is a useful tool in the field of international relations, for diplomats and in the disciplines: LSP (Language for Specific Purposes) and SPVE (Special-professional vocabulary of English) in higher education. It is a useful tool for journalists and translators to study the English language materials correctly and to translate them clearly from English into Kazakh. The results of the research will be useful for politicians and journalists.

Main statements for the defense:

1. Eponyms apart from common functions as nominative, symbolic, informational functions, have own specific functions in political discourse:

1) memorial function (language memorial); 2) function of uniqueness; 3) instrumental function; 4) image function; 5) ideological function; 6) integration function.

2. Structurally eponyms in political discourse are classified as root, derivative, possessive, compound, abbreviation. Grammatical classification of eponyms are divided into substantive, adjectival, verbal, substantive-substantive and substantive - adjective. In English substantive-substantive eponyms are done by an apostrophe. Substantive-adjective eponyms are done by preposition "of". Compound eponyms' classification by components is divided

into act, pact, law, plan, conference, summit and others.

3. Eponyms are commonly used in political discourse. The percentage of eponyms derived from anthroponyms in English language periodicals is 65%, from toponyms 35%. The percentage of eponyms derived from anthroponyms in Russian language periodicals is 35%, from toponyms 65%. In Kazakh language periodicals 51% from anthroponyms and 49% from toponyms. More than half (80% and 59%) of eponyms in English and Kazakh periodicals have positive denotations, but eponyms in Russian language periodicals have only 45% positive meanings.

4. Pragmatic ways of influence of eponyms in English, Russian and Kazakh languages periodicals are given as follows: 1) pragmatics of eponyms in the headings: a) pragmatics of eponyms in interrogative headings; b) pragmatics of eponyms in elliptical sentences; 2) pragmatics of eponyms in repeating sentences; 3) pragmatics of eponyms in predicate sentences; 4) pragmatics of eponyms by simile; 5) influence of eponyms in the evaluative-expressive sentences; 6) pragmatics of eponyms by making facts against each other; 7) pragmatics of eponyms by phrasal expressions or idioms; 8) pragmatics of eponyms as historical and cultural realia.

Manipulations of eponyms are realized through semantic uncertainty, by referential manipulation: using eponyms as euphemisms and dysphemism. The manipulative potential of eponyms can be realized by antonyms (putting facts against to each other).

5. In the political discourse of politicians, eponyms have strong pragmatic influences when they are used as historical realia, freedom promotion, global stability, national identity, avoiding racism, the external political image of the country, uniqueness, and others. Unarguably they considerably attract and influence on recipients. Because they are important values for the individual state, and for the whole of mankind as they lead to prosperity, culture values and revival of the history. Pragmatic techniques of influences are realized by implicature, antithesis, parallelism, reference.

6. The pragmatics of eponyms provides its national specific realization due to the linguocultural discrepancy of national codes. The pragmatic potential of eponyms, revealed with the help of stimulus words based on an associative experiment, shows that the political and historical realia inherent in Kazakhstan linguistic culture do not have a significant impact on the English linguistic and cultural environment. While eponyms typical to the American linguocultural environment have low pragmatic effects on the Kazakh, but have considerable impact on Russian linguocultural environment. The short English-Russian-Kazakh dictionary of political eponyms developed in the dissertation can be used to prevent and overcome communicative failures in translation.

The approbation of the basic principles, results, and conclusions of the dissertation.

There are 14 scientific articles, 1 thesis report which define the content and structure of the dissertation. Dissertation conclusions, main provisions are reflected in 5 articles in journals recommended by the Committee for Control of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, including 7 articles in international scientific-practical conferences, 1 article in international scientific journal and 2 articles published in scientific journals with impact factors in Scopus database.

1. The origin of the concept "eponym" and it's some issues // KazNU Herald. Philological volume. – 2015. – №2 (64). – P. 398-401

2. The peculiarities of political discourse as a form of institutional discourse // KazNU Herald. Philological volume. – 2016. – №2 (64). – P. 200-2003.

3. Some peculiarities of political discourse in Kazakstani periodicals//Kokshetau university's Herald. Philological volume. – 2017. – P. 87-91.

4. Significance of discourse analysis and pragmalinguistics in modern linguistics//KazNU Herald. Philological volume. Philological volume. – 2017. – №2 (166).– P. 204-207.

5. Eponyms in Political discourse (on the material of English, Russian, Kazakh periodicals)// Man in India: Serial Publication, 2017. – Vol. 97 (21). – P.455-462

6. Manipulative and pragmalinguistic aspects of political discourse // MediterraneanJournal of Social Sciences (Italy).– 2015. –№ 6. – P. 254-257.

7. Pragmalinguistics and its units: informema and pragmemma // Farabi's world // Materials of International scientific conference. – Almaty, 2015. – P. 200-201.

8. Peculiarities of manipulation in political discourse // "Language modernization: requirement of time" // Materials of International scientific-theoretical conference. – Almaty, 2015. – P. 271-275.

9. Grammatical-structural features and attributes of eponyms // Akhanov readings // Materials of International scientific-theoretical conference. – Almaty, 2016. – P. 71-74.

10. Types of used strategy and manipulation in political discourse // Akhanov readings // Materials of International scientific-theoretical conference. – Almaty, 2017.– P. 65-68.

11. The main functions of eponyms in Political discourse // 1st European Conference on Languages, Literature, and Linguistics (Vienna, Prague). – August 10, 2017. – P.68-73.

12.The role of eponyms in political discourse // Materials of International scientific-practical conference. № 6 (5).– Moscow, Russian Federation. – 2017. – P. 112-117.

13. Mussabekova U.E., Taubayev Zh.T. Structural (morpholoigcal) classification of eponyms in political discourse. Herald of Kokshetau state university (№2). – 2018.– P. 125-129.

14. Rivers W., Mussabekova U., TaubayevZh., Alimbayeva A. Peculiarities and problems of eponyms (on the material of Kazakhstani periodicals) // Opcion. – 2018. – No 85-2 – P.221-236.

15. Taubayev Zh.T. The consideration of an eponym as a cognitive-cultural notion // Society, culture, personality in Modern world: Materials of the IX international scientific conference on February 16-17. – Prague: Vědeckovydavatelské centrum «Sociosféra-CZ», 2019.– P. 19-24.

Structure of the research work: The dissertation consists of an introduction, reference, three chapters, conclusion, list of used literature and appendices.

The introduction includes the general description, relevance, scientific hypothesis, theoretical and methodological basis and degree of elaboration, subject, object, purpose and objectives, novelty, statements for defense, the approbation of research work, theoretical and practical significance.

The first chapter deals with the literature review of eponyms, reasons of appearing of eponyms, the process of formation, ways of formation and structural classification, and modern linguistic issues.

The second chapter deals with the theory of general discourse, discourse analysis, peculiarities of political discourse as a form of institutional discourse, the percentages of eponyms in political discourse of periodicals, functions of eponyms in the political discourse and structural and grammatical classification, the influences of English eponyms on the formation of Russian and Kazakh eponyms.

The third chapter is devoted to the referential manipulative approaches of eponyms in political discourse, the pragmatic approaches of eponyms in periodicals, the pragmatic influential potential of eponyms in the discourse of politicians, the results of an associative experiment which is aimed at determining pragmatic presupposition of eponyms in the language consciousness of respondents.

Conclusion consists of a summary of research findings and results, research prospects and recommendations.

Appendix A covers English-Russian-Kazakh short explanatory dictionary.

Appendix B includes used questions in associative experiment in three languages.