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Eponyms in political discourse: pragmalinguistic aspect

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CONTENT

NORMATIVE REFERENCES

References to the following standards are made in this dissertation:

1 Address of the First President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan "Kazakhstan-2050 Strategy: New Political Course of the Established State". December 14, 2012.

2 Article of the First President of the Republic of Kazakhstan N.A. Nazarbayev "Course towards the future: modernization of Kazakhstan's identity". April 12, 2017.

3 Speech of N. A. Nazarbayev concerning the implementation of the State Program "Cultural Heritage". February 13, 2007.

GLOSSARY

The following terms were used in the dissertation:

Appellative – any word in the lexical fund of the language opposed to the proper names.

Addresser – a subject of speech, speaker, central category of pragmatics, organizer of communicative process.

Addressee – a recipient of the message, a reader or a listener.

Associates – are a set of associations that arise by stimulus-words.

Discourse – a collection of related texts based on a particular social event, linked to extralinguistic, pragmalinguistic, socio-linguistic factors.

Eponym – 1) cognitive, historical-cultural terms derived from proper names used in specific-professional fields of communication; 2) language units / lexemes derived proper names (mostly from anthroponyms, toponyms) that have cumulative, memorial, image, instrumental, unique (individual), integration functions in political discourse.

Cognition – a complex set of thinking processes, based on previous experience, memory, perception, and cognitive experience.

Image – a special visual (people, phenomena, substance) aimed at the emotional and psychological impact on a broad distribution goal. One of the tools of propaganda.

Manipulation – the turning of a situation to advantage. Controlling someone or something to your own advantage often unfairly or dishonestly.

Nomenclature (nomen) – a type of special lexeme, often referred to the names of individual objects, notions.

Onomasiological terminology – examines the structure of special lexemes, the process of nomination of special concepts and the choice of effective forms of names.

Pragmalinguistics – the study of language from the point of view users, especially of the choices they make, the constraints they encounter in using social interaction and the effects their use of language has on other participants in the act of communication.

Disciplinary terminology – a complex of specific words (names) used in specific branches of science.

Interdisciplinary terminology – terms that cover more than one field of science and can be used between closely related branches of science.

Political discourse – 1) is understood as the political process and / or the result of (political) language production referring to one or more interrelated themes which are presented as complete; 2) discourse, which includes paralinguistic, pragmalinguistic, extralinguistic factors, which are implemented in the institutional environment created by political parties in a specific political environment.

Political communication – a verbal or non-verbal communication that includes the process of receiving, distributing and encoding texts of political content with communicators (addressers, addressees). Any kind of information exchange, communication with communicators on political issues.

Speech acts – the influence by means of natural language to the consciousness and behavior of an individual or collective. Any speech act can have an impact, but its effect depends on several factors: mass repetition, emotional pressure, irrigation technique, logic trap, aesthetic manipulation, rhetoric and argumentative theory.

Terminology – a set of practices and methods used for the collection, description and presentation of terms; a set of designation of a particular subject field.

NOTATIONS AND ABBREVIATIONS

W.P. – "The Washington Post"newspaper
N.R. – "The New Republic" political magazine
N.R (2). – " National Review" political magazine
P. – "Politico" newspaper
C.A.M – "Central Asian Monitor" newspaper
M.P. – "Moskovskaya pravda" newspaper
S.S. – "Svoboda slova" newspaper
N.V. – "Novoe pokolenie" newspaper
Zh.A. – "Zhas Alash" newspaper
Zh.K. – "Zhas kazak" newspaper
E.K. – "Egemen Kazakstan" newspaper

INTRODUCTION

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" [1]. 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" [2]. 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" [3]. 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., Haung 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;

– 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 models 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 "ZhasAlash", "Zhas Kazakh", "Egemen Kazakhstan", "Central Asia Monitor", "Novoepokolenie", "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 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 pragmema // 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. TaubayevZh.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.

1 LITERATURE REVIEW

1.1 The process of formation and special features of eponyms

The study of eponyms is of great interest today in onomastics science, including in the field of anthroponymics. It is due to the fact that new discoveries and phenomena in science are appearing on a daily basis.

According to American scientist M. Freeman's dictionary, the definition of eponym is as follows: "The word coined from Greek words: epi – on, upon and onama – a name "[4]. Thereby, the term eponym means anything named after person name.

There is a range of scholars, linguists, and representatives of other fields of science who have devoted their research to topical issues of eponyms. Foreign scientists: R. Trahair, M. Freeman, T. Teluja, R. Boycott, P. Gooden, J. Marciano, B. Cappuzzo, B. Barankin, T. Hunter, J. Duque-Parra, J. Lliano-Idarraga, A. Raffner; Russian scientists: N. Novinskaya, V.M. Leichik, E. Kakzanova, A. Azimov, R.V Filina, D.S Lotte, M.G. Blau, V.N. Gubina, S.D. Shelov, S.B. Koroleva and many others. The study of eponyms in domestic science has just begun and has not been yet thoroughly studied.

The structure of an eponym has an onomastic unit, and secondly, it has characteristics of the term. These factors indicate that an eponym is a compound and complex linguistic unit.

Onomastics is the field of linguistic knowledge that uniquely identifies any living and non-living things and phenomena. The relevance of onomastics (name of lands, water, tribes, tribal and others) are investigated by prominent scientists such as: J. Algeo, R. Ashley, F.Stevenson, K. Basso, P. Lamarque, E. Tooker, A. Lehrer, E. Gudde, W. Bright, E. McClure, P. Reany, V.V. Radlov, V.V. Barthold, N. Katanov, A.N. Samoilovich, S.E. Malov, N.K. Dmitriev, A.N. Kononov, N.A. Baskakov, K. Zhubanov, I.K. Kenesbaev, S. Amanzholov, G.B. Madiyeva and others.

Nowadays, onomastics has developed connections with the significant number of fields and disciplines, such as philosophy, politics, psychology, sociology, cultural geography, religion, history, lexicography, literature as well as other branches of Linguistics. The onomastic evidence is an important contributor to investigating linguo-cultural influences. The main objects of onomastics are names and proper names.

J. Algeo mentions: "behind every name, there lies a story" [5]. G. Redmonds defines names as "special words that we use identify a person, an animal, a place or a thing, and they all have a meaning. In many cases that meaning will lie concealed in the name's history, but in others, it will still be transparent " [6]. N. Ashley gives argumentation: "to study names we have to connect linguistics and literature to psychology and sociology, and to geography and history", situating the field within a complex web of potentially meaningful relationships" [7]. Names are a complex tapestry comprised of a number of interpretive threads, each requiring a distinctive unraveling.

Proper names are complex signs with specific linguistic, pragmatic, logical, philosophical, semiotic, historical, psychological, social properties and hence represent a vast interdisciplinary field of study. They are linguistic expressions that uniquely identify people, places or objects.

It is possible to bring them to a new level by studying the place of onomastics in society today. Obviously, this will be done by studying the key area of onomastics – proper names (anthroponyms and toponyms).

Research regarding proper names, particularly anthroponymics (personal names) is sharply developing over the last decade. People's names can be an integral part of the human beings' history and through the names of people, it is possible to understand the life of a certain people within a certain period of time, their beliefs, cognitions, dreams and their relationships with other nations.

The second relevant type of proper names is a toponymy (place names). Its relevance was expressed by the head of our state Nursultan Nazarbayev: "People have written their own history through the name of the land. One of the symbols of the independent state is its national symbols, and those national symbols should be visible in the names of the settlements, streets, squares ... " [8].

Toponymy is a science that develops in the geography comprising the combination of history and linguistics. Toponyms (land-water names) provide history, ethnography, archeology, and linguistics with valuable information.

Most of the eponyms are made up of anthroponyms, toponyms. In R. Boycott's opinion: "an eponymous word is one that has entered the English language because of a person's or that person's deeds" [9]. According to R. Trahair's point of view: "Eponyms are words that originated with a name of a person. The person may be a living or deceased individual, a hero, or a character from fiction. Persons or give their name or have it attached by others to an event, state of affairs, activity or institution" [10]. However, R. Trahair makes some additions to the definition: "In the social sciences, many eponymous events are associated with the names not of people but of important places" [11]. Thereby, eponyms are not derived only from anthroponyms, but also from toponyms.

What is usually referred to as an eponym is "the name of a person after who, something (such as invention or a place) is named" [12]. However, since the term *eponym* literally means "upon a name" (from Greek *epi* "upon", + *onyma* "name"), and consequently there is no reference to whether the name is "proper" or "common", nor to whether it refers to a person, thing or place, in this study not only terms containing proper names of people (real or fictitious) but also proper names of places (toponyms) as well as common names in general will be considered eponyms in all respects.

The above-mentioned scholars discuss that eponyms were made from anthroponyms and toponyms. For the first time, T. Tuleja scientifically defines an eponym and gives the following definition: "An eponym may refer to a physical principle, a food, an exclamation of surprise or a philosophical guide" [13].

V. M. Leichik agrees with the opinion of T. Teluja and gives the following explanation: "Terms, the elements of the structure of which are proper names, or

denoting authors of the corresponding objects, phenomena, units of measurement, or appropriated in honor of famous figures of science and culture" [14]. Consequently, eponyms are the terms that comprise proper names (anthroponyms and toponyms) and function as scientific terms of science.

E.M. Kakzanova provides comprehensive definitions to the term eponym: "An eponym is a term that contains in its composition the proper name (anthroponym, toponym, mythonym), and also a common name in the designation of the scientific concept (Hopfsche Group / Hopf group). In addition, the term eponym can be formed in a non-affixed way (anthroponym, toponym or mythonym) by metonymic transfer (Ampere). The third group consists of affix derivatives on behalf of one's own (anthroponym, toponym or mythonym) (Jacobian, ulexite)" [15].

On the basis of these definitions, we can see exactly that eponyms are derived not only from anthroponyms but also from toponyms. Our research involves anthroponymic and toponymic eponymous language units used in disciplinary, interdisciplinary sciences.

The aforementioned definitions show that eponyms are being studied in various fields of science, including physics, literature, philosophy, and other areas of science. R. Trahair considers eponyms from literary points of view, E. Kakzanova investigates eponyms in mathematics and medicine, N. Novinskaya examines the role of eponyms in Russian terminology. And for the first time in our study, we are investigating **eponyms in political discourse.** In this regard, running ahead we want to give our following definition: Eponyms are the cognitive-cultural, historical language units used in the special areas, texts of science, which are made up of proper names. In our research, we take political discourse as a branch sphere.

In the ancient Greek epoch, the "epic cult", the gods, the myth were very active. The god or the legend has a reputation for being highly reputed and the object being named had no sacredness, and correspondingly, the god or the legend were superior and were appropriate to name them. Eponyms from mythological names are: Athens (Ancient Greek God); Poseidon (god of water); Narcissus (son of Cephistus God, very beautiful god); Volcano (the god of the ancient Greeks); June (in honor of the ancient Roman god Yunona); July (in honor of the ancient Julian Caesar); Zenobia (in honor of the princess Zenobi, Princess Palmira); May (Ancient Greek Maya); August (in honor of the ancient Greek senator Octavian Augustus).

In this connection, eponyms have become common, widely-used names from their individual, personal names.

1. Eponyms from mythonyms. In astronomical science, many planets, constellations, meteorites, craters have been given the names of ancient Greek heroes. For example, *Heracle, the Constellation of Andromeda, the Constellation of Orion*. Many of them are Greek and have been translated into English. In mythology, the mythological origin can be as follows: *Pele's hair* (the thin twist of the volcano), which was donated by the ancient goddess Pelé. Platonism - in honor of Plato.

2. Eponyms from real names and surnames:

1) the names and surnames of scientists who are directly involved in the discovery. For example, Parkinson's disease, Koch stool, Down syndrome, Colt weapon, Ampere.

2) the names of people who are well-known in the field of science, art, and culture. For example, in astronomy science, mythical names have been given to planetary asteroids, but nowadays the tendency of giving names of real people is developing. Soon, objects in the space were named after Samantha Smith.

Many scientists have researched, developed private entrepreneurship and trades. Later, the names of those scientists, economists, who have discovered are given to the object. Thereby, the emphasis does not extend to a subject, but to the object that is discovered, to those who live in real life. From this point of view, eponyms on the base of mythical personality have come to an end.

In N.V. Podolskaya's onomastic dictionary, an eponym means "the person that causes the creation of other proper names. In terms of etymology, it means "to take a name from someone" or "to give a name to something" [16].

On the basis of these definitions, there is no definite definition and there are several similar definitions. The first one is "giving a name to something" and "the name of the person who caused the creation of other names". By analyzing we propose two ways of understanding eponyms:

- in the first reference, to give a name to a particular thing, it is a mythical eponym. No scientist has succeeded in doing so, and he is a great person or a mythical god because people were superstitious and believed that due to these mythical personalities or ancient Gods the targeted things, places, cities, and others would be flourished and developed. For instance, Athens, Sequoia, Volcano (Vulcanus). Mythical personalities do not have any direct relations concerning given objects;

- according to the second definition, the name and surname of the person who influenced the occurrence of a certain onym. Thus, the scientist, politician, or chemist gave birth to a new name on the basis of scientific research. Real people and places names have a direct relationship to the named object or event.

Eponyms developed on the basis of mythical and philosophical directions in ancient times. That is why, the initial eponyms were based on the ancient Greek, Roman, and Chinese sciences: Aristotelianism, Platonism, Socrates, Confucianism, and so on. Thereby, eponyms began with a philosophical orientation and then spread to various interdisciplinary sciences.

The donor areas for the creation of eponyms are different because proper nouns comprise different classes of names: names of people or anthroponyms, geographical names or toponyms, names being connected with some religion or mythology or theonyms. The main reasons for appearing eponyms are:

1. There are scientific discoveries in science every day. There is a need to give names to new discoveries, things, or objects. At this time, names of people, place names are attached to new discoveries, events and will be the main reason for creating eponyms [17]. First of all, appears onym, then anthroponym / toponym and consequently anthroponymic / toponymic term. Because when scientific discoveries

are discovered, there is a need to define and name immediately. Over time, it becomes widely used in a specific linguocultural environment and at the world level.

2. Eponymy is considered to be the highest standard of acknowledgment in science. Achievements in science, art, and sports are collected in eponyms. Eponyms serve as memorials, that is, anthroponyms or toponyms will be preserved for a long time or eternally in history. For example, the Nobel Prize (in honor of Alfred Nobel), Pythagorean theorem (Ancient Greek mathematician), Cannes Festival (Cannes of France). So, it is possible to say that eponyms are "linguistic monuments".

B. Barankin says concerning eponym: "We should be promoting the use of eponyms and the development of new eponyms so as to continue to enrich our language and to honor the legacy of those souls who have catapulted our specialty to amazing heights. […] Eponyms encourage us to learn and/ or research the creative genius of our predecessors and ensure that their unique brilliance is not forgotten" [18]. Thus, eponyms help to estimate the work of scholars and politicians in a particular area, the results of their laborious work in the language will remain forever. As a result, the future generations will take them as a trust to the lexical units absorbed in the great sense, history, and culture. We should understand that eponyms are the linguistic assessment of the outcome of the work of scientists, inventors, doctors and other specialists in science.

The scientist N.V. Novinskaya based on the general motivational classification of the terms of V. Danilenko divides eponyms into *high motivational* and *low motivational*: "If the name of a scientist who has not been honored with the object is given, it is called low motivational eponym. And if it relates directly to the object, it is referred to as highly motivated eponym" [19]. That is to say, mythical eponyms are all low motivational. Because mythical god, or even some scholars, may not have anything to do with it. For example, the eponym Pythagoras's theorem is named in honor of the famous scientist Pythagoras, who lived in the 3rd century B.C. However, Pythagoras lived in the 6th century B.C. The Pythagorean actually does not relate to this theorem. However, the theorem was named after Pythagorean, because of his great contribution to the development of geometry. Also, there are craters named after Gorky and Moscow on the Moon. They are low motivational eponyms. Because we know that M. Gorky did not fly to the moon, was not an astronaut, he was a writer.

High motivational eponyms mostly appeared in the 30s of the 20th century. Discoveries of scientists, inventors, economists, politicians are related to the objects. For example, *Parkinson's disease*. The meaning of eponym is vibration, aggressive and mental disorders in adults. It's called by the name of the British explorer James Parkinson, who first studied this disease. In the early 17th -18th centuries, eponyms were mythical and philosophical, gradually transforming into the scientific direction and entering the interdisciplinary sciences such as medicine, mathematics, physics, chemistry, and geography. Eponyms adopted from English, German into Russian and then into Kazakh. In physics, from the 18th century, in chemistry science, from the 19th century, eponym has penetrated and developed, and the terminology apparatus has increased.

Based on the definitions of the above-mentioned scientists, the definition of an eponym by the constituent component is given in Figure 1:
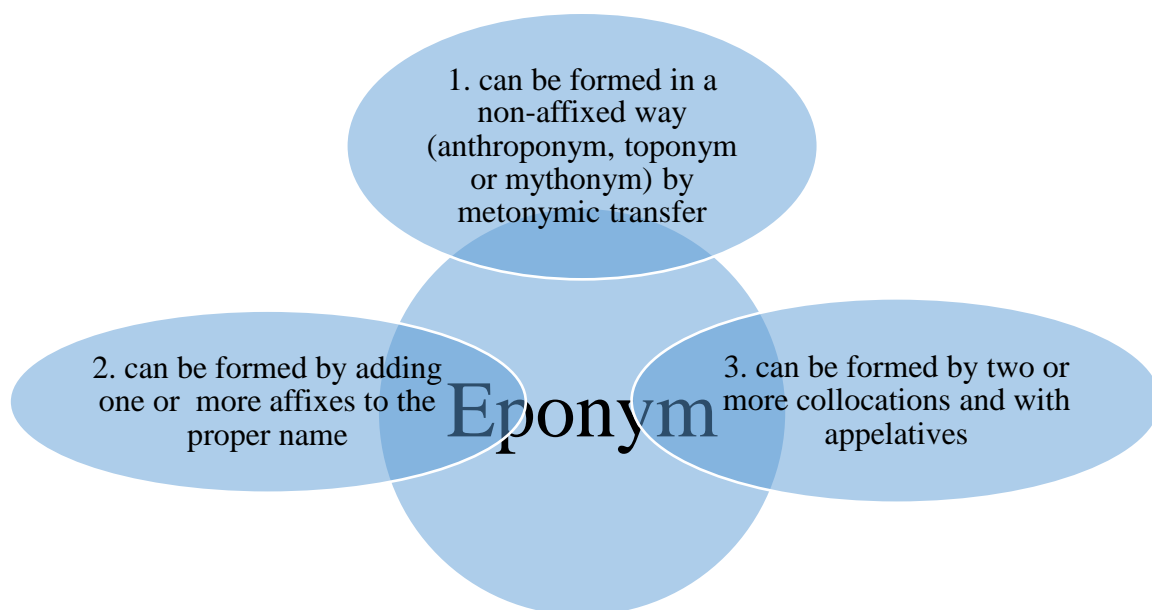

Figure 1 – Definition of eponyms by constituent components

The most commonly used eponyms made through metonymy are: sandwich, hooligan, mausoleum, silhouette, amper, algorithm, babbit, bel, bacelles. All of these are written in small letters due to the fact that they in the process of losing the meanings of proper names.

Eponyms with one or more affixes comprise the following terms as Plutonism, Socratism, Aristotelianism.

There are also one-word and two-word eponyms but not metonymical. We can call them nomenclatural eponyms. These include trade, automobile (Toyota, Mercedes), weapons (Colt), state (Liechtenstein), computer names (Winchester). It should be noted that these eponyms are one-component and non-affixal, non-metonymic. However, they are capitalized, as they are nomenclatural eponyms.

Compound (two or more) eponyms are scientific-oriented eponyms which are used in specific areas of science.

According to N. Novinskaya, in compound eponyms, words standing together with anthroponyms or toponyms are referred to as the reference words [19, c.38], E. Kakzanova calls them as appellatives [15, c.54].

Compound eponyms are found in many fields of science. We will consider some significant and widespread areas:

1. Medicine. As appellative words used symptoms, syndromes, reactions, and operations. But the key words are proper names (anthroponyms). For example, Aaron's sign, Abderhalden reaction, Baber's syndrome and others. In the medical field, the most commonly used appellatives are symptoms, syndromes, and reactions.

2. In chemistry. The Russell Saunders coupling, Hoffman method, Daniel cell, and others. Appellatives as method, cell, rule are frequently used in chemistry.

3. In physics. Barnett effect, Villari effect, Hooke's law, the Mach number, the Rutherford model, the Bahr radius, Lorentz force, and others. Appellatives or reference words as effect, law, formula, force are frequently used in physics.

As we understand, laws, effects, equations, reactions belong to interdisciplinary appellatives. They are used in physics as well as in chemistry and biology. The presence of names (family names) in the terminology indicates that they are alive history. Each term is named after a person's worthy work and opens a new page in the history of science in a particular area. Due to fact that an eponym is a complex onomastic linguistic unit, it has several distinctive features:

1.Spelling features

a) In the majority of cases, eponyms are written with capital letters because as a component they have unique names. For example, the Galileo's telescope (in honor of Galileo Galilei). But in metonymization, that is, in the process of association, eponyms are written with small letters. In the process of metonymization, eponyms may be used in ordinary conversation as simple words and their names can be forgotten. For example, colossal (Rhodes Colossal), masochist (Leopold von Masoch), mausoleum (a provincial governor in the ancient Persian empire Mausolos) and so on. When using them, we do not even think about are they anthroponyms or toponyms. On the one hand, they are peculiarities of these eponyms, but at the same time problems. After all, a person's name will be ignored. In metonymical process eponyms should be written with small letters, and it should take some time. But in case of brand names, must be written with capital letters.

b) writing eponyms with upper and lower cases depends on the rules of national culture and manuscripts. In many English-language editions, texts, titles, many terms, including eponyms are capitalized. For example, in English language periodicals, the eponym Putinism is capitalized. Because they focus on the key word. And in Russian-language periodicals, it is written with the lower case as *putinism* [20].

2. The word-formation attributes

Another reason given in favour of the use of eponym is their power of conciseness. Physician T. Hunter et. al. state that "when there is an accurate understanding of their meaning, eponyms are valuable shorthand, since they convey a good deal of specific information in an abbreviated way. It has been said that eponyms are claimed to possess an elevated power of lexical conciseness" [21]. Eponyms are compact, the word saves time, does not spoil the word. For example, *Alzheimer's disease* is a term that is understandable to a person in the field of medicine who has a higher education. Instead, it would be too long to say, "human brain damage, human ejaculation, and human aging". In the seismological science, there is an eponym *Richter scale*. Its definition is far easier to define as "the measuring energy as a seismic wave during earthquakes". Consequently, the eponyms are the simplest way of expressing meaning. Due to this compactness, they enrich the terminology of different branches of science.

3. National and international features

a) The eponyms are divided into national and international. They are, for the most part, are often pronounced the same, with the same sounds. For example, take a look at the word boycott,

boycott - Dutch language

boycott - German language

boycott - Filipino, Danish, Turkish

boikot - Indonesian language

boycott - Finnish language

boycott (бойкот) - Russian, Belorussian, Kazakh

boicot - Spanish

The foregoing examples show that international eponyms are read and written the same in many countries.

b) There are eponyms that are significant for a certain nation, show cultural-historical significance of the nation, people and place names have been preserved in the consciousness of the nation. For example, the eponym *Bork's nomination* appears in many American periodicals. The gist of this eponym is when the 40th president of USA nominated Robert Bork to the position of Supreme Court Justice, the Senate (mostly Democrats) rejected his nomination several times, even Mass Media advertized him negatively. It was a kind of sobatage. Due to this eponym, the another eponym *to bork* has appeared which means to prevent/impede someone to have some authoritive positions. There are important eponyms as *Potemkin villages*, *tsar (czar)* in Russian political history. Potemkin villages are the props, artificial villages of Prince Potemkin. They were created by Potemkin deliberately to create a nice impression to Elizabeth II when she paid a visit to his villages.

4. Motivational features

a) There is a great debate regarding eponyms' motivational classification, are they qualificative, associative or neutral. The founder of the Soviet terminology S. Lotte points out that eponyms can not be associative, but neutral. According to E. Kakzanova, the terms are typical for associations [22]. We fully agree with E. Kakzanova's opinion, because its motivation is not directly related, but through the association. For example, a politician immediately recognizes the difference between the *Potsdam conference* and the *Belovezh agreement*. The onomastic component helps to understand the differences between the two notions. When a politician hears the words "Potsdam" or "Belovezh", he will have several associative ideas associated with toponymic land. And if the specialist hears the eponym *Potsdam's Conference*, he understands the conference is directed to the anti-crisis coalition to discuss a post-war Europe situation. Another example is the linguistic eponym *Saphir-Wolf's hypothesis.* Any linguist or specialist in language studies comes with an association that this eponym is about American ethnolinguistics, world language picture, and exotic tribes. In our opinion, eponyms are not neutral, they are associative.

5. Branch feature

a) Eponyms may or may not be internationally recognized. Generally terms are subdivided into common scientific, disciplinary, interdisciplinary and narrow

specialized terms. Common scientific terms are widely known and can be understood by many communicators. And branch, interdisciplinary terms are less popular than common terms, but people are able to understand. Highly-specialized terms are the least commonly used lexical units with regard to a particular specific area. We refer an eponym as one of the disciplinary and interdisciplinary terms. For example, in medicine *Wilm's tumour, Churg-Strauss syndrome, Addison's disease,* and others. These are special-professional eponymous terms.

6. Semantic features

Some one-word eponyms have features of homonyms. For example, the eponymous term from the toponym of Victoria:

1) Water Victoria in Africa;

2) There is a state in Australia.

Mackintosh (Charles Mackintosh)

1) non-abrasive cover of rubber cloth, man's coat type;

2) the most common apple species in North America.

Winchester (O. Winchester)

1) the type of weapon;

2) hard drive for the computer.

Atlas

1) Atlas is the common name of the geographical, biological, dialectological maps (named after the Atlas of Libya's mythical king who created the globe).

2) Atlas is a glossy silk fabric on one side.

The above-mentioned distinctive features represent the unique property of eponyms in comparison with other terms.

1.2 Investigating eponyms as special-professional language units

It is known that eponyms are one of the main research objects of onomastics. Eponyms are onomastic terms used in special-professional domain. At present time, the opinions of scientists concerning the role of terms (terminology) in the system of sciences do not go beyond one channel. Terminology can be classified into three categories:

1. Terminology is a branch of lexicology.

2. Terminology is a linguistic discipline.

3. Terminology is considered as a separate part of science which has its own research subject and methods.

Terminology was the object of research of foreign scientists such as Sager J., Wuster E., Cabre T., Temmerman R., Draskou J., Pithc H., Lotte D.S., Reformatsky A.A., Vinogradov V.V., Baskakov N.A., Danilenko V.P., Leichik V.M., Superanskaya A.V., Kosyakov V.P., Zyablova O.A., Novodranov V.F. And terminological vocabulary in Kazakh linguistics was investigated by Baitursynuly A., Zhubanov K., Kaydar A., Aitbayuly O., Kaliuly B., Akaev S., Bilalov Sh., Kurmanbayuly Sh., Alimzhanov S., Ayapbergenova K., Moldazharov M., Abdirasilov E., A. Isanova, and others.

Terminology can be described as interdisciplinary since it has borrowed theories and methods from a number of disciplines such as semantics, logic, lexicography and information science.

Terminology is "a set of practices and methods used for the collection, description, and presentation of terms. Terminology begins with concepts to which, only at a later stage, terms are assigned. This view in which concept is given primacy is called the onomasiological approach [23]. Modern terminology aimed at standardization is largely founded on the principles of the Vienna school, the representation of which E. Wuster was and is considered as "a set of designation of a particular subject field" [24]. Ideally, a terminology should cover a single subject field comprehensively.

The status of terminology as a science is not indisputable. While in the ISO standard [25] and several other publications terminology is referred to as a discipline, not all scholars recognize it as an independent scientific discipline and prefer referring to it as a branch or a subject field [23, p.1; 26].

Terminology is a set of lexical units of natural language, which arises in a specific field of human activity and knowledge and defines the notion of that branch.

Terms differ from common language words by following factors:

a) semantic (defines special concepts);

b) functional (primarily a means of professional speech).

The main factor that shows that an eponym is the unit of a special-professional text is the presence of onomastic and terminological attributes. Eponyms due to proper names (anthroponyms, toponyms) reflect unique information, owing to terminological features they belong to the special-professional area and as a result become the object of special-professional texts of science.

S.D. Shelov and V.M. Leichik think that if we divide notions into general, individual, and single, then they coincide with the term, nomenclature, and individual name. In this case, such as oceans, seas, lakes are terms in geography. *The Black Sea*, *the Caspian Sea* are nomenclatures. There are also concepts related to the term and the nomenclature. For example, Wronsky determinant is anthroponymic nomenclature, and Wronskian is a synonym mathematical term [27]. We can conclude the argument of S.D. Shelov and V.M. Leichik in the following way: eponym = eponymous term = surname nomen (nomenclature) = anthroponymic/ toponymic nomenclature.

But, in our opinion, above-mentioned two examples are eponyms. The first one is the terminological word combination, the second is formed by the affix. The nomenclature is a vocabulary used for specifical purpose within the term. In this regard, A.V. Superanskaya points out as follows: "It is not necessary to speak about the nomenclature in the absence of terminology" [28]. If we divide a special vocabulary into terminology and nomenclature, the nomenclature within the term and means a specific field. Whereas in contrast, the term has a general meaning.

Consequently, in the context of a specific professional vocabulary, the term refers to a general concept, while the nomenclature expresses a single concept in relation to the general concept, and the lexico-semantic structure of the nomenclature

consists of a single name (proper name). Individual names in the special text are monoreferential, and the common names in the text are polyreferential. In this regard, the eponym is a very complex onomastic term having both a term and nomenclature features.

S.D. Shelov and V.M. Leichik conclude that nomenclatures are consist of two lexico-semantical components with terminological notions and used in specific areas. Two lexico-semantic words – one of which is a term (auxiliary word) and the other anthroponym or toponym. The two scientists mention that eponyms belong to nomenclature. But according to R. Glaeser, eponyms are the object of research of the special text of onomastics [29].

There are two opposing directions at present time. S.D. Shelov and V.M. Leichik suggest that nomenclature names are eponymous, R. Glaeser considers eponyms as special professional research texts of onomastics. We agree with R. Glaeser's view that the eponyms are found and studied separately in the onomastics special text, with independent research object, in various professional fields. But at the same time, we also agree with the opinion of S. Shelov and V.M. Leichik that nomenclature names contain as components anthroponyms and toponyms, which include nomenclature names of clothes, drugs, food, aircraft, and others. They should be investigated under the eponyms.

Based on the foregoing, *eponym* is a special lexical term with the features of nomenclature and proper name. It is a term used to describe and derived from a single name.

 E.M. Kakzanova does not refer eponyms to the nomenclature or the term, she called them as unique signs. Anthroponyms and toponyms are distinguished by their semantics and function. Anthroponyms mean individual meaning in the user's idiolects, while unique signs (eponyms) work individually in the national language [15, c.89]. Thereby, simple anthroponyms only mean individual meaning in one's consciousness, and eponyms represent individual, unique, even indispensable at the national, state level. It is clear that unique signs (eponyms) are more extensive and more important.

Eponyms are the part of the terminology system, but they also have a nomenclature features within the terms. They are mostly derived from anthroponyms, toponyms, mythonyms. A nomenclature eponym as a part of general eponymous units is used to name some objects and compound eponyms (word combinations) provide a rich historical background.

We agree with E.M. Kakzanova's opinion that eponyms are unique linguistic signs. Because they are unique informational, knowledgeable language units that pass information from one generation to another generation. But we do not agree with a point that eponyms cannot be either term and nomenclature. Because eponyms can possess as a component both a term and a proper name. As mentioned at the beginning of our research, the main object is a proper name created on the basis of an anthroponym and a toponym. If we say that an eponym is neither terms nor nomenclatures, just language uniqueness, we think it would be a mistake and we would ignore its origin. An eponym is a complex, compound language unit used in a

special professional text that consists of a unique proper name (onym) and a term (appellative).

1.3 Word formation and grammatical-structural classification of eponyms

The English language has several ways of forming eponyms. Until recently, eponyms containing genitives (proper noun + apostrophe + s) were very numerous in medical English. Present-day English is undergoing a change in which eponyms of the possessive type are being replaced by variants containing proper nouns in uninflected form (Bell palsy) [30].

There has been a debate regarding wether to exploit apostrophe's or not in the formation of eponyms. But we think that both variants should exist. Because proper names have direct relations to the given objects. We can propose that at least some eponyms which do not have any straight links to some events that were held in particular areas (epoyms form toponyms) might be written without apostrophes. But scientists, politicans and others have discovered or proposed own initiatives, apostrophes must be written.

According to J. Dirckx, there are several types of word formation used in creating eponyms, the most common of which is the possessive types of formation or *the synthetic genitive* construction in which an apostrophe and *s* is added to the proper name. The *uninflective type* of formation or substantival adjunct is becoming more and more common instead of synthetic genitive. The construction in which proper noun has taken on the role of an adjective (*Goldblatt hypertension, Hageman factor*) is the form recommended by a large group of experts due to its practicality.

The *analytic genitive* (*canal of Schlemm, the duct of Bellini, the interstitial cell of Leydig*) and the *formal adjective* (*Addisonian crisis, Jacksonian epilepsy, Wormian bones*) are less common, but still very plentiful types of eponymous term formation. A verb derived from a proper name (to pasterize), are much rarer in use [30, p. 17].

T. McArthur classifies eponyms as follows:
1) simple;
2) suffix-based derivatives;
3) compound
4) possessives;
5) blends;
6) slang [31].

The simple include eponyms formed by means of metonymy, by means of association or proper names that have been re-categorized as common nouns. In addition, simple eponyms are commonly used in everyday life and are commonly used as regular words for a certain period of time. For example, *hooligan*, *sandwich*; in physics - *gray, joule, kelvin, pascal*. One word simple eponyms turn into common names and function as nouns. For example, *ohm, newton*.

Derivative eponyms are created by connecting affixes to the proper names producing nouns, adjectives. The most common conjugations are made in English by adding -ian, -ism, -ite, -ist, ium such as *mendelevium, rutherfordium, fermium, newtonian.* In geology – *andersonite* and the same as in Russian, such as *-иан, -изм,*

-ит, -ий. For example, in Russian language, in chemistry – *менделевий, курчатовий, фермий*; in geology ─ *андерсонит, гадолонит,* and *денингит.*

Most compound eponyms are composed of two words or even more words. For example, in physics: *farad meter, henry meter, volt-second, voltmeter, volt-potential, ampere scales.* Furthermore, we can also add the following eponyms: *Newton's Law; Down syndrome.*

A blend eponym is a word by putting together parts of other words. Examples are *Nixonomics, Rogernomics.*

Through development of new scientific branches, one more type of eponyms – abbreviations are increasingly rising. Abbreviated eponyms are made of capital letters of proper names: WPW syndrome - Wolff - Parkinson - White syndrome, geologist - perlialite (in honour of Lily Alekseevna Perekrest) mineral.

We want to supplement the abbreviated classification of T. McArthur with the following examples:

1. Arms names:

AK-74 (Automat Kalashnikov), DSP (Dragunov sniper rifle), SRK (SVK) (sniper rifle Kalashnikova) and many others.

2. Aircraft names:

Yak-40 (Yakovlev aircraft), Su-24, Su-30, Su-27 (produced by the Sukhov Design Bureau), TU 160 (Aviator Tupolev) and others.

As we have noticed, structural eponyms are mostly lexico-semantical, synthetical and analytical.

N. Novinskaya on the basis of the general terms classification classifies two or more compound (word combination) eponyms into:

1) substantive-substantive;

2) substantive-adjective;

3) substantive-substantive with the preposition (chloromethylation by Blanc) [19, с. 27].

Comparing the grammatical formation of eponyms in three languages, all of them are formed by substantive-substantive ways. But some differences are:

1) anthroponyms as the main constituents in the Kazakh language are noted before the appellatives, however in Russian language, the anthroponyms are mostly written after the appellatives. In English, eponyms made up of apostrophes . In Kazakh *Альцгеймер ауруы,* in Russian *болезнь Альцгеймера,* in English *Alzheimer's disease.*

2) in Russian and English languages some substantive-substantive eponyms can be done with prepositions, but not in the Kazakh language, because preposition does not exist.

3) in case of analytic genitive word formation of eponyms, in Russian, Kazakh languages after the anthroponyms (eponymous units) should be written appellatives, and in English with the preposition "of". In Kazakh *Орион шоқжұлдызы,* in Russian *созвездие Ориона,* in English *the constellation of Orion.*

Eponyms can be up to a maximum of 5-6 words. For example, in medicine there are *Bamatter-Franceschetti-Klein-Sierro syndrome, Morgagni-Shereshevskii-Turner-*

Albright syndrome. There are also eponyms with numbers: *Greekov's operation I, II.* From these examples, we can see that eponyms are complex language units, terms, and need comprehensive study.

Thus, word-combination of eponyms comprise proper names and appellative lexemes which are mostly nouns. The comprehensive investigation concerning structural and grammatical peculiarities of eponyms has shown that their structures do not have considerable differences from the structure of general terms.

As constituents of eponyms, anthroponyms and toponyms are monoreferential names as they play an important role not only in someone's mind, but in nation's, humankind's mind.

1.4 Modern linguistic problems of eponyms

Eponyms are complex onomastic language units used in the special-professional field. Because of using them as national and international cognitive, cultural and historical language units, there are several language issues that are specific to their use. They are as follows:

1. Several people discover news or important events, the names of the main discoverers or initiators were given to the object, and those who made the real contribution remain in the shade [32]. For example, *Bamatter-Franceschetti-Klein-Sierro syndrome, Morgagni-Shereshevskii-Turner-Albright syndrome*. Reading and memorizing such medical eponyms are a challenge. It is not surprising that even more scientists can contribute and their names can not be added. Correspondingly, it creates another problem. It has been said that eponyms are claimed to possess an elevated power of lexical conciseness. It is true in most cases, however, there is also a substantial number of eponyms which are not concise at all, they can be made up of even more than three proper names. After all, if the list of names is long or over, it considerably impedes creating an eponym. Because people can not write their full long list names and find them difficult to read.

2. Anthroponyms or toponyms can be ignored as objects of investigation. For example, *roentgen* electromagnetic waves that contain a band between X - rays and ultraviolet rays. Anthroponym is deprived of its meaning and added to the appellatives. The inventor is forgotten and only the object, discover he has made are in the mind of people. Thereby the object of investigation smoothly goes to the invention not to the person. Chauvinism is dedicated to Nicolas Chauvin. The latter loved his nation at infinite, fanatic level. He was a part of Napoleon's army and participated in the Battle of Borodino. But ordinary people do not know whose name lays under this eponymous term.

3. One of the controversial issues concerning eponyms is whether to write them with upper case or lower cases. In most cases, compound eponyms with the features of anthroponyms or toponyms are capitalized. One word eponyms made by means of metonymy without affixes are written in small letters. Because features that belong to proper names are abandoned and transformed into a known or commonly used word.

4. The notion deonymization (appellativization) and eponym are commonly used among many scholars. Generally, it needs to be called deonymization (appellativization) process.

L.S. Berg, A.P. Dulzon, D.P. Europeus, M.A. Castren, A.K. Matveev, O.G. Molchanova, E.M. Murzaev, V.V. Radlov, V.P. Semenov and others scientists have noted appellatives as an important source in the study of the history of the local population.

The appellative process is the kind of process of becoming proper names into common names. For example, Ampere → ampere, Boycott → boycott, Henry → henry (induction unit), Kashmir city → cashmere, Newfoundland → newfoundland (dog type). The process of becoming proper names into common names takes place as follows: a) human names → things; b) nouns → things; c) person's name → action; d) human name → measure unit.

There are several types of appellative process:

a) the name of the inventor. For example, Morse, Diesel, Volts;

b) by the name of an individual. For example, bolivar (in honor of Simon Bolivar).

5. Two or more different scholars with the same names might be appeared in compound eponymous names. The occurrence of *Arthurite* is the same name as Arthur Russell and Arthur Kingsbury, two men's names in one eponym. People may think that it is one person's name. That is why it is necessary to carry out an etymological analysis or a definitional analysis. *Jaeger's amputation, Jaeger's plate, Jaeger's keratosis, Jaeger's hook*. They were scientists who lived in different years, at different locations. Unknowingly, people may think that one person has discovered all above-mentioned news or inventions.

Jaeger amputation is a German surgeon M. Jaeger. The type of operation given in honour to M. Jaeger (1795-1838).

Jaeger's plate — the Austrian ophthalmologist. The term given by F. Jaeger (1784-1871).

Jaeger's hook — the German ophthalmologist W. Jaeger invented the device (the instrument).

Pick's cell, Pick's disease, and Pick's pericarditis are not scientific discoveries associated with one person's name but are named after three different scientists: Ludwig Pick (German pathologist), Arnold Pick (Czech psychiatrist) and Friedel Pick (Austrian Physician).

6. In medicine, eponyms are often honored not only for the sake of scientists who discovered but also for patients who are ill. For example, *the Mossee Symptom* is dedicated to the well-known French scientist who suffered from pathological arterial valves. *Kaspar Hauser Syndrome* (in honor of a sick child). Therefore it is necessary to conduct an etymological or definitive analysis of the eponyms. For example, *Mossee symptom*, *Kaspar Hawker syndrome*, we might think that both of them were discovered by scientists, or both were ill patients. Therefore, we think that these facts are the problem of investigating eponyms.

7. There is no transcription of eponyms, people find them difficult to read. For example, Kuffner cell, Rentschler nail, Papanicolaou smear, Hirschsprung's disease, Quincke's edema, Kiesselbach's area, Boeck's syndrome and so on. Even specialists from different domains may find them difficult to read. Because, eponyms are not

transcribed. We propose scientists to make transcripts of the eponyms while making dictionaries. For example, Boeck syndrome [Bek sindróm]. People will be able to read eponyms correctly with the help of transcriptions.

8. Some eponyms, particularly the same chemical elements are written differently in different countries. Each country tries to give a scholar's name to an eponym. For example, the chemical element in the USSR *Kurchatovium* (I.V. Kurchatov, the famous scientist of the USSR), is known as *Rutherfordium* (Rutherford E., the famous US chemist) in America. In the field of medicine, in Russia, *Kashina's disease* is called the *Beck disease* in the United States. But both are the "endemic disorders of the organism in the newborn". It is worth noting that each state wants to name the public figures and scientists of their nation. We can see that eponyms are very important to the nation and that the state wants to pass them to the next generation as the cognitive-cultural information.

9. Some of the eponyms are difficult to read or some letters replaced, but today's generation does not have the full and correct version. One of these eponyms is the river *chargoggagoggmanchauggagoggchaubunagungamaugg*, located in Webster, Massachusetts. In the guidebook, the twentieth letter of the hydronym was written wrongly, instead of *u* is *o*. As for the widespread legend, the hydronym is translated as follows: "You will catch your own fish on your own coast, and I shall catch my fish on the opposite shore, and no one will fish in the midst of the river" [33].

Later, this river renamed into Webster River. The main reasons for this are: 1) located near Webster; 2) its reading is too long or even impossible. The river is called Webster River without paying attention to the semantics.

10. There are many scientists who suggest the deletion of eponyms from medical language and their substitution with descriptive terms. Scholar Duque-Parra and Llano-Idarrago state that eponyms "do not provide any clear information leading to the identification of the situation under study, as they are not reasonably descriptive" [34]. According to A. Woywodt and E. Matteson eponyms "lack scientific accuracy, lead to confusion and hamper scientific discussion in a globalized world" [35]. But we are opposed to these ideas and propose that eponyms are concise and make the scientific text more clear without any descriptions. Whatever their future will be, at present time eponyms are still largely used in different branches of science, as proved by dozens of new entries which can be daily found in periodicals and political discourse.

11. One of the key issues of the contemporary issues is their inability to read properly in science. When the eponym borrowed or adopted from another language, it is misinterpreted without considering the language specifications. The Daltonism is given in honor of the English physicist J. Dalton. People from the Post Soviet countries read how it is written. The Dalton anthroponym must be read as "o" instead of "a". The Hunter channel, the term is in honour of an English anatomy and surgeon J. Hunter. But in many countries (Commonwealth of Independent States) the letter "h" is pronounced as "g". Watt is the unit of measurement (James Watt). James Watt is the author of this unifying unit of power. But "watt" is pronounced as "vat." This is a problem that has not been transcribed internationally.

12. Another problem is that the middle name may be given, not the surname. The reader may not be able to distinguish between the middle name and family name. For example, minerals in geology:

Anandite ─ Ananda (surname of Coomaraswamy);

Andorite is the name of Andor (von Semsey);

Austinites was named after Austin (surname Rogers).

Above-mentioned modern linguistic issues make clear that eponymous units are complex linguistic units, need further linguistic analysis and investigation.

Conclusion to chapter 1

In today's science, branch and interdisciplinary science, there is a growing number of eponyms. There is a strong necessity to define and systematize them. Eponyms have played a very significant role in scientific terminology. Names of people, location names are historical, cognitive phenomena. Eponyms ─ associative terms, its motivation is expressed through different associations.

Eponymy may be regarded as a resourceful process of vocabulary enrichment and is considered to be the highest standard of acknowledgment in science. Eponyms give renown to physicians, economists, politicians, and represent a useful linguistic means to convey complex scientific concepts in a very concise way.

1. We have studied two aspects in the study of eponyms in modern linguistics. S.D. Shelov and V.M. Leichik are proponents of calling eponyms as nomenclature. Because they serve as nominative function. And R. Glaeser referred an eponym to an exclusive terminological unit. We support the opinion of R. Glaeser because eponyms are terms that have their own peculiarities and qualities. In essence, these two ideas are likely to join one way. Because the nomenclature is a part of the term and is a variation of it. In a specialized field, the term is conventional, and the nomenclature is characteristic of a particular attribute. Terms have strong semantic meaning, whereas nomenclature has a nominative function.

E.M. Kakzanova, based on the terminological dictionary of M. Blokh defines as neither term nor nomenclature, but sign uniqueness. We agree with some of the views of the scientist. But we do not agree that eponym is neither term nor nomenclature. Eponym is a branch term used in special-professional fields, unique concept and their individuality is reflected in the names.

2. Eponyms are grammatically divided into substantive - substantive, substantive - adjective, substantive-word combination. Structural (morphological) classification, is divided as a classification of general terms: simple, derivative, possessive, compound, blending and slang. In the Russian and Kazakh languages in the same way, but not made by apostrophe or slang and no verbs.

3. Until now, in the domestic science, anthroponymic and toponymic one-word, word of combination terms are scrutinized as eponyms and deonyms. For the first time in this work, we tried to distinguish between two of them. First of all, we believe that it is better to call the process of deonymization (appellativization) process. For example, we believe that the Galileo ocular should be regarded as an eponym. Firstly, it contains an anthroponym (which is why it is capitalized), and

secondly a professional term. In appellatives, anthroponyms are deprived of the semantics and written in small letters. E.M. Kakzanova mentions that eponyms are made from word of combination, one word metonymical way, and by joining affixes to the words. In our opinion, an appellative is a part and within eponymy. For example, ampere, ohm, boycott ─ anthroponyms, but have undergone of the deonymization process and all have turned into appellatives.But nevertheless they are eponyms as they derived form proper names.

4. There are some controversial issues in the study of eponyms in linguistic studies: a) the problem of naming an eponym, due to several scientists who are directly related to a discovery; b) problems of writing eponyms with upper or lower case letters; consideration of eponym and deonym (deonymization) indifferently; c) confusion of the use of different scientists who have identical or similar surnames/names for one eponym; d) the incorrect pronunciation of international eponyms in different countries; e) the name of the same conceptual eponym is different in different countries.

2 FUNCTIONS OF EPONYMS IN POLITICAL DISCOURSE

2.1 Discourse and discourse-analysis

In the era of globalization, communication between people is rapidly developing, depending on factors such as integration between nations, intercultural communication. One of the main types of communication is realized through discourse. From foreign scholars, who have given comprehensive definitions to the discourse, have analyzed its structure and semantic peculiarities are T. van Dijk, N. Fairclough, I. Fairclough, M. Foucault, V.E. Cherniyavskaya, V.Z. Demyankov, T. Milevskaya, J. Dubois and domestic scientists E.D. Suleimenova, B.A. Akhatova, G. Burkitbayeva, G. Azimzhanova, G. Matzhanova, D. Alkebaeva, Z. Ernazarova, Zh. Ibrayeva and others are worth mentioning.

The discourse has been used as a multilingual term in linguistic, philosophical and historical research. In foreign research, discourse is also used as the term "oral word".

J. Woodilla summarizes the discourse as a realistic experience of speech and writing: "Discourse, in general terms, refers to actual practices of talking and writing" [36].

One of the largest schools of discourse study is the Dutch scientist T. van Dijk's Social and Cognitive oriented school of discourse. A scientist gives some definitions to describe the nature of the discourse:

1) discourse is considered as a social interaction between communicators: "Perhaps most fundamentally, discourse is defined as a form of social interaction among human participants (by extension, including human-machine interaction)";

2) "as one of the fundamental aspects of the social order construed and produced by discourse, power and power abuse (domination) may be defined in terms of a preferential access to, and control over by social groups or organization" [36]. The discourse imposes social order, social groups, and organizations, the controlling authority over people or power abuse;

3) discourse is achieved not in a closed space, but in a context and in communicative situations that occur at the moment. Context allows users of language to use text and speech in accordance with communicative circumstances ─ "Discourse as interaction and communication does not occur in a vacuum, but is instead part of a social situation in people's everyday lives, and as an experience among others; context allows language users to engage in text and talk that is appropriate to the current communicative situation";

4) discourse is reflected in various genres, such as daily conversations, parliamentary debates, newsletters, scholarly articles, and advertisements ─ "Discourse comes in various types, sorts or genres, such as everyday conversations, parliamentary debates, news reports in the press, scholarly articles or advertisements, among many others" [37].

Among the widespread definitions, T. van Dijk's definition of discourse is "a communicative event that stands in the written text or spoken language, which is carried out in a certain cognitive and typological-communicative space" [37, p.54].

Thereby, discourse is a complicated, complex communication event. Discourse is not the only characteristic of the social character, but also the characteristics, attitudes, the social statuses of people, and their places in society. These factors indicate that it is a massive communicative event.

Deborah Shiffrin offers three basic approaches to understand discourse:

1) "language above the sentence or above the clause" [38]. Clause or word higher than the language level. Based on this definition, we can understand that the discourse is two or more sentences related meaningfully.

2) "the study of discourse is a study of any aspect of language use" [38, p. 65]. The discourse-analysis analyzes language use and its application in a broad socio-cultural context.

3) "discourse as utterances" [39; 40; 41; 42]. Discourse as a phrase. Through this definition, discourse is understood not only as a primitive isolated language structure but also as a conceptual unit of unified, functionally organized language use.

By definitions, discourse is functionally organized in accordance with two or more sentences, and higher than sentences linked to a society in which it develops.

According to N. Fairclough and I.Parker, discourse is not studied directly - it is studied in the context of the text: "Discourses cannot be studied directly – they can only be explored by examining the texts that constitute them" [43]. N. Fairclough and R. Wodak say that it is impossible to consider the discourse without context ─ "Discourse is not understood without taking context into consideration" [44]. When investigating discourse, you must have it as a composite text and context. But this text should be dynamic and contextual.

J. Sherzer and T. van Dijk point out that in order to understand the effects of discourse it needs to examine it within the context ─ "If we are to understand discourses and their effects, we must also understand the context in which they arise" [45]. Based on these definitions, we understand that the discourse is based on context, which includes linguistic and extralinguistic factors.

N. Fairclough gives regarding discourse the following definition: "the linguistic way in which the world is represented and interpreted, for example, social relations, objects or places" [46]. On the basis of this definition, discourse considers the texts in which social relationships form part of the world.

T. van Leeuwen thinks that *social actors* are the component of the discourse [47]. Discourse is closely linked to the society and must have social actors. Without them, no discourse is communicated.

In addition, T. Van Leeuwen considers *social action* as a key element of the discourse [48]. Discourse is characteristic of propaganda and discussion. Through the discussion, the meaning will emerge and will influence the community. Social actors should do social actions to promote and discuss.

N. Fairclough adds *social conditions* as the third element of the discourse [49]. Since the discourse has become more dynamic than text, it is important for the community to have a critical social situation or situation that requires discussion.

Russian scholars consider it as a text that includes interrelated extralinguistic factors, oriented to the social impact, as agreed upon by foreign scientists.

N.D. Arutyunova gives the following definition: "Coherent text connected with extralinguistic, pragmatic, sociocultural, psychological and other factors; speech immersed in life" [50]. V.N. Yartseva agrees with N.D. Aruytunova concerning the definition of discourse: "coherent text in conjunction with extralinguistic, pragmalinguistic, sociocultural and other factors; text taken in the event aspect; speech, considered as a purposeful social action, as a component that participates in the interactions of people and the mechanisms of their consciousness (cognitive processes). Discourse includes paralinguistic accompaniment of speech (facial expressions, gestures) and is studied together with the corresponding "forms of life "(reportage, briefing, secular conversation)" [51].

The Kazakhstani scientist B.A. Akhatova recognizes discourse as a result of interpreting communicative actions by recipients It is clear that discourse is the verbal result of oral and written form of communicative action. The author links the "text" with the language system, and "discourse" to the actual speech. The researcher recommends that the discourse is examined in a particular context in relation to specific objects in a particular situation[52].

According to G.G. Burkitbayeva: "Discourse is an oral or written communication of two or more communicators, which can be realized in a certain communicative atmosphere and the result is text or thematic combined text" [53].

Discourse is interdisciplinary, such as legal discourse, economic discourse, medical discourse, political discourse, and so on. That is, it is a large branch of the general text. In our opinion, the category of discourse lies in the socio-linguistic sphere, and the text belongs to the linguistic sphere. Discourse is a specific scientific, and the text is generally scientific.

Discourse is a complicated communicative phenomenon, besides linguistic factors, involves extralinguistic factors. The text is informative and delivers accurate information without breaking certain information. And the discourse is not only written but also oral. In the text, the author's inner intention is invisible or the delivery tools may be weak. In the discourse, the author can fully utilize intrinsic intensities, using parallel linguistic units, kinetic, proxemic units.

N.D. Arutyunova mentions that discourse is dynamic and it gives the discourse a distinctive character. T. van Dijk stresses that discourse is necessarily a social one. They also note that these socialized texts or speeches are interrelated with extralinguistic, pragmalinguistic factors. The opinions of scientists come into one idea and we fully agree with their opinions. Text or speech should be primarily related to the community in order to be effective and relevant to the community. Discourse has a very important place in this regard.

If we combine the above definitions, discourse should be understood as the text that is inextricably linked to the situational context; linked to the social, cultural-historical, ideological, psychological and other factors; in the aggregate of factors, is characterized by the interaction of the author with the addressee in communicative,

pragmatic and cognitive positions, in the textuality of the language units of different levels.

On the basis of this, we would like to give the following definition of discourse that it is a targeted communicative or contextual event, apart from linguistic, includes extralinguistic factors (pragmatic, cognitive, communicative, intangible) and the result of it will be text.

Scholar V.E. Chernyaevskaya in her article titled "From text analysis to the analysis of discourse: the German school of discourse analysis" points out that there are three linguistic traditions related to discourse analysis at present time: 1) a German school with a French discourse, sociologist and historian Michel Foucault's main discourse. According to the supporters of this school, discourse analysis – an analysis of the ideology focused on the discovery of the release of socio-historical information in the text; 2) T. van Dijk and his supporters follow the tradition of cognitive-oriented discourse analysis; 3) The English-American school believes that under the notion lays intercourse [54].

C. Hardy includes a systematic study of texts to discourse-analysis, its creation, distribution and use ─ "Discourse analysis involves the systematic study of texts – including their production, dissemination, and consumption – in order to explore the relationship between discourse and social reality" [55]. Discourse analysis draws attention to the constructive effect of the structured and systematic study of texts – "Discourse analysis is interested in ascertaining the constructive effects of discourse through the structures and systematic study of texts" [55, p.26].

On the basis of the definitions, discourse analysis takes into account structural, systematic approach to the emergence, use, purposeful activity and communication features of texts that create discourse.

E. Burman and I. Parker drawing attention to the constructive impact of discourse analysis conclude that Discourse-analytical approach focuses on language's constructive impact, reflexive and focuses on the interpretative style of analysis: "Discourse analytic approaches share an interest in the constructive effects of language and are a reflexive – as well as interpretive – style of analysis" [56]. Discourse analysis has the characteristics of interpretation.

N. Phillips and J. Brown explain the role of discourse-analysis in shaping society: "Discourse analysis explores how texts are made meaningful through processes and also how they contribute to the constitution of social reality by making meaning" [57]. Scientists believe that discourse-analytical texts have the meaning, and this will help them to see how much they contribute to social truth.

According to T. van Dijk: "discourse analysis is not just about studying the structure of texts. Its purpose is to define the meaning, opinion, and ideology behind those structures. To determine it is necessary to consider the cognitive, social, political and cultural context of the publication. By cognitive approach, texts do not have an independent meaning, and its meaning is in the consciousness of the one who brings it into existence" [58]. In this regard, there is need to investigate language units of journalists and politicians separately and take a closer look at the cognitive principles that they have in writing the text.

Based on the above definitions, texts, speeches that are important to society are studied under the subject of discourse analysis. They are aimed at persuading and managing the community. Discourse analysis aims to explore how social ideas are shaping social life, how the objects are born and how they are most relevant in a timely aspect. Discourse analysis helps to understand the discourse by analyzing texts, using qualitative approaches, interpretation, and defining its place in social life.

In Russian studies, discourse-analysis is often considered from a cognitive point of view. According to M.L. Makarov: "discourse-analysis explores interactive, socio-cultural aspects of language communication. Any part of linguistic communication, even ordinary customary text, is the subject of the text itself "[59]. Consequently, it is possible to conclude that discourse analysis is based on the theory and methodology of different directions and disciplines.

In discourse analysis, it is necessary to consider it as the linguistic "technology" that allows interpretation of the information by analyzing the language semantics of different speech units. Discourse analysis is directly cognitive because in the sense of each word there is "cognitive structures that show knowledge" [60]. Thereby, in the discourse analysis, it is possible to describe the communicants and other factors connected with them, as well as communicative situations, interactions, communicators with social and psychological characteristics. By detecting the linguistic peculiarities of the text, it is possible to understand communicators and their interrelation, to learn about future development.

E.S. Kubriyakova concludes with the basic principles of discourse analysis: "Discourse analysis – a text analysis, that is language use, but texts with special qualities and peculiarities. You do not need to understand all information; secondly, in order to make to work actively in the field of education, the text/speech should have special linguistic signals, the text itself must be designed in a special way ("peculiar" vocabulary and "peculiar" grammar) [61].

Based on the above, we can formulate three basic principles of discourse analysis:

1) to analyze the cognitive structure of information correctly;

2) to analyze the speech and semantic units of speech;

3) interpretation from the interpreter's perspective (the intention of the sender and the recipient's understanding of that intention) [62].

At present time, *Critical discourse analysis* (N. Fairclough) is widely used as a variation of discourse-analysis in political discourse. *Critical* means the implicit (hidden) relationship between power and ideology reflected in the language. Through a thorough study of political texts, it helps to determine whether the information affects unconsciously to the communicant's consciousness.

T. van Dijk wants to transform Critical Discourse Analysis into the Critical Discourse Studies: "Although the label Critical Discourse Analysis (CDA) has now generally been adopted, I would like to propose to change it to Critical Discourse Studies (CDS), because discourse analysis itself is not a method but rather a domain of scholarly practice" [63]. According to the scientist, Critical Discourse Analysis is not a kind of method, but simply a sphere of social practice.

The scientist mentions: "CDS method will generally focus on those systems and structures of talk, of text that may depend on or vary as a function of relevant social conditions of language use, or that may contribute to specific social consequences of discourse, such as influencing the social beliefs and actions of the recipients" [63, p.5]. It is understood that the study of the structure of the text and speech that contributes to the recipient's social beliefs and actions that can identify some changes of functional use of the language in a significant social situation.

In the text and speech, the following analyses are used within critical discourse research method:
– Grammar analysis (phonology, syntactic, lexical, semantic analysis);
– Pragmatic analysis of speech acts and communicative acts;
– Rhetorical analysis;
– Stylistics;
Analysis of various genres such as event, news, talk, parliamentary debate, lecture, advertisement;
– Semiotic analysis of sounds, pictures and other discourse relations [63, p.3].

We focus on discourse analysis as one of the main research methods in our work. Because discourse analysis focuses on the cognitive structures, intentions, pragmatics of the addresser and feedback of addressees. In this circumstance, eponyms are highly cognitive onomastic linguistic units with pragmatic potential. As the main sources are taken political discourse in periodicals and political discourse of politicians, we use discourse-analysis to determine the pragmatic influence of the implicit, manipulative information with the use of eponyms.

2.2 Peculiarities of political discourse as a form of institutional discourse

The notion of politics is in the forefront of political discourse, so, first of all, we need to dwell on the notion politics.

As one of the first who investigated the concept of politics was G. Lasswell and his definition is as follows: "Politics is about making choices and decisions about what to do, what action to take in response to a situation. It is typically about making decisions in a context of scarcity: there are never enough resources to do everything or to do what everyone wants. Politics therefore be seen as being about the allocation of scarce resources, about 'Who gets what, when, how?" [64]. There is never a sufficient source in politics. A politics is to make a rational decision, regardless of unforeseen process, the response to unforeseen circumstances and the limited information.

P. Chilton thinks that politics is a struggle for power, and on the other hand, freedom is a joint struggle for money between institutions: "On the one hand, politics is viewed as a struggle for power, between those who seek to assert and maintain their power and those who seek to resist it. On the other hand, politics is viewed as cooperation, as the practices and institutions that a society has for resolving clashes of interest over money, influence, liberty, and the like" [65]. Scientist points out that politics is aimed at dealing with the power struggle and solving topical issues. From

this point, we can notice that the "us/them" binary system is reflected for the first time.

Scholar in the field of politics C. Hay gives several definitions to politics: "politics is concerned with the distribution, exercise and consequences of power"; "process of public deliberation and scrutiny of matters of collective concern" [66]. Thus, we understand that politics is a choice, a struggle for power, discussion, and social interaction.

G. Garner gives a similar definition to politics: "the process by which groups representing divergent interests and values make collective decision. As societies are diverse, there will always be a need for a mechanism whereby different interests and values are reconciled. As scarcity is also an inevitable characteristic of all societies, the mechanism of politics needed to decide how goods are to be distributed" [67].

Thus, politics can be accomplished by combining different values and interests and collectively making decisions. It is characterized by a lack of information and the mechanism of policy involves the distribution of positive and useful information to the society.

Based on these definitions, politics is used not only in the context of conflict and disagreement, but also in the decision-making process, in an uncertainty, inadequate information and risk, and a fierce response to serious problem issues [68].

These objections will have a great impact on the correctness of the decisions taken. The politics is that decisions are made in the most pressing and crucial issues. I. Fairclough and N. Fairclough state: "Politics is about making choices and decisions about what to do, what action to take in response to a situation. It is typically about making decisions in a context of scarcity: there are never enough resources to do everything, or to do what everyone wants" [69].

C. Schaffner note that the process for struggle or co-operation in politics is compulsory and realized only by language: "politics can not be conducted without language" [70].

The main objective of politics is to fight for power and to retain power. The interrelation between politics and language is so important that no political regime or governance can be achieved without communication. Language is needed for politicians to provide information, order, legislative acts, convictions and more. The difference of politics from actions in other spheres is its discursive character.

From the particular context of discourse, different social roles, and conclusions of the participants in the relationship, from a general social linguistics point of view, discourse is divided into two groups: personal and institutional (status-oriented). The first means communication between communicators, who know each other and have the same statuses; the second is the relationship between social groups with different social status. The status-oriented discourse is an institutional discourse. It refers to the interaction of different social groups with the relationships of different institutions, or relationships between those who exercise their statuses and roles within political institutions [71].

Institutional communication is the relationship between representatives of certain social groups in the discourse situation. Institutional discourse is a formal and

informal situation in various fields, norms, relationships and is defined by the types of social institutions.

According to A. Fetzer, political discourse relates to institutional discourse and discourse topics are governed by institutions: "Political discourse has been classified as institutional discourse, taking place in institutional settings and being thus constrained by particularized contextual requirements, such as selection of discourse from the domain of institution" [72].

The institutional discourse has the following attributes: a certain intention - the purpose of communication; place of communication; characteristics of the status of the participants in the relationship; historical volatility - when the social institution is lost, it loses its characteristic relationship [73]. In the institutional discourse, the two parts are involved: representatives of the institute (employees) and consumers (customers). Employees - professionals with a dominant power of their own rights (lawyers, physicians, teachers, administrative staff), consumers – people who need service [74]. Political discourse includes representatives of the institute – politicians, managers, officials, and political journalists. Consumers are ordinary people.

I. Fairclough and N. Fairclough's collaborative inference regarding politics is as follows: "Politics is concerned with decision-making, political discourse is inherently deliberative. As we will argue, deliberation involves weighing reasons in favour of one or several proposals and reasons against. Political discourse is therefore deliberative (whenever it is oriented to a normative conclusion and weighs reasons, however minimally), even when it is instantiated by particularly "bad" or undemocratic examples of deliberation" [69, p.26]. Politics is making decisions and political discourse is the discussion before making a decision. Even if it is not democratic, political discourse   is characterized by a discussion and interpretation and claiming that decision.

The Dutch scientist T. van Dijk states narrow, but precise definition: "political discourse is a social, including politics limited by genre. Government discussions, parliamentary debates, party programs, and politicians' words are genres related to politics [75]. At the same time, the idea of political actors in political discourse is that "participants of political discourse only when acting as political actors, and hence as participating in political actions, such as governing, ruling, legislating, protesting, dissenting, or voting" [76]. The scientist believes that there must be political actors in demonstration, legislation, voting and correspondingly institutional environment. We agree with the view of the scientist, we want to express our opinion on some issues. There must be political actors in the field of legislation, management, but any person (social actress) can take part in the demonstration and vote in elections.

According to S Baumgarten and G. Chantal: "Political discourse is understood as the political process and/or the result of (political) language production referring to one or more interrelated themes which are presented as complete" [77].

The broadest reference to political discourse is given by E.I. Sheigal: "any speech formations, addressee or content belong to the sphere of politics" [78].

Any statement on politics, meaningful statements or texts refer to political discourse. Text in political themes based on political speech is a form of political discourse as part of an exchange of institutional information.

Domestic scientist B. Akhatova mentions that political discourse: "is a discourse created by specific participants in a specific political context, which includes a set of texts and extralinguistic factors". B. Akhatova considers political discourse as "an institutional discourse as a verbal set of political actions (the relationship between certain social groups)" [79].

Political discourse is characterized by certain intentions and communicators' role-plays. Therefore, the components of a political discourse must be in the mind of the speaker and the listener (the writer and the reader) who is going to influence by words. These components include the content of the text, the author's political views and the task of compiling the text, the author's intentions, and the political situation when that text is composed.

There are two opposing views on political discourse. T. van Dijk believes that "political discourse and political processes should take place in an institutional environment" whereas in contrast E.I. Sheigal shares the idea that "political discourse involves any object, subject, or speech related to politics". So, one scholar belonged it to the institutional discourse and the second to the institutional and non-institutional discourse.

The scientist M. Schudson states: "Political discourse can not be merely a status-oriented relationship, because it is aimed at sharing power and influencing the community" [80]. Consequently, it is not only a role-based relationship, but also all members of the linguistic community can monitor, persuade, and manipulate society through the use of open and special political language. E.I. Sheigal refers to political discourse as the following components: "both institutional and non-institutional forms of communication, if at least one of the three components belongs to the sphere of politics: the subject, the content of the message, the addressee" [78, c.23]. That is, if the subject or the content or the information is related to the politics, then it is considered as a political discourse or investigated under political discourse.

A. Fetzer's valuable opinion on political discourse is: "Doing politics does not require only professional political actors, that is both party-political actors as well as professional journalists, to be almost permanently visible and be permanently online, and thus available for comments to the general public" [72, p.10]. According to the scientist, politics (political discourse) comprises not only political artists but also professional journalists will be in politics.

On the basis of these statements, in addition to politicians' speeches, opinions and programs, we add journalists' speeches, interpretations concerning politics to political discourse. Because the journalists' information on politics is aimed at influencing society, forming public opinion and manipulating it.

The main component of political discourse is political language. The language of politics is not just a word. Politics is reflected in the national lifestyle. It is a combination of speech, food, home, entertainment, literature, cinema, and leisure. At Sir Harold Wilson's dining table at the Downing Street, a pepper bottle was a part of

the Labor speech of the ruling Labor, thereby denying the elitism and sharing the taste of the common people. No word could convey this idea anymore [81].

If politics is implemented through political discourse, political discourse is achieved through a political language. E.I. Sheigal provides the following definition to the political language: "A structured set of signs forming a semiotic space of political discourse", which includes "specialized signs - both verbal (political terms, anthroponyms and others) and non-verbal (political symbols, others), as well as unspecialized signs, initially nominally not oriented on this sphere of communication, however, due to the stable functioning in it, acquiring a content specificity" [78, c.22].

The Russian researcher E.I. Sheigal analyzes eight different languages of politics:

1) Social control (identification of individual feelings, intentions, thoughts and discipline, for example, manipulation of social attitudes);

2) Legalization of power (explanation and justification of decisions on organization of power and public resources);

3) Revival of power (reinforced with the use of symbols, rituals);

4) Adaptation (creation of the image of political reality in the minds of the society by defining purpose and task);

5) Social co-operation (integration among all social groups or individual social groups);

6) Social differentiation (recognition of social groups);

7) Lack of solidarity (on the issue of social conflict and power abuse);

8) Interaction (focusing policy on mobilization and disorientation ("drug abuse"), sharing common interests, and focusing on disaster ("drug abuse") by focusing on another channel [78, c.49].

Political discourse is a form of institutional communication, and political communication includes institutional and non-institutional (daily communication on political issues between social actors) relationships. In our opinion, political discourse is the form of institutional discourse that covers the consideration and realization of political topics within political processes, which is the outcome of greater communication in the form of text including linguistic factors and extralinguistic factors (pragmatic, cognitive, communicators' intentions, nonverbal means).

As political discourse is the realization of politics, there are some peculiarities of political discourse. We are going to dwell on some main peculiarities of them:

1. Political discourse has a characteristic of e**valuating**. The evaluation of a political discourse may be expressed in the form of a statement of action, a secret question in theform of a question, a form of appeal that may affect a certain decision.

The scientist B. Momynova says: "An appraisal is not only social category but also a psychological phenomenon that arises along with the perception of human values. That is why the assessment is a result of a trichotomy language + thinking +truth or reality (real-life), and the semantic category of value includes an appraisal. Therefore, evaluating is a process in which human consciousness is constantly going

on, and it is an intellectual-psychological act by which human beings can think" [82]. That is, assessment is inextricably linked to human consciousness, its thought, and thinking system.

The researcher also notes that the value category serves three different functions:

a) cognitive function, which is realized by the recognition of the substance, process, phenomenon;

b) the function giving personal evaluation (the appraisal is carried out by the human being due to the fact that the subject is a phenomenon);

c) an emotional-qualified function associated with pragmatic action [82, б. 66-67].

An extract of B. Obama's speech from the 2012 election campaign when he made the propaganda campaign:

*Our economy created **23 million new jobs** then; we had the **biggest surplus in history**; we **created** a whole lot of millionaires to boot. We didn't punish success, we **created** an environment for greater success all across the economy. That's what we're fighting for* ("Remarks at a Campaign Rally in Portsmouth, Hampshire" Sep 7, 2012).

In the sentences, B. Obama estimates the work done by giving real statistics (23 million jobs surplus) and making the most important figure in the history of its economy. After the Great Depression, millions of innocent Americans lost their jobs, homes, and regarded it as a great tragedy.

*He said ending the war in Iraq was **tragic**. I think it was the **right** thing to do. I said we'd end that war, and we did. I said we'd go after Al Qaida; we did. I said we'd take out bin Laden; we did. Our troops are out of Iraq* ("Remarks at a Campaign Rally in Toledo, Ohio" Sep 3, 2012).

Responding to a critical assessment of the tragic end of the war in Iraq, criticized by Republican Mitt Romney in the 2012 election. B. Obama believes his decision is a right decision.

Let's draw attention to the remarkable words of the President N. Nazarbayev in his official speech at the ceremony of official inauguration in 2015:

*Тағылымы мол тарихымыз – сонау сақ дәуіріндегі, түркі бабалар тұсындағы, күні кеше 550 жылдығын ел болып тойлаған Қазақ хандығы кезеңіндегі, кешегі Екінші Дүниежүзілік соғыстағы ұлтымыздың ұлы күрестерінің куәсі. Бұл – **біздің өткеніміз,** бұл – **біздің тағдырымыз.**

*2014 жылы еліміздің Жалпы Ішкі Өнімі 1993 жылғы көрсеткіштен **19 есеге көбейді*** (N. Nazarbayev's official speech at the ceremony of official inauguration, 29.04. 2015).

Extract from the speech of the Head of our state at the solemn meeting devoted to the Independence Day of the Republic of Kazakhstan in 2015:

*Әлемдік экономика үшін дағдарысты болған соңғы 4 жылда біз мұғалімдердің орташа айлық еңбекақысын **2 есеге жуық көтердік.** Бізде 22 жылда нағыз автомобильдік революция жүзеге асты. Егер 1992 жылы жеке иеліктегі жеңіл автомобильдер **885 мың болса**, 2013 жылы олардың саны **3.6**

*млн. құрады. Бұл – өсім 4 еседен астам деген сөз. 22 жыл бұрын Қазақстанда демографиялық құлдырау болжанған болатын. Бірақ бұл болжам, басқа да көптеген сұрқайлықтар секілді, **ақталған жоқ**. Тәуелсіздік жылдарында бізде 6 млн. 736 мың сәби өмірге келді* (Speech of N. Nazarbayev devoted to the Independence Day of the Republic of Kazakhstan, 15. 12. 2015).

The president gives an evaluation by demonstrating numbers that we have improved car industry, the average salary of teachers twice and considerably has improved demography of the country over the Independence years.

2. Political discourse has an **instrumental** feature**.** Analyses of the works of scientists Denton, R.E. Jr., Woodward G.C. [83] have revealed that political discourse (political language) has an instrumental features:

1) social control (to make prerequisites of one-sided thinking, feeling, behavior);

2) creation or legitimization of power by law (clarification and legitimate distribution of power and public resources);

3) adaptation (formation of a specific political image in society's consciousness by identifying goals and issues);

4) social cohesion (interacting with social and individual social groups);

5) agonism (the beginning social upheavals and solve them, disagreement with the authorities and expressing protest).

3. The binary system "**us**" vs. "**them**" is an inseparable part of political discourse.

According to K. Schmitt: "friend and rival (us and them) are the main peculiarities of the political space because any religious, moral, economic, ethnic contradictions lead to political controversy, respectively are divided into two groups as "us" and "them" [84]. It does not have to be anger to the enemy to be an opponent, but most importantly, to treat them as opponents.

In order to differentiate and figure out who is own and who is alien, there are used verbal markers in political discourse. The verbal markers *we, own* are used to "us" system. That's why most of politicians use "compatriots, we are together, we are united".

B. Obama often used *we* lexeme in the election campaign in 2012:

We can develop a hundred years' supply of natural gas right beneath our feet. If we choose this path, we can cut oil imports in half by 2020. We can support 600,000 new jobs in natural gas development alone. That's how we move forward ("Remarks at a Campaign Rally in Portsmouth, Hampshire" Sep 7, 2012).

We believe in an America where going to school doesn't depend on how much money you have. We believe in an America where getting decent health care doesn't depend on how much money you've got. We believe in an America that leads with our military ("Remarks at a Campaign Rally in Norfolk, Virginia," Sep 4, 2012).

That's what we need. We will win Johnson County. We will win Iowa. We will finish what we started in 2008, and we'll remind the world why the United States of America is the greatest nation on Earth ("Remarks at a Campaign Rally in Iowa city, Iowa" Sep 7, 2012).

Apart form *we* lexeme, if the ideology of one country is consistent with other country's political orientations, positions, they automatically become the part of "us" system. In most cases, the term "democracy", "justice" and "liberalism" are similar to *us* system:

*The Left also approved of **Zionism** as the **national-liberation movement** of Jews determined to survive as an **independent nation** in spite of Hitler and the Holocaust…file* (N. R., 20.10. 2014).

In this example the *Zionism* direction is the national liberal and against *Hitlerism*. It is considered to be a movement to survive (the Holocaust), and understood against policies, interests, supporters of Hitlerism.

Integration markers are keywords that link politicians and its supporters. From the keyword, it's clear that politicians belong to a particular group. In addition to this vocative "*dear*" is widely used in political discourse by politicians to attract people's attention [85].

Dear friends, compatriots! Dear people of the city! They are, first of all, vocative words, secondly, the cliché expressions of speech etiquette, while they show the pragmatic orientation of speech and show that level of addressers and addressees are equal. Through these words, all people are described as groups of one focus, one direction, one goal and interest, and represent the group of "us".

Қымбатты достар! Серіктестерім мен тілектестерім! Болып өткен президенттік сайлау біздің қоғам бірлестігінің күшін нақты айғақтап берді (Е.К., 30 April 2015).

Speech of the President N. Nazarbayev at the XV Congress of the NurOtan Party in 2015:

"*Менің қымбатты **жолдастарым**, сіздерге Отан деп соққан жүректеріңіз үшін үлкен алғысымда айтамын». Бүгінде "НұрОтанның" қатарында 900 мыңдай партия мүшесі бар. "**НұрОтандық**" депутаттар Парламент Мәжілісінде көпшілікті құрайды.*

My dear friends and *Nurotaners* are the lexemes that show the system "*us (own)*".

The vocative *dear* and "us" lexeme *friends* show that the audience has the straight relations to the speaking politician.

E.I. Sheigal mentions opposite variant to "us" system. It is "them" system in political discourse:

– components that show deictic and distance: *those, foreign*.

– lexemes for low estimation and cost reductions: *somebody*, *anybody*. The abolition, elimination of a certain subject, perverting alienation.

– an indicator of uncertainty towards the opponent: *allegedly, like that*. So, it is used as a pejorative lexeme. Doubt – disbelief – dangerous – alien – opponent [78, c. 74].

The main purpose of using pejorative language units as "other", "foreigners" is to discredit political opponents, to damage their political image, to lower human qualities, to lower their professional qualities, to form a negative opinion about the opponent, and finally to expose them as strangers.

B. Obama's speech in his election campaign in 2012 and uses "them" lexeme *they* concerning main opponent M. Romney and show that he is strange and not appropriate to be a president of US:

*They spent a lot of time talking about me, but **they** didn't spend a lot of time talking about you. **They** didn't talk a lot about how we're going to move forward so that the middle class is strong, so that the economy is growing for everybody. **They** spent even less time talking about their plans* ("Remarks at a Campaign Rally in Norfolk, Virginia" Sep 4, 2012).

President B. Obama's Speech at the 67th session of the United Nations on 25 September 2012:

*Extremists understand this. Because **they** have nothing to offer to improve the lives of people, violence is **their** only way to stay relevant. **They** don't build; **they** only destroy.*

In these examples, lexemes with the denotation "them" are widely used and cover international level. It is against the global extremism and cruelty and that only the extremists can act badly.

In order to portray *aliens*, politicians use invective lexemes and due to pejorative words like insulting, negative opinions (fraudulent, hypocritical) can show that they are dangerous to mankind and automatically go to "them" system.

"*Why was **Nazism** appropriately branded and Communism not?*" *he says,* "*Europe has always treated the two totalitarianism differently: The Nazi regime was considered absolute evil while Communist regime [In Moscow] looked like the Slavonic spoiling of an excellent idea*" (N. R., 07.07. 2014).

*Would they find themselves in exactly the sort of **authoritarian slum** ruled by a political mafia that was the reason ordinary Ukrainians wanted to choose "Europe" over Russia's **Eurasian Union** in the first place?* (N. R., 07.07. 2014).

In these examples, *Nazism, authoritarianism* are opposite to democratic societies because they are contradictory and dangerous. As a result, supporters automatically become *strangers. Russia's Eurasian Union* shows that one country owns or controls over Eurasian Union and it is undemocratic and automatically becomes "them".

*Stolypin (**The Stolypin reform**), the **tough**, **authoritarian reformer** who was the last **czar's** most effective prime minister (significantly, Putin gave him shout-out during his speech), was rated the second-greatest Russian of all* (N. R., 27.01. 2014).

Though, authoritarian shows that Stolypin and his reform does not coincide with the "us" system and automatically belongs to "them" system. As we notice, there are given two eponyms *Stolypin reform* and *czar*. These two eponyms are objects of consideration and act as a pragmatic tool in this sentence.

4. Political discourse is composed of **ideology**.

The scientist, who studied the relationship of power and ideology T. van Dijk defines ideology as a system of ideas that can be shared between the members of the social group, which contributes to the interpretation of social situations and events: "Ideologies, thus informally defined, are general systems of basic ideas shared by the members of a social group, ideas that will influence their interpretations of social

events and situations and control their discourse and other social practices as group members" [86].

Ideology spreads among the members of the team and develops as a part of the social structure on the basis of social interaction. Ideology is characterized by social character. Ideology, as part of the social structure, is analyzed as a trust and belief system of social relations.

Ideology includes the idea of a lifestyle and experience of a particular social society in the historical stages. Ideology gradually turns into a normal practice and leads habitual truth [87]. The ideology is based on a group-based knowledge and team-based approach to group values.

T. van Dijk offers an "ideological square", depending on four complementary strategies:

1. Emphasize Our good things   3. Emphasize Their bad things
2. De-emphasize Our bad things   4. De-emphasize Their good things
[86, p.386].

We can easily notice the four strategies of ideology *1) pay attention to our good; 2) do not focus our attention on what is bad; 3) pay attention to their bad sides; 4) reduce their good sides.*

Based on this "rectangle of ideology", it can be seen that it is in close contact with *us*/*them* binary system. Because you have to accept well, pleasantly your bad sides and the others should be negative as they are strangers.

In N. Fairclough's opinion: "Ideologies are closely linked to power, because the nature of the ideological assumption embedded in particular conventions, and so the nature of those conventions themselves, depends on the power relations which underlie the conventions; and they are a means of legitimising existing social relations and differences of power" [88]. Thus, ideology is linked to power, ideological assumptions are included in conventions (contracts, agreements) and depend on the authority of the conventions; they are the ways to legalize the diversity of power and the established social relationship.

"Ideologies are construction of practices from particular perspectives (and in that sense 'one-sided') which 'iron out' the contradictions, dilemmas, and antagonisms of practices in ways which accord with the interests and projects of domination" [89]. One of the main goals of ideology through the definition of N. Fairclough is to make the resistance, decisive situations, to smooth the antagonism. This, in turn, will be carried out in accordance with the interests of the dominant parts.

Political relations are always idealized as communicators are not just individuals, members of the society, but as representatives of political groups and institutions. Ideology, as a component of public consciousness, first of all, lives in the language. Ideologies include ideological denotes: proletariat dictatorship, *Leninism*, *Stalinism*, socialism. As you can see, eponyms Leninism, Stalinism are also part of the ideology. Among them is the newly-emerging eponym Putinism.

Political discourse comprises **Myths**. Mythologies accompany ideologies, sometimes does not require separation of two. They have a crucial role in political

discourse. For ideology, it is possible that truth is not adapted to reality. For example, the ideology Communism of the Soviet Union was mainly mythology. It was not fulfilled, that is why mythology.

Myths in political discourse are closely related to phantoms and fidelity. The main functions of myths or mythologies in political discourse:

1. Interpretation function. It is used to explain the complex concepts and theories to the public, to make sure that social orientation is correct.

2. It is used for justification of certain political actions. Politicians use myths in front of their electorate to demonstrate the advantages of their program and to prove that they are worthy of a certain job.

3. To maintain stability, to maintain the observed order.

4. Binding function. Due to myths, people feel their integrity with other people. Myths promote the preservation of the unity of society, connects with the individuals and the political community.

5. Manipulative, persuasive function. Myths are a great tool of political weapons, the ability to consolidate, control and subjugate people.

Myths can motivate a particular action, which ultimately demonstrates a commitment to a particular policy.

Based on this, it can be said that myths help to define the cultural behavior that unites, strengthens, and transforms society.

The cognitive prerequisite of the occurrence of myths is the fetishization of the symbol. Therefore, mythologies are exposed to hyperbolization. "Monarchist – he believes in the ruler, the communist – to the picture of Stalin and Lenin" [87, p.92].

These lists include Kim Ir Sen, who was the head of the cabinet of North Korea from 1948 to 1972. At any state holidays, as a myth in military parades, Kim Jong-Un, current chairman of the state council, uses Kim Ir Sen in his political statements.

Myths are narratives, that is, small talk. They are aimed at educating people about goodness, hard work, and honesty. For example, in the Americans' political culture there is the legendary story "Washington and the Cherry tree". The story of a political myth about the truthfulness of the first president of the United States, George Washington. Young George dropped his father's beloved cherry tree with an ax, and then regretted it and told the truth to his dad (I can not tell a lie). By doing so, the younger generation calls for honesty, sincerity.

6. Political discourse has a characteristic of **ritualism.**

Nowadays, in spite of democratic methods are being used, political conditions have not been completely erased from ritualism. But they are close to reality and can be called flags, emblem, and anthem as some elements. At the same time, some of the most important political events are completely ritual. For example, E.I. Sheigal attributes the president's inauguration ceremony to rituals. It also applies to the public, but "the message does not include polemic statements (it is difficult to find statements that disagree with the petition), because people are provided with only positive information. This shows a high level of ritualism" [78, c.206].

Rituality genre includes illocutionary declarations, such as a public address to the nation or the inauguration of the president, a traditional New Year's greetings,

and king or queen's speech. Such texts can encourage addressees to certain social behaviors. Ritual considers the continuity of the traditions of the people, the integration of all citizens of the state, and serve as an integration function.

The purpose of rituality is to set distance between authorities and people, to empower patriotic feelings for the motherland and to respect authority. Awakening emotional feelings of addressees, co-operate and to unite the entire population under the single flag. To carry them out there should be used the following lexical pronouns: *we, together, our, us, unite, together, integrity.*The peculiarity of the ritual speech is the monologue character. The text is not spontaneous, it is prepared in advance (by speechwriters) and influences the audience.

7. Using **metaphors** and **metonyms** is typical for political discourse.

One of the principal reasons why politicians use metaphors in their speeches is to make a speech more memorable and arouse an emotional response, which might influence how a politician is perceived.

Politicians need to show that besides understanding complicated issues, they can resolve them. Therefore, by applying experienced and concrete to abstract concepts, they use metaphors to make persuasive arguments clearly demonstrating their ability of thinking rationally [90].

According to scientist Charteris-Black J. the main function of metaphors usage in political rhetoric is to frame our view of political issues by eliminating alternative points of view. Therefore, politicians use metaphors for positive self-representation and negative presentation of their political opponents attacking their ideas [91].

Several sentences with metaphors from socio-political periodicals are given below:

*Five Things about **Obama's Robin Hood** tax plan. "I think it's clear the system needs to be improved", said Jeffrey Liebman* (P. 20.01. 2015).

In the sentence, B. Obama's tax plan gets all peculiarities of Robin Hood. It goes without saying that the tax is directed to impove standard of living of poor people and proposed to make municipal education for free. So journalists try equate that tax with the good deeds of Robin Hood and hyperbole the role of tax among other political reforms.

Kövecses Z. mentions that metonyms can be either viewed as a whole constituting its parts or parts constituting a conceptual domain as a whole. Therefore, there are three traditional types of metonymies: 1) a part standing for a whole; 2) a whole standing for a part, and 3) a part standing for a part [92].

***The Vatican** and the **White House** had different takes on President Obama's meeting with Pope Francis, the latter saying that the administration's attack on religious liberty had been discussed* (N.R2., 21.04. 2014.)

In this sentence, ***The Vatican,** the **White House**,* are metonyms and are standing for a whole. The White house means administration of the president and other staffs who are working for prosperity of the country.

As the addressee-observer, the people are watching the events happening in society as a theatrical performance. Politicians do not forget that there is "an

audience" in their reports or conversations with journalists. Accordingly, by "working for the community" try to make a positive impression.

The politics theater is based on the image of political figures. President R. Nixon's External Image policy assistant: "We have to have full transparency in this matter: the voters act or give feedback, not on the person, but on his image. The point is not on the existed thing, but how that is presented ... and what the voters accept. That is why no need to change individuals, but the impressions that impress" [93].

Theatrical metaphor in political discourse:

Theater	$\Longrightarrow$	Political Discourse
The author of the text	$\Longrightarrow$	Politician himself
Spectators	$\Longrightarrow$	People
Spectators feedback: applause	$\Longrightarrow$	Voting for support
Decorators, fashion designers	$\Longrightarrow$	Image makers

8. **Pragmatics** (performative verbs) are essentially important in political discourse

Pragmatic functions can be realized by speech acts, by performative verbs (J. Austin and J. Searle) in political discourse.

1. Uncertainty and demanding performatives are commonly used when people protest against power abuse: *We **don't believe** in an economy that grows from the top down. We believe in an economy that grows from the middle out, from the bottom up, giving everybody a chance, giving everybody a ladder for opportunity, opening up doors for people so that they can work hard and do right by their families and do right by themselves.*

2. Emotional Performatives (anger). These are also explicit and emotional ways to express protest. For example: *We are very **angry** at the end of the sole government's activity over the last 10 years.*

3. Promising Performatives: *I **promised** to end the war in Iraq; I did. I said that we would begin to wind down the war in Afghanistan* (B. Obama. "Remarks at a Campaign Rally in Seminole, Florida" Sep 8, 2012); *I **promise** you this: Long after the killers are brought to justice, Chris Stevens's legacy will live on in the lives that he touched -- in the tens of thousands who marched against violence through the streets of Benghazi* (Barack Obama. 67th Session of the United Nations General Assembly Address delivered 25 September 2012, UN Headquarters, New York).

4. Performatives of support. *So that's what I do. I **approve** this message* ("Remarks at Campaign Rally in Milwaukee, Winchester" Sep 21, 2012); *So long as I am a Commander in Chief, we will keep the strongest military the world's ever known* ("Remarks at a Campaign Rally in Iowa City, Iowa" Sep 7, 2012).

5. Choice performatives. *We **choose** freedom!*

6. Vocative Performatives. ***Dear** compatriots, **dear** guests!*

These peculiarities, which are inherent to political discourse, contribute to the formation, control, management of the public consciousness, the struggle for power, the adoption of political decisions, and the implementation of political processes.

2.3 Functions of eponyms in political discourse

It has been scrutinized that eponyms are lexical units of special-purpose texts and onomastic terms used in the field of disciplinary and interdisciplinary science. One of these areas is politics. Primarily, medical eponyms were widely spread in the field of medicine. Every novelty, medical device, reaction was named after the scientist who invented it. Such discoveries are becoming more and more in the field of medicine. There is even a dictionary of eponyms in the field of medicine. In our research, we want to demonstrate that eponyms are widely spread not only in medicine, physics, chemistry but also are often seen in political discourse and have own functions.

Functions of eponyms in political discourse:

1. **Nominative function**. Political processes at each stage of the society are marked by different political events and meetings and they were mostly called by proper names (anthroponyms, toponyms). Political events were named after outstanding politicians, public figures, or places where the event, processes were held. These factors indicate that eponyms sereve as nominative function in political discourse.

2. **The function of uniqueness**. As eponyms are onomastic terms, they are consist of proper names (anthroponyms and toponyms). This feature helps to distinguish them from other political terms. For example, *Parliament* and *the Clinton impeachment*. They are both political terms, but the first one just usual term that politicians, media regularly use, however *The Clinton Impeachment* has strong colour and single out from the first political term. This eponym is connected with B. Clinton's name and the event concerning B. Clinton. Due to proper names (anthroponyms, toponyms) and their cognitive-cultural, historical characteristics, eponyms become unique terms in political discourse.

3. **Cumulative and memorial function** (linguistic memorial). Eponyms convey information about the past and present political society. T. Kordabayev said that "the language shows the achievements of the human being in words. The vocabulary of each language can easily represent the long history of the people, their political and social life, their lifestyle, livelihood, cultural and spiritual life, and their entire economy. Our knowledge, our thoughts, ideas, concepts have been preserved in our vocabulary" [94].

On November 19, 1919, in Section II of his Reservations with Regard to Ratification of the Versailles Treaty, to preserve the balance of power established by the United States Constitution from executive usurpation (P., 04.16. 2011);

Ялта конференциясында тараптар Польшаның 1939 жылғы аумағын қайтадан қалпына келтіруге келісті. Ялта конференциясында Қиыр Шығыс мәселесі туралы да келісімге қол жеткізілді. Мұндағы белсенділік көбінесе АҚШ тарапынан да болып, ол өзі қалаған мақсатына жетті. Ялта конференциясының тарихи маңызы зор (Е. К., 18. 02. 2015).

The first sentence with an eponym gives information regarding *the Versailles Treaty*, that was ratified on November 19, 1919. The second sentence, informs concerning Japan's capitalization and the future of the country. Moreover, to

reorganize the territory of Poland which was captured by Nazi Germany in 1939. The dominant country in this conference was the USA. We get the information due to the eponym *Yalta conference*, because it is the core word of consideration. Secondly, it serves as linguistic monument.

4. **Image function.** There are many international conflicts and terrorist acts around the world. Conferences and organizations are being established to find solutions regarding these issues. They strive to solve the problem and try to bring the image of their country across the globe [100]. For example, *the Shanghai Cooperation Organization*, *the Davos Forum, the Kyoto Protocol*. First, the Central Asian organization led by China dedicated to stop terrorism; the second forum is aimed at solving the key issues in the global economy through a forum in Switzerland. In the third case, the problem of global ecology in Japan is considered. These three are eponyms derived from toponyms. Thereby, eponyms play a big political-image for the country which try to take part in various political events. Consequently, due to proper names, countries and places will be recognized by other countries and will help to create a positive image. At present time, the new eponym *Astana Forum* is being formed and plays an important role in creating positive political image of our country. It demonstrates that our country can participate in topical political issues and represents our country globally. It considerably improves political, spiritual and cultural factors, political literacy of the population.

There are also political eponyms formed the negative state, regional image. From the history, *the Nuremberg process* dedicated to destroy the Jews. The Nazis discussed the plan of extermination of Jews in Nuremberg. *The Wannsee conference* was held on the Wannsee River in Germany. This conference was aimed at the destruction of the Jews. *The Tokyo tribunal* showed Japan's capitulation and a disgrace to the world. The incident took place in Tokyo, Japan. On the contrary, the eponym *Nevada-Semey movement* has found its supporters, have shown a positive image of the two countries as an anti-nuclear movement against mass destruction weapons. As a result, the Semey nuclear test polygon was closed and the country became a nuclear-free country. This, in turn, is a positive image to the next generation as historical information. Because eponym is a linguistic unit of culture and history.

The eponym *Cuban missile crisis* formed a negative image of Cuba. The conflict between the USSR and the U.S. reached its peak in the Cold War. The USSR launches its missiles in Cuba. Later, as a result of the U.S. discontent, the mysterious deeds of USSR was revealed. This event seriously harmed the Cuban foreign policy and image.

*The past half-century of U.S.-Cuba relations has been a roller coaster ride of high hopes for improvement at times but then plummets to low points that included mutual acts of terrorism, separation of Cuban families, CIA attempts to kill Fidel Castro, the most dangerous days of the Cold War during the **Cuban Missile Crisis**, a U.S.-sponsored invasion, Cuba's alignment with the old Soviet bloc, confiscation of U.S. property, the 1996 shootdown of two Brothers to the Rescue planes by Cuban MiGs, and countless human tragedies played out on a smaller scale* (P., 07.20.2015).

In the context of the political image, eponyms also reflect a political course. For example, *the Truman doctrine* is a political eponym. The U.S. president focused on the political blockade of the Soviet Union's wealth through the doctrine adopted on March 12, 1947, and to impede the development of global communism. Thus, it was aimed at showing the world its strength. Then, *the Marshall Plan* was adopted as a plan for the implementation of this doctrine. Its aim was to prevent the Soviet Union's influence to divide Europe into two parts. As a result, Germany was divided into two parts. *The Truman Doctrine*, as well as *the Marshall Plan*, were the strongest foreign political course of the U.S. at that time. It has shown that this policy has importance to the whole world.

There are new eponyms concerning the capital of our country. For example, *the Astana Summit, the Astana Forum, the Astana Club, the Smart Astana,* will glorify our country and show all positive changes. Speaking at the VII Summit of the OSCE Head of State, he is using the eponym *Astana summit* for underlying positive political image.

*Астанинский саммит восстанавливает прерванную на 11 лет после Стамбула традицию проведения встреч на высшем уровне. Нынешний саммит впервые проводится в новой стране, ставшей независимой во многом благодаря положениям и принципам **Хельсинского Заключительного акта.***

Extract from the lecture "Innovative Industry of Science and Education - Strategic Resource of Kazakhstan in the 21st Century" at Nazarbayev University:

*Успех **Астанинского саммита** – это успех всех членов ОБСЕ и, конечно успех независимого Казахстана – нашей Родины.*

5. **Instrumental function.** In any society, there is a need for social control, the rule of law, and the maintenance of individual social groups. The domestic economy and the international economic community adopt decrees, laws, acts, and pacts on a particular issue. Their main purpose is to solve acute problems, to manage, to control. Eponyms assist to accomplish instrumental functions in political discourse and entirely in the country.

An eponym is a linguistic instrument of political discourse, which is carried out by political processes. In many reports of politicians eponyms are used. Significant appointments, conferences, pacts or contracts are legally marked and have names [95]. The reason for the use of names is that they are important terms for the community and for people. For example, *the Kyoto protocol*. Politicians use it in every forum on environmental topics. Because on the basis of Kyoto Protocol, the ecological policy of the world is carried out, each state approves ecological strategies, and as a result, it tries to make positive changes in the world ecology. In connection with the ecology, Nevada-Semey movement is also spoken. Because, on the basis of this movement, one of the largest nuclear polygon in the world was closed. So, eponyms are part of the language of politics, because they are politically motivated and contribute to the solution of political processes.

The U.S.A. President Barack Obama introduced insurance pole Obamacare, aimed at solving the health problem. The main goal is to improve health care in the country, to avoid expensive service.

Obamacare*, was the **right thing** to do. And you know what, they're right, I do care. I care about folks who get sick and go bankrupt. I care about parents who don't know whether or not they're going to be able to get treatment for their kids. It was the right thing to do* (Barack Obama: "Remarks at a Campaign Rally in San Antonio, Texas" July 17, 2012).

B. Obama is trying to make a social check that the right decision has been made through the insurance pole, protecting the health of people from various diseases, and preventing anyone from being bankrupt.

The ***Normand format*** is also an eponym. The association, which includes Germany, France, Russia, and Ukraine, is targeted at overcoming the crisis in eastern Ukraine. The name originated from the toponym Normand.

*Мемлекет басшысының мұндағы негізгі ойлағаны П. Порошенкомен және В. Путинмен жеке-жеке кездесіп, келіссөздерді қайта бір ой елегінен өткізіп, **«норманд пішіміне»** қатысушылар жанжалды шешудің бейбіт үдерісін іске қосу үшін өзара қолайлы шешімдерді қабылдауына мүмкіндік берітіндей ұсыныстарды өз қолымен қағазға түсірді. Тайталасушы тараптар **«норманд пішіміндегі»** бейбіт келіссөздер басталуының қарсаңында 2014 жылдың 19 қыркүйегіндегі Минск меморандумында белгіленген шектеу желісімен шектеліп қана қалмай, қосымша аумақтарға өз ықпалдарын тарата отырып, тактикалық артықшылықтарға қол жеткізуге ұмтылды* (Е.К., 01.07. 2015).

6. Integration function

Generally, integration is a process of interpenetration, the coalescence of the economies of neighboring countries into a single economic complex on the basis of stable economic relations at the micro and macro levels. That means integration between countries is an alliance of sovereign states, created on the basis of an interstate treaty for the purpose of economic and political integration of the participating states.

Eponyms show integration between countries and as a result act as an integration function. There are a range of international economic organizations such as *The Shangai Cooperation Organization* (integration between Kazakhstan,Russian Federation, China, Tadjikistan, Kyrgyzstan, Uzbekistan, India, Pakistan), *The Eurasian Economic Union* and several agreements between countries as *Almaty declaration, Maastricht treaty, Bretton-Wood system, Dumbarton Oaks, Geneve agreement, Gleneagles agreement,* and others.

The Shangai Cooperation Organization is the intergovernmental organization. It shows the intergration between countries. Secondly, the main objectives of the Shanghai Cooperation Organization are to create stability and security in a wide area that unites the participating states; to act against terrorism, separatism, extremism, drug trafficking; to develop economic cooperation, energy partnership, scientific and cultural interaction. Thereby, the eponym the Shangai Cooperation Organization demonstrates the integration function.

*Iran's President, Hassan Rowhani, is set to meet Putin on Friday during the **Shanghai Cooperation Organization** summit in Kyrgyzstan* (P., 09.11. 2013); *Созданная в 2001 году **Шанхайская организация сотрудничества (ШОС) –***

*это постоянно действующая **межправительственная организация**. Позиция государств – членов **ШОС** неизменна – они выступают за решение афганского вопроса под афганским руководством и самими афганцами, возможно, при центральной координирующей роли ООН* (N.P., 02.06.2015).

The Maastricht Treaty was signed on February 7, 1992 in the city Maastricht (the Netherlands) a document that initiated the European Union. The Maastricht treaty was designed to help transform the European community into a political one, and and then into an economic and monetary union.

*The **Maastricht treaty** is interpreted as a quasi-experimental policy intervention that substantially advanced **European integration**. Our results suggests that tax decentralization has increased in EU countries after the signing of the **Maastricht treat**y.*

In this sentence, the eponym *The Maastricht treaty* has an integration function. That it considerably advanced European integration, all members had the same currency and conventions, monetary policies were adopted to all members of EU.

The next eponym that has an integrative function is Eurasian Economic Union.

*New Delhi is speeding up the signing of a **trade agreement** with **the Eurasian Economic Union,** which includes Belarus, Kazakhstan, Russia, Armenia and Kyrgyzstan* (P., 03.02. 2017); *Others include a ban on the transit of goods affected by tariff rates above zero under the Common Customs Tariff of the **Eurasian Economic Union** and obstacles for Ukrainian drivers to enter Russia through the Belarus-Russian border* (P., 09.16. 2016).

Due to contextual analysis we understand that the eponym The Eurasian Economic Union with the combination of trade agreement, transit of goods, common custom tariffs demonstrate integration function. It clearly shows that only countries of the Union can transit goods and should impete for other non-member countries, in particular Ukraine. Thereyb, the eponym provides an integrative function.

The next eponym Almaty declaration. Former 11 Post Soviet countries including Russia, Belorussia Republic and Ukraine signed protocol and proclaimed The Commonwealth of Independent States (CIS). It means the eponym Almaty declaration was the venue of consideration of integration between countries and and act as an integration function.

*1991 жылы қол қойылған **Алматы декларациясы** арқылы негізі қаланған Тәуелсіз мемлекеттер достастығы бүгінде елдерімізді жақындастыра түсетін бірегей алаң болып қала береді* (Zh.K., 16.09. 2016).

From this example we understand that due to the Almaty declaration (an eponym) The Commonwealth of Independent States (CIS) was formed and now still works as an integration tool of Post Soviet countries.

7. **Ideological function**

The following eponym Marxism is an example of the founder of the anti-capitalist philosophical stream. Marx's ideology is given as *Marxism*. The ideology of Marxism is a major anti-capitalist and socialist one in the last century. Based on this ideology, V. Lenin's revolution led to the fall of the royal government.The first secretary of the

USSR, M. Gorbachev's ideological policy of "perestroika (rebuilding)" was called as *Gorbachevism*. These ideologies have been politically advanced in their own time.

Despite overwhelming evidence against it, he embraced the clearly immoral and logically flawed ideology of **Marxism** *(N.R2., 23.06. 2014); In today's Russian policy, we can see the dangerous signs of* "**Gorbachevism**". **Andropovism** *and* **Gorbachevism** *represent two paths for a stagnating authoritarian system to reform itself and both eventually lead to a dead end* (Radio FreeEurope Documents and Publications 08.11. 2012).

Wahhabism is the ideological propaganda of non-traditional religion, propagating the Sunni direction of Islam, serves as a political and religious ideological function. Because of this ideological trend, in many traditional religions, people have been deceived and cheated. This ideological trend is the characteristic of mysticism that leads people to delusion.

The second sentence is directed to provoke people not to be absent-minded and collaboratively work against Wahhabism and impede to develop non-traditional religious ideology.

But given the overwhelming restrictions on women in the kingdom, where the strict interpretation of Islam known as **Wahhabism** *is effectively the law of the land, even the tiny openings have had a resounding effect* (P., 10. 25. 2013); *Бүкіл жаһанды аяғынан тік тұрғызған* **уаххавизм-***салафизмге аузы ашық, аңқау қазақ қалай қарсы тұрады енді? Әлде көнеміз бе? Тарих бұл туралы не айтады?* (Zh. A., 06. 03., 2012).

Hitlerism is a political ideological trend that promotes racism and anti-Semitism, class cleanness, fascism. As a result of this ideology, European people suffered, especially the Jews. Their fate was discussed at the Wannsee Conference.

The relative independence of the churches until very late in the war enabled them to resist the regime on specific issues – notably, its euthanasia of disabled and mentally ill people – but they failed to mount any kind of general resistance to **Hitlerism** (N.R., 21.09.2015).

We classify eponyms in political discourse as follows:

1) simple (root) eponyms: *boycott, quisling, gerrymander(gerrymandering), tsar*. The simple political eponyms are mostly made without affixes in a metonymical way [96].

2) derivative one word eponyms with suffixes – *ism, -ist, -ian, - ite; -изм,-овский; -изм, -дық, -тік,-шіл. Keynesianism, Thatcherism, Kemalism, Titoism, Khrushchevism, McCarthyism, Saddamism, Trumpism, Xiism, Malthusianism, Сталинизм; Гитлеровский, Путиншіл, Гитлерлік, Сталиндік, Леніншіл, Clintonian, Blairite, Thatcherite, Churchillian, Kemalist, Leninist, Lincolnian, Lincolnesque, Wilsoninan, chauvinist, wahhabist, Hitlerist, draconian.* Derivative one word eponyms with prefixes: -anti, -trans, -neo. *Anti-Obamaism, Trans-Pacific partnership, neo-Nixonian, neo-Ghandian.*

3) possessive eponyms: *Bork's nomination, Pride's purge, Қасымханның қасқа жолы, Есім ханның ескі жолы.*

4) compound eponyms are composed of two or more words. They can be divided into two groups: a) From anthroponyms: *Molotov-Ribbentrop pact, Carter doctrine, Benes decrees, Eisenhower doctrine; Molotov Cocktail;* from toponyms: *Potsdam conference, Yalta conference, Vietnam syndrome; Warsaw Treaty, Nuremberg Process (Judgment); Astana Summit, Astana Forum.*

5) blending eponyms are made by the combination of two words: *Obamacare* (Obama + care), *Rogernomics* (Roger + economics), *Reaganomics* (Reagan + economics); *Abenomics* (Abe +economics), Merkozy (Merkel+ Sarkozy).

6) abbreviated acronym eponyms: ALZHIR, KARLAG, StepLAG, AK-47.

Grammatical classification of eponyms in political discourse:

1) substantive: *Zikism, Artiguism, Bevanism, Blanquism, Bordigism, Bourguibism, Buharism, Bushism, Castroism, Chavismo, Clintonomics, Clintonism, Cobdenism, Erdoganism, Moist, Guevarism, Foxite, Ленинизм .*

2) proper adjectives (adjectival): *Lynchian, Machiavellian, Hitlerian, Gaullist, Jacksonian, Marxist, Trotskyist, Trotskyite, Washingtonian,*

3) verbal: *to boycott, to quisle, to lynch, to bork, to mirandize.*

4) substantive-substantive: *Truman doctrine, Carter doctrine, Hillary doctrine, Clark memorandum, Clinton doctrine, Wilson doctrine, Eisenhower doctrine, Kennedy doctrine, Reagon doctrine, Nixon doctrine, Roosevelt Corollary, Obama doctrine, Brezhnev doctrine, Drago docntrine, Wannsee conference, Potsdam conference, Potemkin village, Bauyrzhan's spiral.*

5) subsantive-adjectival: *Jacksonian democracy, Jeffersonian democracy, Jeffersonian principles, Keynesian economy, Trojan horse, Putin's Demographic package, Қасымханның қасқа жолы, Есімханның ескі жолы.*

6) substantive-numerical: *Roosevelt's four freedoms.*

Classification of word-combination political eponyms by components is given in Figure 2.

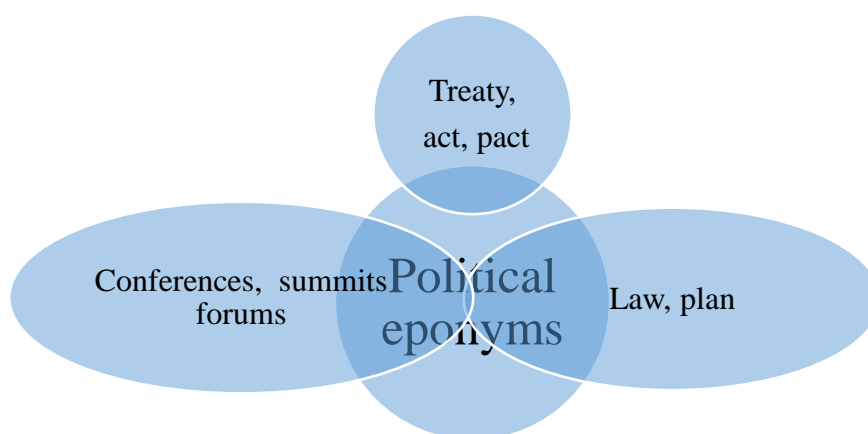

Figure 2 – Classification of Compound political eponyms by components

1. Agreement, act, conference, protocol: *Molotov-Ribbentrop Pact, Helsinki Act, Kyoto Protocol.*

2. Conferences, summits and forums*: Yalta conference, Potsdam conference,*

Davos forum, Astana forum, Astana summit.
   3. Law and plan: *Plan of Baruch, Marshall Plan.*

In contrast to the anthroponyms, the eponyms from toponyms are highly used and frequently encountered in political discourse. Most of them are made by substantive-substantive grammar ways. But in the other fields of science (medicine, physics, chemistry, astronomy and so on) there are still considerably more eponyms from anthroponyms.

2.4 Eponyms in socio-political periodicals

As a one of the resources of our work, we consider political disourse in the socio-political periodicals. By political discourse we imply the political oriented texts of journalists, political analysts, politicians in the socio-political periodicals.

Mass media is now increasingly important as a path between the people and the government. In 1840 the French scientist O. Balzac called the press "the fourth power." This, in turn, demonstrates the importance of periodicals among the people and power. Because, with the help of mass media, propaganda and reality are presented in the social environment.

Currently, the media is divided into three types: visual (periodicals), audio (radio), and audiovisual (television). There are also some people who consider the

Internet as the fourth type of Media. Their main functions are:
- providing information to the public on a particular fact, event or issue;
- the fact, the concept of the event, the evaluation;
- promote the education of the public (readers, listeners, viewers), providing educational and informational content;
- influence on the public, social and political views of the people. This function of the media is especially intensified during political and social actions [97].

As one of the main sources of our research work is periodicals, we will further define the given term. Glossary of Library and Information Science defines: "A periodical is a serial published indefinitely at regular or stated intervals, generally more frequent than once a year. Each issue is numbered and/or dated consecutively and contains articles, stories or other writings. Journals, magazines, newspapers publication in a continuous series, with a consecutive number and no predetermined end" [98]. Harrod's Librarians Glossary and Reference Book defines a periodical as "A publication with a distinctive title which appears at stated or regular intervals, without a prior decision as to when the last issue shall appear" [99].

Thus, periodicals are publications which comprise magazines, socio-political journals, newspapers and print periodically (daily, weekly, fortnightly).

Periodicals cover various topics to involve specialists from various spheres such as the banker, the politician, the teacher, the professor, the lawyer, what is going on in their fields.

Periodicals are the first sources of information, which serve to disseminate information, to represent the interests of the government, social groups or individuals and have their own language usage and peculiarities. Modern periodicals are

characterized by anthropocentricity and pragmatic influence. Addresser – text – addressee factor is always under consideration.

Newspapers and journals as the main constituents of periodicals, firstly, tools to help people understand the environment; secondly, reflect the level and peculiarity of the people's political knowledge and appreciation for a specific event, as well as the content and quality of criteria that regulate social values, traditions; thirdly, a political text reveals the political culture; and, fourthly, a language reflection identified by linguistic peculiarities.

Political newspaper information, being one of the most important means of a mozaritarny democratic system of political governance, which purposefully influences the subjects of the political services market, directs the political process, trying to impose its assessments, attitudes, patterns, political-cultural codes and myths on social structures of society. Trying to create a homogeneous information environment of the society, a newspaper publication acts as a stabilizer of political and social processes, by forming a certain public opinion, on the one hand, and participating in the formation of a certain political and cultural flow on the other. The modern process of the functioning of political communication is a combination of manipulative programs capable, by virtue of a direct impact on the human consciousness, to impose on a person a specific perception of information.

Political oriented texts (political discourse) in socio-political periodicals play an important role in the cultural and political life of a particular country and are strongly social and pragmatic. Knowing whose interests are expressed by one or another newspaper, one can create a general impression of the information presented in it, its pragmatic orientation, and the communicative-informational task that the author puts before this issue.

Metalanguage of political discourse is becoming more media discourse [100]. Periodicals have a strong impact on political education, literacy, and the formation of their views on the political issues that are destabilizing. It should be noted that pragmatical deviation from the norms is often used in periodicals: phraseology, the combination of words. But we suppose it would be a mistake to think that any deviation from a certain norm is wrong. Conversely, this is a proprietary deviation from a pragmatic goal.

We intentially chose several socio-political periodicals (magazines, newspapers) from 2011 to 2017. English language socio-political periodicals: National Review, The New Republic, The Washington Post, Politico. The main criteria: they were political oriented, especially National review (right wing, conservatist) and The New Republic (left wing, liberal). Both of them endorse candiadates who run for presidency. National review sometimes endorses a candidate during the primary election season, particularly Dwight Eisenhower, Ronald Reagon, George H.W. Bush and others. Whereas in contrast, The New republic endorses candidates from Democratic party B. Clinton, B. Obama and others. Therby, it is noticeable that they actively participated in political life of Americans and create political thinking concerning political issues.

Russian and Kazakh language socio-political periodicals were chosen on the base of preivious analogue way, newspapers are supposed to be political oriented. Russian language periodicals Central Asia monitor, Novoe pokolenie ("New generation") and Russian Federation's periodicals "Nezavisimaya gazeta" (Independent newspaper), "Moskovskaya pravda" (Moscow truth), Svoboda slova ("Word of freedom"). Mostly, we oriented on Kazakhstan's Russian language periodicals as we had more time to consider them. Kazakh language socio-political periodicals: Zhas Alash, Zhas Kazak, Egemen Kazakhstan are main state newspapers which participate in political life of the country and formulate political impressions regarding political issues.

The date between 2011 and 2017 was not by accident. It was on purpose. There were many political events in 2011 across the globe and within the country. Primarily, across the world: Arab spring, Osama raid and the death of Osama bin Laden, Gadhafi killed in crossfire, resignation of Hosni Mubaral due to revolution, crisis in European contries, the death of the Korean political leader Kim Chen Ir and new political development of the country, Fidel Castro has retired, independence of South Sudan and other important political events. Epy

Political event within the country, N. Nazarbayev re-elected to the presidency, 20th anniversary of independence of the Republic of Kazakhstan and other events.
The reason of covering until 2017 was the end of 3 year doctoral program (2014-2017).

Further, we are going to consider the percentages of eponyms in three language socio-poltical periodicals.

2.4.1 Eponyms in English-language socio-political periodicals

The eponyms have been shaping since ancient times, but from the 20th century, their level of development and use has reached its peak. This is because of World War I and World War II. Political leaders organized war planning and post-war peace, laws, acts, and pacts of regeneration. Due to these facts, the new eponyms came to the world. Eponyms mainly have been compiled from the political discourse in the socio-political periodicals such as National Review, The New Republic, The Washington Post, Politico published in English in the 2011-2017 years. Especially, The New Republic and The National Review political magazine published in the USA have special attention, because they are political journals of the right-wing and the left-wing. There are many critics and sharp thoughts about the internal and foreign policy of the state.

We divided collected eponyms from English-language periodicals into positive and negative meanings, based on their definitions, contextual analysis and traces in the history.
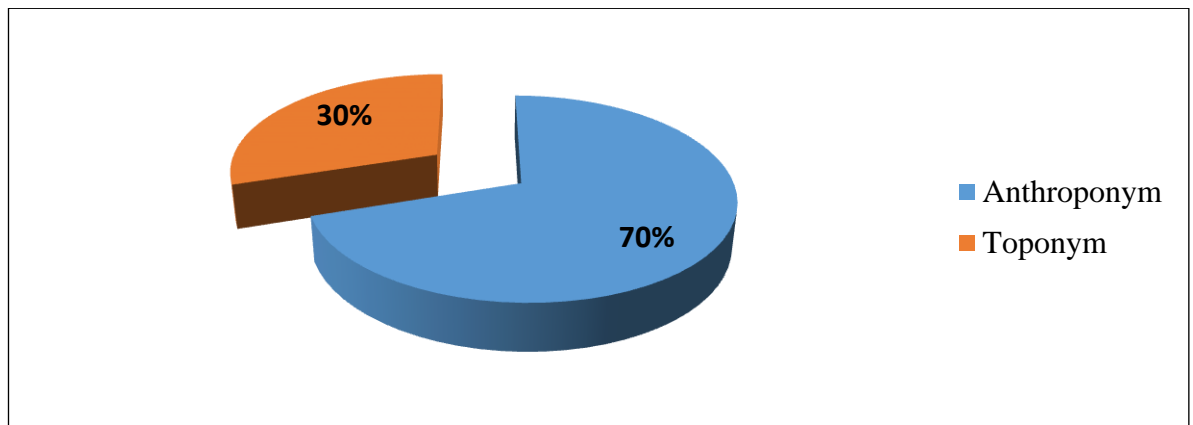
Figure 3 – Percentages of eponyms by anthroponyms and toponyms

In English-language periodicals, many eponyms often came from anthroponyms. At the US Congress, senators frequently present/propose their laws, acts, proposals, amendments. Later, they were named after the people who submitted the laws and documents. In addition, the laws relating to the foreign and domestic policy of the US presidents were named after them. For example, *the Truman Doctrine*, *the Eisenhower Doctrine*, *the Carter Doctrine*, *Obamacare* and others. This, in turn, illustrates the reputation of US policy, especially foreign policy. By the Eisenhower Doctrine, any state has the right to receive political and economic assistance from the United States. In domestic policy, Barack Obama's *Obamacare* mandated insurance law, who was the US president between 2008 and 2016. Under the law, any US citizen must obtain a paid insurance policy for free treatment/medical service. This law has had a significant impact on US healthcare and many other countries have adopted into their health policies.

At the same time, eponyms from the toponyms were found to be less frequent. Because many important decisions, acts, and pacts were directed not to the name of the places where the decisions were made, but to the one who led them. Nevertheless, eponyms from toponyms, such as *the Geneva Protocol*, *the Locarno Agreement*, *Dumbarton-Oaks*, *the Potsdam Conference*, *the Warsaw Organization*, *the Wannsee Conference*, *the Nuremberg Law*, *the Watergate scandal*, *the Bretton-Wood System*. By content analysis we identify that, the main reason for appearing from toponyms is the importance of events, laws, contracts at the global scale. Not just one country, but several countries play an important role in making decisions. For example, in the process of *the Nuremberg process*, apart from The United States, head of the powerful countries such as USSR, the United Kingdom, and France, could solve the problem collaboratively, not only one president. Consequently, they could suppress Germany's fascism. Thereby, it was called by place name that gathered world leaders. Needless to put a person name. At *the Potsdam conference*, and at *the Yalta conference*, apart form heads of USSR and the United States, several presidents took part and signed the documents. That means, in case of eponyms from toponyms, several anthroponyms are involved, it creats some difficulties to name it, that's why the name of the place was put to the political event. But eponyms from anthroponyms, presidents usually offer proposals and make some decisions. The

above-mentioned *Obamacare* is one of the US citizens' health insurance policies introduced by the president B. Obama. *The Truman doctrine* is a political document that the United States has put forward as a barrier to the policy of the Soviet Union.
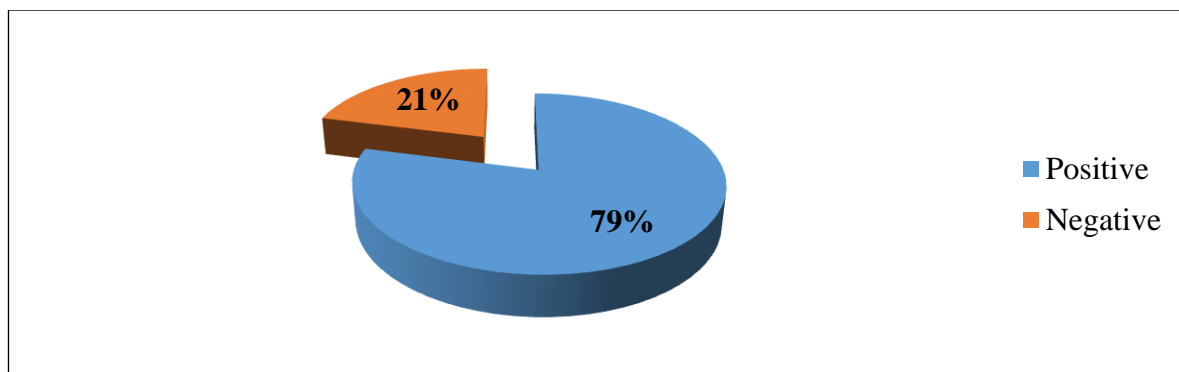

Figure 4 – Positive and negative meaning eponyms

In English-language periodicals, most of the eponyms 79% had positive meanings. Especially trying to show themselves in the world arena in the best possible way. The United States was always considered to be a world power and scrutinized the political issues of the world as their problems. The reason for this is that most of the global decisions were solved by the US influence. Decisions of a world dominant state must have a positive impact on society. For example, *the Nixon doctrine* was adopted on July 25, 1969, about US foreign policy program and withdrawal of US troops from Vietnam. This is a positive event for the US and, secondly, a positive event at the world level. *The Vietnam Syndrome* is the Americans' storm and panic to stop the Vietnam War in 1975. It is a massive strike against the American government's harsh political policies against other countries. *Jacksonian Democracy* – when E. Jackson won the presidential election in 1828, capitalism, democracy and power considerably developed in the United States. This also means that in a liberal US states democracy has developed, the level of consciousness has diminished, and that the authorities are closer to the people. But, due to national identity, some neutral or negative eponyms are favorable for one state, and negative for another. For example, the *Truman doctrine* was favorable for the US, as its main opponent was aimed at containment of the Soviet Union policy and impede developing socialism into European countries. Taking into account that the Soviet Union did not provide financial assistance to suffered European countries, G. Truman asked G. Marshall to make a plan. It was directed against the aggression of the Soviet Union. But for the Soviet Union, of course, these eponyms (*the Truman doctrine, the Marshall plan*) are the negative political documents. Because the Soviet Union did not want to lose its influence in Europe, in the world, and did want socialism in Europe.

In English language periodicals, many negative eponyms are focused on the former Soviet Union and the modern Russian Federation. Because the United States has long been a rival to the former Soviet Union, now to the present Russian Federation. The criticisms concerning Russian Federation and annexation of Crimea

and international the *Minsk agreement* were the regular topics of consideration on the pages of the political journals the National Review and the New Republic. As a result, appeared eponyms such as *Putinism*, *Tsar*. After the issues of the Russian Federation and socialism, the second most scrutinized topic was terrorism. It is often said about stopping terrorism, blocking various non-traditional religious movements, and refusing to issue visas to immigrants from the Middle East. In consequence, we found the following religious eponyms: *Wahhabbism, Wahhabis.*

> The **Wahhabi**s *solidified their control of Saudi Arabia* (N.R2., 2014).

Most of the eponyms are grammatically substantive-substantive, morphologically one word with affixes and compound (word-combination). The most commonly encountered eponyms were one word with affixes and compound (word-combination) eponyms.

Table 1 – Percentage of eponyms by different spheres

Political eponyms	82 %
Economic	3%
Religious	4%
Trade	4 %
Mythical	4 %
Disease	3 %

Figure 5 – The most frequently appeared eponyms (number of units)

The most commonly encountered compound (two words) eponym was *Obamacare* (Obama + care). Because the sources of our work are periodicals 2011-2017 years and B. Obama was the president of USA those years. Consequently, the periodicals, politicians actively debated with positive and negative views regarding B. Obama's health law (insurance pole). In accordance with the Obamacare Insurance, the person who purchases the insurance will get -20%, -50% discounts for many medical services. Together with the poles, subsidies for free visits to fitness

centers have been provided to promote healthy lifestyles. The main purpose of this insurance pole is to improve health care in the United States and to engage the country in sports. As we know, the USA is the largest center of the fast food. Obesity is a problem within the country and service in hospitals, polyclinics are very expensive. That is why, this policy has brought a positive change, and the country has made a progress in the sphere of healthcare. *Obamacare* seems to gained a good reputation for the United States foreign policy of promoting a strong image among other countries. As a result, other countries are introducing and adopting into their insurance policies.

But there are those who do not advocate for an insurance policy. Because the pole is being compulsory. If a person does not buy it, he will be obliged to penalty.

Krauthammer echoed this sentiment earlier Monday on Fox News's "Special Report with Bret Baier" saying **Obamacare** *will "collapse on its own."* (P., 10.29.2013).

The Warsaw Pact was formed against North Atlantic Treaty Organization and the iniator was Soviet Union.That's why American periodicals wrote about the collapse of that organization and dominant country Soviet Union and were proud of it. Because the USA put much effort into destroying the Warsaw Pact.

After 36 years, the Warsaw Pact –a military alliance between the Soviet Union and its Eastern European satellites –was effectively dissolved on this day in 1991 as Soviet military commanders announced they had relinquished control of **Warsaw Pact** *forces* (P., 30.03. 2017); *The United States has often supported European integration as a way to end the rivalries on the continent that too often erupted into violent wars. The EU has been a success, bringing together 27 countries – from Great Britain to Poland, Finland to Portugal – into an integrated partnership that has brought democracy to dictatorships and the former* **Warsaw Pact** (P., 05.05.2013).

The Monroe doctrine had an important role in external policy of the country. It was a tool to warn European countries not to colonize South and North America continents. It was the initial step of domineering USA across the globe. But over time USA used this doctrine to manipulate, control neigboring countries. Taking into account the slogan that USA is supposed to protect two continents (North and South), they deliberately interfere into inner policies of the countries of South America. Thereby, advantages and drawbacks were actively considered in American periodicals.

The Monroe Doctrine, *the most famous of all, was no articulation of generalized aspiration, but rather a warning: that Washington would view further efforts by European nations to colonize or interfere with countries in the Western Hemisphere as an act of aggression. The second-best known, the Truman Doctrine, stated the policy of the United States to support free peoples who were resisting communist pressure* (P., 14.04. 2017).

Even form this example we can notice that the Monroe doctrine is one of the most discussed topics.

Gerrymandering is the political-geographic division specifically used in election of the USA. Both Democrats and Republicans can easily change constituencies from one area to another for their own benefits. This topic was thoroughly sctrunized because of elections in 2016. In this text we can easily notice that the author against gerremandering and it may violate the rules of Constitution.

Supreme Court Associate Justice Anthony Kennedy gave no sign that he has abandoned his view that extreme partisan **gerrymandering** *might violate the Constitution* (P., 03. 10. 2017).

McCarthyism is a policy against alleged communists, even the people or organizations are not proponents of Communism.

At the same time, Moscow's media reject such talk as **McCarthyism***, and they point a finger at former President Barack Obama as a sinister figure using Russia as means of undermining Trump* (P., 07.03. 2017).

Even from this sentence we can understand that the Watergate was one of the main topics of consideration in English language periodicals and was the greatest political scandal in U.S. history. Overwhelming majority of people have accepted it as a proof of democracy. After impeachment the president and his administration had to resign.

The 40th anniversary of the **Watergate** *break-in presents an ideal opportunity to reconsider the greatest scandal in U.S. political history. Many then and since have celebrated President Richard Nixon's resignation as a constitutional triumph — proof that "the system worked."* (P., 14.06. 2012).

There were also other less appeared, but comprehensively discussed eponyms as *Tsar, Zionism, Berlin Wall, Marxism.*

Tsar (king). In general, the eponym was derived from the name of the ancient Roman ruler Julius Caesar. In English-language periodicals, this eponym often appeared because the Russian leader was considered as a tsar. There is no democracy in the country and describes his power abuse over ordinary people. The Crimea's annexation of the Russian Federation was highly criticized. Due to this fact, the eponym *tsar* was met very often.

Zionism, Berlin Wall, Marxism were given as historical information in periodicals. Zionism is a Jewish religion, in honor of Zion mountain. Mass murders of Nazi Germans of various ethnic and social groups, including Germany's policy of purifying country from Jews. The Jews tried hard to escape from the Holocaust and maintained their faith in Zionism. In English-language periodicals, it was described that Jews struggled against apartheid and by exploiting Zionism to remain as a nation.

Eponyms are very important for politics and society. Because they attract the attention of a society, can be an object of discussion and encourage optimal decision making. By means of eponyms we arrive at a conclusion that American periodicals 2011-2017 were oriented on inner policy of USA concerning B. Obama's insurance pole, in retrospect about political-historical events significant to USA and criticizing Russian Federation, unfair annexation of Crimea.

2.4.2 Eponyms in Russian-language socio-political periodicals

Kazakhstani Russian-language periodicals such as "Central Asia monitor, Novoe pokolenie ("New generation") and Russian-language periodicals "Nezavisimaya gazeta" (Independent newspaper), "Moskovskaya pravda" (Moscow truth), Svoboda slova ("Word of freedom"), Russkaya Pravda ("Russian truth") in 2011-2017 years.
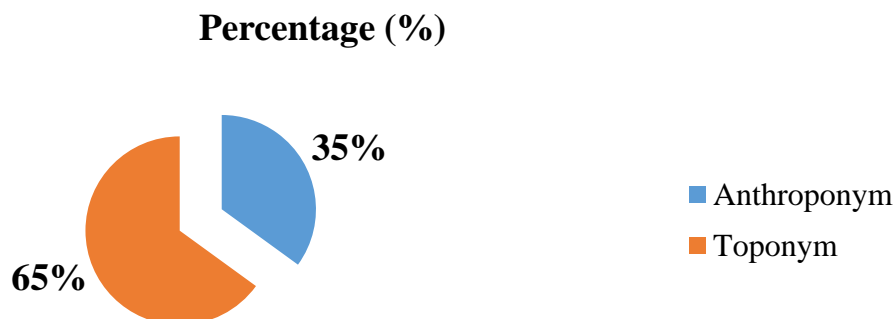
Percentage (%)

Figure 6 – Percentages of eponyms by anthroponyms and toponyms

Russian-language periodicals have a fewer eponyms from anthroponyms than periodicals in English, and contrary many eponyms from toponyms. The reason for this is that deputies, politicians in Russia do not propose their own laws or to be more precise, do not put their names on proposed laws, acts and others. That is why they just name them by the content of the issue.

Secondly, in Russian-language periodicals, there are frequent occurrences of eponyms from the 20th-century toponyms. Most of them are political contracts, pacts. Among the modern eponyms, we can note *Putinism, Kadyrovtsy* and *Putin's Demographic Package*.

Percentage (%)

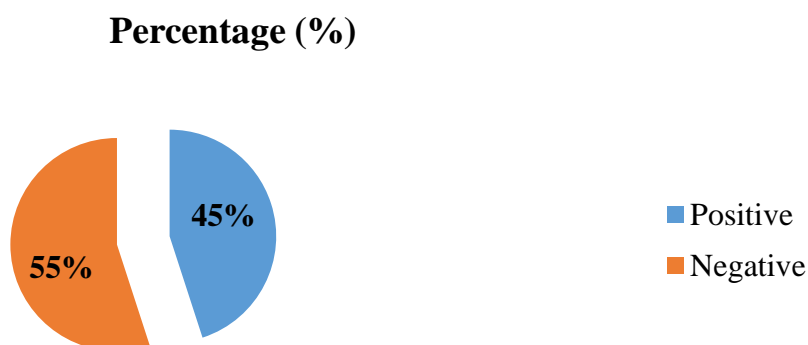Figure 7 – Percentages of positive and negative meaning eponyms

Another distinction is that in Russian-language periodicals, the ratio between positive and negative is 45% and 55%. The only reason for this is that despite the strong reputation of the Russian Federation, it does not interfere in the internal policy of other countries as much as the United States and prefer domestic and political stability.

Table 2 – Percentage of eponyms by different spheres

Political eponyms a) military b) court c) historical d) peace (anti-nuclear) e) integration f) religious (terrorism) g) capitulation	**83 %** 16 % 9 % 19 % 15 % 10 % 3 % 11 %
Economic	**8 %**
Ecologic	**4 %**
Medicine (types of disease)	**5 %**

We divided political eponyms into sub spheres: military, judicial, historical and others. The table shows that the highest percentage belongs to historical eponyms 19%, military 16% and peace (antinuclear) 15%. After the political eponyms, the next high percentages of frequencies are in the field of economics about 8%, and in the field of ecology and medicine (diseases) around 4% and 5%.
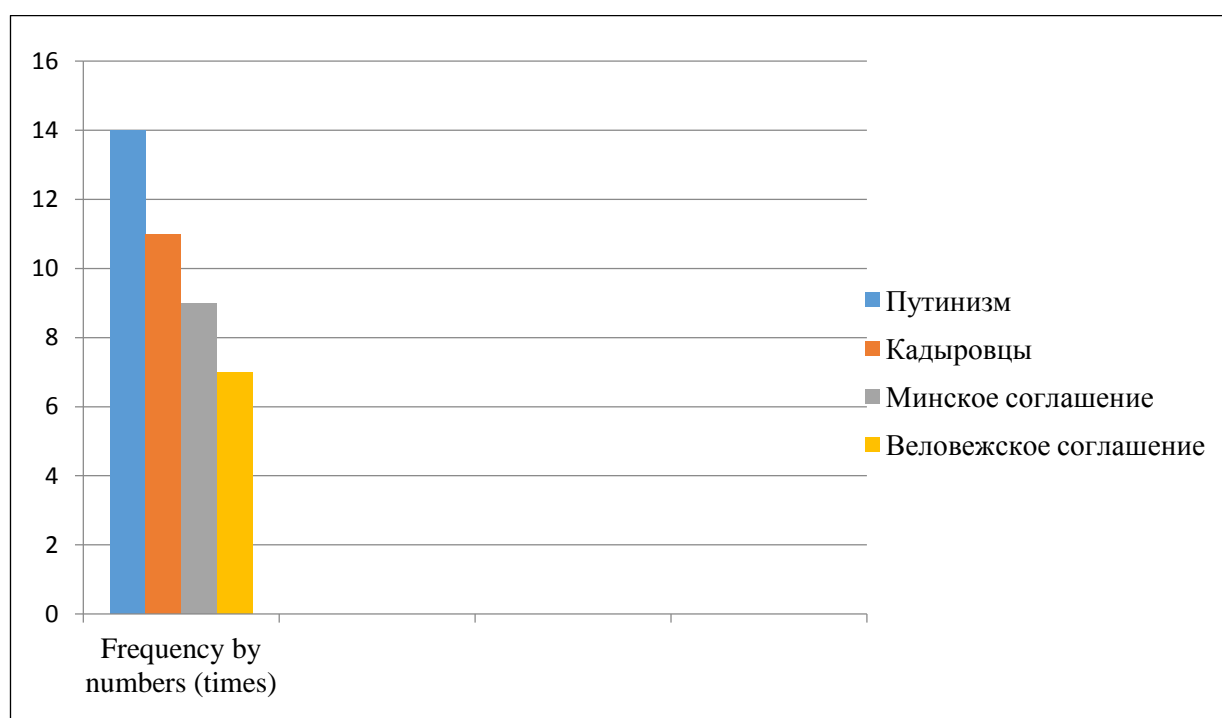

Figure 8 – The most frequently used eponyms (number of units)

The most frequently appeared eponym is Putinism. Because in local periodicals V. Putin was criticized in involvement of capturing Crimea. Secondly, V. Putin's criticism can be seen from the following example:

"*Люмпены являются основным конечным бенефициаром политика Путина. Это страна победившего люмпена.* "***Путинизм***" *- политический строй деклассированных элементов, всех тех, кто выпал из своих социальных ниш либо вообще их никогда не имел*". *Далее в основании* "***путинизма***" *лежат... ломпенские идеалы»* (М. Р., 20.10.2012).

Lumpens are those who do not want to change their life, those who are the lowest-fledged members of the society who are subject to destiny, have no permanent place of residence, and so on. And Putin's ideology, supporters of it were criticized by people that they were speaking in favor of lumpens.

Eponymous unit *Kadyrovtsy (кадыровцы)* is in honor of former Chechen President Akhmad Kadyrov. These soldiers are now under the control of current Chechen leader Ramzan Kadyrov. The reason for appearing this eponym is due to the death of the People's Liberation Party leader, public figure Boris Nemtsov on February 27, 2015. Even all periodicals wrote articles devoted to his death. In spite of R. Kadyrov's words that he was not involved and *Kadyrovtsy* could not kill him, the opposition believes the *Kadyrovtsy* were involved in his death. Secondly, there were reports that *Kadyrovtsy* violated the law and didn't want to be under the local control. In this exact sentence, the author wants to show how rigorous the ruling of R. Kadyrov and equates the ruling to repression.

Рамзан Кадыров считает, что силы безопасности – основа его влияния. А все его влияние опирается на репрессии. Это его главный инструмент. У него есть две полиции. Обычная занимается поддержанием общественного порядка, а спецподразделения формируют его личную гвардию. Эти люди, ***кадыровцы****, стоят над законом. По разным оценкам, их от 6 000 до 20 000 человек. Их можно узнать по черной форме (такой не носит больше ни одно российское подразделение), они прекрасно вооружены и прошли военную подготовку* (С.А.М., 25.04. 2015).

The Minsk agreement, signed in February 2015, helped to establish partial truce in the Donbas (Ukraine) and provided conditions for speeding up the political settlement process. But Ukraine side all the time evaded from responsibilities and did not carry out some requirements of the Minsk agreement. That's why it was the topic of consideration.

В нарушение условий ***Минского соглашения*** *Россия отказывается позволить наблюдателям ОБСЕ контролировать границу между государствами. Уровня безопасности в Донбассе недостаточно для того, чтобы было провести честные выборы, а украинское правительство сейчас слишком ослаблено, чтобы взять на себя подготовку к ним* (С.А.М., 04.06. 2016).

Belovezh agreement – on 8th of December, 1991, signed agreement was the beginning of creation of the CIS, new independent separate Russia, Belorussia and

Ukraine. This agreement was not supported by many people, because the huge giant state had collapsed. We can see it in this example:

*Все в соответствии с голосованием. Например, 90 процентов зрителей, смотревших передачу о **Беловежском соглашении**, считают распад Советского Союза катастрофой и преступлением* (М.Р. 2011).

The given example shows that 90% of the audience watched the program about Belovezh agreement think that it was a catastrophe and crime. Many people think that the collapse of Soviet Union was a provocation, a fraud.

By analyzing the Russian-language periodicals, we understand that modern eponyms Putinism and Kadyrovtsy are ongoing subject matter of consideration. It has proponents and at the same time opponents. Many articles devoted to the Minsk agreement, because Ukraine was involved into annexation and politicians expressed own standpoints how to solve the existed situation by peaceful way.

2.4.3 Eponyms in Kazakhstani socio-political periodicals

In English language periodicals there were a lot of eponyms derived from anthroponyms, in Russian periodicals there are many eponyms from toponyms, while in Kazakh language periodicals the percentages of eponyms derived from anthroponyms and toponyms were almost similar 51% and 49%. One of the main reasons is that Kazakh people always adore, respect, appreciate human names and place names [101, p.460]. Kazakh people are superstitious and put names with good wishes, intentions. Some historical-cultural eponyms derived from anthroponyms: *Қасым ханның қас жолы, Есім ханның ескі жолы, Хақназардың ақ (хақ) жолы, Тәуке ханның "жеті жарғысы"*.

National eponyms from the toponyms: *ALZHIR, the Zhalanash lake conflict, the Battle of Orbulak, the Mamyrsu agreement, the Karkara rebel, KarLAG*. As you can see, there are some abbreviated eponyms. *ALZHIR – "Akmola camp wives of traitors to the homeland and family of people", KarLAG – Karagandy lager*.

Every eponym that has been made by anthroponym and toponym is very important to Kazakh people. That's why the percentages of eponyms derived from anthroponyms and toponyms were almost equal.
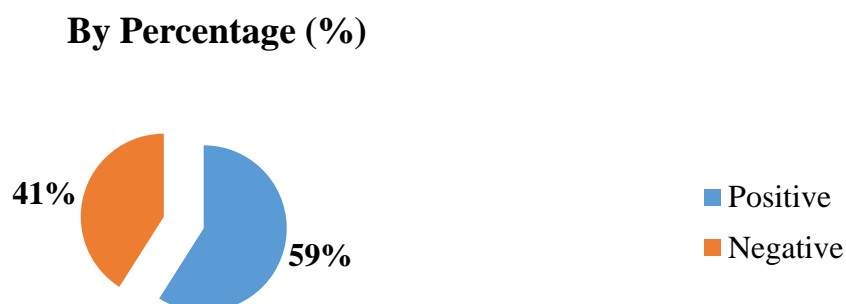
By Percentage (%)

41%   59%   ■ Positive   ■ Negative

Figure 9 – Percentages of positive and negative meaning eponyms

Table 3 - Percentages of eponyms by different spheres

Political eponyms a) court b) peace (antinuclear) c) historical (realias) d) ecological e) economical f) military g) diplomatic	**78 %** 8 % 9 % 26 % 7 % 12 % 11 % 5 %
Award	4 %
Religious	5 %
Medicine (Disease)	5 %
Law	4 %
Physics	4 %

Political eponyms encountered in Kazakh language periodicals were subdivided into subgroups. As shown in the table, the highest percentages of eponyms belong to historical 26% and economic 12% and military 11%. The percentage of religious eponyms is 5%, medical 5%, law 4%, awards 4%, and physics 4%.
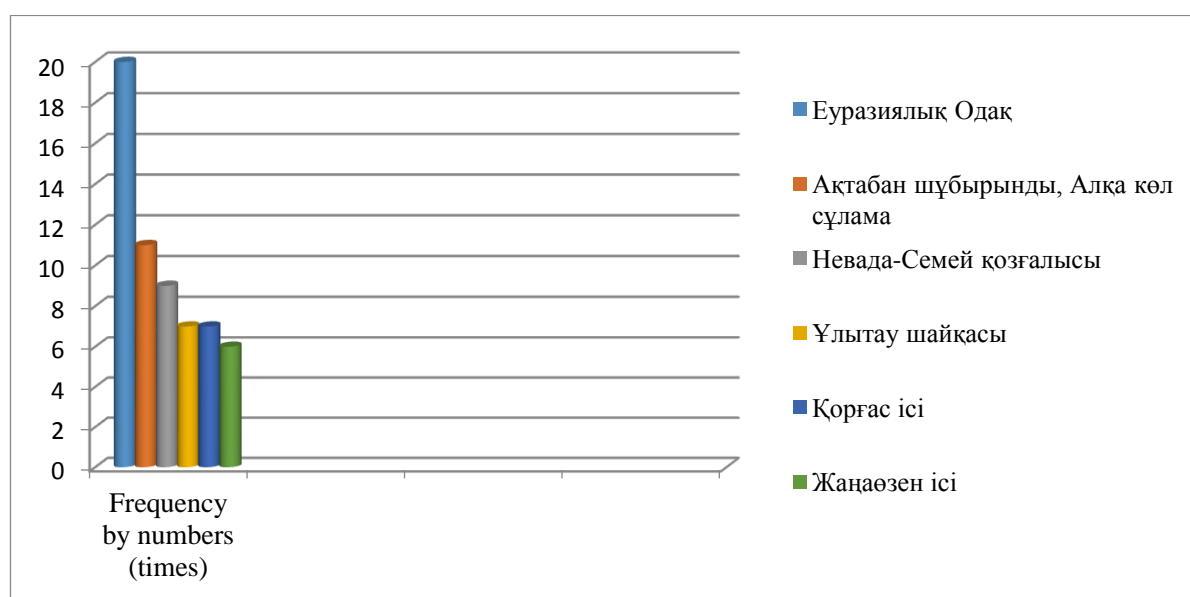

Figure 10 – The most frequently used eponyms (number of units)

The most frequently encountered eponym is Eurasian Union. The main reason is considering it negatively, Kazakhstan must be out of Eurasian Union, it poses dangerous to our country and it leads to the position that we used to have in the Soviet Union:

*Путинизм тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына қауіпті. Ел болам десең, **Еуразиялық Одақтан** бас тарт!* (Zh. A., 13.09. 2012); *Ресеймен одаққа кіріп, артынша Путин түретін темір шымылдықтың артына түсіп қалмаймыз ба, бұл сіз бен бізге байланысты. Билік бұл ретте халық пікірін ескеруі керек. Қазіргі кезде Кедендік одақтан пайда көріп отырғанымыз жоқпыз. Ресей Украина оқиғалары кезінде **Будапешт меморандумын,** басқа да халықаралық құқық нормаларын бұзды. Сол себепті біз **Еуразиялық одақтан** бас тартқан дұрыс* (Zh.A., 15.04. 2014).

The second most frequently encountered eponym is *Ақтабан шұбырынды, Алқакөл сұлама. Алқакөл* is the name of the area in Kazakhstan. This tragic event took place between 1723 and 1727. One of the peculiarities of the Kazakh periodicals is that they always help to preserve the past, preserve historical events in the memory of our people, tell us about where our people came from, what difficulties they saw, and independence of our ancestors.

*Ақ патшаның мысық тілеуін сезіп қойған жоңғарлар осы әңгімеден соң бір жыл өтпей жатып 1723 жылы қазақ жерін шапты. Қазақ халқы адам айтқысыз қасіретке ұшырады. Бұл қасірет тарихта "**Ақтабан шұбырынды, Алқакөл сұлама**" деп аталады* (Zh.A., 2012).

The third most commonly encountered eponym is the ***Nevada-Semey movement*** which is in fact, anti-nuclear movement. The initiator and head of the movement was Olzhas Suleimenov. This social-political movement was very important for the Kazakh people. The movement, widely supported by the republic, objected to nuclear explosions and aimed at eliminating nuclear threats in the world and nuclear testing at the Semey nuclear test site. As a result of this movement, by the decree of the President of Kazakhstan N. Nazarbayev, Semey test site was closed in 1991. This movement has contributed to the formation of Kazakhstan as a peaceful state with no nuclear weapons. The state that suffered from nuclear testing needs a peaceful life

*Ал **Семей полигонының** жабылуы тек қана президенттің ғана еңбегі, жеңісі десек артық болар. Себебі көп халық кезінде "**Невада-Семей**" **қозғалысына** қатысып, "Полигон жойылсын!" деген ұранмен Алматыдағы және басқа да қалалардағы митинги, шерулерге қатысқан* (Zh.A., 2012); *Рас, Олжас **«Невада-Семей» қозғалысын** құрып, полигонға қарсы күрес жүргізді. Баспасөз бетін жауып кеткен жарияланымдарда еңбек **«Невада-Семей» қозғалысыныкі**, тек қана соныкі делінді. Сол жылдары облыстық партия комитетінің үгіт-насихат бөлімі меңгерушісінің орынбасары болған журналшы В. Пигаваев **«Невада-Семей»** қозғалысы атқарар шаруаның барлығын: қашан, қайда жиын жасау, қанша адам қатыстыру, кімдерді сөйлету, қандай плакат жазып алып шығу, ұлттық нендей ырымдар жасау...бәрін жоғарғы жақтың нұсқауы бойынша негізінде жергілікті партия, кеңес, комсомол ұйымдары әске асырғанын, қажетті қаржы облыс бюджетінен алынғанын тәптіштеп жазып,* әлгі «Мен! Мен!» деп аттандырушылардың бәрінікі даурығу екенін анық айтып беріпті (Zh.A., 03.06. 2014).

The next eponym the **battle of Ulytau** was frequently used. The battle was one of the decisive battles between 1505 and 1510 years in the history of Kazakh Khanate. It is quite noticeable in the following examples from Kazakh-language periodicals:

Ұлытау шайқасындағы Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады. Ортағасырдағы қатардағы көп оқиғаның бірі саналған 1510 жылғы Ұлытау шайқасы – жеңісті тарихымыздағы ең жарқын беттердің бірі (Zh.K., 2015).

By analyzing eponyms in Kazakh language periodicals, it's clear without saying that most of eponyms were cognitive, historical and they prove that Kazakh people always thought about past before doing some future activities. Kazakh people appreciate their historical heroes and a rich culture passed from the previous generation.

2.5 Lexicographical peculiarities of political eponyms

Since gaining its sovereignty, our country established close political, economic and diplomatic relations with many countries around the world. These contacts and processes have had a direct impact on our language. The country has adopted a three-dimensional language program and special attention is paid to the preparation of specialists with three languages in higher educational institutions of the republic. Foreign languages, especially English, is being taught in all secondary schools and universities. Over the past decade, the community has been able to use English in various ways, in daily communication, in professional activities. However, in the mass media (socio-political periodicals), there are increasing numbers of lexemes and phrases that should be translated from English. It is also important for translators, including synchronous translators, to interpret the English equivalent into Kazakh, Russian, or vice versa and to explain their meanings. Because in our country there is a shortage of explanatory dictionaries of political terms in English. And we can say that there is no short explanatory dictionary of special political eponyms.

Thereby, in reference to the above-mentioned needs, the English-Russian-Kazakh short explanatory dictionary of political eponyms was compiled and comprises more than 100 political eponyms. One distinctive feature of the dictionary is that in addition to international political eponyms, there are separate sections of cognitive, historical and cultural realia eponyms that are important to American, Russian, Kazakh linguocultures.

The political eponyms included in the dictionary have been summarized, and definitions of eponyms for the first time were given in English. Some of Kazakh eponyms were translated into English which we consider as the essential step in modern Philology and Linguistics.

The short English-Russian-Kazakh Explanatory Dictionary of political eponyms is a useful tool in the field of international relations, diplomatic relationships, and LSP (Language for Specific Purposes) in higher education. We believe that it will be a useful tool for journalists and translators to study the English language materials correctly and translate them into the Kazakh language.

Since terminology is concerned with the lexicon of special languages, we need to define to what special languages refer. There is a need for precision and economy in communication within special fields, and LSP has been developed to meet this need [101]. LSP is a tool that can be used to classify, describe and transmit information within a special field. LSP should be unambiguous, precise, clear and logical.

The short dictionary of eponyms can be actively used in the discipline Language for Specific Purposes, in particular in the topics as politics, laws, international relations, and others.

Translators, journalists, and linguists should conduct any special-professional communication based on the notions of dictionaries.

The main results of the work of creating a brief explanatory dictionary of political eponyms can be summarized as follows:

– taking into account lexicographical sources in English, Russian and Kazakh languages a small corpus of political eponyms was done;

– terminological corpus of political eponyms was put in order and systematized;

– definitions were given to the undefined English and Kazakh political eponyms;

– each eponymous linguistic unit was provided with two or three languages (English, Kazakh, Russian) examples from socio-political periodicals 2011 -2017 years.

Political eponyms in the dictionary are in strict alphabetical order. Therefore, the dictionary user can easily find the required eponymous units.

Some **recommendations** to users, synchronous translators while translating in a short, tight period of time:

- many compound eponyms derived from anthroponyms in genitive case (possessive adjectives) are supposed to be written with apostrophe 's (Clinton's impeachment, Achilles' heel, Roosevelt's four freedom, Bork's nomination). But it is important to take into account that there is a tendency not to use apostrophe's in some eponyms, it is due to the fact that people would like to make easy to pronounce them. But notwithstanding for the most part we recommend to use apostrophe 's with compound eponyms derived from anthroponyms;

- we recommend to translate Kazakh cultural realia two word compound eponyms not in synthetic way, but in analytic way with the preposition "of". For example, the battle of Orbulak (not Orbulak battle), the battle of Anyrakay (not Anyrakay battle) and others;

- translators must not be confused with -ian and -ist prefixes. -ist is directed to people, supporters, proponents, but -ian is ised as an adjective to describe someone's idealogy. For example, Clintonian political idea or Clintonist political idea.

- by investigating political eponyms we have found two eponyms with different writing in comparison with other political eponyms: Thatcherite and Balirite. Translators can translate Thatcherian or Blairian. But we recommend to

translate them from other languages as Thatcherite and Blairite. Because it is more proper variant of translation.

- the prefix -esque in political eponyms do not mean qualitative adjectives, they are mostly used to show equation concerning political leaders. For example, his actions are strange and rather clintonesque.

2.5.1 Cognitive-cultural features of eponyms in political discourse

On the of the peculiarities of the dictionary is that cognitive, cultural and historical realia eponyms that are close to the English, Russian and Kazakh nations are reflected in the dictionary. When we investigate eponyms we have to mention onomastic sides of an eponymous term. Because eponyms comprise proper names. The importance of researching onomastics lies in a cognitive structure and a great background education, an association. When it comes to the toponyms Rome, Washington, St. Petersburg, Otyrar or Turkestan, people come to the thought of information such as the old cities, cultural areas, churches, and others. Onomastic units show about the past, represent people's perceptions, language peculiarities, and acceptance of the world. Onomastics is, first of all, a linguistic science specific to language history. Each one of these names is like a code of its own time, kind of key that reveals the mystery of the past times. Onomastics has been defined as the indicator of the spiritual potential of the ethnos, which has a cumulative significance, high connotation, which takes its place from the "language model of the world". With the help of these names, we know the history, ancient vocabulary, and grammar structure of one's own language.

One of the most important aspects of researching onomastics is to learn about the past, to learn the cognitive structure of the people.

The first thing that comes into play in the linguistic-cognitive situation is cognition. Cognition – the mental process of knowing, including aspects such as awareness, perception, reasoning, and judgment. The second important thing associated with the cognitive process is a frame. Because the main part of the cognition is a frame, a presupposition, a language picture of the world.

In Linguistics, frames were first introduced in Ch. Fillmore's case grammar in order to represent verbs and the relational roles of their arguments. The notion of frame is taken as "any system of concepts related in such a way that to understand any one of them you have to understand the whole structure in which it fits. So, the frame is the "meanings are relativized to scene" [102]. It means that the meaning of a linguistic item interacts with the scene activated by it.

According to L. Barsolou frames understood as "recursive attribute-value structures, are used as a general format in accounting for the content of mental concepts. The attributes in a concept frame are the general properties or dimensions by which the respective concept is described" [103].

The notion of frame elements (FE) is also a fundamental concept for the Frame Semantics approach. FEs are scenes participants (entities, events, attributes, time and space notions), "micro thematic" semantic roles, that is, defined in terms of each

scene. This way, they specify and can be frame inferred, even if they are explicitly lexicalized.

Ch. Fillmore and J. Atkins implying a frame under the notion a word gives the following conclusion concerning frame: "a word's meaning can be understood only with the reference to a structured background of experience beliefs, or practices, constituting a kind of conceptual prerequisite for understanding the meaning. Speakers can be said to know the meaning of the word only by first understanding the background frames that motivate the concept that the word encodes" [104].

Thus, *frame* refers to knowledge in a certain order in the human memory. Frames are structural information on standard situations. It consists of a structure that is interconnected. Frames are a part of discourse as general education. They derive from cognitive semantics in order to determine how people's thoughts work and how information is kept.

According to V.I. Karasik, frames are models that describe and measure knowledge. As the world is scrumptious, human beings remember different fragments of the world. The frame is spiral, with the help of the same spiral rotation as the association, information on the subject are produced or received [105]. From this, we understand that frames are special cognitive structures, and their actions depend on knowledge in a specific field. Frames are important in communication frameworks because reaching communicators' frames we reach their conscious, conceptual areas. One of the most important conditions is the frames of the addresser and addressee must match.

The process of activating cognitive process deals with the notion *framing*.

In the psychological sense, *framing* shall be conceived of as a cognitive phenomenon, forming an integral part of the categorization process, in which external stimuli, such as new information, are classified and assigned to the categories to the previously acquired experience [106].

A definition by M. Entman mechanism of framing in the field of communication as follows: "to frame is to select some aspects of a perceived reality and make them more salient in a communicative text, in such a way to promote a particular problem definition, causal interpretation, moral evaluation, and /or treatment recommendation for the item described" [107].

In our opinion, this concept is very important in studying eponyms. After all, we assume that eponyms can be micro-frames. If the frames, the hierarchical structure of the human memory corresponds to the frame of the other person, the degree of influence is high. Consequently, the eponym is not just combination of a term, a nomenclature, a proper name, but also a frame structure. Undoubtedly, the terms and phrases can be classified as cognitive, as they influence the recognition of national values, even the world

Culture is a concept, knowledge, bundle of association. This bundle is primarily in the language, text, linguistic unit, and regular expressions (phraseology). The aspect of culture is accumulated in the eponyms, thus preserving in the memory of mankind. We would describe it as something like a national language, a cultural language fund of the whole humanity.

T.V. Tritenko thinks that the eponymous terms "are of great importance in the creation of conceptual borders of science, the increase of anthropocentricity of scientific knowledge and the introduction of cultural-historical information in scientific knowledge" [108]. Therefore, the cultural information of eponyms includes cultural background, cultural semantics, or cultural connotation.

In our opinion, the abovementioned definitions complement each other. On the basis of this, eponyms perform the cognitive activities, providing information about the notions, and give important information about the nation or human beings. For example, in Kazakh history, national eponyms such as *Қасымханның қасқа жолы* (a collection of laws of the Kasym khan), *Тәуке ханның жеті жарғысы* (a collection of laws of the Tauke khan) are of great importance for the Kazakh nation. In American history, *The Watergate* or *Watergate scandal, Clinton Impeachment*, provide information on major conflicts within the American nation in the last century.

The idiom *Achilles' heel*. This means that everything has a weak spot. Secondly, this eponym conveys historical information about ancient Byzantium when the ancient hero Achilles was washed in the Dead Sea when he was a baby, but the legs were not touched the water. That is why his weak spot was the foot and heel. Thereby, the eponymous units are historical information holder, the holder of information about the nation, play a key role in the world-lingual image-forming. Cognition is a knowledge. In the educational process, cognition acquires knowledge, which is verbalized and automatically becomes a term in a real scientific or practical area. So, it complements background education from the educational point of view [109].

Eponyms filled with cultural information. They convey information about past leaflets. In our study, history is closely linked to culture. The cultural aspect is in the memory of the person and accumulated in eponyms. Cognitive, historical, and cultural approaches are closely related in investigating eponyms.

That's why it's quite important to use an eponym as a frame and use them in a framing process adequately. A properly chosen wording (framing) used in political discourse can thus have further implications with respect to the influence exerted on recipients' opinions and their political preferences.

The cognitive and cultural properties of the above-mentioned eponyms are closely related to realia. It is quite adequate to name eponym as historical, social and political realia.

When speaking in front of the public, politicians often use historical and socio-political realia. It is important to understand historical and social-political realia in order to understand what is the main idea of political scenarios.

The word "realia" means from Latin "matter, in fact". If we refer to the dictionary of linguistic terms, realia are "the material subject of culture, as well as the state structure, culture, and history of the country in which the language is expressed, and the language contacts of the people of that country" [110].

According to A. Oyarzo, M. Vergas and J. Reyes realia are the words which are presented by the use of real object. The objects from the real life help to understand other cultures and the real-life situations [111].

M.L. Vaisburd includes to the realia the following things: "names of public organizations and institutions, customs and traditions, social and cultural facts of the country's life, geographical settlements, works of art and culture, names of historical figures, current public figures, literature, science, sports, art artists. The realia expressed by words, phrases, abbreviations" [112].

G.D. Tomakhin classifies socio-political realia as follows:

1. Important events.
2. State programs.
3. Collection of laws.
4. Healthcare system.
5. Organizations [113].

On the basis of the definitions given above, we can conclude that eponyms can be historical, cultural realia. Because eponyms are closely related to the names of public organizations and institutions, customs and traditions, social and cultural, historical facts, important events, geographical settlements and historic figures in the country's life. They play an important role in the culture, traditions, and history of a particular state. Some examples of eponyms which prove that they are cognitive-cultural, historical realia.

The Watergate scandal in the history, in the political discourse of the U.S.A. This political scandal took place at the Watergate Hotel, where the Democrats' headquarters were in 1972-1974, and when a spy of Republican's wanted to keep of record of Democrat's political campaign. As a result, US President R. Nixon resigned to escape impeachment. This is a national unpleasant political event for the United States.

The Battle of Borodino is a very important event for the Russian people. The Battle of Borodino – the largest battle in the Patriotic War, on September 7, 1812, between the Russian and French armies in Borodino, 125 km west of Moscow. The Battle of Borodino is one of the most fierce battles in political-historical Russian history. Due to M. Kutuzov's "small war" with military guerrilla divisions, the remaining of the Napoleonic army were finally expelled from Russia. This battle is a unique realia for the Russian people, a special event in history. Even Vladimir Putin often used this eponym in his 2012 electoral campaign to encourage people.

The battle of Ulytau. It was one of the main battles between the Kazakh Khanate and Shaybani khan in 1505-1510. It was held in the winter of 1510 in Ulytau with the Kazakh army headed by Kasim Khan and Muhammad Shaybani. The main purpose of the battle for Shaibani Khan was to completely conquer the Kazakh Khanate. Due to the military warfare used by Kassym Khan, the enemy army was defeated. It was a decisive battle for the Kazakh Khanate and was given as a historical realia lamguage unit to our future generation. This battle is a very important battle for the Kazakh people, a very special eponymous realia.

In addition to this, abbreviated eponyms can be historical realia. For example, ALZHIR – the Akmola camp, where the women are guilty of betraying their homeland, KarLag – the Karagandy lager for prisoners. These eponyms are prison camps, which are witnesses of the inevitable tragedy of our history.

The distinctive feature of eponyms as a social-historical realia is its connection to the subject matter, the notion, to the people, to the state, and to the historical excerpt of the time.

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                        ┌──────────────┐
                        │    Eponym    │
                        └──────────────┘
          ┌──────────────────┼──────────────────┐
┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│   Language   │    │  Frame unit  │    │  Historical  │
│  uniqueness  │    │              │    │    realia    │
└──────────────┘    └──────────────┘    └──────────────┘
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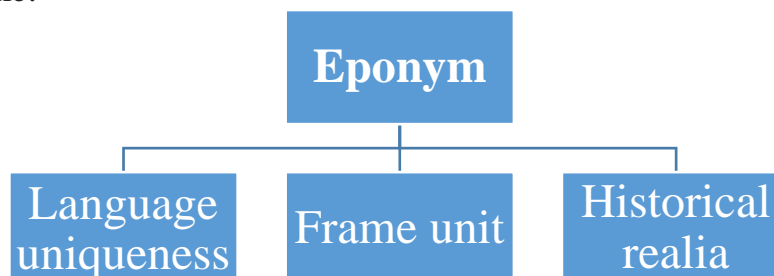
Figure 11 – Peculiarities of eponyms

Using the above scheme, we can see that eponyms are very complex language units. They have significant role in historical, political life of each country. To investigate eponyms means to study the culture, history, and literature of the nation.

2.5.2 The influences of English eponyms on Russian and Kazakh eponyms
Eponyms are becoming more national and international, there is a tendency to permeate into other countries and influence on forming other national eponyms in other languages. At the same time, due to globalization and the development of intercultural communication, eponyms typical only for one country are having an international character. Eponyms are complex political, cognitive-cultural, and historic language units, they are linguistic units that hold national values. International eponyms also influence other countries as well as their political language applications as international practice. That is, the model used in foreign political linguistic processes can influence the linguistic practice of political processes in other countries. We want to consider the influences of English eponyms into Russian, Kazakh eponyms:

1. On the morphological level – adding the suffix – *ism*. It extensively derived from the Greek *-ismos*, from Latin *–isma, –ismus* to English, from French – *isme* came to English as *-ism*. The definition of the given suffixes inthe world-renowned Oxford Dictionary as follows: "a distinctive practice, system, or philosophy, typically a political ideology or artistic movement" [114]. On the basis of this definition, we understand that *ism* means a doctrine, a political-ideological trend, a certain political stream. *Keynesianism* (John Keynes's Great Anti-Crisis Economic Policy in the United States), *Rooseveltism* (supporting the President of Theodore Roosevelt's Policy, agitating direction).

"*This is almost like **McCarthyism** revisited, " the California Republican told reporters at the California Republican Party's spring convention in Sacramento* (P., 02. 26. 2017); *'**McCarthyism**' may soon be replaced by '**Trumpism**': Trump's*

*apologists, just like McCarthy's, insist he's putting his finger on major problems. Three years after he was censured, McCarthy was dead, leaving a widow, a child and an unsavory term **McCarthyism*** (W.P., 05.01. 2016); *But he thinks that Wilson was deeply misguided. "The tragedy of **Wilsonianism**," he writes, "is that bequeathed to the 20th century's decisive power a foreign-policy doctrine unmoored from a sense of history or geopolitics"* (N.R., 11.09.2014).

They also influenced Russian and Kazakh languages. For example, *Leninism, Stalinism, Marxism.* The constituent structure of foreign, including English eponyms has been influential in the structure of Russian, Kazakh eponyms and is currently used. At present time, due to the Russian President V. Putin's policy, the eponym *Putinism* is widely used in periodicals. And supporters of *Putinsm* are called as *Putinoid.*

In English-language periodicals, eponyms have been actively used to portray or negatively influence the political ideology of politicians. In this version, in Russian and Kazakh language periodicals, V. Putin's political doctrine, political ideas (*Putinism*) are shown by means of – *ism* suffix as it has been widely exploited in Western countries. There are given several Russian and Kazakh eponyms under the influence of the English model.

"***Путинизм***" *– политический строй деклассированных элементов, всех тех, кто выпал из своих социальных ниш либо вообще их никогда не имел".* *Далее в основании "**путинизма**" лежат...ломпенские идеалы"* (M.P. 20.10.2012); ***Путинизм*** *тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына қауіпті* (Zh.A., 11.12. 2014); "***Марксизм – ленинизмнің***" *ғылыми негізделген идеялары қазіргі уақытта өзінің маңыздылығы мен өзектілігін жоғалтқан жоқ. Заманауи құрылымдағы коммунизм ғана жойқын батыс мәдениетіне қарсы тұра алады* (E.K., 24.04. 2015).

2. At the word-formation level. There is a scandal incident in the history of the U.S. which is called *Watergate.* Watergate was the headquarter of the Democrats. President of the United States R. Nixon sent a spy to Watergate Hotel and he recorded presidential program of Democrats. But the incident was exposed and R. Nixon had to resign in order to avoid impeachment. This political event was a very unpleasant, unprecedented event in the U.S. history. The word *gate* in this eponymous word has associative meanings such as "scandal", "spying" and is widely used in all issues regarding scandals.

*If you've been to was as a young man, seen death face-to-face; cradled your dying six-year-old daughter in your arms; drilled for oil in Texas; raised a family; been elected to Congress; headed the Republican party – **during Watergate*** (N.R., 02.06.2014); *The watershed here, as in so much else in contemporary politics, was **Watergate.** That scandal shed light on what had been common practice, namely for presidents and high officials to keep separate public and private records. Before **Watergate** the public records would be retained by the government, but the private records were treated the same as the papers and diaries of any private citizen—one reason why so many personal and professional records from the 19th century have*

been lost. It was understood that even public servants have a legitimate sphere of privacy (P., 03. 10.2015); *Meanwhile, the post-**Watergate** culture of Washington and of the press led to a near-continuous culture of scandal, which not a single president has been immune to. Reagan and Iran-Contra, George H.W. Bush and **Iraqgate**, the Clintons from Whitewater to Monicagate, George W. Bush about yellow-cake and intelligence, the Obama administration from IRS investigations to Benghazi and Fast and Furious* (P., 03. 10.2015).

At the end of the 20th century, B. Clinton was in close contact with Monica Levinskaya, the White House servant, consequently was accused of giving false information and betraying his country. This political scandal is also called *Monicagate*, *Levinskygate*. Because M.Levinskaya had a direct connection to this scandal and the main figure of the investigation. *Monicagate, Levinskayagate* eponyms are formed on the base of *Watergate*. So, *gate* means scandal and this model is widely used in naming many scandals.

*Clinton's 20-year sojourn in public life has been bracketed, jarringly, by two pseudo-scandals, both involving the tragic and less-than-fully-explained death of an important man in Hillary's orbit. In between there have been assorted smears and public humiliations, including real traumas like **Monicagate**, the cumulative effect of which has been to make Hillary reluctant to reenter the political game. Or so many of her friends and aides say, and so Republicans must be hoping* (P., 05.04.2014).

Based on this influence, *Dieselgate* (Volkswagen concern fraud) has been hit in the field of machine manufacturing and has caused a sharp drop in car sales.

***Dieselgate** emissions scandal but there's still a robust future for the sector, Chancellor Angela Merkel said in a podcast Saturday, POLITICO Europe's Kalina Oroschakoff reports. "We've experienced a major loss of trust in the car industry," Merkel said. "But at the same time, we also know that the car industry is an important pillar of our economic success, as well as of our reputation as an export nation, and the quality label "Made in Germany". With just two weeks to go until the German elections, Merkel is trying to walk the fine line of chastising the industry for its failure in the emissions cheating scandal without alienating the hundreds of the thousands of workers in the sector* (P., 11.19.2017); ***DIESELGATE WON'T DIE:** In the latest twist with VW, it has come to light that the emissions cheating scandal has gotten the company kicked out of a trusted-cargo program DHS runs to offer speedier importation inspections to companies that apply certain security standards* (P., 13.01. 2017).

Eponym *Kuchmagate* was born on September 17, 2000, following the death of Ukrainian journalist Georgy Gongadze. The death of the journalist had a great impact on President Leonid Kuchma that allegedly he was involved to his death.

Eponym *Mogigate*, the general director of the Juventus soccer team Luciano Moggi, has appointed his own referee for a football match. This case was exposed and the football team lost its reputation.

English eponyms in this version influenced the Kazakh language and created the new eponym. The newspaper of Kazakhstan *Central Asia Monitor* published an article titled **Рахатгейт-2** (*Rakhatgate-2)* (C. A. M., 30.01.2014). The word or suffix

gate here refers to a shocking event. Indeed, Rakhat Aliyev has been extradited to the country and has been a fugitive and has betrayed his country.

*Самалихов (заместитель начальника ДВД, через полгода стал жертвой "**Рахатгейта**"), Хаджимурат Махмаханов (заместитель начальника Администрации судов, весной следующего года был убит у дома отца близ Малаводного) и Владимир Устюгов (аким Ауэзовского района, ныне успешно возглавляет Турксибский райакимат Алматы) (С.А.М., 15.07.2016); Во-вторых, бытует мнение, что "дело о перевороте», рассматриавашееся военным трибуналом Акмолинского гарнизона через пару месяцев после вынесения приговора по "**Рахатгейту**" (связанному с "Нурбанком"), было актом наказания за «существенные перегибы" (С.А.М., 22.06.2016).*

The prefix - *burgh*. This prefix was derived from the Old English *Burh.* Mostly Scottish people used the prefix to mark out towns or even cities. Then it was widely spread to European countries. For example, *Edinburgh*. It was derived from small place name Eidyn (Din Eydin). The influence of British (Scottish) prefix widespread to Germany and some city places had the prefix -burgh. It also influenced on Russian language and city places. There several cities as St. Petersburg (in honor of Peter), Yekaterinburg (in honor of Catherine), Orenburg (In honor of the river Or).

3. At Syntax level. There are many political clubs oriented on considering political issues across the world. The first political clubs appeared in France and the United States. During the French Revolution, *the Jacobin Club* was a club that discussed political issues. *The Bohemian club*, which has been working in the US since 1899. Famous politicians, public figures and world-renowned politicians have been discussing political issues since that time. *Bilderburg Club*, founded in 1954 in the Netherlands, at the Bilderburg Hotel; *Paris Club* founded in 1964 in Paris; *The Rome Club*, which encompassed 100 world-class public figures in 1968; In 1993, with the support of Erwin Laslo, as an alternative to Rome club, appeared *Budapest club*. So, it influenced and there is *Valdai club* in Russia now. Valdai is the place name of Russia. And there is a platform in Kazakhstan that discusses political issues – *Astana Club*. The syntax of the appearance of English eponyms from toponyms, has influenced the Russian and Kazakh eponyms. In western countries and in America, eponyms came from toponyms, and this model affects on Russian and Kazakh eponyms. Many political clubs named after places.

*На ежегодном заседании Международного дискуссионного клуба "**Валдай**", состоявшемся в прошлом месяце в Сочи, президент Путин призвал людей начать «уважать» своего американского коллегу (С.А.М., 9.11.2017. https://camonitor.kz/29658-radost-rossii-posle-izbraniya-svoego-cheloveka-byla-nedolgoy.html).*

*Президент РФ в ходе заседания международного дискуссионного **клуба** "**Валдай**" 27 октября сказал: «Конечно, должны непосредственное участие в выработке решений принимать конфликтующие стороны». Отвечая на вопрос о том, почему Киев не привлекает к работе представителей Донбасса, он отметил: "Это нарушение самих договоренностей, достигнутых в Минске, потому что там предусмотрено, что напрямую диалог будет. Ведь Минские*

соглашения подписаны как раз представителями Донецкой и Луганской народных республик. И украинская сторона настаивала на том, чтобы там стояли подписи руководителей этих республик" (С.А.М., 12.11.16. https://camonitor.kz/26207-krymskiy-vopros-mogut-razmenyat-na-problemu-donbassa.html).

Berlin Wall. This eponym is a symbol of the Cold War between the US and the USSR. It is considered as a barrier between the West and the Soviet civilization. On the basis of this eponymous unit, other world-renowned eponymous units appeared. For example, the *Moroccan wall*, which divides West Sahara and southeast Morocco from the Arabian Democratic Republic (POLIASARIO). A wall was set up to stop the conflict between the two countries. *Seut wall* – a wall separating the Spanish semi-enclaves in Seut from the kingdom of Morocco. The enclave is surrounded by borders of another state. It was used by the European Community in 1993 to curb the arrival of illegal immigrants from Africa. In Russian language periodicals was founded an eponym *the Crimean wall*. At the same time, the *Trump wall* is being constructed with the aim of resolving illegal migration issues between the United States and Mexico and has been widely used in the world periodicals as the *Trump Wall.*

*If I said it wasn't nice to shoot people as they scaled the **Berlin Wall**, you would say, "It wasn't nice to lynch blacks in the South, was it?"* (N.R., 04.05.2015)*; In the decade following the fall of the **Berlin Wall**, moreover, the United States also conducted a number of sizeable military operations – seven to be precise, roughly one every 17 months* (N.R., 09.06.2014).

Monroe doctrine. Other U.S. presidents also began to publish doctrines: *Truman doctrine, Eisenhower doctrine, Carter doctrine.*

The **Truman Doctrine** aimed to bolster Greece and Turkey before they fell to communist subversion (N.R., 09.06.2014).

On the basis of the syntactical order of eponyms, *the Brezhnev doctrine* was created in the Russian language.

*Организация Варшавского договора (ОВД) была обречена после того, как последний Генсек ЦК КПСС Михаил Горбачев фактически отказался от неписанной "**доктрины Брежнева**"* (N.P., 05.04. 2011).

The Mason-Dixon line is aimed at resolving a controversial issue between the British colonies in the United States dating back to 1763-1767, between Pennsylvania and Maryland. It was donated in honor of Charles Mason and Jeremiah Dixon. On the model of this eponym were created *the Mannerheim line* (for the protection of Finland from the Soviet Union in the 1920s and 1930s), *the Redcliffe line* (the distribution of the territory of India and Pakistan in the British empire, in honor of Cyril Redcliffe). As a consequence of the influence of these English eponyms, appeared some eponyms in the Russian language as *the Stalin line, the Molotov line. The Stalin line* was used for defense purposes, covering the region from Karelia to the Black Sea in 1930-1939. *The Molotov line* represented the western area of the Baltic region after the USSR occupation in 1940-1941.

Airports named after politicians also belong to eponyms. For example, we can refer to airports in honor of U.S. Presidents, such as *John F. Kennedy International Airport* (JFK), *George Bush Intercontinental Airport* (IAH), *Ronald Reagon National Airport*, *Theodore Roosevelt Regional Airport*. On the version of the model was built *Sheremetyevo Airport* in Russia in 2008. Boris Sheremetyev is a prominent Russian military general, diplomat. For the first time in Kazakhstan *Nursultan Nazarbayev airport* was opened in Astana. As a result of the influence of foreign and English eponyms, similar eponyms appeared in other languages, including Russian and Kazakh languages.

Cambridge University, Harvard University, Oxford University, George Washington University are distinguished by outstanding scientific and innovation achievements in the world. They are eponyms formed from anthroponyms and toponyms. According to this version, there is *Nazarbayev University* in Kazakhstan. Now, as a result of the influences of English eponyms, we note that *Nazarbayev University* is world-renowned and a part of the global process.

The capital of USA is Washington in honor of the first president G. Washington. This model widespread in many countries and Kazakhstan is not exception. Recently the capital of Kazakhstan has renamed into Nur-Sultan (in honor of the first president of Kazakhstan N. Nazarbayev).

4. Blendings. Reaganomics (named after R. Reagan), Rogernomics (named after Roger Douglas), Abenomics (named after Shinzo Abe) are eponyms that show political-economical directions. On the basis of these English eponym model, there is an eponym called *Putinomics* named after V. Putin.

*A "typical" consciousness – white, male, Protestant, heterosexual, bobbing the middle class- as it made its way, becoming ever less typical, through the 1960s and 1970s and 1980s: Vietnam, recession, **Reaganomics** (N.R., 15.09. 2015).*

At present time, there are some eponyms that include two proper names: *Merkozy* (Merkel + Sarkozy), *Merceron* (Merkel + Cameron), or *Camerkel* (Cameron + Merkel). *Merkozy* is the Joint Political Plan of German Chancellor, Angela Merkel and former French President Nicolas Sarkozy. *Merceron* is the joint political and economic ideas of German Chancellor Angela Merkel or Former Prime Minister of Great Britain David. Cameron. By this model appeared a new eponym Putler (Putin + Hitler) as a concept in the Russian and Kazakh periodicals to show the negative attitude to the Russian president.

*Гитлер емес, **Путлер** үшін болған сот процесі Қырымды аннексиялаудан кейін көптеген ресейлік саясаттанушылар мен қоғам қайраткерлерінің өзі "**фюрер Путлер**" атап кеткен Путин біздің солтүстіктегі көршімізбен қандай да болса одақ құруға қарсы жоғарыда айтылған дәлелдердің толығынан негізді екеніне еш күмән қалдырған жоқ (Zh.A., 24.07. 2014).*

These facts show that the English language eponyms have dramatically influenced forming Russian and Kazakh linguocultural eponyms. They contribute to the recognition and advocacy of national eponyms worldwide.

Conclusion to Chapter 2

Discourse typically involves reference to concepts of language *in use,* language *above or beyond the sentence,* language *as meaning in interaction* and language *in situational* and *cultural context.*

1. We recommend and understand the discourse as a communication system with real measure. The real criterion is a set of discourse situations, a speech in a certain social space that is constantly evolving with real life and the emergence of the text that is linked to linguistic, paralinguistic and extralinguistic factors. A discourse, in particular political discourse is taken as a form of institutional discourse. In the analysis of political discourse, the discourse-analysis method is used to determine pragmatic implicatures, intentions. If decision-making is typical for politics, deliberation is typical for political discourse. In the research work, we considered political discourse as political processes reflected in political topics and a form of communication, involving not only linguistic, but also extralinguistic factors (pragmatic, cognitive, communicative, nonverbal practices).

2. Political discourse is characterized of the following factors: a) valuing and aggression; b) instrumentality; b) "us" and "them" binary system; c) myths of political discourse; d) fiduciary (phantom); e) rituality; g) ideology; h) metaphor and metonymy; e) pragmatics. All of these factors are crucial for political discourse, as each of them serves to fight for power, regulate and keep power.

3. Eponyms and political discourse are in close contact. Because eponyms are onomastic terms used in the specialized field. There several functions of eponyms in political eponyms:

1) nominative function. Significant political processes and events in the society are named by proper names. So, eponyms derived from proper names are used for nominative function;

2) symbolic function. Eponyms are considered one of the important semiotic components of political discourse. They are used as a political linguistic instrument of political discourse;

3) informational and memorial functions (language memorial). Eponyms convey information about political processes and events in every epoch of society and political observers, witnesses of political events;

4) function of uniqueness. Eponyms are easily single out from other political terms. This is due to the presence of proper names (anthroponyms and toponyms) and presence of cognitive-cultural information;

5) image function. Eponyms can function as an image of the country . Political doctrines, programs, organizations, conferences are being created in order to solve international issues across the globe. Thereby, those events are named by eminent public figures (anthroponyms) of the host country and in honour of important places (toponyms) to promote the recognition of the world;

6) ideological function. Eponyms are onomastic terms, anthroponyms as a part of eponyms are associated with well-known public figures, politicians, and used for ideological purposes.

4. Seamlessness is not observed in the English, Russian and Kazakh periodicals as the sources of the research work. Most English eponyms are made up of anthroponyms, while the eponyms in Russian language periodicals are often made up of toponyms. But in Kazakh language periodicals, eponyms derived from anthroponyms and toponyms are almost equal 51% and 49%. More than half (80% and 59%) eponyms in English and Kazakh language periodicals have positive meanings, but in Russian language periodicals only 45% have positive meanings. Thus, there are many negative eponyms in Russian language periodicals. The most commonly encountered eponyms in English and Russian language periodicals connected with presidents (anthroponyms): *Obamacare* (in honor of Barack Obama) and *Putinism* (in honor of Russian President Vladimir Putin). And in Kazakh language periodicals one of the most frequently appeared eponyms is *Nurly zhol*. But the most frequently used eponym is *Eurasian Union.*

5. At the moment, the international eponymous terms are widely used in periodicals, textbooks. Their explanations and examples have not taken and considered comprehensively. Consequently, a short explanatory dictionary of political eponyms has been developed to contribute to the solution of this problem and has been made a lexicographical fixation of political eponyms. The dictionary contains essentially international and national (English, Russian, Kazakh linguocultures) eponyms. We viewed an eponym as a frame structure and historical realia. Because the frame is a branch-based education, accumulated in the cells of a human brain. So, eponyms are frame structure as they are used in various fields of science. Examples for eponyms in three languages were given from periodicals, which are sources of our work.

3 EPONYMS AS PRAGMALINGUISTIC COMPONENTS OF POLITICAL DISCOURSE

3.1 Manipulative effects of eponyms in political discourse

Political discourse is a tool for the power struggle. Due to political communication, there is no physical compromise, which means that the logic of propaganda at the same time prevails. However, in the political discourse, the appearance of the "us / them" opposition prevails. And this is based on the contradictions in society. As a member of the human community, a person always engages with people. It can be found on television, on the Internet, in every political campaign, in countless markets, in friendships, and in family life. Manipulation is characterized by the influence of people in political life primarily for the purpose of advocacy, ideological struggle.

The definition in Oxford's Political Explanatory Dictionary: "Manipulation – *the turning of a situation to advantage. Specifically, use of procedural devices such as changing the order of the agenda or the voting rules, or introducing new proposals not for their merits but to split an otherwise winning coalition*" [115]. According to the dictionary, manipulation is made for the benefit of the addresser, and the proposed recommendations are made for the benefit of the other side of society.

A political actor or a manipulator attempts to give information that changes someone's life, which is necessary for the human mind, need a reverse reaction from the addressee. If a person is manipulated, losses control, and reacts, he is under psychological manipulation. Manipulation involved to the extent that deliberation is insufficient. In a related account, R. Faden and T. Beauchamp define psychological manipulation as "any intentional act that successfully influences a person to belief or behavior by causing changes in mental processes *other that those involved in understanding*" [116]. L. Saussure mentions that "communication is manipulative when the speaker retains some relevant information, or provides the correct in order for the hearer to conclude that he should behave in a way favors the speaker's interests, without being aware of it [117]. In the political discourse manipulation is dominated by psychological manipulation. There must be an obligatory incentive to human reaction. The essence of the manipulation is to create a situation where psychological approaches are capable of causing the reaction of addresses [118]. In this case, a person is considered as a simple mechanism, acting only on the principle of stimulus.

Manipulation is investigated in the context of interpersonal and mass communication. The main purpose of modern mass media (periodicals) is to inform the public of the political situation of the country, to provide information about political life.

However, nowadays politically motivated journalists distort language units to manipulate by using abusive language units.

The Dutch scientist, who studied the power and manipulation in detail T. van Dijk presents it as a "triangular framework". The triangular structure indicates the emergence of the manipulation process and factors that create it.
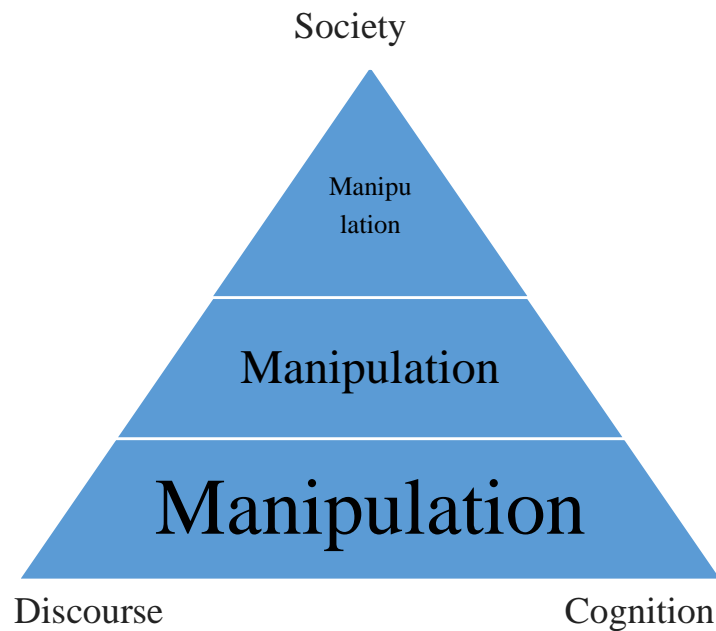
Society

Manipu
lation

Manipulation

Manipulation

Discourse   Cognition

Figure 12 – Nature of Manipulation

– The *social nature* of manipulation comes from the existence of "interaction and power abuse between groups and social actors";

– The *cognitive nature* of manipulating comes from 'the control and influence exercised over the minds of participants in the interaction';

– The *discursive-semiotic approach* of manipulation comes from the fact that the control and influence exercised over the minds of participants in the interaction is made through "the use/exploitation of text, talk and other visual message" [119].

Figure 12 shows that manipulation is influenced by social factors, cognitive factors and discursive-semiotic factors. Social-manipulation is the result of the interaction between social actors and groups, over-power abuse; cognitive – emerges from the control of the consciousness of the participants in the interaction; discourse-semiotic approach – text, conversation and other visual messages are used to influence and control the consciousness of other participants. Manipulation is a system of ideological and social, psychological influence that can change a person's attitude and control his behavior.

A central problem with manipulation is that it can violate people's autonomy (by making them instruments of another's will) and offend their dignity (by failing to treat them with respect) [120]. The manipulator implicitly force people to make a choice without proper evaluation, guessing and using chooser's own terms.

On T.M. Wilkinson's account, manipulation is "a kind of influence that bypasses or subverts the target's rational capacities"; "manipulation subverts and insults a person's autonomous decision making", in a way that treats its objects as "tools and fools" [121]. Thereby, manipulation is directed to discredit an opponent by insulting a person's choices, decisions, proposals. To present him in front of the audience as not perspective personality, even as an opponent by using pejorative, invective lexemes.

Manipulation, the third person-environment mechanism, is defined by the tactics

used intentionally to coerce, influence, change, invoke, and exploit the environment. Manipulation differs from selection in that selection involves choosing to enter existing habitats, whereas manipulation entails altering those environments already inhabited [122]. As we understand, manipulation changes existed things, existed frame of mind of the audience, to adopt need to be changed ideas to the recipient positively and exploit them for one's own purposes.

C.R. Sunstein summarized and arrive at a conclusion that "to influence people's choices counts as manipulative *to the extent that it does not sufficiently engage or appeal to their capacity for reflection and deliberation*. [123].

From this we see that manipulation is the power of the authorities. Often it is reflected in the political sphere and secretly manipulates the desire of the addressee to the desired channel.

Thus, when manipulations have characteristics of these signs, they reach their goals when they are realized. Manipulation is a clear reflection of the political discourse between the authorities and the opposition, citizens.

One of the purposes of the information provided by the media is false or factual information that can influence the addressees and manipulate them.

1. **Semantic uncertainty** is the basis of manipulation. The main purpose is to use depersonalization strategies to diminish unnecessary information, to show the negative information as unimportant, to mystify strategy, to anonymity strategy, to conceal the truth, to avoid responsibility.

The semantic uncertainty of political discourse creates exoteric influence which is part of pragmatic category. The addresser uses predictive action as a result of the lack of accurate and incomplete information. This is a pragmatic approach [78, c. 199].

Purpose of semantic uncertainty is to avoid the difficult situation, to keep the neutrality in disputed issues, and to eliminate the contradictions among communicators. Because, as we all know, incorrectly analyzed words in politics can lead to a big confusion.

In semantic uncertainty, a certain fact is used to describe uncertainty and might be given in the form of "letter or number". For example,

*Nobody on the staff of **Newspaper X** is on the CIA payroll* [124].

D. Trump's words addressed the Democrats in the election campaign:

"*We can't hand over our government to **someone whose** deepest, darkest **secrets** may be in the hands of our enemies. Can't do it*" (W.P., 2016).

By using the words *Someone whose*. The readers, the audience do not know exactly, he presents it in an uncertainty way and makes discrimination, maybe he implies H. Clinton's political orientation as a stranger counting her as a rival.

2. According to I. Rizhinashvili, depending on the nature of information updates, the following types of manipulation are observed in the political discourse: ***Referential manipulation*** is a distortion of the denotation / referent image when describing reality. In general, referential manipulation depends on the extent to which the reality is misleading - either at the level of truth or at the fullest possible level

(whether it is a case or a political fact), or may be at the elemental level (participants, their purpose, reason, result, general action, their situation).

Language-specific distortion may be based on the full text, the text fragment, or the proposition as part of a separate statement. The denotation, which is the element of the event, can be accomplished based on the concepts (frames) within the individual names (words and phrases). There are two main types of referential manipulation: a) *factual* and b) *focus* [125].

a) factual manipulation – distortion of facts (lie, abusive, ignorant information, arising of articulation uncertainty).

The eponym *The Assad regime* and *allegedly* using the main language units like allegedly (like, as it's done) has been manipulating the fact and distorting the fact that Assad's regime is dealing with terrorist organizations such as ISIS and Al-Qaeda blames USA for Gauntanamo prison that prisoners are in severe conditions.

In Syria the Obama administration has repeatedly sought to arm and support jihadists fighting **the Assad regime** *(and now* **allegedly** *fighting ISIS)* [N.R2, 6. 10. 2014]; "*Al-Qaeda and associated movements do mention* **alleged** *abuses of prisoners at* **Guantanamo prison** *in their propaganda*" (P., January 22, 2015).

D. Trump tries to manipulate the society by distorting facts. He wishes to discreditate the image of B. Obama by equating his deeds / activities to Watergate scandal when R. Nixon illegally kept the record of Democrats' political campaign. Furthermore, he evaluates him with pejorative words as *bad/sick* guy to loosen his role in front of people. D. Trump deliberately uses Watergate, because it is one of the best way to make people understand by equation to political realia and control them.

"How low has President Obama gone to tapp [sic] my phones during the very sacred election process. This is Nixon/Watergate. Bad (or sick) guy!" Trump added (P. 02.09. 2017).

One of the political campaign of D. Trump was to be out of Trans-Pacific Partnership. D. Trump as a representative of Republican party wants to denigrate H. Clinton that in fact she is speaking in favour of Trans-Pacific Partnership and her opposed ideas are just pretentious activities, that she is a liar, can not be president of USA. It is the way of attracting Republican's voters and win the election. Even the word *dystopia* has negative denotation and means to figure out negative sides of something, in this case drawbacks of H. Clinton's political campaign.

In Trump's dystopia, Clinton is "the biggest **promoter** *of the* **Trans-Pacific Partnership**" *and the fact that she has expressly opposed the deal just means* **"she's pretending"**.

Generally, the Monroe doctrine warns countries of European hemisphere not to interfere to the policies of countries located in the Southern and Northern America continents, By analyzing this sentence, we understand that USA under the allegedly positive the Monro Doctrine controlled most of countries in the Northern America continent. The doctrine was manipulative tool and had instrumental function to observe, manage countries and justify interventions, imperative deeds. The manipulation is to distort the main principles of the doctrine and make them beneficial for their own purposes.

*The United States invoked the **Monroe Doctrine,** along with the **imperatives** of the Cold War, **to justify** some of its own **interventions** there: In Cuba, Panama, Chile, Grenada, The Dominican republic – it's a long list.*

In Russian language periodicals, manipulations are made to the recipients through the use of a linguistic unit that reflects the distortion of *якобы* (*allegedly*). The main aim is to show that the Kadyrov's troops were involved in the Crimean conquest and but did not participate at all. The fact is distorted and manipulation is taking place.

"*Положительный имидж регионом, особенно Чечне, добивался и в связи с сообщениями СМИ о **якобы** участии **кадыровцев** в операциях по присоединению Крыма к РФ, а также об их присутствии в составе ополчения Новороссии*", *считает эксперт* (N. G., 2014.).

Until now, all people have thought that this pact is a treaty of non-proliferation between the USSR and Germany. But in fact it was a manipulation. One more example with eponym *Molotov-Ribbentrop pact* from periodicals:

*A. Меркель Екінші дүниежүзілік соғыс алдында **гитлерлік** Германия мен КСРО арасында жасалған "**Молотов – Риббентроп**" **пактісінің** шындығын жайып салды. Сталин мен Гитлер шын мәнінде Еуропаны бөліп алу жөнінде келісім жасасқанына осы тарихи құжат дәлел. "Сондықтан бұл дұрыс емес әрі заңсыз келісім болатын", - деп түйіндеді Меркель* (Zh.A., 13.05. 2015).

As we understand, I. Stalin and A. Hitler made a mysterious agreement how to divide Europe. Thus, according to Chancellor, we have been manipulating over the last 60 years. Secondly, the eponym ***Hitlerian*** is used to as a pejorative lexeme and the author intentionally wants to present him negatively, as a result to manipulate readers.

"*Тарихқа жаңаша көзқарас" дегеннен шығады, 1939 жылы 23 тамызда КСРО мен Германия біріне-бірі шабуыл жасамау туралы **Молотов-Риббентроп пактіге** қол қойды. Күні бүгінге дейін тарихшылар "Гитлер келісімді бұзды" деп келді. Енді қазір көпшілігі басқаша айта бастады. "Сталин Гитлерді арандатып, екінші дүниежүзілік соғысты бастауға мәжбүрледі*" (Zh.A., 07.05. 2015).

As we understand, I. Stalin provoked A. Hitler to start World War II and in fact, it was not a peace agreement between countries. In these sentences, the key words of manipulation belong to the eponyms *Molotov-Ribbentrop pact, Hitlerian.*

*Жеңіс символы ретінде дәріптелген **Георгиев таспасының** екінші дүниежүзілік соғысқа ешқандай қатысы жоқтығын ашып айтамыз. Бұл таспа – Ресейдің империялық рухының, экспансионистік алға қойған мақсатының символы, патшаның отарлау саясатының айрықша белгісі. Солтүстіктегі көршілердің отарлаушылық саясатының шектен шыққан басбұзар көрінісіне көз жұмып қарай алмаймыз* (Zh.A., 14.10.2014).

The author conveys information that St. George Ribbon does not have any relation to the World War II and agitate people not to exploit it. According to him it's the manipulation of people to adopt not Soviet but Russian empire's medal. It was in the past, we are independent country and no way to make people accept or control

minds with your own awarding medals. There mustn't be the spirit of Royal Emperor in the modern sovereign country.

b) focus manipulation – by turning the addressee on your own focus by distorting the information. The pragmatic focus changes, focusing on the denotation. Focus manipulation is mostly realized by euphemism and dysphemism.

Euphemism and dysphemism are opposite to each other. Euphemism works to improve the image of the politician's personality, and dysphemism – to its deterioration.

Euphemism is an agonal character. An agonistic act as a basic component of political discourse is carried out in two ways: "fight against another / opponent" and "struggle for the survival of their supporters".

There are two rhetorical strategies for the use of euphemism and dysphemism. They mobilize and demobilize public opinion. The mobilization strategy is used by politicians to change the normal situation. "The political situation on this strategy indicates dramatically, and the situation is very bad, and actions need to be solved. This strategy looks for "guilty" and uses an undesirable-valuing nomination. In the demobilization strategy, however, "the situation is normal, but the society must be patient with a difficult situation" [125, p. 15]. This strategy is realized by eponyms in the form of euphemism and is aimed at evading the guilty verdicts in the current circumstances.

Investigating euphemisms, R. Wodak defines euphemisms key role as "to neutralize high dangers to the audience" [126]. Turning the risk surface, showing the danger of the object down, creating a sense of reliability and security, lowering anxiety. All of these provide stability in society.

When determining the implication (covered information) of the euphemism, the addressee accepts its semantic structure. About this peculiarity of euphemism R. Lakoff: "Because the forms of euphemisms are shared by members of a culture, such superficially opaque utterances are, as they are intended to be, perfectly well understood, though violations of the maxim of manner" [127]. E. Chaika supports this opinion: "everybody knows what the word is, but its meaning is gradually reduced, meaning it is softened" [128]. The following commentary by L. de Saussure clearly proves that euphemisms are manipulation: "to manipulate is to use one's hand to instrumentalize an object and sometimes to change the object's originated shape" [129]. Manipulation is realized by someone's control and can be modified and distorted to influence the original objects.

Euphemisms are anti-invectives, used to soften the negative side of a known substance or phenomenon, to show and make the negative side positive. Used for dysfunction attacks, euphemism is used for defensive purposes. Some examples for euphemisms:

1. Concealment, eradication of societal issues, and termination of public discontent and social protest. For example, not *inflation* – depreciation of money.

2. Concealment of wrongful acts.

Instead of war in Iraq – *anti-nuclear operation*

Instead of war in Libya – *anti-terrorist war*
Instead of air bombs – *active air defense*
Bribery – *monetary policy*
Killing – *elimination of activity (to neutralize the activity)*
Poverty – *low level of income*
The Vietnam War – *The Vietnam efforts*
Aggression – *Peacekeeping mission*
Genocide – *Ethnic cleansing*

Government officials, politicians use such euphemisms to move people into their own side and to manipulate them.

The use of eponyms as euphemisms help to preserve the degree of importance, an image of the personality. For example, instead of Clinton's betrayal (B. Clinton's intimate relationship with Monica Levinsky), there is an euphemistic eponym *Clinton's impeachment*. Thereby, the unpleasant focus becomes soft and makes people accept the acute problem in a mild manner. Thereby, it has a manipulative effect.

The Platonic noble lie is used as euphemism to justify B. Obama's pledge that he could not keep the promise in front of electorates during the election. On the contrary, the author accuses Republicans that their lies overweigh the lies of B. Obama. So, by using an eponym as an euphemism the focus (B. Obama's pledge) was presented softly and even negatively changed towards opponents.

*Salon's Brian Beutler preferred to consider the Obama pledge "a failure to think through the dangers of being so categorical", "but acknowledged that it could have been a **Platonic** "**noble lie**". Obama's belief that "he had to lie for the greater good" was justified since Republicans had **told worse lies** about how **Obamacare** was just a "stepping stone to single-payer" (*N.R2., 10.03. 2014).

The Peaceful Agreement of Versailles – the agreement entered into force after their ratification on January 10, 1920, between Germany and the United Kingdom, France and Japan. Although the name is called a peace treaty, there are frequent oppositions among the winning countries. Even the so-called peace treaty was called "bad compromise". Secondly, it is peaceful, but the destiny of Germany has not been resolved peacefully, and its lands have been smashed. Germany returned to Alsace Lorraine to France; Posen to Poland and other countries. But to soften it the eponym was used as euphemism so as not to exacerbate the situation in the world.

Under the Versailles treaty USA was supposed to keep balance and to protect from usurpation. It's kind of manipulation of society, because in fact the territory was captured and divivded by neighboring countries.

*In Section II of his Reservations with Regard to Ratification of the **Versailles Treaty**, to preserve the balance of power established by the United States Constitution from **executive usurpation*** (P., 04.16. 2011).

From this sentence, we can understand that the Treaty of Versailles was an agreement to make society believe that Germany is demilitarized country. But in fact after the treaty Germany began to increase military potential and powerful did not

take any measures. As I have mentioned, it was just manipulative treaty and make it official in roder to trust people.

*Германия да бір кездері АҚШ, Англия және Франциямен **Версаль бейбіт келісімін** жасасқаннан кейін-ақ арадағы үзілісті пайдаланып, бірден өзінің әскери әлеуетін күшейтуге кірісті. Оны өзге державалар **білсе де, үнсіз қалды*** (Е.К., 21.01. 2015).

Arita-Craig Agreement – an agreement between the British Ambassador Robert Leslie Craig and the Foreign Minister of Japan, Khatiro Arita, on dominating over China. So this eponym is deliberately given in the form of euphemism, just like a contract, and it does not give any resonance.

*Летом 1939 года было заключено **соглашение Арита-Крейги,** по которому Лондон признавал все захваты японцев в Китае и оправдывал **зверства агрессоров*** (R.P., 2014).

In this example, an agreement on the invasion of China is just as normal in a neutral position. It does not make a sharp distinction considered as a legitimate agreement, but in fact it's a way of manipulation by eponymous euphemism.

Palmer's Raid. Alexander Palmer was the head of the US Attorney General, between 1918 and 1921. A total of 500 foreign nationals, anarchists and syndicists were also expelled from the raid. The radicals and the left were expelled from the congressional support. Without a warrant, the communist and socialist organizations were slandered. Even when people were opposed to it, proponents of the raid told a lie that communism would create danger. But in fact, there was not any threat or danger from communism. Thus, radicals, communists and the leftists in the state were subjected to unplanned persecution. But the eponymous euphemism Palmer's Raid was justified, deceitful, and manipulative, as it was a legitimate check. People had to believe as if it was a legitimate revision.

*This **legal** precedent paved the way for the mass deportations of radicals after the 1919 **Palmer Raids** the exclusion of alleged communist writers, actors, and professors* (I., 2012).

In this example, the author states that Palmer's raid is right, and that the deportation of radicals is legitimate, giving distorted, manipulative information to the public.

Potemkin villages – historical legend about urban artifacts and props. It was shown during the visit of Catherine II Prince Potemkin in 1787. In fact, in the desert steppe, instead of deserted villages, there were artificial beautiful villages and made Catherine II to believe in the beauty of the area. The Potemkin villages are false, deceitful, deceptive, provocative. This eponym, in our opinion, is used as a euphemism to the deceitful, deceptive information and serves as manipulation.

*Romney and Paul Ryan are erecting **Potemkin village** designed to survive only until the polls close on Nov.6. So they offer soothing language to the middle class, photo ops at homeless programs to convey compassion and a steady stream of attacks on Obama, aimed at shifting all the attention his way* (W.P., 17.10. 2012).

Changes in pragmatic focus and renegotiation in the form of euphemism lead to "improvement" of denotation. This is the main purpose of euphemism in the process of manipulation. This can be expressed in political discourse: social issue – neutralization of the problem – normalization of the problem – solving the problem – stabilization of the problem. But in reality this is just surface and a way to avoid the problem.

Dysphemism is an invasive, pejorative linguistic unit. Its purpose is to substitute for good, and to bring negative meanings. Dysphemism is often used in the category of "them" (other, alien). It is necessary to oppress others and to show the audience that they are wrong. So, dysphemisms are used to attack.

Watergate scandal. We have noticed that R. Nixon used «thing» in the form of euphemism in order to avoid using *Watergate scandal*. He used such terms *prething* (means *before Watergate*) and *postthing* (means after Watergate). Because quite hard for him to utter those words, it dramatically insults him. Thus, *Watergate scandal* can be used as a dysphemism.

Some examples of eponyms that can serve as dysphemisms from periodicals:

*So does the underlying trend toward **chauvinism** and extremism in much of the Muslim world, not just in Bangladesh* (N.R2., 20.04. 2015).

The author of the text is using an eponym chauvinism to show negative sides of Muslim countries, to make them enemies, strangers. Chauvinism is used as a dysphemism. Basically, this eponym is always used in a negative denotation. It is a feeling of loving your country at fanatic level, but presented entirely in a negative meaning. Because only in this case manipulation effect becomes high.

*Just this Friday, Justice Thomas was abused by an Alabama Democrat as an "**Uncle Tom**" and denounced for the fact that he is married to a white woman* (N.R2., 10.03. 2014).

Positive eponym as Uncle Tom might be used to discreditate someone. Uncle Tom is the black coloured protagonist of Harriet Stowe's novel "Uncle Tom's cabin" who was homeless slave. The author of the text first of all insults Justice Thomas by his black colour equating to Uncle Tom and married to a white man, it proves racial discrimination; secondly shows that he is not intelligent as that slave; thirdly as a Justice he can not adequately proclaim verdicts, because Uncle Tom was very kind, pathetic person. As a result, it leads to discreditate targeted opponent.

*Giuliani's was **the Potemkin Village** of presidential campaigns: What looked like a campaign was just facade for the cameras and national media. It was artifice, disrespectful of the process and the voters* (P., 28.03.2011);

Euphemism eponyms in correspondence with context can be used as dysphemism. In this sentence, the author condems Guilliani's presidential campaigns as artificial events, beforehand planned activities. It was artifice, disrespect towards towards electorates. It was skillfully used by suing an eponym Potemkin village, because it has the denotation of cheating. The function of distortion and discreditation of manipulation is successfully realized.

Schwarzenegger told reporters outside the courthouse after the argument session. He added that legislators are incapable of abandoning the practice on their

*own."As Einstein said, those who created the problem will not be able to solve it," the former action movie star declared. "It's time to say **hasta la vista to gerrymandering**. Terminate it!"* (P., 03. 10. 2017).

One of the best ways to influence, to manipulate people is to involve famous movie stars. A. Schwarzenegger's words were intentionally exploited to make people clearly understand the bad sides of gerrymandering. That's why the precedented words were used from world-renowned, loved by everyone movie Terminator *hasta la vista (see you soon, good bye)* with *gerrymandering* to have effective influence, to persuade people to avoid gerrymandering. At the end, instead of saying to *stop it*, A. Schwarzenegger uses *terminate it*, as he was a Terminator who terminates every evil existence around him.

*Yoani Sanchez, the famed Cuban dissident, said "**Castroism** has won"* (N.R2., 26.01. 2015).

Castroism is itself used as a dysphemism and author means that a person who is a dissident does not like the policy and against to F. Castro. According to a dissident who speaks for democracy, under the meaning of Castroism lays totalitarianism and autocracy. This kind of policy has won and the future would not be bright as people wanted. The author by agreeing with this idea wants to create negative ideas concerning Castroism.

Путинизм** тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына **қауіпті (Zh. A., 2014).

In this example, V. Putin's economic policy has been described as dysphemism and as an unpleasant, harsh, aggressive policy. It is manipulating the reader with the use of eponymous dysphemism, which may have a negative impact on the country and pose a threat to country.

At present, in the era of extremism, separatism and terrorism, various religious movements are pushing for these issues. One of non-traditional religious movement is *Wahhabism* (in honour of A. Wahhab).

*"We also asked for the release of that information. As you may know, the **Saudi government** has been a major **proponent** of **Wahhabism**, which is an extreme fundamentalist version of Islam. Which is being taught all over the world," Sanders said* (P., 04. 18. 2016); *Бүкіл жаһанды аяғынан тік тұрғызған **уаххавизм-салафизмге** аузы ашық, аңқау қазақ қалай қарсы тұрады енді? Қазақстанда сопылар **уахабиттік** күштерден жәбір көріп отыр* (Zh.A., 2012).

According to Bernie Sanders, the former candidate for presindency accuses the Saudi government that they are main proponent of non-traditional, dangerous religious stream Wahhabism. It is a kind of denigration to the address of Saudi Arabia and to damage the external image of the country. To present Saudi Arabi and Wahhabists the same. Thereby, Wahhabism is used as a dysphemism and conveys negative information.

*The method used – anonymous accusers, public shaming, forced apologies, reeducation programs – come straight out of the **Stalinist** playbook, and they are not only shockingly illiberal* (N.R2., 07.07. 2014); *Мақсаты – **марксизм, сталинизм** және **маоизмнің** ықпалынан құтылу, елде тәртіп орнату және биліктің*

мұрагерлік дәстүрін күшейту (Zh.A., 2015). ***Марксизм** адамзат тарихын өндіріс күштері мен өндірісітік қатынастардың дамуы арқылы өлшеп, тарихты тұлғалар арқылы, мәдени үрдіс арқылы танып-білудің тамырына балта шапты* (Zh. K., 2013).

The eponym Stalinist is used as a dysphemism. As we all know, Stalinism has brought a lot of violence in the Soviet era, famine and repression in the country were the results of Stalinism. The author is generally trying to influence the reader, creating terrible image and intentionally manipulating people's consciousness by making a list of negative invectives as *anonymous accusers, public shaming, forced apologies, illiberality* that Stalinists brought to the country.

Marxism is a philosophical mainstream that promotes socialism and atheism. Because of Marxism, people did not believe in God and lost their religion. Hence, in today's independent state, his doctrine can not be of great use to us, and may even be contradictory.

*Ресейдің бүлікшіл телеараналары: «Мынау – Украин әскерлерінің ойраны!» деп көрсеткен бірнеше фотосуреттің жалғандығы әшкереленіп қалғанда да **путиншілдер** айылдарын жимады. Қантөгіс тоқтар емес, өйткені оның тоқтауын **шовинистер** керек етпей отыр* (Zh.A., 2014).

The Putinists are people or supporter of V. Putin's policy. And the eponym Putinism presented as a dysphemism, and is used in an unpleasant way. Chauvinists are chauvinism supporters. And the above-mentioned chauvinism is in the negative sense, used as an invective unit. The eponym chauvinists has a negative denotation and has a manipulation effect. Putinists are equated to chauvinists in the form of metaphor and the author manipulates stylistically in an unusual way.

4. To manipulate by making the image of the enemy ("them" system).

*Stolypin (**The Stolypin reform**), the **tough**, **authoritarian reformer** who was the last **czar's** most effective prime minister (significantly, Putin gave him s shout-out during his speech), was rated the second-greatest Russian of all time* (N.R2., 27.01. 2014).

The author by using *Stolypin reform* portrays him as an enemy, cruel, authoritative reformer and the most powerful prime minister of the last tsar. The eponym *czar (tsar)* is used negatively, helps to consider him as enemy of human-beings and provides author to manipulate people.

5. Misrepresenting the image of politicians. The following verbal technology in political manipulation is realized by putting facts against each other (antithesis). Thereby manipulation will be accomplished.

*He calls my health care law **Obamacare**; I call his plan **«Romney-doesn't-care»**. He's running on the "Romney-doesn't-care" platform* ("Remarks at a Campaign Rally in Fort Charlottesville, Virginia", Aug 29, 2012).

B. Obama used the eponym in the pre-election campaign in 2012 to oppose the fact, and to discredit his opponent M. Romney. *Obamacare* vs. *Romney does not care.* This way of manipulating helped to convince people that M. Romney was not a good candidate and would not take care of people, would not improve healthcare policy within the country and as a result manipulated the electorates.

*Putin's clever manipulation of **the Kosovo precedent** ignores the fact that his **annexation** of Crimea **breaks** Russia's **own pledge** in **the Budapest Declaration** to **protect** Ukraine's territorial integrity. Then, Ukraine was not only part of Russia's zone of influence; it was intended by Putin to become much closer to Moscow, to the point of joining his own **Eurasian Union*** (N.R2., 07.04. 2014).

Misrepresenting the image of politician V. Putin is realized via putting facts opposite to each other. His annexation violates his own pledge not to capture and to protect territorial unity within the framework of the Budapest Declaration. The author presents him as a manipulator, because he evades responsibility and acts against his own pledges. Futhermore, the author makes hint that Eurasion Union is the possession of him and correspondingly all members are under control of him. It shows that V. Putin is the authoritarian ruler and poses dangerto western countries.

So, we can say that political discourse is aimed at forming a certain worldview, thought, and idea. Political discourse is characterized by a pragmatic potential that reflects both implicit and explicit intentions of political actors and not only influences the reader's or audience's consciousness but also exploits people's consciousness for their own purposes.

3.2 Pragmatical approaches of eponym in periodicals

Generally, the study of pragmatics is a very broad phenomenon. Research concerning pragmatics includes verbal communication, speech acts, implication and discourse study.

The first definition of "pragmatics" occurs in the 1930s. After Ch. Pierce and Ch. Morris, the outstanding represenive of pragmatics was J. Austin. He pointed out three types of speech acts: locutive (grammatically meaningful phrases), illocutive (asking questions, promising, thanking) and perlocutive (persuasion, persuasion, intimidation [130]. Thus, locution *what was said*, illocution *what was meant*, perlocution is *what happened* as a result. For example, locution *is there any sugar?* Illocution "please give me some sugar". Perlocution (the actual effect) was to cause somebody to offer sugar.

According to the pragmalinguists, speech act is interpreted as the result and action of the words: the achievement and perception of the result (perlocution) by influencing the consciousness and the actions of the communicative purpose and the intentions through the written or spoken speech.

Classifying speech acts, J. Searle usefully distinguished the following, which can be seen to have direct relevance to political discourse: representative (truth claims), directives (commands, requests), commissives (promises, threats), expressive (praising, blaming), declaratives (proclaiming a constitution, announcing an election, declaring war) [131].

J. Thomas proposes to divide pragmatics into two components – pragmalinguistics and socio-pragmatics for the purpose of achieving the goal, in order to give people a sense of implication or explicit meaning in a particular environment. According to the scientist, pragmatics: "refers to pragmatic strategies

such as the use of semantic formulae, routines, linguistic forms that can serve the purpose of making the communicative act more direct or indirect, softer or more intensified" [132]. Pragmalinguistics is aimed at determining the implicit or explicit information of the communicative act by using semantic formulas, linguistic formulas.

D. Crystal defines pragmatics as follows: "pragmatics as the study of language from the point of view users, especially of the choices they make, the constraints they encounter in using social interaction and the effects their use of language has on other participants in the act of communication" [133]. According to the scientist, the study of pragmatic language users explores the problem of decision-making, especially in social relationships, and the impact of rational language use on other participants in communication.

By agreeing with D. Crystal's opinion, K. Rose and G. Casper broadly understood the concept of pragmatics and summarizes the research as follows: "the study of communicative action in its sociocultural context. Communication action takes place not only when one engages in different types of discourse encountered in social situations (which vary in length and complexity depending on the degree of familiarity between interlocutors, differences in social status, and degree of imposition) " [134].

The communication is not the only thing that happens when it comes to sharing information. Pragmatics explores the communication process in its socio-cultural context, involves the acquaintance of a social relationship, its status, and the extent of its inclusion in communication.

Nowadays, pragmalinguistics is a promising direction of linguistics that has accumulated theoretical and practical material on the present state of speech communication. However, the founders of the concept of pragmalinguistics cannot come to a unilateral decision because of its uncertainty. At the moment pragmatics have different interpretations: the first is Ch. Morris and Ch. Pierce's integrative (synthesis) semantics – syntax – pragmatics ; the second is *radical pragmatics*, the connection between linguistics and pragmatics at cognitive level [135].

According to H. Arif, there are two schools of pragmatics: *Anglo-American pragmatic thought* and *European continental pragmatic thought*. The main topics of the Anglo-American school include presupposition, conversational implicature, speech act. It is also regarded as *component* view of pragmatics, since the proponents of this approach affirm that like phonetics, phonology, syntax and semantics pragmatics should be treated as the core component of language investigation [136]. European continental pragmatic thought, on the other hand, incorporates a broader aspect of the linguistic pragmatic investigation, which also includes the topics of sociolinguistics, psycholinguistics and discourse analysis. It mainly explains the way of the influence of communication through their verbal message.

I.P. Susov's definition defines pragmatics as follows: "Pragmalinguistics is defined as a separate area of linguistics that studies the use of natural language as a means of social interaction based on specific strategies, postulates and rule systems. They are like the grammar of speech behavior in the community" [135, c. 45]. The

scientist describes pragmatics as one of the linguistic branches of human speech as a grammar of speech, which examines the human language in social relationships and in specific situations.

Z.Sh. Ernazarova notes that "pragmatics is the text in dynamics and a science that seeks to link the discourse with the person who is bringing it to life. Pragmatics is the determinant language aspect of stylistics. The pragmatic approach is based on the two-way action, taking into account the context of the speech situation and the conventional rules. For the purpose of targeting, the selected features form the types of styles that are often recurring in the text or in the selected form of speech. The speaker chooses a particular type of style to achieve his or her goal. It gets pragmatics in communication. Because a rational choice of style affects the interaction" [137].

The scientist K. Esenova mentions that the task of pragmatics is "to regulate the laws of language communication aimed at influencing addressee, thus manipulating a person. The pragmatic potential of the text does not depend on the number of words contained in it, but on the widerness of the semantic context, the dependence on phraseology and metaphorical applications, the transformation ability and the expressive value" [138].

Thus, based on the definitions, the following conclusions can be made: pragmatics investigates speech acts and their context; pragmalinguistics studies speech acts of communicator, the laws of language engagement, the target of the conversation, communicative intention of the speaker, the functional forms of speech; explores the content of the conversation, author's choice and communicative-purpose language tools, and the precise understanding of the listener's understanding of the thought and the value given.

A.A. Zavyalova considers pragmatics and pragmalinguistics as indifferent notions. However, gives the following definitions to them: "under the pragmatics, the properties of linguistic units are necessary for a purposeful influence on the listener, in the language system (vocabulary-connotative pragmatics) and the properties acquired by the word in the communicative act, which also arise for the purpose of influencing the recipient (communicative pragmatics); and by pragmalinguistics we will understand a part of linguistic science (as, for example, sociolinguistics and psycholinguistics), which studies these properties of vocabulary and communicative units" [139].

Pragmalinguistics is represented by two branches: *Functional-Illocutionary* and *Implicit Pragmalinguistics* [140]. Functional-illocutionary pragmalinguistics deals with the deliberate, focused and motivated choice of addressers of the text. Definite language structural-semantic units grammatically well-formed plan of expression are chosen. Implicit pragmalinguistics studies unconscious, automatic, habitual and instant choice of linguistic units. Both of them have the same categories as category of choice (stylistics and rhetoric), category of influence, category of presupposition and category of deixis. So the difference of pragmatics from semantics and syntactic which deal with adequacy and correctness, pragmatics is concerned with the successful use of linguistic units by addressers.

Based on these definitions, pragmatics – speech acts and their implementation; Pragmalinguistics is a clear indication of the communicative behavior of the communicant, the laws of linguistic interaction, the target value of the conversation, the communicative intentions of the speaker, the functional forms of speech, the content of the conversation, the choice of the speaker's communicative language, and the correct understanding of the audience explore the situation.

Thus, pragmalinguistics deals with the following issues: how the speaker communicates and what he says: sincerity, fairness, justification, the social environment and the social tactics of the listener.

On the press pages, the pragmatic function is represented by various means. One of the language peculiarities of the text of the newspaper is the pragmatic presupposition.

According to S. Levinson, pragmatics: "is a systematic study of meaning. The central issues of inquiry of pragmatics include implicature, presupposition, speech act, and reference" [141]. So one of the main components of pragmatics is presupposition.

The presupposition is the assessment of the speaker's general knowledge, the viewpoint and mental state of the speaker. Presupposition is a deliberate use of the reader's intended meaning in the context of individual language communication, especially in the context of socially significant language relationships.

There are three directions of understanding of pragmatics in science: conversational (speech act), functional (rhetorical-stylistic) and psycholinguistic (word formation and influence) [142]. We use **radical pragmatics** or **functional pragmatics** in our study and do not mostly use pragmatic performative verbs, because eponyms mostly act as nouns and moderately adjectives.

The main criterion for material sorting was thematic correspondence (meaning consistency in the political area) which implies articles in periodicals, articles of political analysts and journalists. As mentioned above, any speech on the political theme that is involved in the institutional environment along with political actors and journalists belong to political discourse.

Authors of political texts, having their own social status and political bias towards the events, introduce their point of view, personal appraisal and judgments while writing the articles. Therefore, the information described is interpreted through the subjective worldview of the author. In addition to this, the author uses various language means and techniques, for instance lexical, grammatical stylistic devices such as metaphor, metonymy to reflect the pragmatic function of the text.

It is important that the author or journalist influence the reader or the addressee. They carry out explanatory activities with the use of stylistic approaches, valued units, and try to explain complex notions through simple analogy. The reader accepts the author's view because the source is inaccurately clear of whether the information is true or false. For this reason, the addressee tries to give the reader the most accurate information, to influence, to change the game, and to motivate to a particular activity.

The pragmatic approach of the author is to attract the attention of the reader, to persuade and take the necessary social activity. Public opinion is thus formed. One of the pragmatic language units of political discourse is **an eponym.** The pragmatics of eponyms in English, Russian and Kazakh language periodicals will be analyzed and illustrated on the below:

1. Pragmatics of eponyms through presupposition and implicatures:

J Jones and S. Peccei say about the significance of the presupposition in the political discourse: "Politicians and journalists tend to persuade the audience of the validity and legitimacy of their claims by means of *presuppositions* and *implicature.* These tools can lead the hearer to make assumptions about the existence of information that is not made explicit in what it actually said, but might be reduced from what was said. In addition implying rather that baldly asserting an idea leaves speakers with a 'get out clause', since they didn't actually state X but merely implied it" [143].

According to M.L. Makarov: "pragmatic presupposition is explained in three different ways. In the first direction, pragmatic presupposition is associated with the speaker's idea concerning context; the second direction deals with general and background knowledge; the third direction considers skillful usage of speech" [59, c. 135-136].

According to R. Wodak: "The concept of presuppositions is in the center of pragmalinguistics. By means of them you can make clear a secret ideas. Pragmatical means depend on knowledge presupposition in persuasive communication" [144].

So, the task of pressuppostion is to attrack people's attention with their own existed knowledge. We consider readers' feedbacks, thought to given issues as perlocutive effects. Some examples of presupposition of eponyms can be appeared in the readers' mind.

"*McCarthyism*" may soon be replaced by "*Trumpism*" (W.P., 05.01. 2016); *Минские соглашения под угрозой срыва* (N.P., 2015); *Тағы да Арқанкерген мен Ақсай шатқалы туралы немесе "Ахиллестің өкшесі"* (Zh. A., 11.09. 2014); *Шанхайская организация в преддверии расширения* (N.P., 02.06., 2015); (С. А. М., 06.01. 2014); *Девять итогов большой войны. План маршала* (N.P., 09.05. 2013); *Сказки ВИКТОРианской эпохи* (С.А.М. 28.03. 2013).

The sentence "*McCarthyism*" may soon be replaced by "*Trumpism*" creates the following presuppositions and make authors to think comprehensively:

1) J. McCarthy used to be Republican and D. Trump also Republican. That means the same political ideology;

2) J. McCrathyism was against communism and Trumpism is opposed to Russian Federation;

3) J. McCarthyism was against to migration to US and Trumpism is also impede migration to USA, especially from Latin America. That's why he built *the Trump Wall*.

4) A reader concludes that this policy may negatively influence on the internal and external policy of the country. It leads to a bad image of the country across the world.

The sentence **Минские соглашения** *под угрозой срыва*. By seeing the *Minsk agreement* the following presuppositions are formed in the mind of addressees:

1) the Minsk agreement of Ukraine aimed at resolving the problem in Crimea;

2) Russia can violate the rules of this agreement, as Belorussia is a big economic partner of Russia;

3) what will be the situation in Ukraine if this agreement is violated? Because now only this agreement is aimed at solving this problem.

When *the Marshall Plan* is written, the following presupposition come to the reader's mind:

1) US military General G. Marshall's Plan;

2) providing economic support to Europe after the Second World War;

3) will such economic help come again to modern Europe?

4) what kind of disadvantages does it have in the world history?

The eponym *Сказки ВИКТОРианской эпохи* (Fairy tales of VICTORIAN epoch (C.A.M. 28.03. 2013) in the Russian language periodical. Generally there is an eponym *Victorian epoch* in the history. The era of Victoria, from the mid-19th century to the early 20th century, was the Queen of the United Kingdom. But in this case the author based on queen Victoria, indicates to Viktor Khrapunov, the former mayor of Almaty. But he did not write Viktor Khrapunov, but he implies it to audience. So, the value of *implicature* is influencing on people by not expressing the exact word, but to imply. He writes with capital letters VICTOR one more time indicating on Viktor Khrapunov. It pragmatically influence on readers, because former mayor was famous for corruption and cheating.

Тағы да **Арқанкерген** *мен* **Ақсай шатқалы** *туралы немесе* **«Ахиллестің өкшесі»**. When readers see the equation sentence of Arkankergen with Archilles', the first things that come to the readers' mind are:

1) the location Arkankergen, some clashes that happened there;

2) weak points of that area (Archilles' heel) and will it be happen again?

3) will the government use same strict measures and if yes, what kind of outcomes will be.

The better background knowledge have recipients, the higher level of presupposition and higher pragmatic effects.

2. Pragmatics of eponyms in headings

In the English, Russian and Kazakh language periodicals, pragmatic effects are also provided through the headings of the newspaper text. Topic is a tool for the reader to report a specific event. It acts as a bridge between the addresser and the addressee, the one that connects them. Therefore, in the current periodicals, journalists try to write the title of the article more exciting and distinctive.

As the effectiveness of pragmatics is a targeted influence on the consciousness of the addressee, the essence of the newspaper headings is increasing. The subject of the newspaper text is the basis of the textual understanding. The heading is the boundary between the subject and content of the text.

In periodicals, journalists use the composite pragmatics (manipulation) to attract readers' attention to their entire content. Compositional pragmatics is to create a

sensational theme. Its purpose is to encourage the reader to search for answers from targeted texts.

"*Europe needs a **Marshall plan***" (The World Today 68.2 (Feb 2012); *Қасымханның қасқа жолы, Есімханның ескі жолы, Нұрсұлтанның нұрлы жолы* (Е.К., 01.01. 2015.); *Бізге Путинннің де, **Путинизмнің** де қажеті жоқ* (Zh.A., 11.12. 2014); "***Калашников***" *в США* (N.V., 22.01. 2015); *Кавказофобия. Эхо **Бостонского теракта*** (N.V., 30.04. 2013), *Селфи немесе **Дарвин сыйлығы**.*(Е.К., 03.07. 2015).

"*Europe needs a Marshall plan*". After the Second World War, the Marshall Plan was aimed at restoring the European economies. Now, when the reader reads this topic, does the US really fund Europe with such a plan as Marshall Plan? Does this program help Italy, Spain, or Greece help to overcome the crisis? A reader is motivated to read the article to find out answers.

Қасымханның қасқа жолы, Есімханның ескі жолы, Нұрсұлтанның нұрлы жолы (Е.К. 01.01.2015). All three are eponyms. The last one is in the process of formation and exactly the last one immediately attracts the reader's attention. With the names of our great ancestors there is a name of former President N. Nazarbayev. The President, like Kassym khan and Yessim khan, what he has done and is he trying to create a modern system of laws of Kazakhstan. This unknown ideas immediately influence on the reader's thinking and motivates to read.

"*Калашников*" *в США*" ("*Kalashnikov*" *in the United States)* (N.P. 22. 01. 2015). Everyone knows that *Kalashnikov rifle* is manufactured only by the Russian Federation, and the way of making has been a secret for a long time. *The Kalashnikov rifle* will be sold in the United States. What was the reason to sell it in the U.S.? M16 rifles is not as good as Kalashnikov rfle now? It immediately attracts readers and encourages them to read and get information.

In Russian language periodicals *Кавказофобия. Эхо Бостонского теракта (Echo of the Boston terrorist attack)* (N.P., 30.05.2013). Firstly, the eponym *Boston Terrorist attacks* is noteworthy. On 15 April, 2013, terrorist attack was carried out by Russian citizens Tamerlan Tsarnaev and Dzhokhar Tsarnaev and accomplices Kazakhstani Dias Kadyrbaev and Azamat Tazhayakov. Citizens of Kazakhstan want to know some information about their compatriots, and their motivation, pragmatic effect is focused on finding out answers to such questions as whether they have been prosecuted, convicted or sentenced, and whether the case has been fairly reviewed.

a) Pragmatics of eponyms in interrogative headings

The question sentence always encourages the intended person to think. It may also be a rhetorical question. The addresser draws the attention of the reader by asking questions. First of all, the reader tries to answer the question by his own. Then he would like to compare his answer with the version of the journalist and provokes to read the whole text.

"*Potemkin Europeanisation*"*?* (East European Politics and Societies 28.1 Feb 2014); *You mentioned his lack of **Marxist-Leninism.** Do you think he has an ideology?* (N.R., 24.03. 2014); *The "**Obama doctrine**", the Theory of "Limited War" and the New US Foreign Policy: Toward a **Neo-Nixonian policy?*** (UNISCI

Discussion Papers 28 (Jan 2012); *Russia plainly needed someone like Putin as this point in its history. But did it also need **Putinism?** Will it in the future? Will the autocratic, state-centered ideology that Russian's leader has come to represent survive the man?* (P.,13.09. 2015); ***Беловежские соглашения*** *- катастрофа или меньшее из зол? Например, "Присоединение Прибалтики к СССР - проигрыш или выигрыш?" Что за жеманность? Вместо того чтобы просто и ясно спросить: "**Пакт Молотова - Риббентропа** – проигрыш или выигрыш? "* (М. Р., 01.02.2011); *Қытай елшісі неге кіжінді немесе "**Нұрлы жол**" кімнің жобасы еді?* (Zh. A., 08.03. 2016); ***Эболадан*** *сақтана аламыз ба?* (Zh. A., 16.10. 2014); *Адам өміріне қауіп төндіретін **Шмалленберг ауруының** Қазақстанда табылуына кім кінәлі?* (Zh.A., 14. 02. 2013); *Ал Есім ханның қандай ерекшелігі болды? "**Есімханның ескі жолы**" деп неге айтады? Бухенвальдтың **КарЛАГ-тан** қандай айырмашылығы бар?* (Zh. A., 2014); *Бүкіл жаһанды аяғынан тік тұрғызған **уаххавизм-салафизмге** аузы ашық, аңқау қазақ қалай қарсы тұрады енді? Әлде көнеміз бе? Неге **уахабиттер** сопыларды қыспаққа алады?* (Zh. A., 06. 03., 2012).

"*Potemkin Europeanisation*"*?* Under Potemkin lays the eponym *Potemkin villages* derived from anthroponym G. Potemkin. Potemkin villages are villages full of fictitious beautiful architecture and buildings. The author has a pragmatic impression on the reader, causing negative comments on Europe architecture that there are many artificial beautiful cities and architecture in Europe like Potemkin villages.

*The "**Obama doctrine**", the Theory of "Limited War" and the New US Foreign Policy: Toward a **Neo-Nixonian policy**?* The main key words in interrogative sentence are eponyms *Obama's doctrine* and *Neo-Nixonian*. The author gives idea that will B. Obama's Doctrine be continuation of *Nixon doctrine* (Neo-Nixonian doctrine). Because B. Obama has decided to stop the war in Iraq and take away troops. As we know, President R. Nixon decided to end the Vietnam war.

*Адам өміріне қауіп төндіретін **Шмалленберг ауруының** Қазақстанда табылуына кім кінәлі?* (Zh. A., 14.02. 2013).

Who is to blame for *Schmallenberg's disease* in Kazakhstan that threatens human life? (Zh. A., 14.02. 2013), the reader immediately responds to the question sentence encountered by the eponym *Schmallenberg disease*. After all, how did this illness come to our country from Germany? Is it the fault of the Minister of Agriculture? A reader reads an article to find out if there is a danger from horned cattle to people. Thereby, the pragmatic effects of eponyms are very high in interrogative sentences.

The interrogative heading with the eponym "***Пакт Молотова - Риббентропа*** *– проигрыш или выигрыш?*" (М.Р., 01.02. 2011) makes people think over this eponym and entire sentence. Germany started war despite the pact. But there is another aspect of the pact, there was a secret idea of partitioning and conquering, dividing Europe between the USSR and Germany. The reader is fascinated by the answer to this question, and the question sentence with the help of eponym influences on the readers.

b) Pragmatics of eponyms in headings with ellipsis

Another type of headings / topics with eponyms that have strong pragmatics effects is headings with ellipsis. This approach guides the reader to read the text. The emotionally delayed point in the topic increases the appeal of the topic. It appears to the reader that the author hides an important idea. This idea stimulates the reader to read the entire text. The reader wants to supplement the idea that he has abandoned.

"*Чучхе*" *мен* "*Нұрлы жолдың*" *арасы...* (Zh. A., 15.05. 2015); "***Нұрлы жолдардың***" *бәрі Мәскеуге апарады...* (Zh. A., 23.12. 2014); *Далее в основании* "***путинизма***" *лежат... ломпенские идеалы*" (M. P., 20.10.2012) ***Кемализм*** *мен Неоосманизм екі қошқардың басы...* (Zh. A., 11. 06. 2013); "***Қорғас ісі***" *құртты* ... (Zh. A., 25. 07. 2013); *Ел шетіне жау тиді! Лаңкестер Қытайдан келді ме, әлде өз арамыздан шықты ма?* "*Ажал желі*" ***Жоңғар қақпасынан*** *соғады...* (Zh. A., 05. 06. 2012).

The example "***Нұрлы жолдардың***" *бәрі Мәскеуге апарады...* (Zh. A., 23. 12. 2014) attracts the reader, to find a continuation. Consequently, due to pragmatic effects of ellipsis sentence with eponyms, the addressee created several versions of the continuation and begins to read. Is it in the sense of the road infrastructure development or maybe in the indirect sense, it may still be thought that we are looking at Russia. Is it so or not, it makes readers to figure out and read the whole text.

In the headings *Далее в основании* "***путинизма***" *лежат ... ломпенские идеалы*" the author uses skillfully an eponym for pragmatic purposes regarding Putin's political ideology on the basis of elliptical sentence and the reader must continue and finish, perhaps the reader may disagree with the author's thoughts.

3. Pragmatics of eponyms as public-political lexicons and evaluative function. Evaluative function serves as anxiety, negative speech lexicons.

According to N.N. Mironova: "any text can be evaluated. The point is that even the neutral assessment is an assessment" [145]. Any text, word, or discourse will always be evaluated by the author or the reader.

B. Momynova focusing on the valued features of public-political lexicon mentions: "It is possible to add some emotional color linguistic elements to the public-political vocabulary. Because in the semantics of those lexicons lay politicization (ideologization), and it is often connected with assessment. Assessment is more connected with emotions rather than expressions" [146].

By examing the pragmatic function of the text of the newspaper, F.Z. Zhaksybayeva estimates the significance of the evaluative lexemes of newspapers as "one of the most important and largest fund of the newspaper". The most important factor of pragmatic evaluation is the level of education of the addressee, the life experience, the ability to understand indirect and implicit meanings of the word" [147]. So, the pragmatic objective of the socio-political, evaluative lexicons is to formulate a political structure or opinion of a society, public opinion on a particular political event or politician. Evaluative vocabulary in the periodicals is primarily conveyed to the public by the assessment of the addressers.

*The notion that **the Geneva agreement** effectively **constrains** Iran's nuclear weapons program is undoubtedly the most **disingenuous** and even **dishonest** aspect of the whole Obama charade* (N.R., 10.02. 2014); *Putin's seizure of **Crimea** also **violates** the **Budapest declaration** of 1994 in which Russia and other nations guaranteed the independence and territorial integrity of Ukrainian return for Kiev's surrender of nuclear weapon* (N.R., 24.03. 2014);

*Летом 1939 года было заключено **соглашение Арита-Крейги,** по которому Лондон признавал все захваты японцев а Китае и **оправдывал зверства агрессоров** (R. P., 20.05.2014). **Путинизм** тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына қауіпті. "**Арқанкерген**" **оқиғасы** тұтас саяси жүйенің бет-бейнесін көрсетті* (Zh. A., 28.05. 2013); *Ел болам десең, **Еуразиялық Одақтан бас тарт!** (Zh. A., 13.09. 2012); "Ресейге салынып жатқан экономикалық сакнциялардың кесірінен біздің экономикамыз да құлдырып барады. Өйткені біз **Еуразия экономика одағына** мүшеміз. Сол одақ арқылы өзіміздің сауда, инвестиция, экономикалық мүмкіндіктерімізді Мәскеудің қолына беріп қойдық. Соның кесірінен көп шығынға батыр жатырмыз"* (Zh. A., 25.12.2017).

The sentence *the notion that **the Geneva agreement** effectively **constrains** Iran's nuclear weapons program is undoubtedly the most disingenuous and even dishonest aspect of the whole Obama charade* is the great example of evaluation of the author considering eponym as a fact of evaluation against B. Obama's policy. This evaluation goes into a reader's mind and pragmatically change his attitude towards democrat president B. Obama. Thus, subjective or maybe impartial evaluation of sentences with the help of eponym function very well and make people accept it as reality.

In the sentence *Putin's seizure of **Crimea** also violates the **Budapest declaration** of 1994, in which Russia and other nations guaranteed the independence and territorial integrity of Ukrainian return for Kiev's surrender of nuclear weapon,* the author denied Russia's politics and gave negative feedback to readers, pointing out that the Kremlin violated the Budapest Declaration and threatened Ukraine's regional security.

***Путинизм** тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына қауіпті*. If we take the example that Putinism is dangerous not only for Ukraine, but also for all the independent republics of the Commonwealth of Independent States, the author fears and warns the addressee through self-esteem. His pragmatic intention is to inform addressees about V. Putin's political interference and in the future, V. Putin will focus on the internal economies and politics of the CIS.

4. Pragmatics of eponyms as key terms in predicative sentences can be realized through accuracy, reliability, certainty, truthfulness.

*Ресей Украина оқиғалары кезінде **Будапешт меморандумын,** басқа да халықаралық құқық нормаларын бұзды. Сол себепті біз **Еуразиялық одақтан** бас тартқан дұрыс (Zh.A.,15.04.2014); Ауқымы, жауапқа тартылған лауазымдылардың саны және қылмыстық істің томы жөнінен Қазақстанда*

*бұрын-соңды болмаған сот процесі өткен аптада аяқталды. Ол – **Қорғас ісі** (*Zh. A., 15.04. 2014); *Тарих **уаххавизмді** ешқашан жақтамайды* (Zh. A., 06.03. 2012); "**Нұрлы жол**" - *аймақ дамуына айқын бағыт* (E. K., 14. 04. 2015); *Елбасы **Нұрсұлтан Назарбаевтың** "**Нұрлы жол**" жолдауы елімізді қазіргі дағдарысқа ұрындырмайтын жарық жол деп білеміз. Елбасының "**Нұрлы жол**" жаңа экономикалық саясаты отандастарымыздың жағдайын жақсартуға бағытталған* (E. K., 26. 02. 2015).

*Тарих **уаххавизмді** ешқашан жақтамайды* is used by the addresser to convey the truth to the consciousness of the addressee and with full confidence. The eponym *Wahhabism* derived from anthroponym A. Wahhab. Indeed, this religion is not a traditional religion, terrorism never brings peace and calmness and over time history will prove it.

*Ресей Украина оқиғалары кезінде **Будапешт меморандумын,** басқа да халықаралық құқық нормаларын бұзды. Сол себепті біз **Еуразиялық одақтан** бас тартқан дұрыс* is the predicative sentence with an eponym, which is the evaluation of the author that Russian Federation violates the rules of *Budapest memorandum* and proposes to be out of the organization *Eurasian Union*. Because it poses threat to our country. The addressee decides it to the truth, thinks and weighs, and accepts it faithfully. That means pragmatic effects of eponyms in predicative sentence.

5. Pragmatics of eponyms by means of simile

*Obama's plan cannot be as **Marshall plan,** as President Harry Truman did in 1948 when Europe was in post-war crisis* (The World Today 68.2 Feb 2012); *After the EU's Eastern enlargement of 2004, it became clear that some of the reform in the former candidate countries **resembled** a **Potemkin village:** behind a gleaming facade lingered a grimmer reality; North Korea – The streets of Pyongyang, this most **Potemkin of villages,** are festooned with red this week, as the North Korean regime prepares to open the seventh congress of its ruling Workers' Party* (W. P., 2016); *Giuliani's was **the Potemkin Village of presidential campaigns**: What looked like a campaign was just facade for the cameras and national media. It was artifice, disrespectful of the process and the voters* (P., 28.03.2011); *One conservative remarks, "he came into Macedonia **like a Trojan horse**, and now he is an octopus"* (N.R., 01. 06. 2015); *Clinton's 20-year sojourn in public life has been bracketed, jarringly, by two pseudo-scandals, both involving the tragic and less-than-fully-explained death of an important man in Hillary's orbit. In between there have been assorted smears and public humiliations, including real traumas **like Monicagate**, the cumulative effect of which has been to make Hillary reluctant to reenter the political game. Or so many of her friends and aides say, and so Republicans must be hoping* (P., 05.04.2014).

*Перед бюстом Наги Ильясова установлен фонтан, рядом – местный "**Биг Бен**" с часами, сквер покрыли брусчаткой* (C.A.M., 26.07. 2015); *Служба безопасности как главная "**Ахилесовая пята**" банка* (N.P., 26. 04. 2013); ***Пиррова победа,** именно так назвал успех армии Украины Олег Царев, сопредседатель движения "Народный фрон Новороссии"* (N.P., 2014); *Ирак*

*Елекеев как **Троянский конь**. Материал недвусмысленно назывался "**Троянский конь** на Хабаре". Но "Хабар" мер не принял, **Троянского коня** трогать не стал (С.А.М., 04.07. 2014); Путин**изм** – такое же естественное следствие 1991 года, как сталин**изм** – 1917 года (М.Р., «Провакация без интеллекта»).*

*Әлемдік сарапшылардың анықтауынша, **ваххабизм** мен салафизм – "**нацизм**" және "**гитлеризм**" деген сияқты синоним сөздер. Нацизм – идеология болса, **гитлеризм** – дәл сол идеологияның оны жүзеге асырған адамның атымен аталған түрі ғана (Е.К., 01.09. 2016); Ресейдің бүлікшіл телеараналары: «Мынау – Украин әскерлерінің ойраны!» деп көрсеткен бірнеше фотосуреттің жалғандығы әшкереленіп қалғанда да **путиншілдер** айылдарын жимады (Zh.A., 2014); Солтүстіктегі көршілердің отарлаушылық саясатының шектен шыққан басбұзар көрінісіне көз жұмып қарай алмаймыз. Қазақстан қоғамының тініне **шовинизм дертімен** уланған идеологиялық **сандырақтарды** сіңдіруге төзе алмаймыз (Zh.A., 14.10. 2014)."**Нұрлы жол**" жаңа экономикалық саясаты ... өткен ғасырдың соғыстан кейінгі жылдарындағы Батыс Еуропа елдеріндегі атақты **Маршалл жоспары** секілді болып тұр (Е.К. 25. 07. 2015);*

By analyzing the sentence *North Korea – The streets of Pyongyang, this most **Potemkin of villages,** are festooned with red this week, as the North Korean regime prepares to open the seventh congress of its ruling Workers' Party* we can understand that the streets of Pyongyang are like Potemkin villages artificial buildings, and shows hypocrisy and double-faced people. So, eponym is used to show hypocrisy in North Korea by means of comparison. This factors expressing by simile make people to pay attention to real situation of Korea and create negative ideas.

In the sentence *One conservative remarks, "he came into Macedonia **like** a **Trojan horse**, and now he is an octopus",* author skillfully uses an eponym as comparison or simile. Unusual construction and functional styles grab readers' attentions and make people to figure out how that person came into like a Trojan horse and then becomes an octopus, what's wrong, what does it mean being an octopus, does it comprise being a boss with many, long legs like having more power.

We can understand that the pragmatic effects of Monicagate in H. Clinton's life from this sentence:

*Clinton's 20-year sojourn in public life has been bracketed, jarringly, by two pseudo-scandals, both involving the tragic and less-than-fully-explained death of an important man in Hillary's orbit. In between there have been assorted smears and public humiliations, including real traumas **like Monicagate**, the cumulative effect of which has been to make Hillary reluctant to reenter the political game. Or so many of her friends and aides say, and so Republicans must be hoping* (P., 05.04.2014).

After Monicagate, H. Clinton could not reenter the political game, because it was such a traumatic event in her political and private life. So, the author of the text does not use his husband's betrayal, about Clinton impeachment, but intentionally uses *like Monicagate* to make colourful text, to embellish the traumatic situation and

equate it to Monicagate. In this case, reader can easily be impressed and pragmatics of it will be realized.

In the sentence *Ирак Елекеев как **Троянский конь**. Материал недвусмысленно назывался "**Троянский конь** на "Хабаре"* author equated Iraq Elekeev to a *Trojan horse* to stylistically influence the addressees. The Trojan horse is a spy or an unexpected attacker or army. If the author just said he was a spy, he would have no influence. That's why author equates Iraq Elekeyev to the eponym *Trojan horse* for pragmatic purposes.

*Әлемдік сарапшылардың анықтауынша, **ваххабизм** мен салафизм – "нацизм" және "**гитлеризм**" деген сияқты синоним сөздер. Нацизм – идеология болса, **гитлеризм** – дәл сол идеологияның оны жүзеге асырған адамның атымен аталған түрі ғана.* The author makes comparison in order to attract and convey information in an easy way. He is comparing *Wahhabism* and Salafism with Nazism and *Hitlerism.* If the Salafism and Nazism are more broad notions and stand at the top, *Wahhabism* and *Hitlerism* are branches of them. It is the best way of explaining that two religious streams are the same *Wahhabism* and Salafism, two authoritarian stream Nazism and *Hitlerism* are closely connected. Of course, the comparison with the help of eponyms make sense to readers.

6. Pragmatics of eponyms as historical realia

*This legal precedent paved the way for the mass deportations of radicals after the 1919 **Palmer Raids**, the exclusion of alleged communist writers, actors, and professors under the **McCarran Act** of 1950 and the **McCarran-Walter Act** of 1952* (Indiana Journal of Global Legal Studies 19.1 Jan 2012).

*Ел тарихының ортағасырлық дәуірде болып өткен аса маңызды оқиғалар тізіміне назар салсақ, олардың алдында 751 жылғы Талас өзенінің бойында өткен **Атлах шайқасы**, одан кейін 1269 жылы Талас өзені бойында өткен **Талас құрылтайы**, 1643 жылы **Орбұлақ шайқасы**, 1729 жылғы **Аңырақай шайқасы** және тағы басқа оқиғалар тұр* (Zh. K., 30.01. 2015); ***Ұлытау шайқасындағы** Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады. Ортағасырдағы қатардағы көп оқиғаның бірі саналған 1510 жылғы **Ұлытау шайқасы** – жеңісті тарихымыздағы ең жарқын беттердің бірі* (Zh. K., 2015); *Алаштың баласы "**Ақтабан шұбырынды, алқакөл сұламадан**" соң 200 жылда басына бір қиын іс келді", - деген сөзі расқа айналды* (Zh. A., 08.03. 2016); *Қазақ хандығының құқықтық жүйесіне қызмет еткен "**Қасым ханның қасқа жолы**", "**Есімханның ескі жолы**" заң-ережелері де сөз етіп отырған осы Майқы бидің жарғысынан алшақ кетпейді* (E.K., 01. 05. 2015).

*This legal precedent paved the way for the mass deportations of radicals after the 1919 **Palmer Raids**, the exclusion of alleged communist writers, actors, and professors under the **McCarran Act** of 1950 and the **McCarran-Walter Act** of 1952.* The author of this sentence points out that eponym Palmer Raid was an important historical realia in the U.S. history and was used as a right decision. It considerably helped American people and government to struggle with communists (even allegedly) and made country free of them. Thereby, Palmer Raids has deep

importance to Americans as historical realia, it pragmatically influence on audience. Because people believe in importance of historical realia that lead to a time-proven solution.

In the sentence ***Ұлытау шайқасындағы*** *Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады. Ортағасырдағы қатардағы көп оқиғаның бірі саналған 1510 жылғы* ***Ұлытау шайқасы*** *– жеңісті тарихымыздағы ең жарқын беттердің бірі* the author deliberately used *the Battle of Ulytau* for pragmatic purpose. Because historical realia play quite important role for every nation, including the Kazakh people. The above-mentioned historical realia eponym has a great role in the spiritual development of the people and in creating own independent Kazakh khanate, reflects patriotism, especially pragmatically influence the following words with an eponym *the Battle of Ulytau* ***Ұлытау шайқасы*** *– жеңісті тарихымыздағы ең жарқын беттердің бірі*.

7. Pragmatical effects of eponyms in the form of antithesis (opposite facts)

*Putin's clever **manipulation** of **the Kosovo precedent** ignores the fact that his **annexation** of **Crimea** breaks Russia's own pledge in **the Budapest Declaration** to protect Ukraine's territorial integrity* (N.R2.,07.04. 2014); *Despite overwhelming evidence against it, he embraced the clearly immoral and logically flawed ideology of **Marxism*** (N.R2., 23.06. 2014).

*Я убежден, что родоначальником немецкого фашизма – **Версальский мирный** договор* (R. G., 07.05.2011); *Кейбір ауылдардың "**Потемкин ауылдары**" сияқты **сырты сұлу** болғанымен, ішіне үңілсеңіз, **жаппай жұмыссыздық, игерусіз қалған жер**, техниканың тапшылығы, тыңайтқыш пен арзандатылған жанар-жағармай алудағы қиыншылық, несие берудегі таусылмайтын кедергілер мен ақылға қонбайтын талаптар, тағысын тағылар* (Zh. A., 15. 03. 2016); ***Жанаөзен ісі** бойынша **жауаптылар жалтарып, жазықсыздар қысымға** алынуда. Тергеу-тексеру амалдары түрлі қитұрлықпен жүруде* (Zh. A., 15.03. 2012); *Себебі сонау 1725 жылы қатын патшаның тұсында қолданысқа еніп, әлі күнге дейін "**сәннен түспей**" келе жатқан **Невский орденінің** соңғы жылдары **қадірі қашты*** (Zh.A., 11. 06. 2015).

Misrepresenting the image of politician V. Putin is realized via putting facts opposite to each other:

*Putin's clever manipulation of **the Kosovo precedent** ignores the fact that his annexation of **Crimea** breaks Russia's own pledge in **the Budapest Declaration** to protect Ukraine's territorial integrity.*

His annexation violates his own pledge not to capture and protect territorial unity within the framework of the Budapest Declaration. The author presents him as a manipulator, because he evades responsibility and acts against his own pledges. Futhermore, the author makes hint that Eurasion Union is the possession of him and correspondingly all members are under control of him. It shows that V. Putin is the authoritarian ruler and poses danger o western countries.

*Я убежден, что родоначальником немецкого фашизма – **Версальский мирный** договор.* The term *fascism* is used as an antonym to *the Versailles Peace Treaty. Fascism* is a negative word, *peace* is a positive word. Readers are always pay attention to paradoxical information.

8.   **Pragmatics of eponyms by means of idioms**

Using eponyms idioms in the sentences make them unusual and concise. The author by giving an idiom conveys lots of information concisely and clearly. So, pragmatics lays on conciseness, in making associations and act as a cumulative function.

*Obama's State of the Union confidence was unsurprising against the backdrop of a 50 percent drop in oil prices since June and a dramatic Russian currency crisis. But now, rather than simply asserting that Putin has won only a **pyrrhic victory** in Ukraine, Obama should use his position of strength to push for a longer-term settlement* (P., 26.01. 2015); *That's because more red ink means more borrowings by the federal government. There is only so much money out there for everyone to borrow, and if **Uncle Sam** has to borrow more to fill holes in the government's budget, economists say it will increase borrowing costs for everyone, which would create a drag on the economy* (P., 20.10. 2017); *Those rifts and others are complicating what was an already a **herculean task** for Trump's team: building a massive new government for a man who has never held public office* (P., 11.11. 2016); ***Пиррова победа,** именно так назвал успех армии Украины Олег Царев, сопредседатель движения "Народный фронт Новороссии"* (N.P., 11. 07. 2014); ***Перешли Рубикон** из "южного котла"* (N.P., 07. 08. 2014); ***Сизофов труд** (Мина замедленного действия)* (C.A.M., 24-30. 01. 2014); *Қазір біздің шекара шараның еңбегі сияқты былқылдап тұр. Өте әлсіз. Бір сөзбен айтқанда, біздің қоғамдағы "**Ахилестің өкшесі**" осы тұс* (Zh. A., 11.09. 2014).

Uncle Sam is the government of USA. Instead of saying cliché government, author attempt to attack reader's attention by using an idiom.

*That's because more red ink means more borrowings by the federal government. There is only so much money out there for everyone to borrow, and if **Uncle Sam** has to borrow more to fill holes in the government's budget, economists say it will increase borrowing costs for everyone, which would create a drag on the economy.*

Secondly, Uncle Sam is the symbol of a manifestation of patriotic emotions and instead of saying just government, it is quite useful say Uncle Sam (US government), as if it can solve the problem.

Herculean task means very difficult, labor-intensive task, derived from Hercules. Instead of expressing just very difficult task, it quite effective to say a figurative word as *herculean task:*

*Those rifts and others are complicating what was an already a **herculean task** for Trump's team: building a massive new government for a man who has never held public office.*

People, readers prefer associative words, when they read some words correspondingly some images must come to the mind. It motivates them to understand better. In this case an eponym works well and has a pragmatic effect.

Archilles' heel means a weakness or vulnerable point of something or somebody:

*Қазір біздің шекара шараның еңбегі сияқты былқылдап тұр. Бір сөзбен айтқанда, біздің қоғамдағы "**Ахилестің өкшесі**" осы тұс.*

Eponyms one more time shows that there are effective, concise pragmatic language units. In this sentence, the author wants to say a lot of words, especially some problems within the country. But an eponym *Achilles' heel* gives those information in a concise, as an idiom which serve to attack people's attentions. In addition to this, it's pragmatic effects lay on figurative and cumulative function. At present time, more and more people know the eponym *Achilles' heel* by the movie Troy and when people read or listen to it, they have associations (protagonist Achilles, his death) and understand, correspondingly express feedbacks.

9. Pragmatics of eponyms by repetition/parallelism in political discourse

Another way to increase pragmatic influence of socio-political periodicals is to use repetitions. Repetition is the use of linguistic units repeatedly for a specific purpose at different levels, as the name implies. Repeating keywords, in our case eponyms make the author focus on the importance of the message and addressee has to pay much more attention to as it repeated many times.

J. Jones and S. Peccei emphasizes the role of parallelism in influencing and attracting a person: "when politicians want to draw attention to a particular part of their message and make it stand out from the rest of the speech, they often use **parallelism**, a device which expresses several ideas in a series of similar structures" [143, p. 51].

N. Dauletkereyeva mentions the pragmatic effects of the repetitions: "Repetitions carry out a pragmatic approach to influence on addressees and repetitions cover all spheres of the language – phonetics, lexics, grammar, textual development" [148].

K. Yessenova defines repetitions as one of the most widely used methods to "strengthen the pragmatics of the newspaper text" and calls it "a pragmatic intensifier" meaning that the units with pragmatic components are not simply understood, they also affect the reader's mood [138, б.223].

At present time, there are sound, morphological, lexical and syntactic repetitions in linguistics.

a) Sound repetitions.

Sound repetitions are the most common types of repetitions. They make easy to read and capture article themes or text, making it easy to interpret.

*****Жанаөзен ісі** бойынша **ж**ауаптылар **ж**алтарып, **ж**азықсыздар қысымға алынуда* (Zh.A., 15.03. 2012); *Расында да, Әлихан Бөкейханнның **марксизм** идеяларының **б**ілгірі **б**олғанын **б**іреу **б**ілсе, **б**іреу **б**іле **б**ермейді* (Zh. A., 22.12. 2015).

b) Morphological repetitions

Andropovism and *Gorbachevism* represent two paths for a stagnating authoritarian system to reform itself and both eventually lead to a dead end (Brezhnev's children. Radio Free Europe Documents and Publications (Nov 8, 2012).

*Шанхайской конвенцией о борьбе с **шовинизмом,** терроризмом, сепаратизмом и экстремизмом от 15 июня 2001 года предусмотрено, что **шовинизм,** терроризм, сепаратизм и экстремизм, вне зависимости от их мотивов, не могут быть оправданы ни при каких обстоятельствах, «Путинизм» - политический строй деклассированных элементов, всех тех, кто выпал из своих социальных ниш либо вообще их никогда не имел». Путинизм – такое же естественное следствие 1991 года, как сталинизм – 1917 года* (М.Р., «Провакация без интеллекта»).

Қасымханның қасқа жолы, Есімханның ескі жолы, Нұрсұлтанның нұрлы жолы (Е.К., 01.01. 2015.); **Марксизм – ленинизм** ғылыми негізделген идеялары қазіргі уақытта өзінің маңыздылығы мен өзектілігін жоғалтқан жоқ (Е.К., 24.04. 2015); *Мақсат – марскизм, сталинизм және маоизм ықпалынан құтылу, елде тәртіп орнату және биліктің мұрагерлік дәстүрін күшейту* (Zh. A., 15.05. 2015); *Президент шовинизм және ұлтшылдықты неофашизм арасын жіңішке жіп бөліп тұрғанын, оны аттап өту оңай екенін еске салды. "Путлер" мен Гитлер ара-жігін айыру дау тудырды* (Zh. A., 22.04. 2014).

c) pragmatics of eponyms by lexical repetitions

*In 1943 he published **The Machiavellians**, a study of the Italian school of elite theory. The theme of **The Machiavellians** is the irrationality of ideologies and the pretense of democracy. So it's worth revisiting how Bill Clinton came to power in 1992 and what "**Clintonism**" really means. The essence of "**Clintonism**" is not the particular policies Bill Clinton championed in 1992* (The Washington Monthly 46. ½ (Jan/Feb 2014).

Lexical repetitions give a pause and draw the reader's attention.

d) pragmatics of eponyms by syntactical repetitions

*В Киев на днях приезжал европейский комиссар Йоханнес Хан для переговоров о выполнении **Минских соглашений.** "Наша позиция твердая». **Минские соглашение** – это комплекс, и пока ни один пункт Минска не выполняется", - заявил источник издания в дипломатических кругах. Четвертый пункт **Минских соглашений** предусматривает начало диалога о проведении местных выборов в соотвествии местных выборов в соотвествии с украинским законодательством* (N.P., 26. 06. 2015).

*Қазақ ұлтының отарлаушы орыс билігіне қарсы бас көтерген ең ірі көтерілісінің бірі, әрі бірегейі болған **Қарқара көтерілісінің** 100 жылдығы жақындап келеді. **Қарқара көтерілісі** – қазақтың қандай батыр ұлт екенін көрсеткен, айғақтаған көтеріліс. **Қарқара көтерілісі** – қазақ бас біріктірсе, азат ел бол алатынын дәлелдеген көтеріліс* (Zh.A., 29.12.2016); *1510 жылғы **Ұлытау шайқасының** алар орны ерекше деуге болады. **Ұлытау шайқасы** – 1505-1510 жылдар аралығында Қазақ хандығы мен Мәуереннахрдағы Шайбани әулеті әскерлерінің арасында болған шайқастардың соңғысы. Осылайша,*

*Ұлытау шайқасындағы Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады. Ортағасырдағы қатардағы көп оқиғаның бірі саналған 1510 жылғы **Ұлытау шайқасы** – жеңісті тарихымыздағы ең жарқын беттердің бірі* (Zh.K., 30.01. 2015); **Ялта конференциясында** *тараптар Польшаның 1939 жылғы аумағын қайтадан қалпына келтіруге келісті.* **Ялта конференциясында** *Қиыр Шығыс мәселесі туралы да келісімге қол жеткізілді. Мұндағы белсенділік көбінесе АҚШ тарапынан да болып, ол өзі қалаған мақсатына жетті.* **Ялта конференциясының** *тарихи маңызы зор* (Е.К., 18. 02. 2015).

10. Pragmatics of the blended eponyms.

*Until now, France and Germany – led by Sarkozy and Angela Merkel – have set the agenda on how best to restore troubled state finances and sluggish growth across the continent. The "**Merkozy**" solution: More cost-cutting to bring down debts and reassure markets* (P., 06.05. 2012); *Sarkozy and German Chancellor Angela Merkel – a tandem that some call "**Merkozy**" - have championed a treaty on budget austerity for the 17-nation eurozone* (P., 22.04.2012); *Гитлер емес,* **Путлер** *үшін болған сот процесі Қырымды аннексиялаудан кейін көптеген ресейлік саясаттанушылар мен қоғам қайраткерлерінің өзі "**фюрер Путлер**" атап кеткен Путин біздің солтүстіктегі көршімізбен қандай да болса одақ құруға қарсы жоғарыда айтылған дәлелдердің толығынан негізді екеніне еш күмән қалдырған жоқ* (Zh.A., 24.07. 2014); *«**Путлер**» мен Гитлердің ара-жігін айыру дау тудырды* (Zh.A., 22.04. 2014).

Merkozy is the combination of two surnames *Merkel* and *Sarkozy*. This eponym shows collaborative policy of Chancellor of Germany Angela Merkel and President of France Nicolas Sarkozy. This kind of unusual blended eponym all the time attrack people's attention. Because they are a few and can not be formed easily in the field of politics.

An eponym *Putler (Putin + Hitler)* in the second sentence has a very high pragmatic influence on the audience. The author of the article uses Putler to show his aggressive policy and annexation of Crimea. By using Putler he warns people that it poses threat to neighboring countries. Thus, the author due to this blended eponym can easily pragmatically influence on the readers and get perlocutive effects from them.
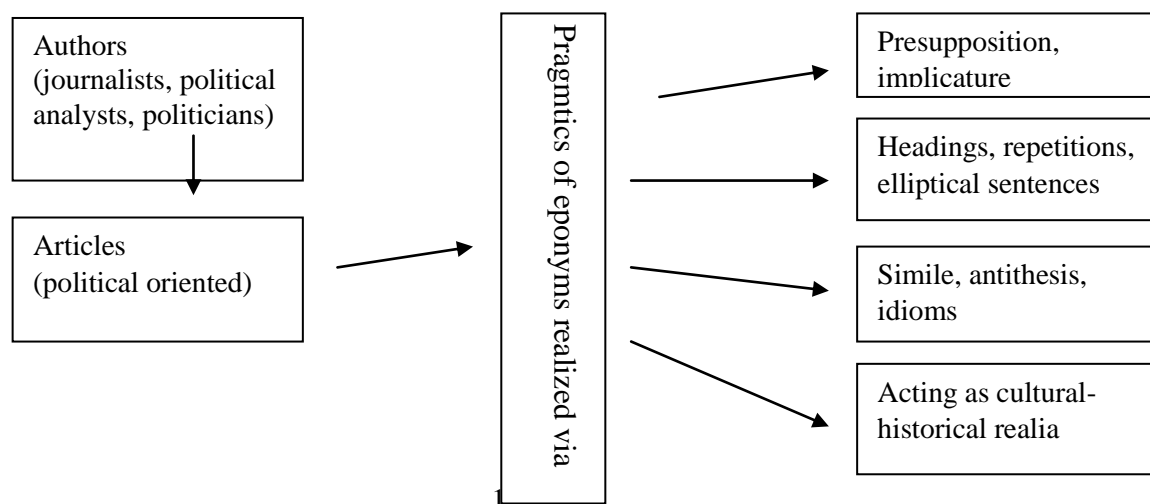
Figure 13 – Pragmatic approaches of eponyms in the political discourse of socio-political periodicals

The proposed diagram gives the opportunity to define the main objectives of the research. In the course of research analysis it should be noted that language means, stylistic devices of political text form the text of pragmatics.

Pragmatic aspect in this type of research is defined as the combination of linguistic and extralinguistic specific features that influence the formation of a communicative act and the choice of the language means and stylistic devices.

3.3 Pragmatic ways of influencing eponyms in politicians' political discourses

We have examined and discussed mechanisms of pragmatic influence in the socio-political periodicals, including political eponyms. In this chapter, we try to identify the pragmatic influence of eponyms in the political discourses of politicians. We will consider discourses of the presidents of the USA B. Obama, President of Russian Federation V. Putin and President of the Republic of Kazakhstan N. Nazarbayev.

B. Obama's overall 306 reports on various political activities were analyzed from 2011 to 2017. Three or four reports were of a dialogical nature, while others remained monologue. All reports B. Obama were taken from www. americanrhetoric.com., V. Putin from www. presidency.ucsb.edu. official website and N. Nazarbayev's speeches were taken from chronological calendar of the president from 2011 to 2017.

In B.Obama's speech in the Texas 2012 election campaign, the *Obamacare* insurance policy is a pragmatic approach to addressing the health problem in the community, thereby expressing concern and care for the health of the population. Also, B. Obama has been pragmatically influencing the public by using Obamacare as an appraisal function, positively evaluating and showing it as the right thing..

*Obamacare, was the **right thing** to do. And you know what, they're right, I do care. I care about folks who get sick and go bankrupt. I care about parents who don't know whether or not they're going to be able to get treatment for their kids. It was the right thing to do* (Barack Obama: "Remarks at a Campaign Rally in San Antonio, Texas" July 17, 2012).

B. Obama's speech at Fort Collins in 2012, using eponym Obamacare in the form of equation or metaphor (as a human being), his opponent M. Romney wants to kill his insurance policy. Destroying the health insurance program *Obamacare* means eliminating part of B. Obama's policy. That is why electorates try to encourage such a campaign to maintain their favorite candidate and his insurance policy. They provide maximum support, vote for their candidate. It is a pragmatic influence on the electorates in the form of a stylistic way.

*Governor Romney has promised that sometime on his first day, he is going to **kill Obamacare**. He's going to sit down, grab a pen now, this would mean that he by a stroke of a pen, apparently he thinks that he can kick 7 million young people off*

their parent's plan. He can make prescription drugs higher for seniors ("Remarks at a Campaign Rally in Fort Collins, Colorado" Aug 28, 2012).

B. Obama used US president F. Roosevelt's Four fundamental freedoms as a historical realia eponym. The main pragmatics of this eponym is to persuade people to pursue the policy to achieve four freedoms (*freedom of speech, freedom of religion, freedom from need, freedom from fear*). Security, freedom of speech in the press will be realized within the country. Secondly, pragmatics via making reference, the component of eponym – anthroponym (F. Roosevelt) has had a high reputation in the history of the US and B. Obama uses the name as a reference and this authoritative model as a future development strategy. Thirdly, the president exploits the eponym as a metaphor *to embrace Roosevel't four freedom* to make consider it as a human-being that help people to be independent emotionally, spititually. This kind of pragmatic approach associatively influence on the audience.

One of our greatest Presidents in the United States, Franklin Delano Roosevelt, understood this truth. He understood democracy was not just voting. He called upon the world **to embrace (F. Roosevelt's) four fundamental freedoms:** *freedom of speech, freedom of worship, freedom from want, and freedom from fear. These four freedoms reinforce one another, and you cannot fully realize one without realizing them all. So that's the future that we seek for ourselves, and for all people. And that is what I want to speak to you about today* (Barack Obama *Address at Yangon University* delivered 19 November 2012, Yangon, Myanmar).

Basically, boycott (Charles Boycott) is used in differently depending on context. In most cases, in a negative sense. But in these sentences B. Obama used *boycott* in positive evaluation which was the only way to promote freedom, to keep shame, to walk honestly, and to prevent racism. Thereby, pragmatics of boycott is carried out through positive assessment, fair judgment *fir respect, for freedom.* After the arrest of one of the most prominent individuals in the history of the US, Rosa Parks, the leader of the Organization for the Protection of the Black people, teachers, workers boycott to protect their rights and freedoms.

A few days later, Rosa Parks challenged her arrest. A little-known pastor, new to town and only 26 years old, stood with her -- a man named Martin Luther King, Jr. So did thousands of Montgomery, Alabama commuters. They began a **boycott** *-- teachers and laborers, clergy and domestics, through rain and cold and sweltering heat, day after day, week after week, month after month, walking miles if they had to, arranging carpools where they could, not thinking about the blisters on their feet, the weariness after a full day of work -- walking* **for respect,** *walking* **for freedom,** *driven by a solemn determination to affirm their God-given dignity* (Remarks by the President Dedication of Statue Honoring Rosa Parks - US Capitol delivered 27 February 2013).

B. Obama used the eponym *Berlin Wall* to demonstrate it as part of the Cold War between the USSR and the US. The military race has spread across Berlin in Germany. In other words, before the collapse of the Berlin Wall, the political pressures of the two countries were high. After the collapse of the Berlin Wall, the country was set in the years of peace and renaissance. The pragmatic influence is the

victory of capitalism, the loss of competition between two countries, the destruction of the history of the great socialist state (collapse of the USSR), the emergence of a new democracy constitute the people's preservation of that democracy.

*With the collapse of the **Berlin Wall**, a new dawn of **democracy** took hold abroad, and a decade of peace and prosperity arrived here at home* (Barack Obama Address on Drones and Terrorism at the National Defense University delivered 23 May 2013, Fort McNair, Washington, D.C.).

B. Obama used the eponym *Guantanamo prison* to criticize terrorists for attempting to commit a terrorist attack on the New Year's Eve in 2010. This prison was an unpleasant spot and damaged national and foreign policy of US. B. Obama intentionally used it to attract voters in case they vote for him, he will close the Guantanamo prison. So, it is used as a pragmatic tool for the purpose of attracting electorates, to keep peace among people, stability within the country and to impress a **good image** of the country. Secondly, he uses pragmatic commissive *We will **close*** convincing people to vote him.

*We will close **Guantanamo prison**, which has **damaged our national security** interests and become a tremendous recruiting tool for al Qaeda. In fact, that was an explicit rationale for the formation of al Qaeda in the Arabian Peninsula. And, as I've always said, we will do so -- we will close the prison in a manner that keeps the American people **safe** and **secure*** (Press Conference on Security Following Christmas Terrorist Attempt, White House, Washington, D.C.).

Barack Obama's speech at an election campaign in Pennsylvania in 2012, uses *the Hoover Dam* as a **unique water block** for the future development of the country and the protection of the population from natural disasters. By repeating *the reason,* three times he makes accent on the achievements and draws attention to the Hoover Dam as something unique. He puts the building *the Hoover Dam in one line* with the man who stepped on the surface of the moon, so he shows the importance, uniqueness of the dam. In this circumstance, the eponym *the Hoover Dam* acts as a function of uniqueness. Thereby, the pragmatic effects will be realized through keeping people united and develop together.

*The reason we built **the Hoover Dam,** the reason we sent a man to the Moon or invested in the research that resulted in the Internet, the reason we built an Interstate Highway System, we did those things not for any individual to become rich; we did it so that all of us would have a platform for success, because we understand there are some things we do better together* (Barack Obama's speech at an election campaign in Pennsylvania, 06. 06. 2012).

European Jews lived in the suburbs of Mount Zion in Jerusalem to preserve their homeland and the tradition of the *Zionist* movement. B. Obama says that the Zionist movement has succeeded in many parts of the world, that the objectives of the Jewish liberty are fully reflected in their sacred movement and that they deserve to be a rich independent nation on its own. An eponym *Zionist* has a pragmatic sense of precisely asserting that there is a complete basis for freedom, freedom of place, culture and people on earth as a nation. It has always pragmatic influence the use of language units reflecting significant historical values to a particular nation.

*And while Jews achieved extraordinary success in many parts of the world, the dream of true freedom finally found its full expression in the **Zionist** idea -- to be a free people in your homeland. That's why I believe that Israel is rooted not just in history and tradition, but also in a simple and profound idea -- the idea that people deserve to be free in a land of their own* (Barack Obama *Address at the Jerusalem International Convention Center* delivered 21 March 2013, Jerusalem, Israel).

Discourse analysis of B. Obama's political discourses prove that eponyms and political discourse are closely connected. Pragmatics of eponyms in the discourses of B. Obama are realized through simile (comparison), repetition, reference, emotional evaluation and historical realia. Pragmatic functions of eponyms are: image function, function of uniqueness.

Apart from B. Barack Obama, we analyzed the discourses of the current president of USA Donald Trump from 2016 to 2017.

D. Trump in order to discredit the image of B. Obama, he equates his deeds to McCarthyism that he illegally without any proofs would like to accuse him. McCarthyism is the political realia and the anticommunist movement, ideology and accusation of Americans of being Communist. So, D. Trump apart from equation, uses reference to McCarthyism to make people to understand better that he was a victim of a new McCarthyism established by B. Obama and at associative, cognitive level influence people.

"Terrible! Just found out that Obama had my 'wires tapped' in Trump Tower just before the victory. Nothing found. This is McCarthyism!" Trump wrote at the time (P. 02.09. 2017).

President Donald Trump's statement to the United Nations General Assembly on in 2017:

*This institution was founded in the aftermath of two world wars to help shape this better future. It was based on the vision that diverse nations could cooperate to protect their **sovereignty**, preserve their **security**, and promote their **prosperity**.*

*It was in the same period, exactly 70 years ago, that the United States developed **the Marshall Plan** to help restore Europe. Those three beautiful pillars -- they're pillars of peace, sovereignty, security, and prosperity.*

***The Marshall Plan** was built on the noble idea that the whole world is safer when nations are strong, independent, and free. As President Truman said in his message to Congress at that time, "Our support of European recovery is in full accord with our support of the United Nations. The success of the United Nations depends upon the independent strength of its members"* (President Donald Trump's statement to the United Nations General Assembly , 19.09. 2017).

Primarily, the president repeats *the Marshall plan* two times to make an accent to the important notion and attract people's attention. Consequently, pragmatics of an eponym in the form of repeation was realized. Secondly, it was used as political, historical-cognitive realia that American people proud of and it plays an important role across the globe that considerably improved the economies of many European countries after the Second World War. Thirdly, in order to influence the audience, the Marshall plan was exploited as a positive image of the country which aimed at

developing and agitating *peace, sovereignty, security, prosperity.* And the USA as a member of UNO had straightforward relations to attain that goal. Thereby, D. Trump makes a hint that due to the strongest member of UNO it was realized. It makes people to be proud of their country. Taking all thses factors, the president intentionally made a reference to Marshall for pragmatic purposes. Fourthly, he uses reference to the words of president G. Truman as he was an initiator of the Marshall plan. Peope believe to G. Truman's words because it was proven by history and time. They take it fro granted.

D. Trump's speech in Phoenix in, 2017. Here's what he said:

*We will build gleaming new roads, bridges, highways, railways, waterways, all across our beautiful land. **Our** greatest creations, **our** most incredible buildings, **our** most beautiful works of art are just waiting to be brought to life. American hands will build this future. American energy will power this future. We have become an energy exporter for the first time ever just recently. And American workers will bring this future to life. We are the nation that dug out t**he Panama Canal**, won two World Wars, put a man on the moon, and defeated **communism*** (D. Trump's speech in Phoenix, 23.08. 2017).

One of the characteristics of political discourse is it's evaluative features that can easily influence on the audience. D. Trump expresses about future development of the country and what kind of achievements are awaiting for them. But to make people believe about future, the president first of all, gives several the greatest achievements from the history of USA: settling a man on the surface of the moon, defeating communism and building the Panama Canal. By analyzing his discourse, we understand that the president puts the Panama Canal equally with the defeating communism and putting a man on the moon. Thereby, the eponym has the same importance to the nation, the same achievement equal to above-mentioned greatest results. It shows the role of *the Panama Canal* as an unique phenomenon and moreveor it was built with the help of USA, with Americans hands not other nations. It really attracts attention of the audience, creates unity among people and proud of it. It demonstrates the function of uniqueness of an eponym. Things, objects that are unique all the time attract people's attentions, make them to pay attention to it and correspondingly easily influence on them.

Donald Trump's Congress speech in 2017:

*Tonight, I am also calling on this Congress to repeal and replace **Obamacare** with reforms that expand choice, increase access, lower costs, and at the same time, provide better Healthcare. Mandating every American to buy government-approved health insurance was never the right solution for America. The way to make health insurance available to everyone is to lower the cost of health insurance, and that is what we will do. **Obamacare** premiums nationwide have increased by **double** and **triple digits**. As an example, Arizona went up 116 percent last year alone. **Governor Matt Bevin of Kentucky** just said **Obamacare** is failing in his State -- it is **unsustainable** and **collapsing.***

*One third of counties have only one insurer on the exchanges --- leaving many Americans with **no choice** at all.*

*Remember when you were told that you could keep your doctor, and keep your plan? We now know that all of those **promises have been broken***
***Obamacare** is collapsing --- and we must act decisively to **protect all Americans**. Action is not a choice --- it is a necessity* (Remarks by President Trump in Joint Address to Congress, 28.12. 2017).

Pragmatics of repeation (Obamacare) was realized by D. Trump. He intentionally repeated the eponym *Obamacare* several times to make accent on it, how it has negative effects on the society.

One of the main aims of manipulation is to change the existed proven information about one referent, event. D. Trump manipulates people by destorting, discreditating the role of B. Obama and his insurance pole *Obamacare.* The president makes it possible by using two approaches: firstly, by using pejorative words *unsustainable, collapsing, promises have been broken, disaster.* Secondly, evaluating it negatively *Obamacare premiums have increased by **double** and **triple digits*** and as a result people can not afford to buy it. Furthermore, it can not protect all Americans and it's not good to force every citizen to buy it without any choices. It is against democracy, liberality. To prove his speech and pragmatically influence better, he makes reference to Governor Matt Bevin as reliable information who proves that Obamacare is collapsing.

President Donald Trump spoke at a Make American Great Again rally in 2017:
*So, I've met with so many victims of **Obamacare** ─ the people who have been so horribly hurt by this **horrible legislation**. At the very core of **Obamacare** was a **fatal flaw** ─ the government **forcing people** to buy a government–approved product. There are very few people ─ very few people. By the way ─ watch what happens. Now you just booed **Obamacare.** They will say, Trump got booed when he mentioned ─ **they're bad people,** folks. **They're bad people*** (President Donald Trump spoke at a Make American Great Again rally on March 15, 2017, in Nashville, Tennessee).

The main consideration of his discourse is *Obamacare.* The president D. Trump manipulates the audience that the preivious administration, legislative organs were bad. It noticeable from the pejoratives *horrible legislation*. Obamacare was supposed to help *care* but on the contrary led to *fatal flaw*. So, in this case the author puts facts against each other and it is considered one of best ways of influencing people in political discourse. The president humiliates the reputation of the previous president that Obamacare was not in demand by saying *there are very few people, very few people.* In addition, the president condems previous administration of forcing people to buy a government product without choices. D. Trump manipulates people by using *us / them* system, the politician considers opponents as alien, strange: ***they're bad people,*** *folks*. If they are bad and strange, they are suspicious and enemies of the country.

Remarks by President Trump at Tax Reform Event in 2017:
On these issues and so many more, we're following through on our commitments. And I don't want anything to get in our way. I am fighting every day for the great people of this country. Therefore, in order to fulfill my solemn duty to

protect America and *its citizens*, the United States will withdraw from the *Paris Climate Accord* ... So we're getting out.

As President, I can put no other consideration before the wellbeing of American citizens. **The Paris Climate Accord** is simply the latest example of Washington entering into an agreement that disadvantages the United States to the exclusive benefit of other countries, leaving American workers — who I love — and taxpayers to absorb the cost in terms of **lost jobs**, **lower wages**, **shuttered factories**, and **vastly diminished economic production**.

Thus, as of today, the United States **will cease** all implementation of the **non-binding Paris Accord** and the **draconian** financial and economic burdens the agreement imposes on our country.

As President, I have one obligation, and that obligation is to the American people. **The Paris Accord** would **undermine our economy, hamstring our workers, weaken our sovereignty,** impose unacceptable legal risks, and **put us at a permanent disadvantage** to the other countries **of the world**. It is time to exit **the Paris Accord** and time to pursue a new deal that protects the environment, our companies, our citizens, and our country (Remarks by President Trump at Tax Reform Event 28.09.2017).

The main objectives of D. Trump's speech is to make America out of the Paris Climate Accord. In order to make people believe him, the president endeavors to evaluate and speak negatively *lost jobs, lower wages, shuttered factories* and tries to put allegedly American citizens' security on the first place. If they are not out, it will be dangerous to independency of the country, even draconian financial problems. He specially uses the eponym *draconian* to embellish, to hyperbole his speech in order to make people believe. But in fact, the Paris Climate Accord is aimed at improving climate across the globe and to reduce greenhouse gas emission, but not to damage sovereignty of one's country. He uses pragmatic commissive on behalf of country *The United Sates will cease.* The prgamtics (manipulation) was properly realized, because USA withdrew from the Paris Cliamte Accord on 1ˢᵗ June, 2017.

Donald Trump's full immigration speech in 2016:

On top of that she promises uncontrolled, low-skilled immigration that continues to reduce jobs and wages for American workers, and especially for African-American and Hispanic workers within our country. Our citizens.

Most incredibly, because to me this is unbelievable, we have no idea who these people are, where they come from. I always say **Trojan Horse.** *Watch what's going to happen, folks. It's not going to be pretty.*

*This includes her plan to bring in 620,000 new refugees from Syria and that region over a short period of time. And even yesterday, when you were watching the news, you saw thousands and thousands of people coming in from Syria. What is wrong with our politicians, our leaders if we can call them that. What the hell are we doing? (*Donald Trump's full immigration speech in Arizona 31.08. 2016 by politico staff).

Monthly, annually illegal immigrants or non-resident people come to the USA. As a Republican, D. Trump condems and would like to avoid massive immigration to

the country. They pose dangers to the country and D. Trump uses the eponym *Trojan horse* as a metaphor to make his speech colourful, to provoke, attract people attention and influence them. The Trojan horse (in honour of mysterious wooden horse with soldiers in Troy) comes to the meaning when aliens, strangers come to the country in secret and might be spies. They are dangerous and create anxiety within country. That's why D. Trump exploits deliberately the idiomatic eponym Trojan horse, to overstate/hyperbole his speech and associatively make people understand. It was a pragmatic approach of influencing and drawing serious attention of the society.

D. Trump's political discourse as a Republican oriented on Americans, strong domestic policy concerning elimination of insurance pole Obamacare, external policy to be out of the the Paris Climate Accord, to impede immigration from Mexico that's why he erected the Trump wall which is also an eponym. The pragmatic content of D. Trump is to improve the external image of the country (Marshall plan), to show superior of the country at international level (building The Panama Canal), to prove the negative sides of previous president administration and particularly, the insurance pole (Obamacare), to make people believe of disastrious effects of the Paris Climate Accord, to make people believe about threats from different international organizations (Trans-Pacific partnership) and avoid them. The following pragmatic approaches were realized by D. Trump: pragmatics of eponyms via repeatition, pragmatics of eponyms through metaphor, pragmatics of eponyms as hypebole, making reference, using eponyms as historical-political realia. Pragmatic functions of eponyms: the function of image, the function of uniqueness, cumulative function and language mounument.

V. Putin's political speeches were analyzed by means of discourse analysis from 2012 to 2017.

During the election campaign, politicians try to make very nice impressions on voters. V. Putin used the eponym *the battle of Borodino* as a deliberate historical realia in the rally. Because the spirit, unity of the people, the victory in this battle in the memory of the Russian people. When using this historical realia eponym, every Russian has the power to raise one's spirit and to look at the person who speaks it and receive spiritual power. V. Putin used the *Battle of Borodino* because of its pragmatic influence and together with electorates to win the political race in the future.

The candidate for the President of Russia V. Putin's words in 2012:

*Мы еще очень многое должны сделать для России, и мы будем делать это, опираясь на талант нашего народа, на нашу великую историю, которая написана потом и кровью наших предков. В этом году мы будем отмечать 200-летие со дня **Бородинской битвы,** и как не вспомнить Лермонтова и его Чудо-богатырей?*

И умереть мы обещали,

И клятву верности сдержали

*(Мы в **Бородинский бой**)* (Moscow, at the "Luzhniki" stadium, 23. 02. 2012).

The former governor of St. Petersburg V. Matvienko by using the eponym *Demographic package of Putin* in the Federal Assembly demonstrates a positive,

social situation in the country, the creation of good conditions for young families and the demographic potential of the country. By evaluating in a good way, showing a right political course, attracts people's attention and creates nice image of the president, as a result pragmatically influence on the audience.

*Безусловно, очень хорошей, блистательной новостью практически для каждой семьи стал "**демографический пакет Путина**", как его уже назвали средства массовой информации. И те меры, которые Вы предложили, значение их очень трудно переоценить. И здорово, что именно с таких решений начнётся национальный проект "Десятилетие детства". Сегодня у всех семей России появилось больше оптимизма, они могут планировать рождение семьи, зная, что государство будет их масштабно поддерживать* (Meeting with the leadership of the chambers of the Federal Assembly, 25. 12. 2017, Kremlin, Moscow).

V. Putin by opposing facts tried to show the pragmatic influence of the eponym the *Warsaw Pact* in the St. Petersburg International Economic Forum in 2017. *The Warsaw Pact* was collapsed with the collapse of the USSR, but the North Atlantic Treaty Organization still functions. Using eponym in the form of *antithesis* **нет** *ни* **Варшавского договора**, *ни Советского Союза, а НАТО* **существует** (using facts opposite to each other), one organization *does not exist*, but another one *still exists*.

Ссоры вокруг НАТО? Помогают ли они России? Ну, в том смысле, что НАТО может развалиться, – да, тогда помогут. Но пока что-то мы не видим развала. Знаете, я много раз уже задавался вопросом и публично его ставил. НАТО создавалось как инструмент «холодной войны» в борьбе с Советским Союзом и так называемым **Варшавским договором.** *Сейчас* **нет** *ни* **Варшавского договора**, *ни Советского Союза, а НАТО* **существует** (Plenary session of the St. Petersburg International Economic Forum, 02.06.2017).

V. Putin deliberately repeated, uses parallelism of eponyms several times for pragmatic purposes. The main purpose of the repetition/parallelism is to grab attentions of the audience to the critical issue and to engage the audience through a pause. By repeating many times, politicians focus the audience's attention to the importance of the issue and phrases of politicians can be kept in the mind of people. It makes people concentrate on the issue and think over several times. Because *the Minsk agreements* are really aimed at solving the acute problems in Ukraine. At the same time, eponym is effectively used in a predicative sentence which condemns Ukrainian government of not keeping rules of the agreement *ключевые положения* **Минских соглашений не исполняются киевскими властями,** *а они киевскими властями* **не исполняются** which is quite predicative sentence and has a pragmatic influence.

Теперь по поводу **Минских соглашений**. *Я считаю, уже говорил об этом, что никакого другого пути, если мы хотим добиться долгосрочного мира на юго-востоке Украины и воссоздания территориальной целостности страны, никакого другого пути, кроме исполнения* **Минских соглашений не существует.** *... Потому что бесполезно бесконечно обвинять Россию в том, что она не исполняет либо не побуждает власти непризнанных*

республик на юго-востоке Украины к каким-то действиям по исполнению **Минских соглашений**, *если ключевые положения* **Минских соглашений** **не исполняются** **киевскими** **властями**, *а они киевскими властями* *не исполняются* (Plenary Session of the XII meeting of the International Discussion Club "Valdai", 22.10.2015).

In the following sentences V. Putin repeated the eponym *Minsk agreements* and noted that, along with the repeated pragmatic effects of the eponym, the factual manipulation of the Ukrainian side was realized. Putin himself mentioned that it was manipulation. Kiev claimed that *the Minsk agreements* had been formally signed, but did not work, and even added one more article. Thereby, the agreement was changed and the content was distorted. The eponym *the Minsk agreements* are direct basis for the implementation of the manipulation, in particular factual manipulation (distortion of facts). At the end of the sentence V. Putin uses a compound eponym *Marxism-Leninism* as a reference. Because V. Lenin and K. Marks sayings and speeches are reliable and proven by time. As a result, people believe and pragmatic influence of a compound eponym is realized.

Наконец, в **Минских соглашениях** *прямо написано: в течение 30 суток после подписания этих* **Минских соглашений** *принять постановление Рады о введении в действие закона об особом статусе управления. Он, как я уже говорил, был принят Радой ещё раньше. Что сделали наши партнёры в Киеве? Они приняли постановление Рады и вроде бы формально исполнили* **Минское соглашение.** *Но одновременно без согласования с Донбассом приняли ещё одну статью, статью 10, в этот закон, в которой написали, что он будет действовать только тогда, когда выборы там состоятся, то есть опять отложили его введение. Но это просто манипуляции, я так об этом своему украинскому партнёру и сказал. Это просто манипуляции! Хотя формально – сделали. Как у нас классики* **марксизма ленинизма** *говорили, по форме правильно, по существу –издевательство исполняются* (Plenary Session of the XII meeting of the International Discussion Club "Valdai", 22.10.2015).

V. Putin under *Yalta meeting*, *Yalta system* mean imply *Yalta conference* organized against the anti-Nazi coalition during the Second World War. This eponym is used as *implicature* and used as the main consideration for evaluation (*it helped humanity to go through the stormy, even dramatic events of the last seventies*). These points of evaluation are directed to make believe people and beer in mind all facts concerning the conference. Because expressive-evaluative analysis of authoritative personality is the tool of pragmatic influence; secondly, *Yalta meeting* has a pragmatic effect as a historic-realia which is important for mankind after the Second World War.

Напомню, что ключевые решения о принципах взаимодействия государств, решения о создании ООН принимались в нашей стране на **Ялтинской встрече** *лидеров антигитлеровской коалиции.* **Ялтинская система** *была действительно выстрадана, оплачена жизнью десятков миллионов людей, двумя мировыми войнами, которые прокатились по планете*

*в XX веке, и, будем объективны, **она помогла человечеству пройти через бурные, порой драматические события последних семидесятилетий,** уберегла мир от масштабных потрясений* (Meeting of the XIX St. Petersburg International Economic Forum, 19.06. 2015).

V. Putin's pragmatics approaches of eponyms are realized in the form of *parallelism, repetition, reference antithesis, implicature* and as *historical realia*.

We analyzed the speeches of the President of the Republic of Kazakhstan, Nursultan Nazarbayev, in different conferences, forums, in the United Nations from 2011-2017 and will discuss their pragmatics. All reports were selected from Nursultan Nazarbayev's chronological calendar 2011-2017. In total 148 reports and speeches were considered.

Speech at the international scientific-practical conference "Constitution - the basis of democratic development of the state" dedicated to the 15th anniversary of the Constitution of the Republic of Kazakhstan. The president uses eponym as the core element, an object of an evaluative sentence and attracts experts, politicians across the world.

*Наша страна первой и единственной в мире отказалась от атомного оружия, закрыла крупнейший в мире **Семипалатинский полигон** и стала активным участником глобального ядерного диалога.*

Speech at the 66th session of the UN General Assembly:

*Біз **Семей ядролық полигонын** жауып, ядролық қарусыз әлемге адамзат тарихында алғаш қадам бастық. Бұл менің елімнің жаһандағы бейбітшілік пен тұрақтылықты қамтамасыз етуге қосқан ұлы үлесі.*

The above-mentioned president's political discourse is aimed at promoting peace by inviting people to peace, encouraging nuclear-weapon states to disarm, and promoting the country's efforts to contribute to the global arena. The main pragmatic unit of the sentence is *Semey nuclear polygon*.

Extract from the lecture "Innovative Industry of Science and Education – Strategic Resource of Kazakhstan in the 21st century" at Nazarbayev university:

*Успех **Астанинского саммита** – это успех всех членов ОБСЕ и, конечно успех независимого Казахстана – нашей Родины.*

Speech at the VII OSCE Summit:

Астанинский саммит** восстанавливает прерванную на 11 лет после Стамбула традицию проведения встреч на высшем уровне. Нынешний саммит впервые проводится в новой стране, ставшей независимой во многом благодаря положениям и принципам **Хельсинского Заключительного акта (Speech at the VII OSCE Summit, 23. 05. 2014).

The Head of the State demonstrates the country's image and embodies the country's image by using *the Astana summit*. He calls countries to consider the various world conflicts and disagreements at the Astana summit. The exemplary state at the world level reflects its internal policy as a stable state. The achievement of the Astana Summit is aimed at promoting pragmatic support for the success of the entire country. All of these are done with the help of the Astana summit.

The president makes reference to the *Helsinki final act.* Reference is an important field of pragmatics. *Helsinki Final act* is used as a model for civilization, propagandizing its principles as an exemplar, thus it has a pragmatic influence on people.

In 2011 at the meeting of the Shanghai Cooperation Organization:

Шанхай Ынтымақтастық ұйымына *мүше елдердің бәрі де аумақтардың, тарихтары мен мәдениеттерінің әртүрлілігіне қарамастан, тең және бірдей дауысқа ие. Сол себепті әлемде ШЫҰ-ның қызметіне ғаламдық тұрақсыздыққа нақты балама ретінде оң көзқараспен қарайды. Сондықтан да әлем біздің* ***Ұйымымыздан үлкен үміт*** *күтеді.*

President points out that the Shanghai Cooperative organization has a global role, shows that it is a reputable global organization that counteracts terrorism, extremism, and separatism.

Speech in the Parliament of the Republic of Kazakhstan at the opening of the V session of the fourth convocation in 2011:

Әлемдік білім беру орталықтарының үлгісімен құрылған еліміздің маңдай алды жоғарғы оқу орны – ***Назарбаев университеті*** *жұмысын жүргізе бастады.*

The *Nazarbayev University* is a unique university, which is highly regarded across the world and serves as the best university in the world and function as a favourible image of the country and function as phenomenon (uniqueness). When we are talking about the education system of UK, the first thing that comes to our minds is Cambridge or Oxford University. The United States of America is famous for its Harvard University. They are quite prominent in our minds, like advertisements and are working as an external image for those countries. Students wish to study at those universities. As above-mentioned universities, N. Nazarbayev attracts world attention to the *Nazarbayev University*

Speech at the solemn meeting dedicated to the 20th anniversary of Kazakhstan's independence:

*Бірлігі кетіп, берекесі қашқан халқымыздың "****Ақтабан шұбырынды, алқа көл сұламада****"* ***қынадай қырылған****. Аласапыран заманда ағайынның алауыздығынан басына бұғалық түсіп, бұлт үйірілген бұлдыр күндер де біздің халықтың басынан өтт*і.

The event "*Ақтабан шұбырынды, алқа көл сұлама*" was named after the lake Alakol or in the area called "*Алқа көл*". The use of this eponym for pragmatic purposes is to show unity, solidarity and tolerance between nations, to warn not to exacerbate some economic-political issues within the country. It show that our country suffered in the past, but from this time on will be unity, peace and love. Thereby, this eponym has a strong pragmatic influence in creating solidarity within the country, to appreciate the independence of the country. Evaluations of the president will be in the mind of the audience and influence by making them love, value and protect the sovereignty of the country.

Speech at the solemn assembly dedicated to the 550th anniversary of the Kazakh Khanate:

Осылайша, тарих сахнасына Қазақ деген халық шығып, ұланғайыр өлке Қазақ жері деп атала бастады. Одан соң **Қасым ханның қасқа жолы хандықтың іргесін бекітіп, керегесін керді**. *Хақназар хан шекарасын Еділдің бойына дейін кеңейтсе, Тәуекел хан Түркістан өлкесін түгелдей Қазақ хандығына қаратты. Еңсегей бойлы ер Есім елдің іргесін бекіту жолындағы күресте қолбасшылығымен танымал болды. Салқам Жәңгір хан* **Орбұлақ шайқасында жоңғарларға ойсырата соққы берсе**, *Әз* **Тәуке «Жеті жарғыны»** *енгізді.*

Орталық Азиядағы аса қуатты әскери мемлекет саналатын Қазақ хандығының осы осалдығын оңтайлы пайдаланған жоңғарлар тұтқиылдан соғыс ашып, ел тарихына **«Ақтабан шұбырынды, Алқакөл сұлама»** *деген атпен енген* **трагедияға ұшыратты** (Speech at the solemn assembly dedicated to the 550th anniversary of the Kazakh Khanate, 11. 09. 2015).

The President is proud of using eponyms in a pragmatic way as historical realia, having a long history of the country, heroes, the nation's political laws and others. The evidence for this is the use of *Қасымханның қасқа жолы* and *Тәуке ханның жеті жарғысы*. Using the eponymous unit *the Battle of Orbulak*, the Kazakhs' victory over the Dzhungarian army as a pragmatic incentive, raising the spirit of our country, calls for unity.

Secondly, via evaluation of eponym the ***Ақтабан шұбырынды, Алқакөл сұлама,*** he reminds people that we used to have unprecedented tragedy and considerably decreased the number of people. His message is to preserve the country from neighboring countries, to call them to be patriotic and work for prosperity of country.

Жаһандық әлемде егер көршілері кедей, тұрақсыз және тәуекелдері бейім болса, бірде-бір ел өз болашағына сенімді бола ала алмайды. **Еуразиялық Одақ** *туралы менің идеяма да дәл осы көзқарастар негіз қалады. Бүгінде ол өмірде жүзеге асырылуда.*

The Eurasian Union states that it is possible to promote integration among the neighboring states, to work together with neighboring countries to solve economic problems and to develop their countries. As a result, an eponym serve as integration function.

Speech at the XI Eurasian Media Forum:

Үш ел – Қазақстан, Ресей және Беларусь бірлесіп, Кеден Одағы мен Бірыңғай экономикалық кеңістік құрды. **Еуразиялық экономикалық одағын** *қалыптастыру үшін өнімді жұмыс істеуде. Форумның күн тәртібіндегі маңызды тақырыптардың бірі* **Еуразиялық экономикалық одағын** *құру перспективаларын талдаумен байланысты екені мені қуантады* (Speech at the XI Eurasian Media Forum, 25.04. 2013).

Speech at the XVI congress of the "Nur Otan" Party on the topic "Equal Modern State: Five Institutional Reforms":

"**Нұрлы жол**" *жаңа экономикалық саясаты Қазақстанның экономикалық тәуекелдерге қояр тосқауылы болды. Ол, біріншіден, инфрақұрылымдық дамудың мемлекеттік бағдарламасы аясында экономикалық ауытқушылыққа*

қарсы іс-қимыл шараларынан, екіншіден, индустрияландыру бағытының екінші бес жылдығын одан әрі жалғастырудан тұрады. Сондай-ақ әлеуметтік саясат та айқын белгіленді (Speech at the XVI congress of the "Nur Otan" Party on the topic "Equal Modern State: Five Institutional Reforms).

N. Nazarbayev says that the program "Нұрлы жол" (*Nurly Zhol)* (under "Нұрлы жол" we propose to understand "Нұрсұлтанның нұрлы жолы" – Nursultan's bright way) is aimed at improving the country's stability and economic potential. Its main benefits and pragmatics lays on the social policy that improves the welfare of the people. He uses an eponym *Nurly zhol* as an object of evaluation and pragmatically attracts, makes people believe to the effectiveness of the program.

Speech of the President of the Republic of Kazakhstan at the official ceremony of official inauguration.

*Әлемдік экономиканың турбуленттігіне жауап ретінде біз "**Нұрлы жол**" Жаңа экономикалық саясатын дайындадық. Оның басты мақсаты жаңа жұмыс орындарын құру мен жаңа экономикалық өсім үшін іргетасты нығайтуға батыл да жедел іс-қимыл таныту болып табылады.*

At the XXII session of the Assembly of People of Kazakhstan in 2015 "Eternal Country: One Country – One Destiny":

*Өздеріңіздер білесіздер, **сталиндік** қуғын-сүргін жылдарында Қазақстан **АЛЖИР, КарЛАГ, СтепЛАГ,** ДальЛаг, ПесчанЛАГ, КамышЛАГ, **ЖезказғанЛАГ**, ЛугЛАГ, Ақтөбе, Петропавл және Өскемен лагерьлері сияқты жүз мыңдаған тұтқындар қамалған 11 арнаулы лагерь құрылды.Екінші жағынан, **сталиндік** қылмыстық ұжымдастыру салдарынан 1.5 млн қазақ аштықтан қырылды. Осыдан-ақ әлемде бірде-бір елдің, бірде-бір халықтың қазақ халқы сияқты демографиялық ахуалда мұндай күйреушілікті бастан кешпегенін және толық жойылып кету қаупі туындамағанын түсінуге болады. Біз тірі қалдық, топтаса білдік...Біз төтеп бере білдік, **сталинизмнің** бүкіл кінәсіз құрбандарына көмектестік, өз төңірегімізге барлық этностар мен конфессияларды біріктіре отырып, өз тәуелсіздігімізге бейбіт жолмен қол жеткіздік* (XXII session of the Assembly of People of Kazakhstan "Eternal Country: One Country – One Destiny, 23.04. 2015).

N. Nazarbayev uses the eponym *Stalinist* to show that I. Stalin's policy was rigorous. He uses *Stalinist* as dysphemism to discredit his deeds and presents him negatively to the audience. In order to make pragmatic effects more colorful he uses *references* as *ALZHIR, KarLAG, StepLAG. ALZHIR (Akmolinsk lager), KarLAG (Karaganda lager)* and that peace people had the most dangerous, terrible days. The pragmatic influence of these eponyms is that people suffered from difficulties in the past, by informing it to involve our compatriots to encourage citizens and to invite our country to live in peace and tranquility. They are realized by dysphemisms *Stalinist, Stalinism* and *references*. The pragmatic effect of references is giving facts on the proven and reliable sources that make people believe.

Speech at the meeting with heads of foreign diplomatic missions accredited in Kazakhstan in 2013:

*ЕҚЫҰ-ның әскери өлшемдері де суынып барады. "**Корфу үдерісі**" де тұйыққа тірелді.*

The eponym *Corfu process* named after Greek island Corfu, made from toponym. The process aimed at resolving issues between the OSCE and the Organization for Security and Cooperation in Europe from 28 June 2009. By using this eponym, N. Nazarbayev warns the international community to prevent this process from working poorly, warning that it is not trustworthy.

In the political discourses of politicians, we have noticed that eponyms have strong pragmatic effects. The main pragmatic methods of influence: image, ideological, freedom, uniqueness, inviolability, positive/negative evaluation, elimination of racism. Components for such pragmatic purposes are necessarily for influencing on recipients. Because they are important values for the humanity that brings goodness, the revival of the country, culture and history. By using these techniques in pragmatic way, politicians try to show that they have the greatest influence on their electorates, the people, show their common interest with ordinary people and stability in their reputation in domestic and foreign policy.

3.4 Determination of the level of pragmatic presupposition and influences of eponyms by the associative experiment and semantic differential method.

With the help of an associate experiment, you can get information, an idea of the language consciousness of a person who owns the culture, or the concept of language consciousness has changed over a given period of time, depending on different phenomena. The linguistic consciousness is expressed in a set of explicitly rendered mental images, created by language units and speech behavior, which occurs in communicative situations.

There are three types of associative experiments: free, oriented, chain [149].

"The associative structure of communication shows one model of human memory education. It is like semantic communication in consciousness. Each semantic communication knob preserves the long-term information of the person's memory. Accordingly, in determining a definite point, all the facts and information related to that concept at the same time come out from the long-term memory [A.A. Zalevskaya]" [150].

The associative mechanism does not only disclose the hidden cognitive structures under the linguistic meaning but also discloses the personality of the respondents. The advantage of an associate experiment is its simplicity, convenience, and the ability to work simultaneously with a large number of respondents. The associative experiment allows identifying similarities and differences of language perception between different ethnic groups by investigating language consciousness.

An associative experiment helps to investigate the language consciousness of representatives of a particular culture because associations help to identify national world views and cultural peculiarities in the minds of ethnic groups [151]. Since experimental studies are directly linked to people, the American Psychological Association in 1992 and the British Psychological Association in 1993 make ethical

principles for experiments [152]. The following conditions must be met in accordance with these principles:

– voluntary consent of respondents, timely information about the procedure of the experiment;

– protection respondents from adverse effects and potentially dangerous consequences;

– questions should be correct, clear and not ambiguous;

– respondents should not feel that they are evaluating themselves;

– must be anonymous.

The associative experiment is based on the verbal association of the recipients. There are four types of associative experiments in psychology: dual associations, serial, verbally differential and free associative [153]. The associative experiment helps to identify the relationship between words and expressions to certain concepts and phenomena. Usually the experiment is made in the following order: the respondent is asked to respond to the stimulus (word, phrase) with the words in their consciousness.

And in applied psycholinguistics there are several variants of an associative experiment:

1. "Free" associative experiment. Responses of responders are not subject to any limitations.

2. "Oriented" associative experiment. Respondents should say or write a word which belongs to a specific grammatical or semantic group (for example, to think up an adjective to a noun or vice-versa).

3. The "sequential" associative experiment. Participants in the experiment must respond with a number of word associations regarding a certain word. For example, 10 different words and phrases in 20 seconds [154].

In our study we use the method of Semantic Differential (from Greek semantikos – *meaning* and from Latin *differentiation*) on the basis of associative experiment. This method helps to determine the individual semantic area in psycholinguistics and experimental psychosemantics and is the method of "scaling" [154, c. 205].

The method of the semantic differential is a method of expression, either a qualitative or numerical "index (estimate) " with the help of a two-dimensional scale consisting of the opposite criterion gradation. Respondents are given words, quotes, or numbers, and they should evaluate + 3 to -3 depending on that term, or divided into 6 categories: excellent, good, neutral, bad, and very bad.

Pragmatics also explore when to conduct successful communication. If there is background knowledge, then there will be successful communication.

This method helps us to determine whether an eponym influences the consciousness of human beings positively or negatively or neutral effect.

The questionnaire was done in three languages: English, Russian, Kazakh. Overall, 200 respondents took part in the associative experiment. 60 of them are in English, 70 in Kazakh and 70 in Russian. All respondents were native speakers: American, Russian, Kazakh. In total, 12 000 responses were received.

3.4.1 The results, analyses of an associative experiment in English language
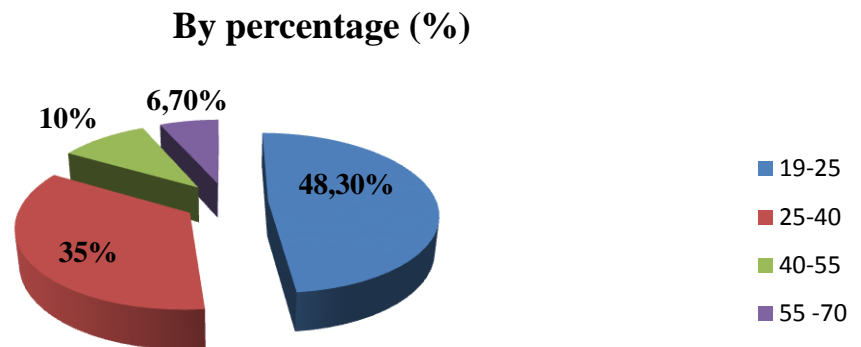
By percentage (%)

Figure 13 - Age differences of respondents who participated in the English language questionnaire

The highest percentage rate is 48.30% for the age group 19-25. The second largest percentage is 35% between 25 and 40 years of age, and the ages 40-55 and 55 are 10% and 6.70% respectively.
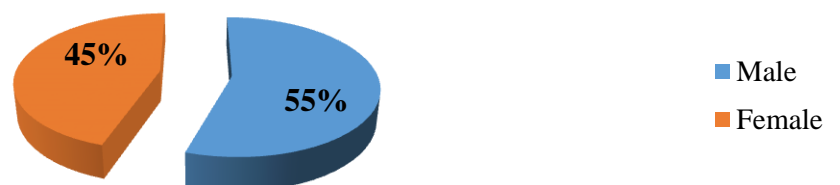
By percentage (%)

Figure 14 – Gender of respondents

Gender of respondents is 55% men and female is 45%.

By percentage (%)

Figure 15 – Nationalities (citizenships) of respondents

The vast majority of respondents are 99% of Americans and only 1% of Jamaica citizens.

By percentage (%)

100%   ■ English
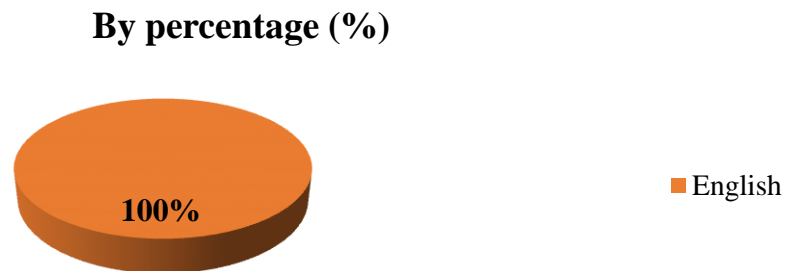
Figure 16 – Mother tongue of respondents

By percentage (%)

10%   10%

80%

■ Others
■ Students
■ Teachers
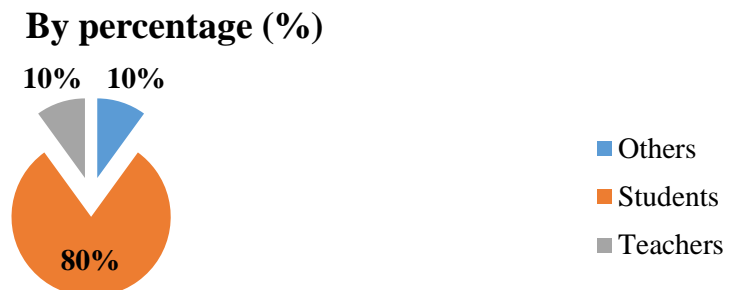
Figure 17 – The social status of respondents

Overwhelming majority of respondents were exchange students from USA 80%, 10 % were teachers from Kazakh National university and teachers from Nazarbayev Intellectual School (NIS). The remaining 10 % employees: manager of the company, supervisors of exchange students from USA.

In our research, we have selected 5 eponymous units (Obamacare, Watergate, Nevada-Semey movement, Tsar, Putinism). Obamacare and Watergate were frequently encountered in English-language periodicals, that why we chose them to check presupposition level and pragmatic potential. The rest 3 eponyms were deliberately selected and belong to Russian and Kazakh linguocultural environments.

By percentage (%)

8%   7%

25%

60%

■ Waste of money
■ Healthcare, positive
■ Politics
■ Controversial
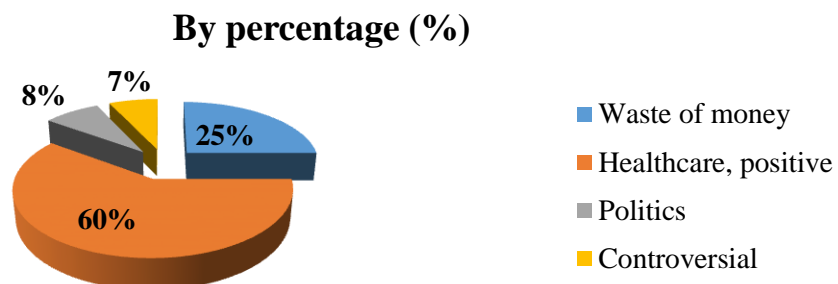
Figure 18 – Obamacare

Associative expressions include positive associations such as *Healthcare*, *positive* 60 % and negative association *waste of money* 25%. The remaining 7% and 8% are *politics* and *controversial*. Everyone in the US knows this eponym (Obamacare).

By percentage
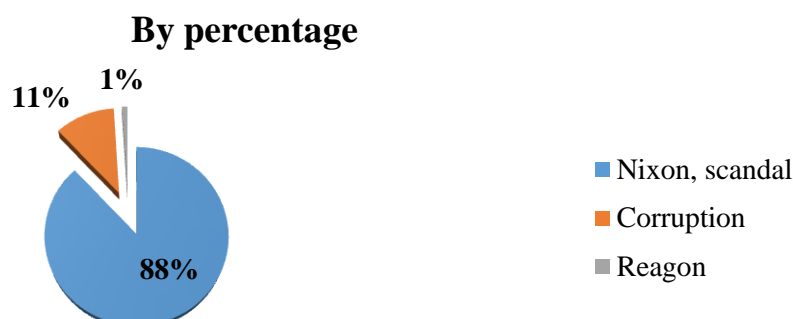

11% 1%

88%

- Nixon, scandal
- Corruption
- Reagon

Figure 19 – Watergate

The vast majority of respondents wrote regarding former US President Richard Nixon *Nixon, scandal* 88%, 11% *corruption (bribery),* and 1% other US president *Ronald Reagan*. All respondents had presupposition regarding this eponym.

By percentage (%)

6%

94%

- Do not know
- Nuclear weapon, peaceful protest
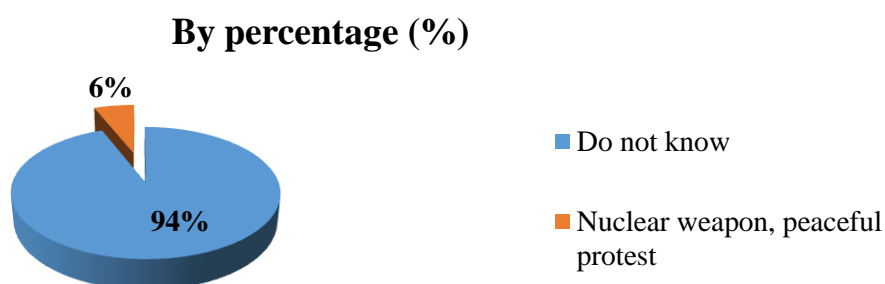
Figure 20 – Nevada-Semey movement

Only about 6% of respondents said the *Nuclear Weapon*, *peaceful protest*, the rest 94% did not know. The first reason is that this eponym was unknown to American respondents, that means low level of presupposition. But the location Nevada is a land of the United States and this movement had a global character. However, this eponym was not in the presupposition, language background of the Americans.
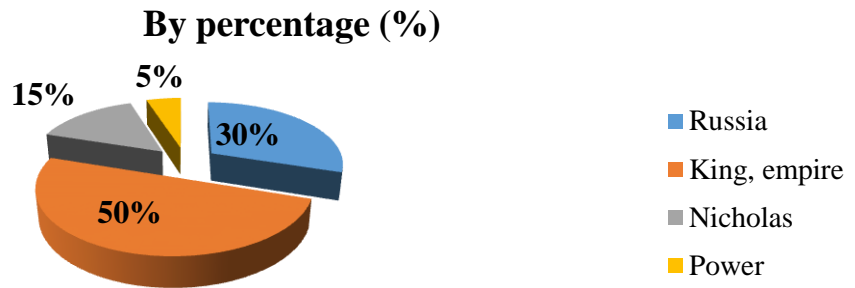
Figure 21 – Tsar

The eponym tsar (czar) originated from Julius Caesar and respondents wrote the following associations: *50% King*, *Empire*, *30% Russia;* 15% *Nicholas, 5% Power.* Consequently, this term is clearly associated with Russia and the Nicholas Dynasty. It shows that *tsar* in the Americans' language consciousness is connected with Russia, the royal government, and the history of Russia.
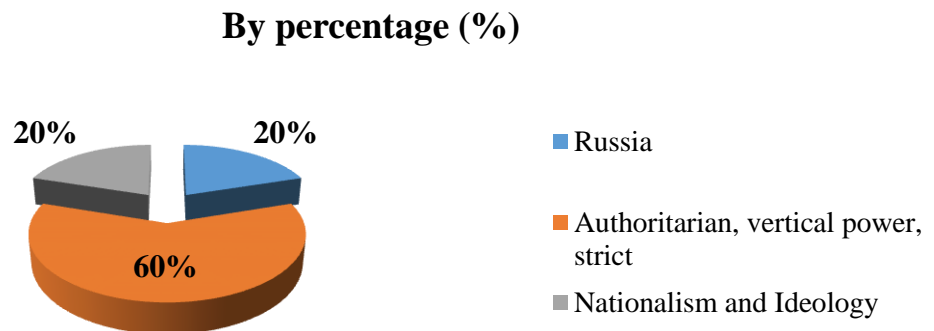
By percentage (%)

Figure 22 – Putinism

The overwhelming majority of people wrote *Authoritarian 20%, Russia* (20%), the remaining 20% had associations as *Nationalism* and *Ideology*. Nevertheless, a fifth of respondents associated the given eponym authoritarian and had negative presupposition.

With the help of associative experiment, we have identified the presupposition level of eponyms in American linguistic consciousness, background knowledge, and the place, role some eponyms in the cognition of Americans by means of associative questionnaire. The result shows that *Obamacare, Watergate, Tsar, Putinism* American respondents had correct presupposition. Regardless of negative (Watergate, tsar, Putinism) or positive associations (Obamacare), they exist in the consciousness of American respondents and more importantly, had proper presupposition knowledge as two of them are part of American political history and life.

There was not associations concerning Nevada-Semey movement in the language consciousness of Americans. Nevada is the state of US, but nevertheless no any presupposition. Only 3% of respondents wrote *Nuclear weapon* and *peaceful protest*.

Investigating the level of presupposition is very important, because presupposition is the component of pragmatics and the absence of presupposition regarding targeted words shows low level of pragmatic influence. That's why where is a high level of presupposition, there is a high level of pragmatics no matter positive or negative.

After gathering associations and identifying the level of presupposition, the Semantic Differential method enables to consolidate the level of presupposition and identify pragmatic effects. Under the pragmatics of an associative experiment, we mean an affective-evaluative attitude toward stimuli-words (pragmatic reactions).

The given diagram enables to look at the positive, negative pragmatic effects of the above mentioned 5 eponyms on respondents. In order to show fairness of the associative experiment, there was a variant *neutral*, so it means no pragmatic effects. A semantic differential method was used to determine these factors.
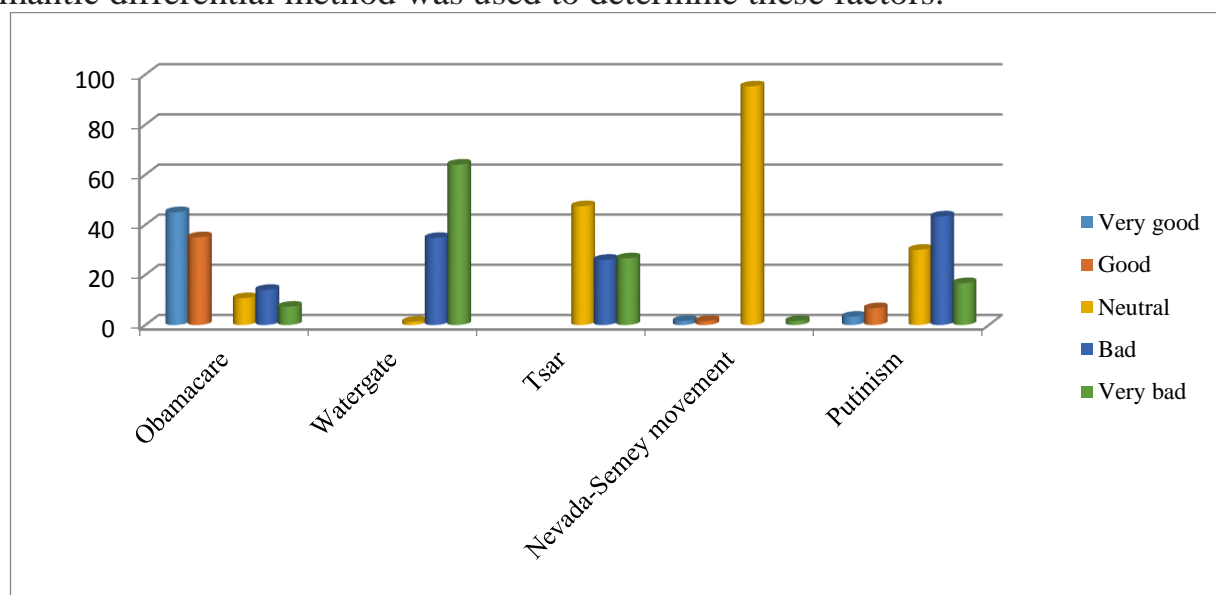

Figure 24 – Pragmatic effects of eponyms on respondents (by percentage)

The eponym *Obamacare* has a very positive pragmatic effects on 45% of respondents, with 35% positive effect. 6.7% neutral, 10% negative and 3.3% have a very negative effects.

The eponym *Watergate* undoubtedly has a very bad effects 64% and bad 34.7%. Thereby, the eponym in the history of the American people has a very negative pragmatic presupposition. Only for 1.3% had neutral effects.

The *Tsar (czar)* eponym has neutral effects for most respondents 47.4%, and for 26.6% has a very negative impact. On the base of respondents answers, the reason for neutral effect is that eponym does not have common things with the period of the former Russian royal family and with the present Russian Federation. That's why no actual for them. But 26% negative influence, because the tsar (king) kept Russian people in fear.

94% of American respondents do not know the eponym *Nevada-Semey movement*. Correspondingly, no associations concerning an eponym. It proves that in the absence of presupposition, there is no pragmatic effects.

For almost 53.3% of the respondents *Putinism* has a negative impact, and 16.7% have a very negative influence. Neutral for 20% of respondents. Along with the negative pragmatic impact, some respondents treat positively 6.7% and 3.3% very positive effect, but it is a very low percentage.

There are three general sentences to define the pragmatic potential of the eponyms (there is an eponym in one sentence and the other two do not have). The main purpose is to identify pragmatic effects of an eponym on the respondents, how an eponym can be interesting and attractive. The sentences were given in English as the respondents were Americans. Three sentences were derived from the periodical (National Review 2014).

Which of these sentences attracts your attention / is more interesting for you?

a) The spirit eventually spread to the tiny Republic of Georgia on the Black Sea where 2004 the Rose Revolution proved to be the most utopian of the many revolutions.

b) Krushchev understood very well that Soviet communism was widely hated, including in his own country

c) Krushchev invaded Hungary because in 1956 the Hungarian Communist Party had adopted a policy of Independence from the Soviet Union and had decided even to withdraw from the Warsaw Pact.
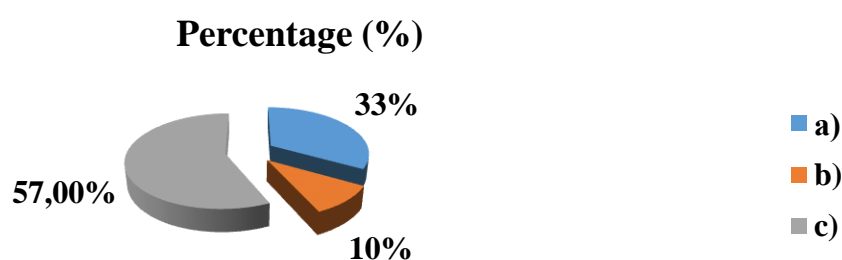

Percentage (%)

33%

57,00%

10%

a)
b)
c)

Figure 25 – To identify pragmatics of an eponym

Among the three sentences eponym is in the variant *C (the Warsaw Pact).* The sentence with an eponym was very interesting and attractive to the respondents (57%). That means an eponym has contextually a high pragmatic influence and make people to read. The rest B and A versions were curious for 33% and 10% of respondents.

Three sentences were taken from the American political journal National review (June 1, 2015). There are three eponyms in three sentences (*Pacific Partnership agreement, chauvinism* and *Trojan horse*). Check out which of these eponyms have higher pragmatic potential. Therefore, the main task to identify higher pragmatic influence among eponyms.

a) The bill would have committed Congress to an up-to-down vote on trade pacts, including (Trans) **Pacific Partnership agreement** *, which is close to being finalized.*

b) The most persistent issues Sanger faces among her male clients are, on one hand, infantile **chauvinism** *and, on the other, the sort of feebleness Tocqueville predicted would become common.*

*c) One conservative remarks, "he came into Macedonia like a **Trojan horse, and now he is an octopus**".*

Percentage (%)
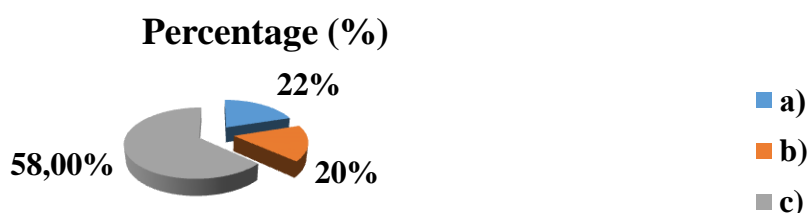

22%

20%

58,00%

■ **a)**

■ **b)**

■ **c)**

Figure 26 – To identify higher pragmatic effects among eponyms

In three sentences, respondents "found interesting, attractive" the variant C 58%. Firstly, it was stylistically unusual, and secondly, the *Trojan horse* has become an octopus. Because it was quite interesting to know how he transferred from Trojan horse to octopus. The author equated a person to a Trojan horse. 20% of respondents chose B and 22% found attractive C. The respondents chose C and B, because they knew the eponyms *Pacific Partnership Agreement* and *chauvinism*, and the variant A was seemed to be mythological than the variants C and B. They are more "realistic, practical". Nevertheless, respondents prefer more unusual, stylistically prepared ways of conveying information, words and they have high pragmatic effects.

3.4.2 The results, analyses of an associative experiment in Russian language
The total number of respondents in the associative experiment were 70. There were local 24 Russian-speaking Kazakhs, 23 local Russians of Kazakhstan and 23 Russians of Russian Federation. In the table on the left side is given Kazakhstani Russian speaking (Russian, Kazakh nationalities) respondents **(a)**, on the right Russian respondents from Russia **(b).**

Percentage (%)

Percentage (%)

28,50 %

14,40 %

25,70 %

14,40 %

17,20 %

■ 17-18
■ 19-25
■ 25-40
■ 40-55

5%

18%

77%

■ 17-18
■ 19-25
■ 25-40

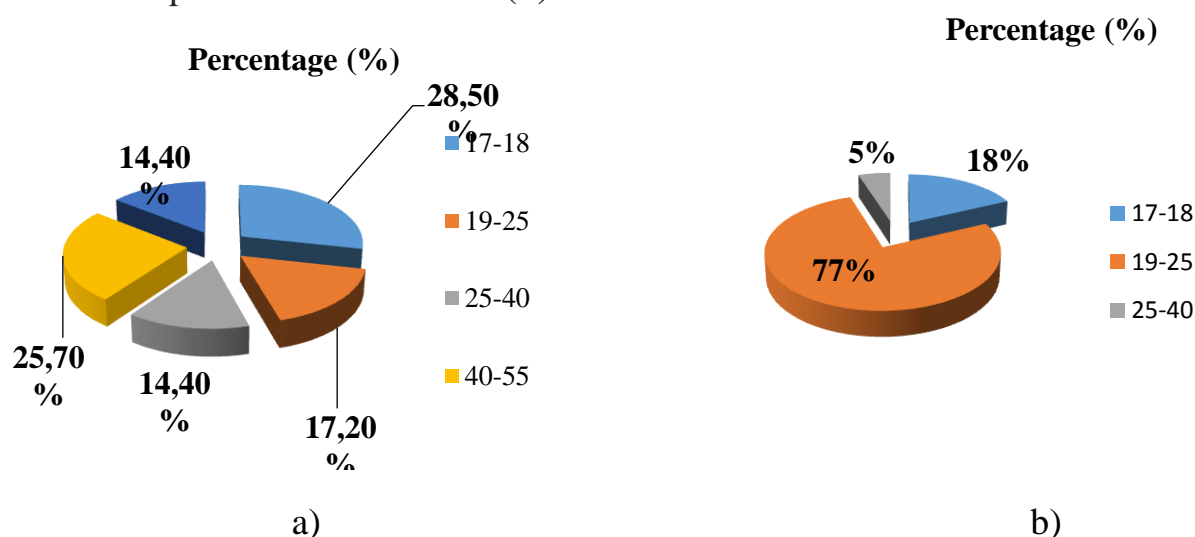a)   b)
Figure 27 - Age difference of respondents who participated in the Russian language questionnaire

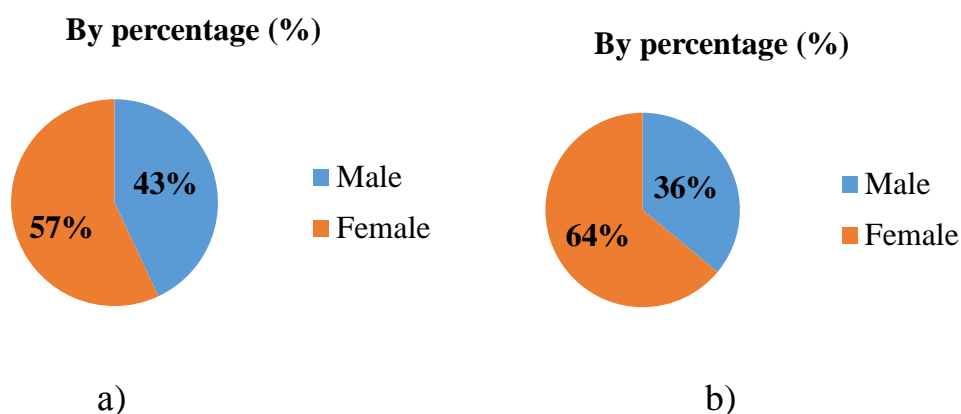a)   b)

Figure 28 – Gender of respondents

57% of Kazakhstani Russian-speaking respondents were female and 43% were male. Russian-speaking respondents of Russian Federation, 64% were female and 36% were male.
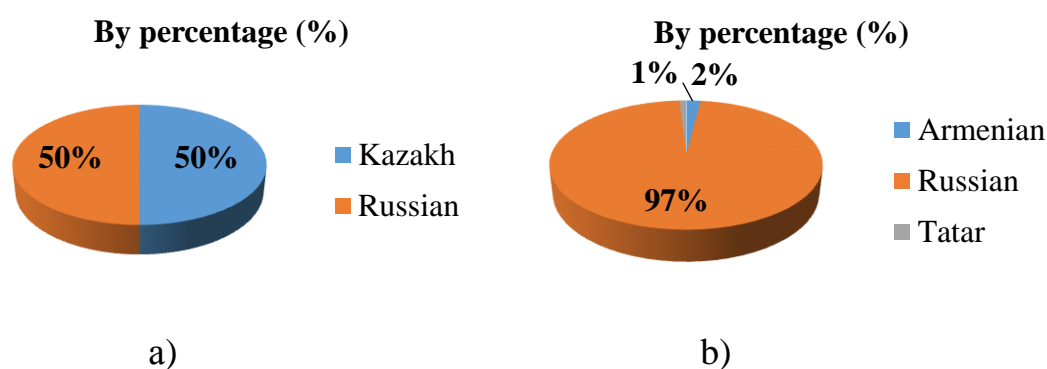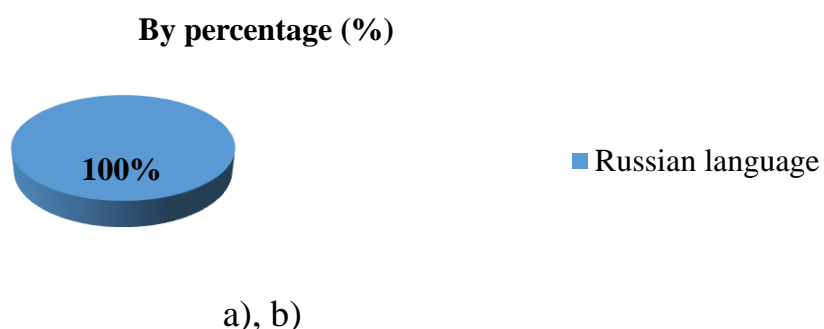

a)   b)

Figure 29 – Nationalities (citizenships of respondents)

Kazakhstani Russian speaking respondents were 50% Kazakhs and 50 % Russians. Respondents from Russian Federation 97% Russian nationality, 2% Armenian and 1% Tatar. But generally all respondents have 100 % Russian Federation's citizenship.

a), b)

All respondents' first language was Russian.

Figure 30 – Native languages of respondents

By percentage (%)   By percentage
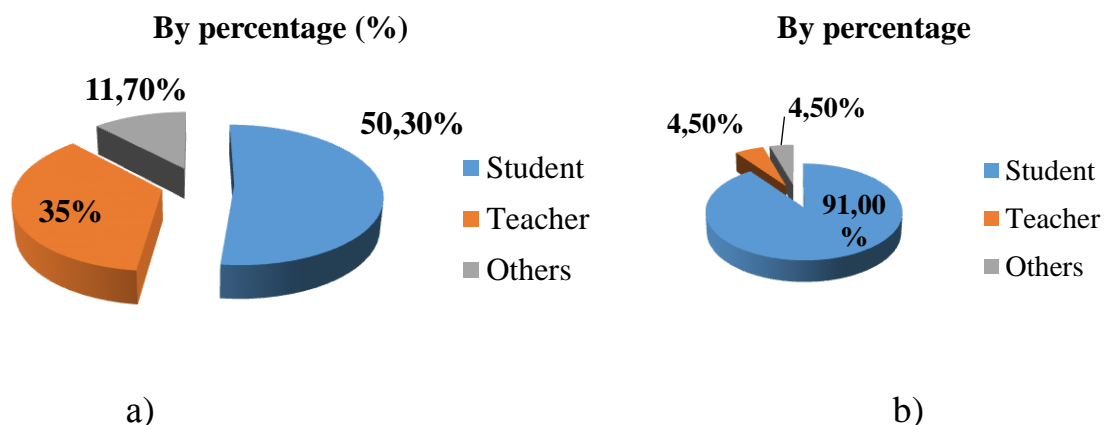
a)   b)

Figure 31 − The social status of respondents

50.30% of the respondents were students, 35% were teachers, and 11.70% others (programmers, kindergarten staff). 91% of Russian respondents were students, 4.50% teachers, and 4.50% others.

Percentages of respondents' responses (associations) to the stimulus words *(Obamacare, Watergate, Belovezh agreement, Putinism, Kadyrovtsy, Nurly zhol, Nevada-Semey movement).*

By percentage (%)   By percentage (%)
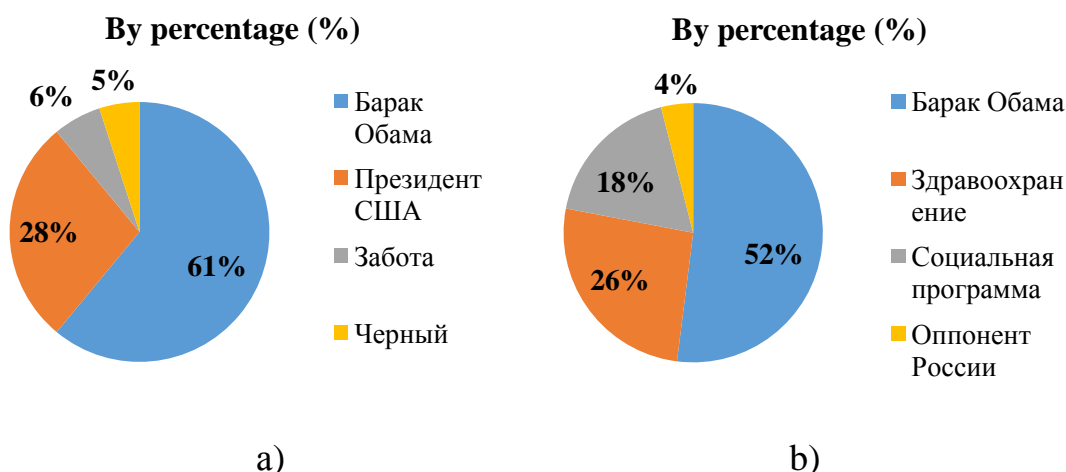
a)   b)

Figure 32 – Obamacare

52% of Russian respondents wrote *Барак Обама* (Barack Obama) 26%, *здравоохранение* (health care) 18%, *социальная программа* (social program), *оппонент России* (opponent of Russia) 4%. The main point is that the correct association should be *социальная программа* (social program) and it was in the language consciousness of Russian Federations' respondents 26%, higher than Kazakhstani Russian speaking respondents, thus indicating a high presupposition of an eponym.
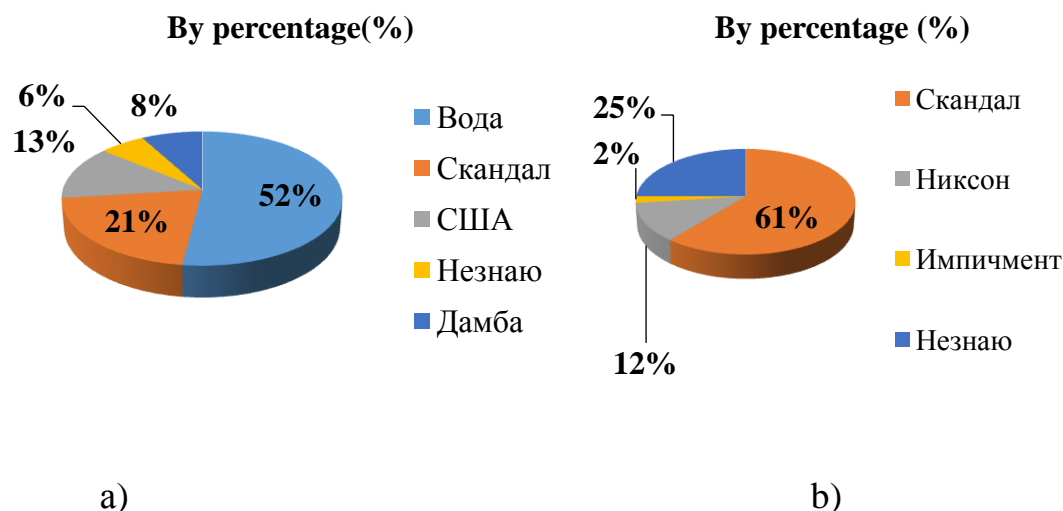
By percentage(%)
By percentage (%)

a)
b)

Figure 33 —Watergate (Уотергейт)

52% of respondents wrote *Вода* (Water), 21% Скандал (Scandal), 13% USA (США). The reason for writing down *Вода* (Water) is the absent of this eponym in the mind of Kazakhstani Russian speaking respondents. 8% *Дамба* (Water Dam), 6% *незнаю* (do not know), no associations.

In the language consciousness of Russian Federation respondents, 61% wrote *Скандал* (Scandal), 25% *незнаю* (do not know), 12% *Никсон* (Nixon), 2% *импичмент* (impeachment).

By percentage (%)
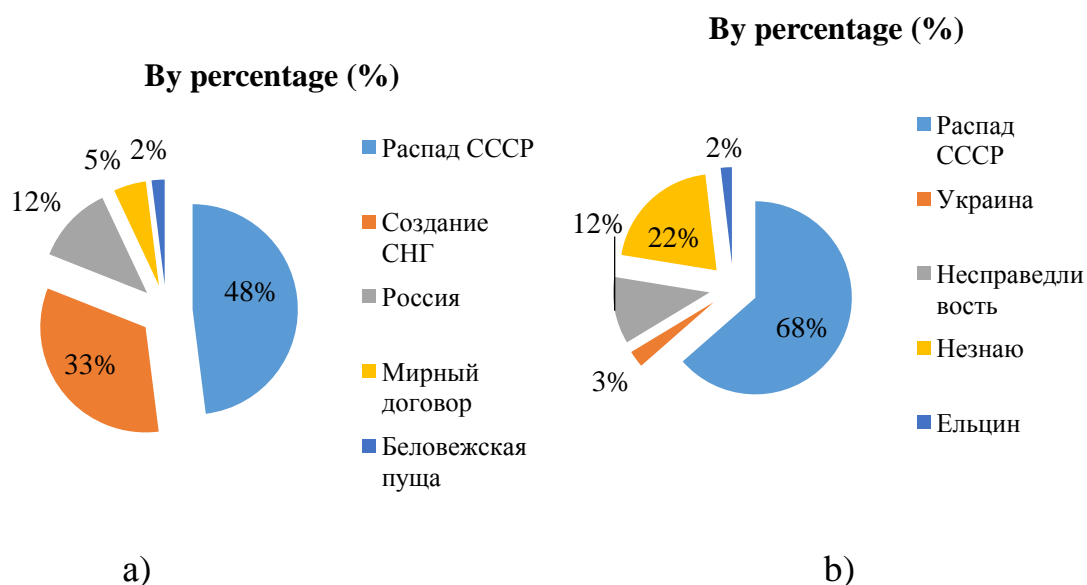**By percentage (%)**

a)
b)

Figure 34 – Belovezh agreement (Беловежское соглашение)

48% of Kazakhstani respondents wrote *распад СССР* (collapse of Soviet Union) and 33% wrote *создание СНГ* (creation of the CIS). It seems that this eponym is still related to Russia, which is 12% of respondents. The *Мирный договор* (Peace Contract) and *Беловежская пуща* (Belovezh Forest) show the lowest percentage of 5% and 2%.

In Russia, 68% of the respondents wrote the same as Kazakhstani Russian speaking respondents *распад СССР* (collapse of Soviet Union), 22% *незнаю* (do not

know), 12% *несправедливость* (injustice), 3% *Украина* (Ukraine), 2% *Ельцин* (Yeltsin).

By percentage (%)   **By percentage (%)**

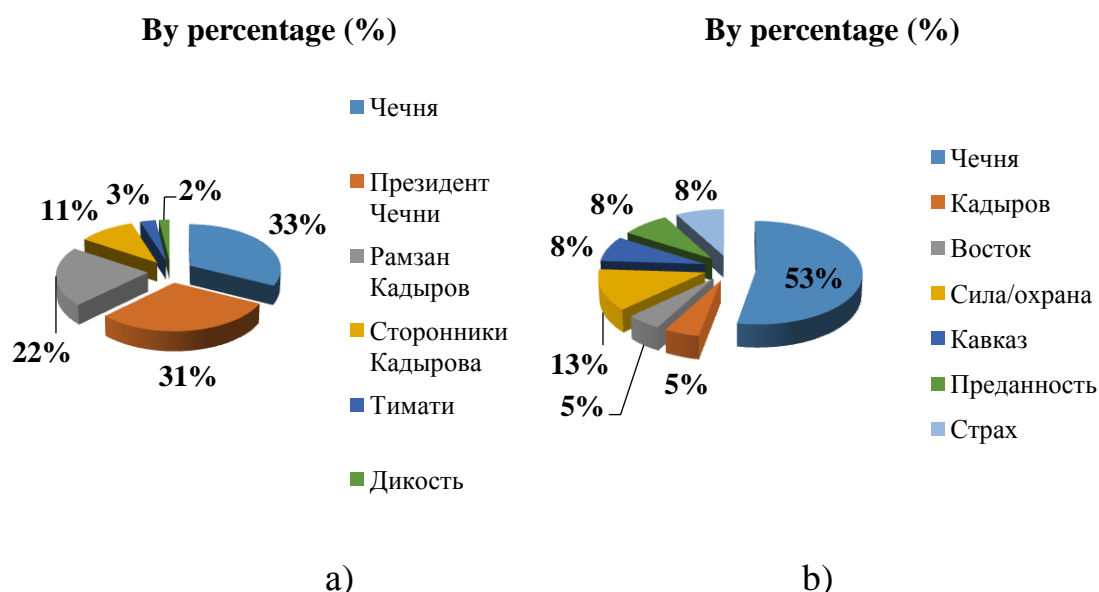a)   b)

Figure 35 – Кадыровцы (Kadyrovtsy)

33 % of Kazakhstani Russian speaking respondents wrote *Чечня* (Chechnya), 31 % *Президент Чечни* (President of Chechnya), 22 % *Рамзан Кадыров* (Ramzan Kadyrov) and 11% *Сторонники Кадырова* (supporters of Kadyrov). The lowest rate belongs to *Тимати* (Timati) 3% and *Дикость* (Wilderness) 2%. Respondents wrote Timati because Chechen President Ramzan Kadyrov has a good relationship with him. And *дикость* (wilderness) means they use weapons in any situation.

53% of Russian respondents wrote *Chechnya* (Чечня), 13% *сила/ охрана* (strength and security), 8% *страх* (fear), 8% *преданность* (devotion), 8% *кавказ* (Caucasus), 5% восток (east), 5% *Кадыров* (Kadyrov).
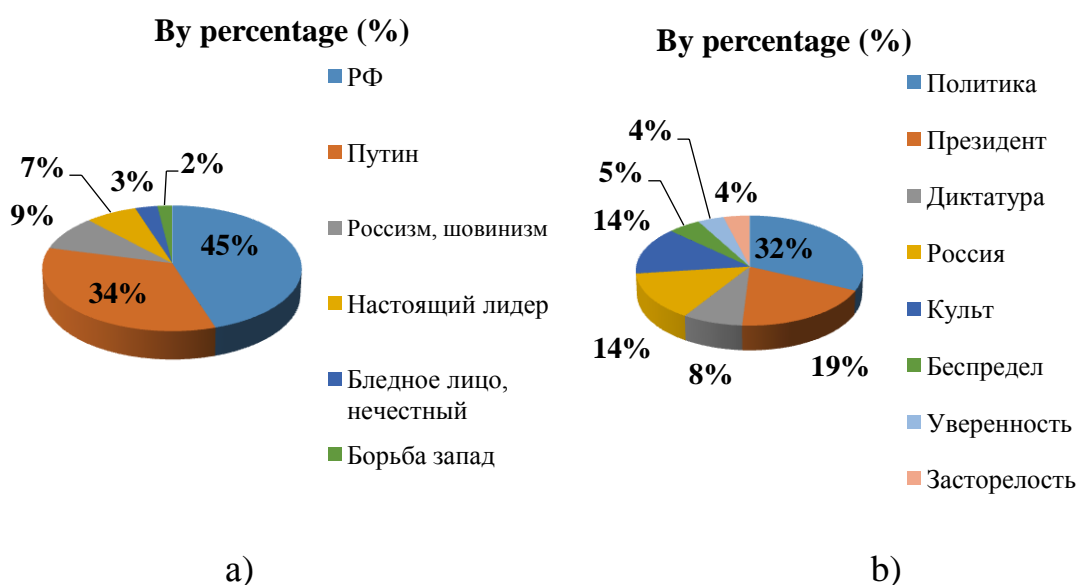
By percentage (%)   **By percentage (%)**

a)   b)

Figure 36 – Путинизм (Putinism)

45% of respondents of Kazakhstani Russian speaking respondents wrote *РФ* (Russian Federation), 34% *Путин* (Putin), and the remaining minority percentage rates include: *Россизм* (Rossism) and *шовинизм* (chauvinism) 9%, 7% *настоящий лидер* (real leader), 3% *бледное лицо* (pale face), and 2% *борьба, запад* (struggle, west).

The majority of Russian respondents wrote *политика* (politics) 32%, 19% президент (president), 14% *Россия* (Russia), 14% *культ* (cult), 8% *диктатор* (dictatorship), 5% *беспредел* (lawlessness), 4% *засторелость* (anility), 4% *уверенность* (confidence).

a)   b)

Figure 38 – Нурлы жол (Nurly zhol)

The highest percentage belong to *Назарбаев* (Nazarbayev) 43% and 24% *Партия* (Party). Kazakhstani Russian-speaking audience wrote a party, like a Kazakh-language audience, confusing Nurly zhol with Nurotan. Other associations include 13% *президент* (president), 11% for *политика* (politics), and 9% for the *светлый путь* (bright way).

The majority of Russian respondents 61% do not have any associations, 20% *Казахстан* (Kazakhstan), 9% *Назарбаев* (Nazarbayev), 5% *идеология* (ideology) and 5% *Средняя Азия* (Central Asia).

a)   b)

Figure 39 – Движение "Невада-Семей" ("Nevada-Semey" movement)

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Олжас Сулейменов (Olzhas Suleimenov) was the most widely written 46% associations among Kazakhstani respondents, 25% *антиядерное движение* (anti-nuclear movement), 24% *ядерный полигон (nuclear test site)* and 7% *справедливость (justice).*

But most of Russian Federation's respondents 71% did not know about this eponym, while 19% answered *Антиядерное движение (Anti-nuclear movement)* and showed good results. The remaining 5% and 5% belong to *Штат США (State of US)* and *Свобода (Freedom).*
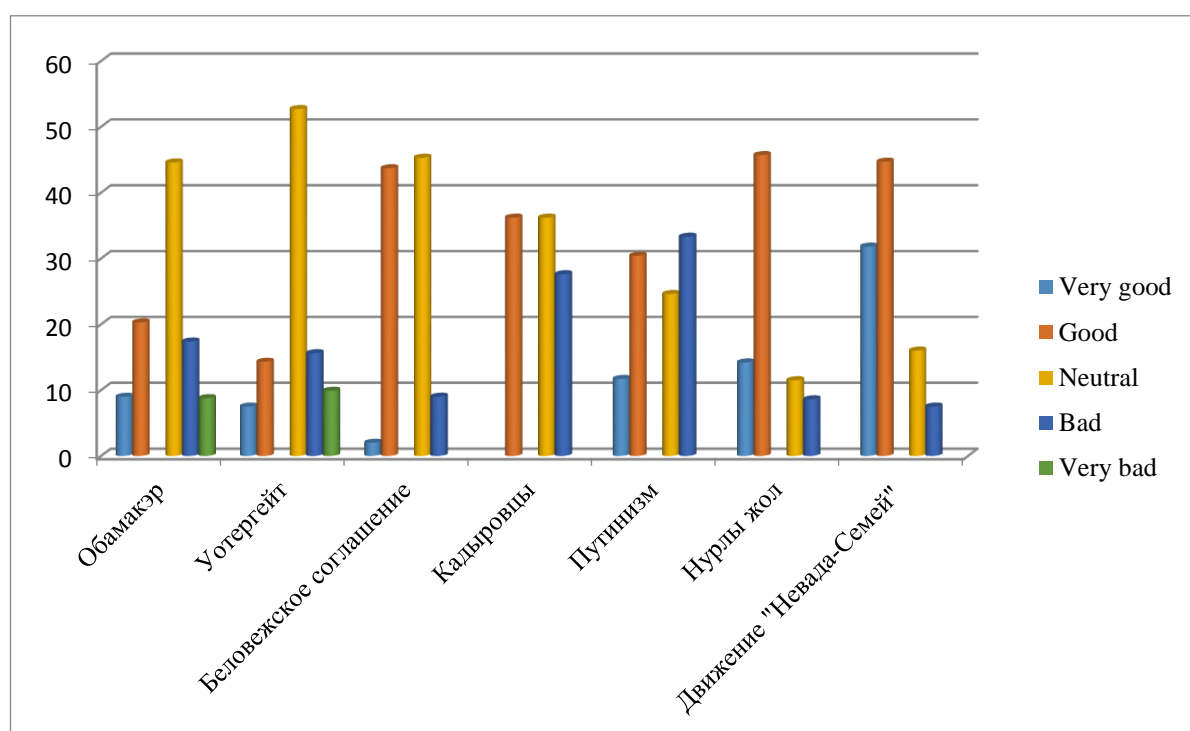

Figure 40 – Pragmatic influence of eponyms on Kazakhstani Russian speaking respondents (by percentage)

As we notice from the Figure 40, among respondents *Obamacare* is 44.58% neutral. This is due to the fact that most of them do not know this eponym, lack of presupposition. However, it has for 20.28 % respondents positive, 8.98% very positive, 17.38% negative, 8.78 % very negative effects.

Watergate has 52.7% neutral. The reason for being neutral is the lack of presupposition. For 14.3% influences positively and 7.5% very positively. However, 15.6% of respondents accept negatively and 9.9% very negatively.

The Belovezh agreement estimates neutral for 45.3% of the respondents. For 43.7% and 2% are good and very good influence. However, for 9% has negative effects.

Kadyrovtsy has 36.2% neutral, 36.2% positive, while for 27.6% has a negative impact.

Putinism has 24.6% neutral influence on respondents,. But for 30.4% positive and 11.7% very positive effects. At the same time, 33.3% negative pragmatic effects.

Most of the respondents 52.3% accept Нурлы жол (*Nurly zhol)* positively and 20.8% very positively. 8.8% negative influence. 17.1% of respondents accept neutrally and do not have pragmatic effects.

The "*Nevada-Semey*" *movement* has a very high pragmatic effects. For 44.7% pleasant, 31.8% very pleasant. At the same time, for 7.5% negative pragmatic effects. 16% of respondents do not know.
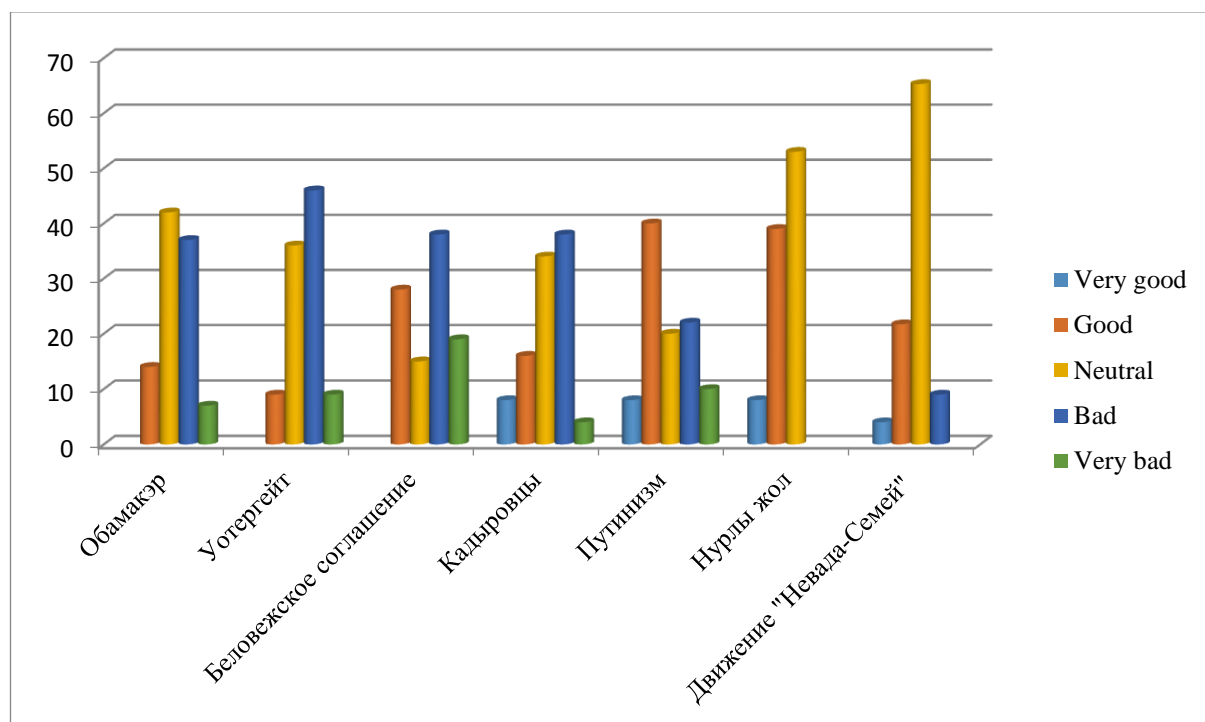

Figure 41 – Pragmatic influence of eponyms on Russian Federation's
Russian speaking respondents (by percentage)

In order to determine the pragmatic potential of eponyms, there is given three general sentences (one sentence comprises an eponym and the other two do not have). The main purpose is to identify pragmatic effects eponyms on respondents, how an eponym can be interesting and attractive. The first three sentences are from the article «*ТВ не картошка*» (Moskovskaya Pravda, 2011). The three sentences are equally interrogative in order to have high pragmatic effects.

Какое из этих предложений привлекает ваше внимание/ является более интересным?

а) Беловежские соглашения - катастрофа или меньшее из зол?

б) События осени1993 года - выход из тупика или крах демократического проекта России?

в) Присоединение Прибалтики к СССР - проигрыш или выигрыш?

By percentage (%)   By percentage (%)

61,20% 19,40% 19,40% a) b) c)

44,00% 43,00% 13,00% a) b) c)
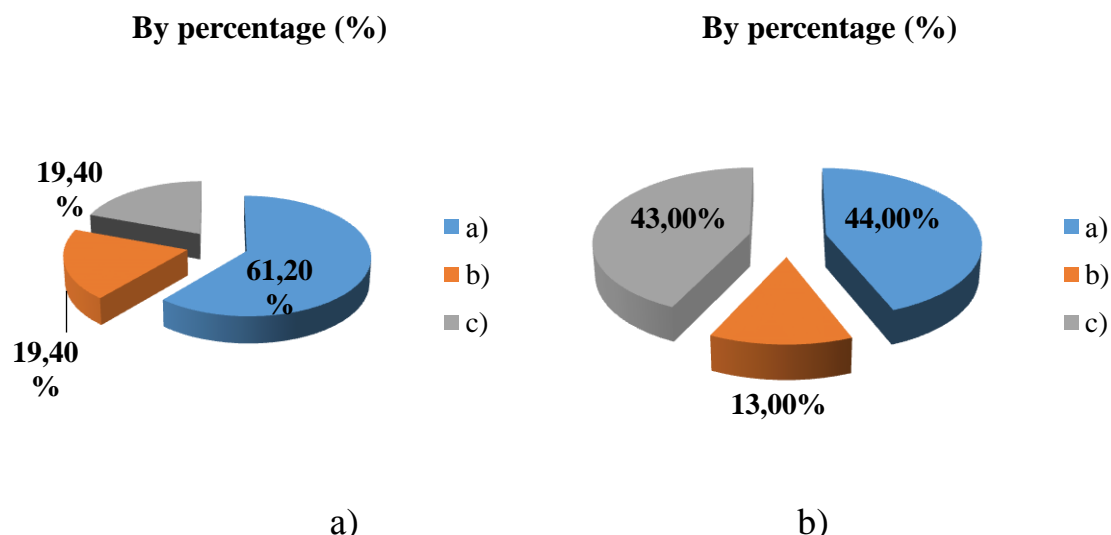
a)   b)

Figure 42 – To identify pragmatics of an eponym

Most of the respondents chose 61.20% A version as pragmatic. When asked what was the main keyword in the questionnaire, they answered: "Belovezh agreement". It shows again that eponym has pragmatic potential and stands out as a historical, cognitive-cultural lexeme. B and C chose 19,40% and 19,40% of respondents. The reason for choosing the two variants was that *the USSR had dropped out of focus* and *Russia in the new era* of 1993.

The second three sentences contain eponyms. By choosing one of the sentences with the eponym, it is aimed at determining which of the eponym has more high pragmatic effects. Three sentences were taken from the article "*Накануне*" (Svobodnaya misl').

Какое из этих предложений привлекает ваше внимание/ является более интересным?

*a) Канцлер был вынужден прежде всего заниматься вопросами выплаты репараций по условиям **Версальского мира** в рамках так называемого **плана Юнга**.*

*b) Репарационный план для Германии, заменившего действовавший ранее «план Дауэса».*

*c) План, составленный комиссией во главе с Оуэном Юнгом (президентом электротехнического треста Моргана) и принятый на **Гаагской конференции** по репарациям, предусматривал выплату 113,9 миллиарда марок из расчета по 2 миллиарда в год в течение 37 лет.*

By percentage (%)

35,50 %

54,80 %

9,70%

a) b) c)

a)

By percentage (%)

31,50%

42,00%

26,50%

a) b) c)
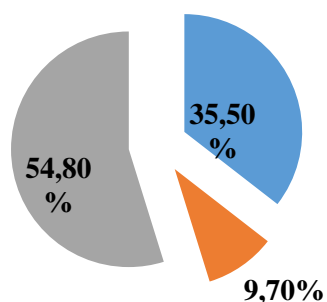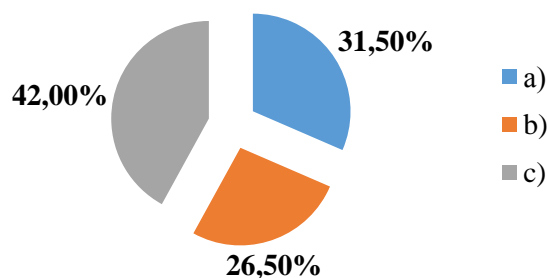
b)

Figure 43 – To identify higher pragmatic effects among eponyms

54.80% of respondents chose B as high pragmatic influence. The main reason is the Hague Conference, and secondly, this clause is based on the actual fines charged. So, the event, which was the basis for the reparation, was the Hague Conference, which is an eponym. 35,50% of respondents chose A and 9,70% B. The main reason was little information in B or no clear idea.

3.4.3 The results, analyses of an associative experiment in Kazakh language

By percentage (%)

3,30%   23,30%

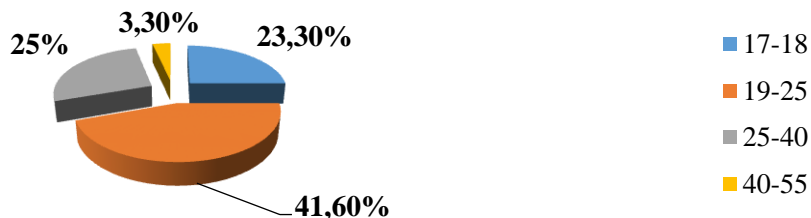25%

41,60%

17-18
19-25
25-40
40-55

Figure 44 – Age differences of respondents who participated in the Kazakh language questionnaire

The highest percentage rate is 41.60%, aged between 19 and 25. The second largest percentage is between 25-40 (25%) and 17-18 (23.30%), and the age range of 40-55 is 3,30%.
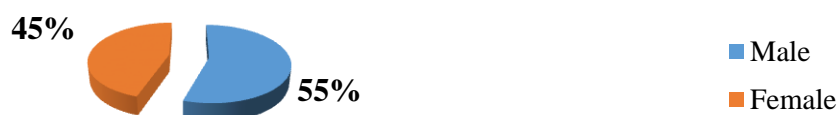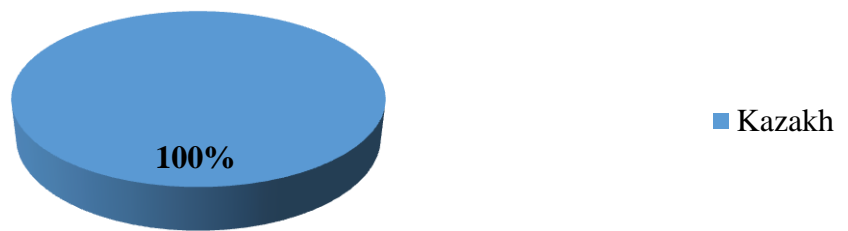
By percentage (%)

45%

55%

Male
Female

Figure 44 – Gender of respondents

55% of respondents were male and 45% were female.

All respondents were 100% Kazakh.

Figure 45 – Nationalities (citizenships of respondents)
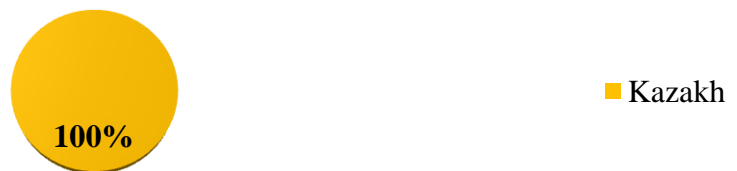
By percentage (%)

Figure 46 – Mother tongue of respondents

100% of all respondents speak Kazakh language as the first language.
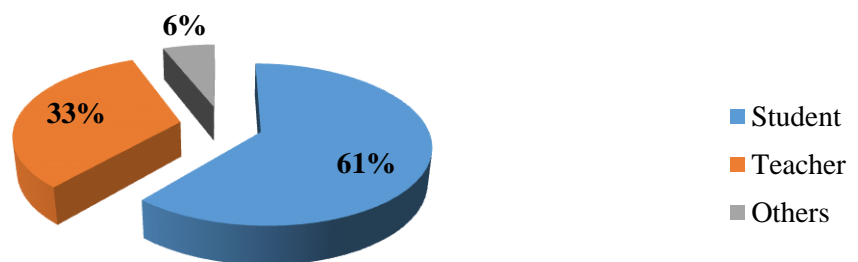
By percentage (%)

Figure 47 – Social status of respondents

61% of respondents were students, 33% were teachers, and 6% were others (programmers, shop assistants).

In an associative experiment in the Kazakh language, we selected 7 eponymous units *(Obamacare, Watergate, Belovezh agreement, Putinism, Kadyrovtsy, Nurly zhol, Nevada-Semey movement)* that were frequently encountered in the periodicals and close to three lingua-cultural environments (English, Russian and Kazakh).
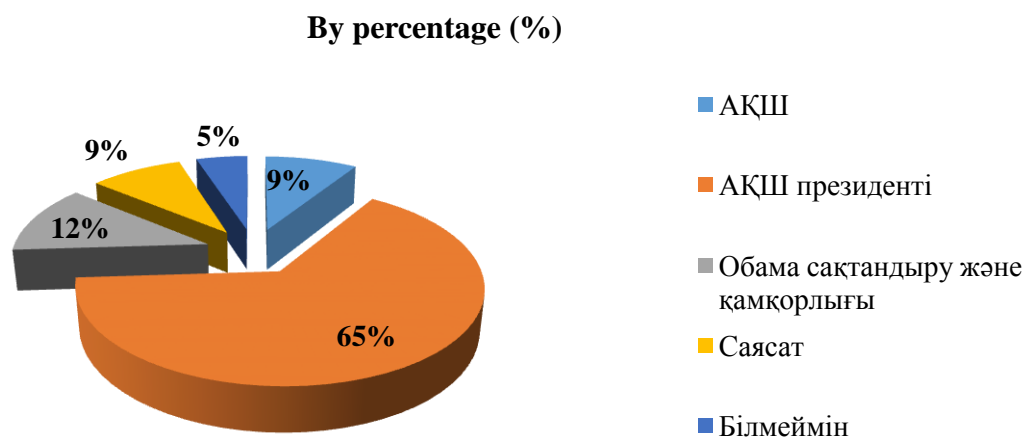
Figure 48 –*Обамакэр* (*Obamacare*)

The highest percentages of associative reactions belong to the words *АҚШ президенті* (president of the United States of America) 65% and *Обама сақтандыру және қамқорлығы* (Obama's insurance and care) 12%. While *АҚШ* (USA) and *саясат* (politics) were 9% and 9%, only 5% of respondents did not have any association.

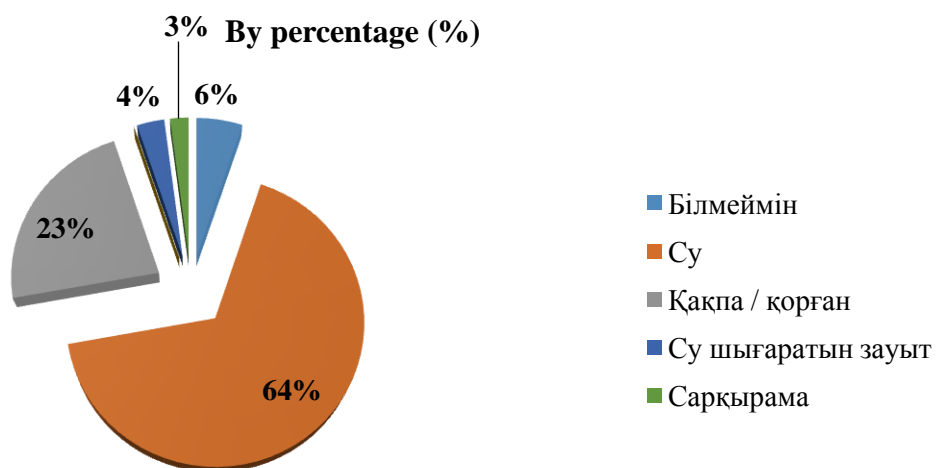
Figure 49 – Уотергейт (Watergate)

64% of respondents answered *су* (water), 23% wrote *қақпа* (gate / barrows). Respondents translated the eponym separately *Water* (су) and *Gate* (қақпа). But in fact they didn't know about this eponym, that it was a loud political scandal at Watergate hotel. 6% wrote directly "we do not know", while the lowest percentages belong factory 4% and waterfall 3%.
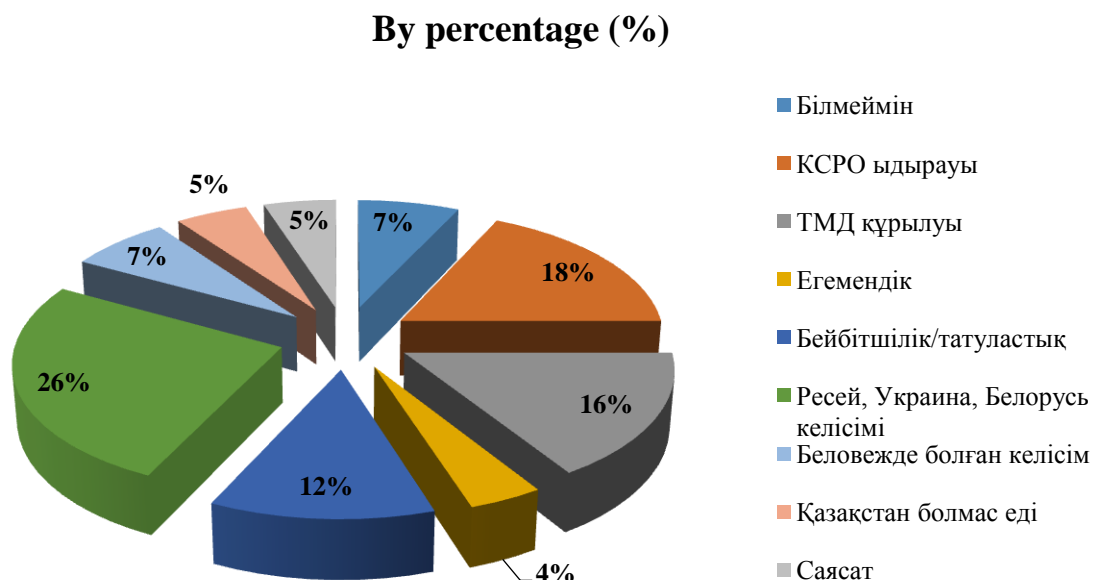
By percentage (%)

- ◼ Білмеймін
- ◼ КСРО ыдырауы
- ◼ ТМД құрылуы
- ◼ Егемендік
- ◼ Бейбітшілік/татуластық
- ◼ Ресей, Украина, Белорусь келісімі
- ◼ Беловежде болған келісім
- ◼ Қазақстан болмас еді
- ◼ Саясат

Figure 50 – Беловеж келісімі (Belovezh agreement)

The highest percentage rates were *Ресей, Украина, Белорусь келісімі* (Russia, Ukraine, and Belarus agreement) with 26%, *КСРО-ның ыдырауы* (the collapse of the USSR) 18%, and *ТМД құрылуы* (the creation of the CIS) 16%. Associations *Беловежде болған келісім* (an agreement held in Belovezh) 12% and *бейбітшілік/татуластық* (peace/concord) 7%. The lowest percentage rate would be *Қазақстан болмас еді* (there would not be Kazakhstan) 5%, *политика* (politics) 5% and *егемендік* (sovereignty) 4%.
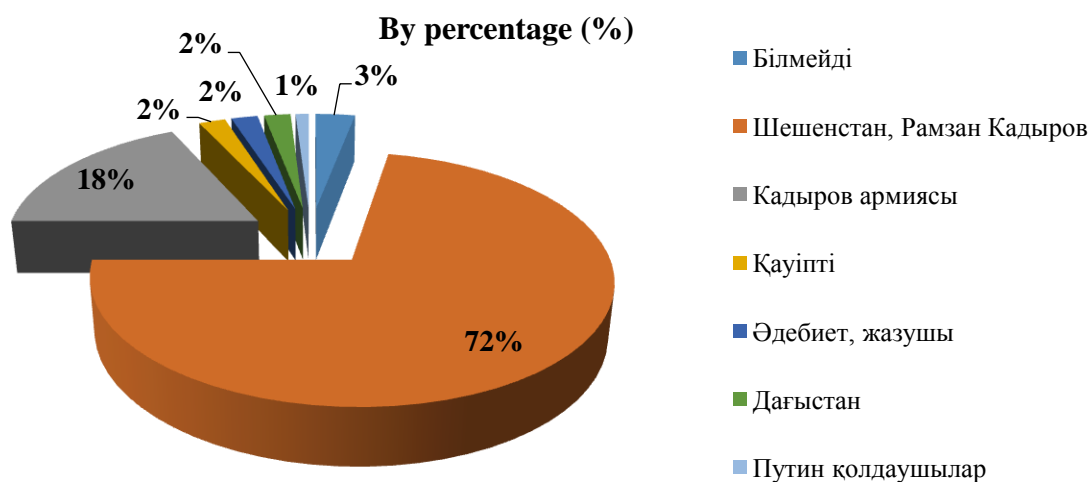
By percentage (%)

- ◼ Білмейді
- ◼ Шешенстан, Рамзан Кадыров
- ◼ Кадыров армиясы
- ◼ Қауіпті
- ◼ Әдебиет, жазушы
- ◼ Дағыстан
- ◼ Путин қолдаушылар

Figure 51 – Қадыровшылар (Kadyrovtsy)

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72% of respondents associated the given eponym with *Рамзан Қадыров, Шешенстан* (Ramzan Kadyrov and Chechnya), 18% *Қадыров армиясы* (Kadyrov's army), 3% do not know. The remaining percentages were very low: 2% *қауіпті* (dangerous), *Дагестан* (Dagestan) 2%, *әдебиет, жазушы* (literature and writer) 2%, *Путин қолдаушылар* (Putin's supporters) 1%. It is interesting to note that the Kadyrovtsy were connected with the literature and the writer. Because they have nothing to do with literature. Kadyrovtsy are the army under control of former president A. Kadyrov, now of his son R Kadyrov. But in general, respondents have shown that they have background education, presupposition about this eponym.

By percentage(%)

Legend:
- Ресей
- Путин саясаты
- Путинді қолдаушылар
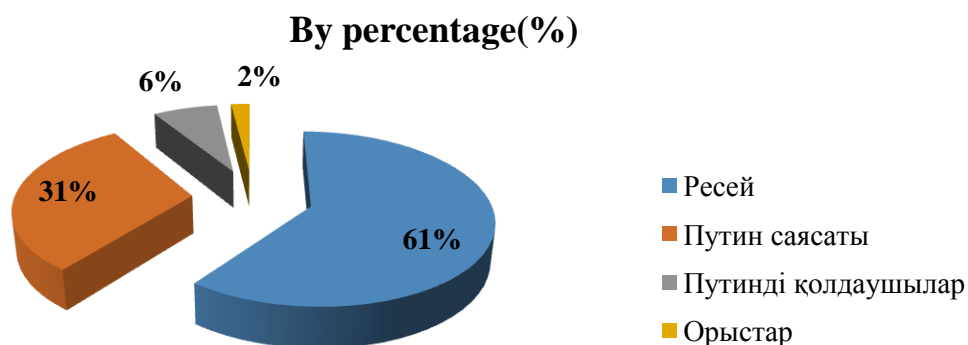- Орыстар

6% 2% 31% 61%

Figure 52 – Путинизм (Putinism)

The majority of respondents 61% wrote *Ресей* (Russia) and *Путин саясаты* (Putin's policy) 31%. Associations *Путинді қолдаушылар* (Putin's supporters) and *Орыстар* (Russians) were considerably low 6% and 2%.

By percentage %

Legend:
- Назарбаев
- Партия
- Жарқын болашақ
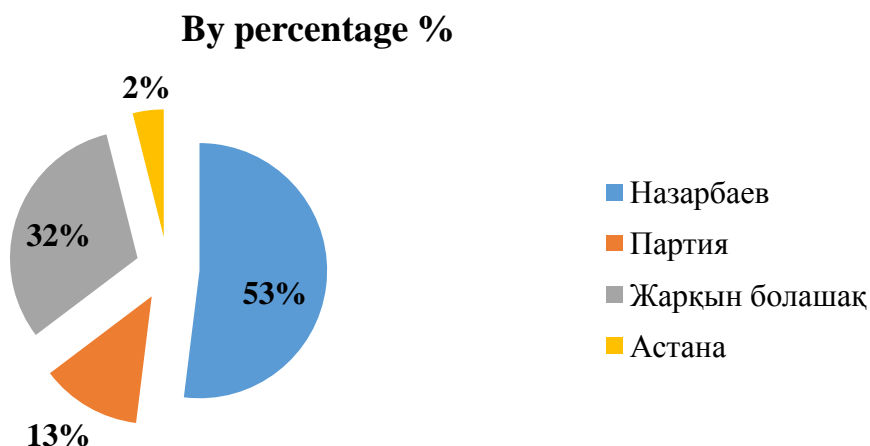- Астана

2% 32% 53% 13%

Figure 54 – Нұрлы жол (Nurly zhol)

53% of the respondents associated the given eponym with *Назарбаев* (N. Nazarbayev) and 32% *жарқын болашақ* (a bright future). Interestingly, 13% were confused with the Nurotan party and wrote *партия* (party), the other 2% had associations related to *Астана* (Astana).

By percentage (%)

- ■ Олжас Сүлейменов
- ■ Антиядролық қозғалыс
- ■ Мүгедектер
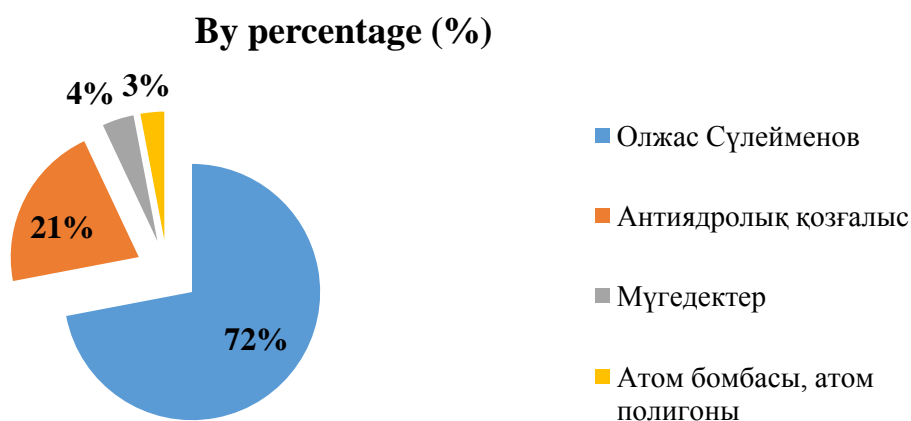- ■ Атом бомбасы, атом полигоны

4% 3%

21%

72%

Figure 55 – Невада-Семей қозғалысы (Nevada-Semey movement)

72% of the respondents wrote *Олжас Сүлейменов* (Olzhas Suleimenov), 21% *антиядролық қозғалыс* (anti-nuclear movement), 4% *мүгедектер* (disabled people), 3% *атом бомбасы, атом полигоны* (nuclear bombs / atomic polygons). Unarguably, this eponym exist in the language consciousness of the Kazakh speaking audience.

- ■ Very good
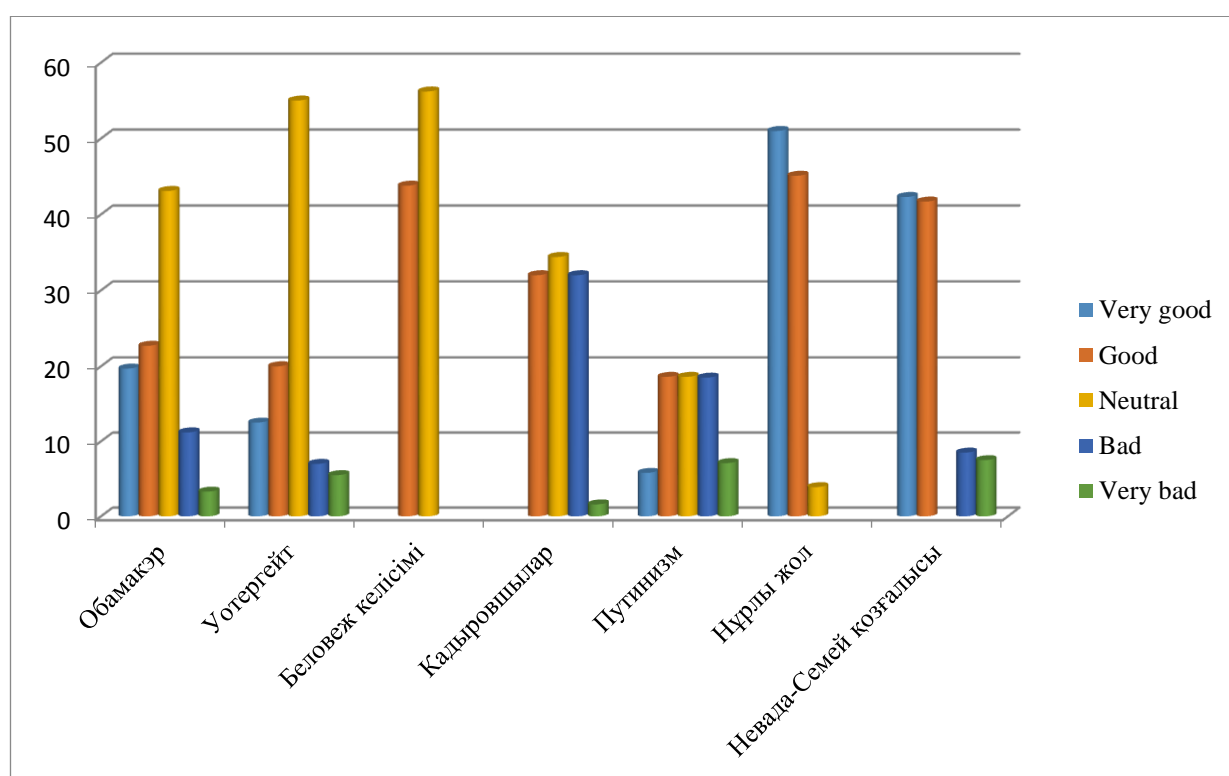- ■ Good
- ■ Neutral
- ■ Bad
- ■ Very bad

Figure 57 – Pragmatic effects of eponyms on respondents (by percentage)

Obamacare has neutral effect for 46.4% of respondents. One of the reasons for neutrality is the lack of presupposition. Most respondents linked with the president or the United States. But, most of them did not know that it is an insurance pole.

Consequently, their influence was neutral. However, it influences for 19.7% very positively, 22.7% positively,11.2% negatively and 3.3% very negatively.

The Watergate was neutral for 55% of the respondents, no effects, while for. During the survey, my interview of many respondents showed that they hadn't known about this eponym. It can also be compared to the result of the above associative experiment. Many of them were wrong associations such as water, gates. However, 20% of the respondents considered positively and for 12.5% had a very positive impression. 7% unpleasant, 5.5% very negative. Those who wrote negative pragmatic effects mentioned that it had damaged US domestic policy, and the president had not met expectations.

Although most of the respondents heard about *Belovezh agreement*, they did not know exactly what the agreement was, and what was the outcome. That is why, for 56.2% were neutral and 43.8% had a positive impact. The main reasons for positive effects were *the collapse of the USSR* and *the creation of the CIS*, *the independence of Kazakhstan*.

The pragmatic influence of the *Kadyrovtsy* was divided into several parts. 34.4% said that they were not interested, so neutral, and 32% had a negative impact. Because, as we all know, they have been granted freedom in their country, particularly in Moscow. Thus, respondents exposed some negative activities of Kadyrovtsy. Whereas in contrast 32% of respondents had a positive impact. Because they are Muslims in the religion Islam, and they openly criticized the movements against Islam in the world. 1.6% of respondent had a very negative influence.

36.2% of respondents wrote negative impact concerning *Putinism*, 14% very negative. After all, Russia's attempts to influence Crimea and its activity in the Eurasian Union created a bad impression. However, 36.3% pleasant and 13.5% very positive pragmatic influence.

Most of the respondents 45.1% had positive effects and 51% had a very positive attitudes to *Nurly zhol*. Only 17.1% said they had an average impact, and 3.9% were neutral.

For 41.7% of respondents the eponym *Nevada-Semey movement* had positive effects and 42.3% very positive. The main reason was closing the Semey nuclear test site and became a nuclear free country. For 8.5% bad, extremely bad 7.5%. It was due to the fact that this eponym reminds respondents about the Semey test site, its nuclear tests, the injured, the disabled people.

In order to determine the pragmatic potential of eponyms, there is given three general sentences (one sentence comprises an eponym and the other two do not have). The main purpose is to identify pragmatic effects of an eponym on respondents, how an eponym can be interesting and attractive. The first three sentences are from the article "Ұлытау шайқасы" (Zhas Kazak, 2011).

Сізге осы сөйлемдердің ішіндегі ең бірінші назар аудартатын/қызық/маңызды/тарихи сөйлем қайсысы?

a) Ұлытау шайқасында Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады.

b) Сыйлықтың атауы әлемде бейбітшіліктің орнауына ықпал еткен тұлғалар - Махатма Ганди, Мартин Лютер Кинг және жапон қайраткері Дайсаку Икеданың құрметіне берілген.

c) Ендігі жерде психологтар өз өзін суретке түсірумен әлек болып жүргендердің баршасының ақыл-есінің дұрыстығына күмән келтіріп, диагноз қоя беруге болады деп отыр.
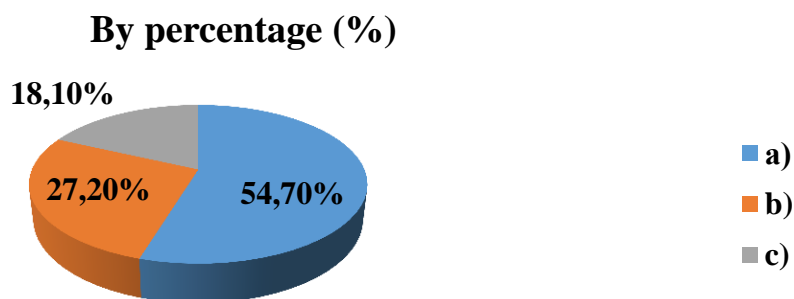
By percentage (%)

Figure 58 – To identify pragmatics of an eponym

54.70% of respondents chose A as a pragmatic one. The first reason is nationalization, belonging to this nation. The eponym the *battle of Ulytau* has influenced the independence of the Kazakh Khanate, its decisive role in developing Kazakh khanate was the pragmatic influence on the respondents. Secondly, the remaining variants concerning Mahatma Gandhi, Martin Luther King, they were not part of culture and did not make a contribution to the country. Conversely, the percentage of those who chose the B variant were 27.20%. C was chosen by 18,10% of respondents.

The second three sentences contain eponyms. By choosing one of the sentences with the eponym, it is aimed at determining which of the eponym has more high pragmatic effects. Three sentences were taken from the article "*Қасымханның қасқа жолы, Есім ханның ескі жолы, Нұрсұлтанның нұрлы жолы*" (E.K., 01.01., 2015).

*a) «Жеті жарғы» ережелер жинағында бұрыннан басшылыққа алынып келе жатқан "**Қасым ханның қасқа жолындағы**" жосықтар ғана емес, "Ұлы жасақтың" да кейбір баптары пайдаланылады.*

*ә) Қожаберген жыраудың **Тәукенің «Жеті жарғы»** заңын жасауға тікелей атсалысқанын өзінің және бірлі-жарым болса да замандастарының еңбектері дәлелдеп отыр.*

*б) Халық "**Есім ханның ескі жолы**" деп атап, ел ортасында әділ төрелік айтып, дау шешіп жүрген би-қазылардың осы ережені білуі міндетті саналады.*

By percentage (%)
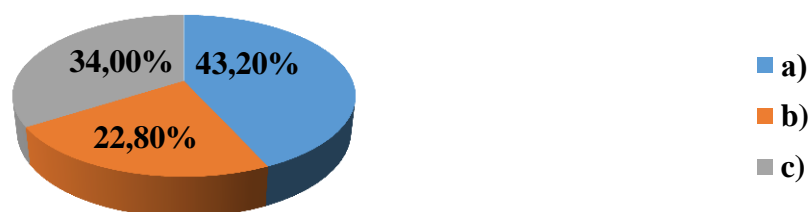
43,20%
22,80%
34,00%

a)
b)
c)

Figure 59 – To identify higher pragmatic effects among eponyms

43.20% of respondents chose A. The main reason is that the notion "*Қасым ханның қасқа жолы*» appeared before the other collection of laws "*Есім ханның ескі жолы*" and "*Тәуке жеті жарғысы*". Two of them appeared on the basis of the "*Қасым ханның қасқа жолы*". For this reason, the respondents chose the first variant, putting the "*Қасым ханның қасқа жолы*" to the high, thereby this eponym had higher pragmatic influence. Those who chose the B variant were 34% and had the second high pragmatic effects among other eponyms. According to respondents, "*Есім ханның ескі жолы*" just brought previous laws, made some amendments and did not have new laws. The third high pragmatic influence belong to *Тәукенің жеті жарғысы*. Because for the first time in this collection of law *қанға қан, жанға жан* (blood for blood and soul for soul) were introduced, and it supplement the previous laws and had a great impact on domestic politics.

The results of the associative experiment in three languages:
1.Obamacare
It has a high influence on English-speaking respondents, but both for Kazakh language speaking, Russian language speaking respondents, but overall neutrality is higher.
2. Watergate
It has a high influence (negative) on English-speaking respondents. For Kazakh, Russian-speaking respondents has neurtal influence. So, little or even no pragmatic influence on them, because of no presupposition.
3. The Belovezh agreement.
Respondents of the Kazakh and Russian language associative experiment are aware of this eponym. For Russian respondents has a neutral effect. But for Kazakh respondents positive effects.
4. Kadyrovtsy
Kadyrovtsy has positive influences on Kazakhstani russian speaking respondents. The negative impact for the Russian's russian speaking audience.
5. The Nevada – Semey movement
There is a positive effect on the Kazakh language respondents, but neutral for Russian respondents. Butfor English language respondents has no influence. Because there is no presupposition in the mind of English speaking respondents.

6. Putinism

Most of the respondents who took part in English language associative experiment had a negative impressions and had negative influences. Positive influence on Russian and negative for Kazakh language respondents.

7. Nurly zhol

For Kazakh and Russian language respondents, it has positive and very positive influence. The influence on Russian-speaking respondents of Russia shows a mixed, but neutral influence is considerably high.

Take a look at the diagrams, the influence of eponyms for the three-language respondents. The high pragmatic potential eponyms go up, no pragmatic effect eponyms go down. We have selected only the highest percentages of pragmatic effects of eponyms and vice-versa only the highest percentages of neutral, no effects of eponyms. We divided pragmatic effects by good, very good , bad, very bad. Medium effect means neither totally positive nor negative, but has components of both of them. Neutral means almost no influence.

The positive and negative pragmatic effects (+) are directed upward in the diagram, while neutrals (–) are down in the diagram.
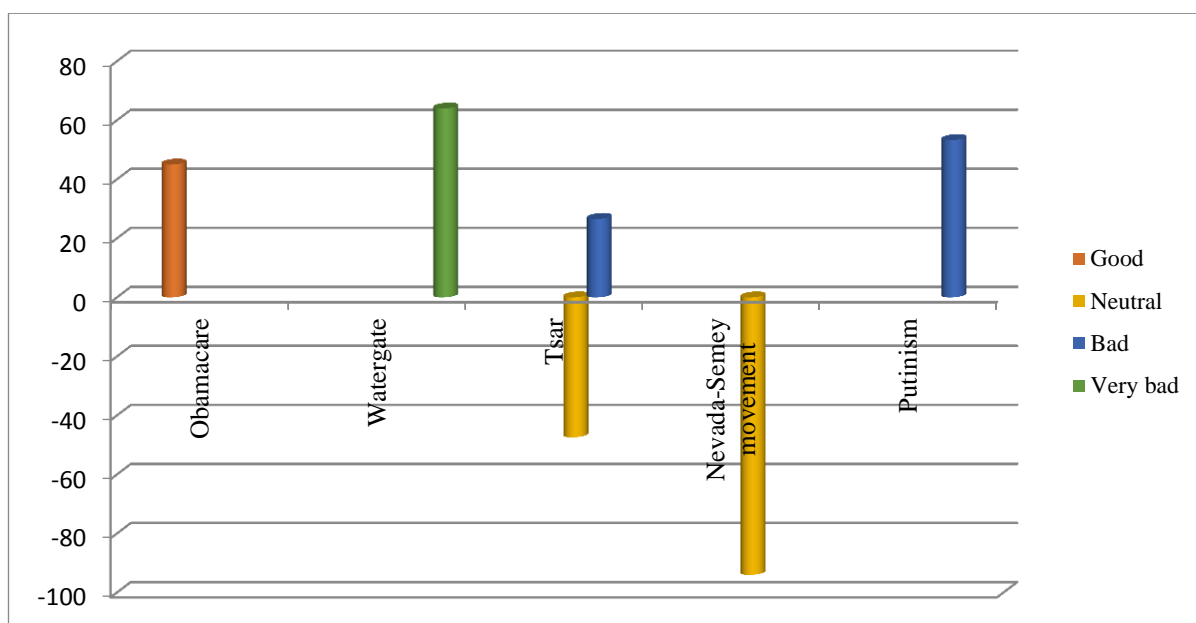
Figure 60 – Percentages of pragmatic influence of eponyms on English speaking respondents

For English-language respondents eponyms such as *tsar, Nevada-Semey movement* have low pragmatic impacts. But *Watergate, Putinism* have negative pragmatic effects, *Obamacare* has positive pragmatic effects.

Figure 61 – Percentages of pragmatic influence of eponyms on Kazakhstani russian speaking respondents

Apart from *Obamacare, Watergate*, the *Belovezh agreement* other eponyms have pragmatic influences on Kazakh-language respondents. *Nurly Zhol, Nevada-Semey movement, Kadyrovtsy* have very positive and positive effects, the influence of and *Putinism* eponyms has negative influence.

Figure 62 – Percentages of pragmatic influence of eponyms on Russian Federation's russian speaking respondents
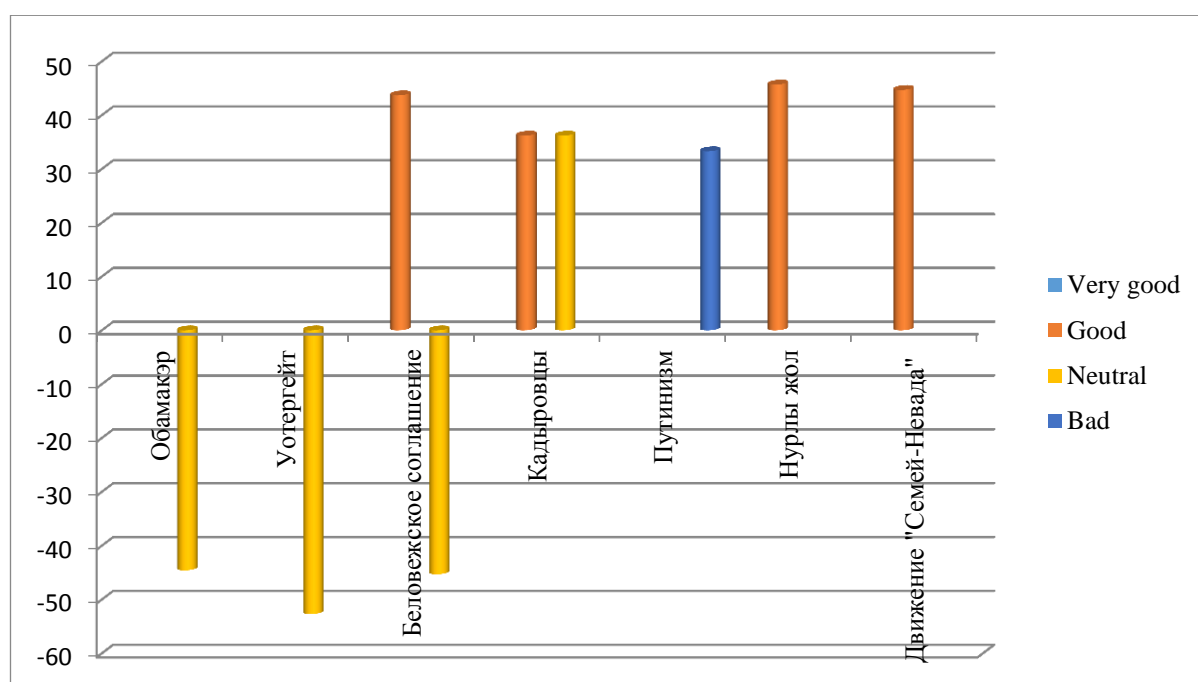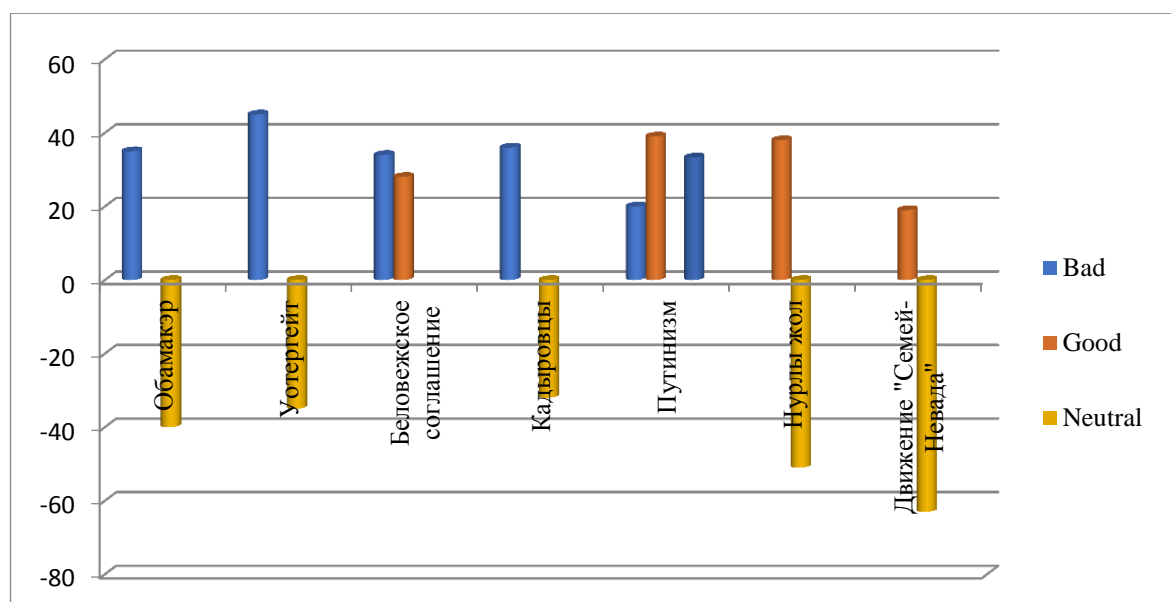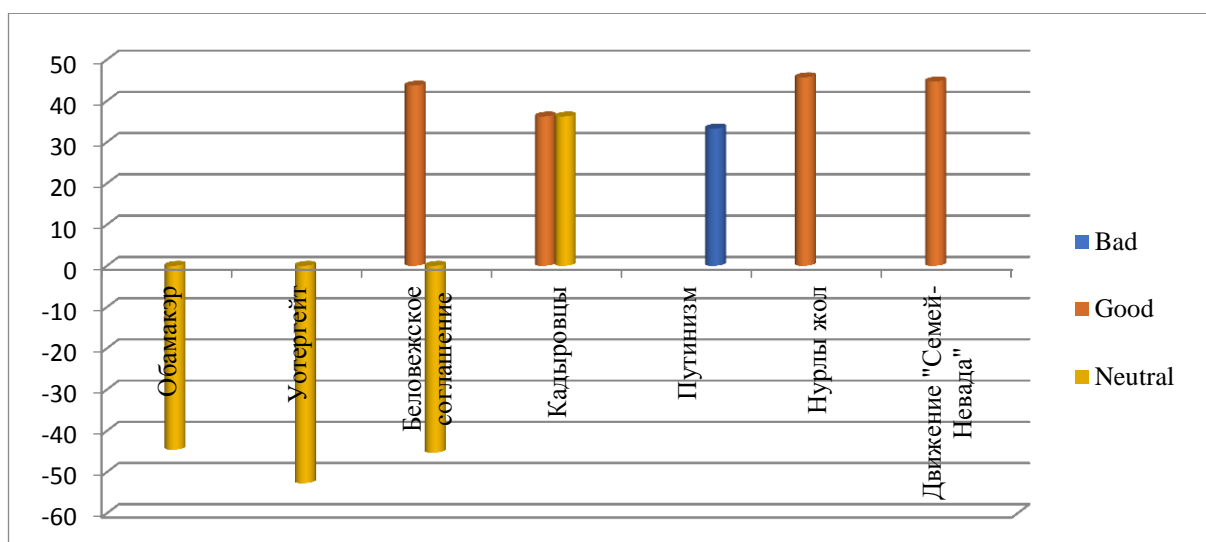
Figure 63 – Percentages of pragmatic influence of eponyms on Kazakh language respondents

Apart from *Obamacare,* the *Belovezh agreement, Watergate*, other eponyms have no pragmatic influences on Kazakh-language respondents. *Nurly Zhol, Nevada-Semey movement*, have a very positive and positive effects, the influence of *Kadyrovtsy* is positive, while *Putinism* has negative effects.

Conclusion to chapter 3

1. The main purpose of the manipulation in political discourse is the factual distortion. The following type of manipulation is typical in political discourse: *Referential manipulation*, misleading information about the referent that mislead the addressees. Two of its types are actively used: a) *factual* and b) *focus.* Factual is the distortion and uncertainty of information. In this manipulation form, eponyms have active pragmatic effects. Focus manipulation is accompanied by a change of focus to a negative (dysphemistic) or on the contrary favorable (euphemistic). The main purpose of the focus manipulation is to exaggerate bad sides of "them" and make the weak points of "us" groups as normal situation. At the same time, putting facts against each other and discreading images of the opponents (politicians) help to realize manipulation.

2. Pragmatics of eponyms in English, Russian and Kazakh socio-political periodicals is carried out by presuppositions, background knowledge; in the *headings*, which draw attentions of the public; in the interrogative headings, by provoking readers to read and find out answers; in the *elliptic sentences*, the readers want to know the end of the article, idea of the author and give his own interpretations; pragmatics of eponyms in the form of color-intensive *metaphors* and *similes* which stand out from ordinary words and motivate the reader to draw attention and read the whole article; pragmatics of eponyms as historical, cognitive realia which play an important role in every culture and play a major role in the development of the country. Eponyms have high pragmatic effects in controversial, contradictory information. Thereby, people make conclusions and make their own decisions by analyzing them.

3. The pragmatic potential of eponyms in the political discourses of politicians is high. Pragmatic content of Politicians is directed on exploiting eponyms to create positive external images of states; to keep unity between people and control a domestic policy; to enhance spiritual solidarity, as eponyms are one of most important historical realia units for a particular country; to attract voters and use them for their own purposes in the election campaigns. Pragmatic approaches realized through *simile, metaphor, implicature, antithesis, parallelism, reference.*

4. As a result of an associative experiment in three languages, eponyms have different levels of presupposition and correspondingly, different pragmatic effects on three national linguo-cultural environments.

Kazakh historical realia eponyms (Nevada-Semey movement) has no influence on English linguocultural environment. Because there is no presupposition (background education). On the contrary, eponyms such as Obamacare, Watergate characterized by the American linguocultural environment, have no pragmatic influence on Kazakh and Russian speaking audience. Eponyms for Kazakh and Russian-speaking respondents such as Nevada-Semey movement, Nurly zhol have positive pragmatic effects. For American linguo-culture Obamacare has good pragmatic effects, while Watergate, Putinism, have negative pragmatic effects. We have determined that the presupposition of eponyms can be identified by associative stimulus and pragmatics of eponyms through semantic differential method. The pragmatic influences of the eponym the Belovezh agreement, is not so high.

CONCLUSION

Eponyms are actively investigated in various fields of science (physics, chemistry, mathematics, astronomy, and others.). Every year, due to the most important events and situations in a particular linguistic-cultural environment, new eponyms are formed. This process is also taking place in political discourse. An eponym is a witness of various political and economic processes in the society and is presented as a language monument to the next generation. Under the meaning political eponyms in political discourse lay information, ideology, an image of the country, historical events, consideration and solving issues. Due to these facts eponyms are very important language units for political discourse, history, and linguistics.

At present time, we have identified that there is tendency to avoid using genitive synthetic eponyms with apostrophes. There are two reasons: a) it makes get confused users whether to write with apostrophes or not; b) eponyms are not own belongings of discoverers. But in our point of view, it is better to remain apostrophes to high motivational eponyms viz. to real discoverers and eponyms derived from anthroponyms. But for eponyms with low motivations viz. honored to someone who has been contributed and derived from toponyms eliminate apostrophes.

Structural classification of political eponyms in English, Russian and Kazakh socio-political periodicals as follows: *root, derivational, possessives, compound, abbreviated, blending.* In English possessive eponyms are made of apostrophes, but in Russian and Kazakh without apostrophe. Grammatical classification of eponyms were divided into *substantive, adjectival, verbal, substantive-substantive, substantive-adjective* and *substantive-numerical.* Eponyms act mostly as nouns and moderately as adjectives. By appellatives were divided into: acts, pacts, laws, conferences, plan.

As eponyms are complicated disciplinary, special-purpose professional onomastic terms, at present time, there are a number of linguistic problems of them: a) difficulties of belonging to a certain person if there are more than 3-4 people; b) the initial meaning of the name or the given name as an original single name may be ignored or forgotten; b) there is no transcription of the eponymous units, thus making them difficult to read; d) incorrect readings of eponyms in the different fields of science.

We have identified that an eponym is a frame structure and a historical realia. Because the frame belongs to a branch education that has been established in different cells (frames) depending on the subject of the human brain. And we assume that eponym refers to the framework knowledge, as it is used in various fields of science. The distinctive feature of the eponym as a socio-historical, political realia is its connection to the subject matter, so-called notion closely connected to the people, to the state, and to the historical excerpt of the time. Accordingly, realia are characteristics of national, historical color. Investigating eponyms enables to explore the national culture, history, literature.

The investigation has shown that eponyms and politics, political discourse are closely connected. Eponyms are language tools of political discourse and have several functions: 1) nominative function. Significant political processes and events in the society must be called nominatively, in our research by proper names; 2) symbolic function. Eponym is considered an important semiotic component of political discourse; 3) cumulative and memorial function (language memorial). Eponyms provide information on political processes and events in every era of society and they are political observers, witnesses of political events; 4) function of uniqueness. Eponyms easily stand out compared to other political terms. The main reasons for this include: the presence of individual names (anthroponyms and toponyms) and presence of cognitive-cultural information; 5) image function. In political discourse, eponymous units can be used as a political image. In the world, many conferences, organizations take the names of the most important objects of each state (toponyms) and promote the recognition to the world; 6) instrumental function. Eponyms are used as subject matters of conferences, forums, agreements to solve political issues and have instrumental functions. It is used as a political linguistic instrument of political discourse; 7) ideological function. An eponym, which is an onomastic term, is related to a well-known public figure, politician and is used for ideological purposes that unites people.

The referential manipulation of eponyms is actively used in political discourse. In particular, subdivisions: *factual* and *focus*. Factual is the distortion and semantic uncertainty of information. In this type of manipulation eponyms have active pragmatic effects. Focus manipulation is accompanied by a change of focus to a negative (dysphemistic) or on the contrary favorable (euphemistic). The main purpose of the focus manipulation is to exaggerate "others' " bad sides and make the weak points of "own" groups as normal situation. Moreover, putting facts against each other, discrediting images of opponents can help to realize manipulation.

The investigation has shown that political oriented texts as a part of political discourse in English, Russian, Kazakh language socio-political periodicals have high level of pragmatics. Pragmatics in this circumstance imply how to use eponyms as means of attracting readers' attentions, make them think over topics and change worldviews. They are realized via: *presuppositions* (background knowledge); *headings*, which draw attentions of the public; interrogative headings, pragmatics of by provoking readers to read the article; *elliptic sentences*, the readers want to know the end of the article, idea of the author and give his own interpretations; in the form of color-intensive, *metaphorical form* and in the form *similes* as they stand out from ordinary words and motivate the reader to draw attention and read the whole article. Pragmatics of eponyms as historical, cognitive realia which play an important role in every culture and play a major role in the development of the country. Because they are an integral part of a particular culture, its pride. Eponyms have high pragmatic effects in controversial, contradictory information. Thereby, people make conclusions and make their own decisions by analyzing them.

The pragmatic potential of eponyms in political discourses of politicians are high. Politicians exploit them to create a positive external image of the state; to keep

unity between people and control a domestic policy; to enhance spiritual solidarity, as eponyms are one of most important historical realia units for a particular country; to attract voters and use them for their own purposes in the election campaigns.

As a result of an associative experiment in three languages, eponyms have different effects on different national linguo-cultural environments.

Kazakh historical realia eponyms (Nevada-Semey movement) has no influence on English linguocultural environment. Because there is no presupposition (background education). On the contrary, eponyms such as Obamacare, Watergate characterized by the American linguocultural environment, have no pragmatic influence on Kazakh and Russian speaking audience. Eponyms for Kazakh and Russian-speaking respondents such as Nevada-Semey movement, Nurly zhol have positive pragmatic effects. For American linguo-culture Obamacare has good pragmatic effects, while Watergate, Putinism, have negative pragmatic effects. We have determined that the presupposition of eponyms can be identified by associative stimulus and pragmatics of eponyms through semantic differential method. The pragmatic influences of the eponym *the Belovezh agreement* is not so high.

The **perspective** of the research work is the study of eponyms in other types of discourses (economical discourse, legal discourse, academic discourse) not only from pragmatic aspects but also from the cognitive aspect.

Recommendations on specific application of research results.

1. We offer journalists, politicians, linguists to exploit eponyms in official meetings, conferences, scientific seminars. Because national eponyms are important frame units, which are significant to the culture, history, in particular in educating personality and developing patriotism.

2. Dissertation work corresponds to the framework of trilingual language policy of the country, one of the results is to use a brief English, Russian and Kazakh explanatory dictionary of eponyms as one of the main materials in the disciplines such as Language for specific purposes, Special-Professional Vocabulary of English in high school and higher educational institutions. It is aimed at developing the linguocultural competence of students which is the main objective of foreign language education.

3. The process of eponymy is continuing and is constantly changing, the new eponyms are forming. However, eponyms are entering into the fields of science without orphoepy transcriptions, and there is no availability to read properly. We strongly recommend for future authors of dictionaries to make a dictionary of eponyms with transcriptions.

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ENGLISH-RUSSIAN-KAZAKH SHORT EXPLANATORY DICTIONARY OF POLITICAL EPONYMS

ALMATY DECLARATION – **АЛМАТИНСКАЯ ДЕКЛАРАЦИЯ** – **АЛМАТЫ ДЕКЛАРАЦИЯСЫ –** *In 1991, on 21st December, former 11 Post Soviet countries including Russia, Belorussia Republic and Ukraine signed protocol and proclaimed The Commonwealth of Independent States (CIS)* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. Саяси түсіндірме сөздік. – Алматы, 2007. – 616 б.).

Максимум, чего удалось тогда добиться, это подписания *Алматинской декларации* СНГ, которая остановила опасный процесс хаотичного распада Советского Союза. Но это не снижало остроты внутренних проблем (R.G., 15.12.2011).

1991 жылы қол қойылған *Алматы декларациясы* арқылы негізі қаланған Тәуелсіз мемлекеттер достастығы бүгінде елдерімізді жақындастыра түсетін бірегей алаң болып қала береді (Zh.K., 16.09. 2016).

ASTANA ECONOMIC FORUM – **АСТАНИНСКИЙ ЭКОНОМИЧЕСКИЙ ФОРУМ** – **АСТАНА ЭКОНОМИКАЛЫҚ ФОРУМЫ** – *is the unified platform which considers world topical economic and social-relevant issues* (Forum-astana. org).

На днях Астана собрала столько авторитных эуспертов из 146 стран мира, что, как шутят в кулуарах *Астанинского экономического форума*, такого бомонда не бывает даже на конференциях ООН (N.P., 22.05. 2014); Елбасы Нұрсұлтан Назарбаев Нобель сыйлығының лауреаттарымен, халықаралық ұйымдар мен даму институттарының басшылығымен, VIII *Астана экономика форумына* қатысуға келген компаниялар жетекшілерімен кездесті (Е.К., 23.05. 2015).

ACHILLES' HEEL – **АХИЛЛЕСОВА ПЯТА** – **АХИЛЛЕС ӨКШЕСІ** – *weak points of somebody or something* (Tuleja, Tad «Namesakes. An entertaining guide to the origins of more than 300 words named for people. First McGraw – Hill paperback edition, 1987. – p. 89).

"The regime established stupid brainwashing that depicted Kim Jong Un as the god," he said. "We should try to concentrate our efforts to educate people that Kim Jong Un is not a god. He is just a normal human being. We should touch the *Achilles' heel* of Kim Jong Un." (W. P., 02.11. 2017); *Служба безопасности как главная* **«Ахилесовая пята»** *банка* (N.P., 26.04. 2013); Қазір біздің шекара щараның еңбегі сияқты былқылдап тұр. Өте әлсіз. Бір сөзбен айтқанда, біздің қоғамдағы *«Ахилестің өкшесі»* осы тұс (Zh.A., 11.09. 2012).

AUTOMAT KALASHNIKOV – **АВТОМАТ КАЛАШНИКОВА** – **КАЛАШНИКОВ АВТОМАТЫ –** *Firegun named after an outstanding Soviet*

Union's gun-contructor Mikhail Kalashnikov (Блау М. Судьба эпонимов 300 историй происхождения слов. Словарь-справочник. – 2010.).

Mikhail Kalashnikov, a self-taught engineer, left the world an iconic invention, *the Automat Kalashnikov Model* 1947, known *as the AK-47* (N.R2, 27.01.2014); Компания Russian Weapon Company, занимавшаяся импортом российского огнестрельного оружия производства концерна *«Калашников»,*намерена в ближайшее время развернуть производство *автоматов Калашникова* на территории США. С маркировкой Made in USA американская компания намерана производить автоматы, известные в США под обозначением *АК-47* (N.P., 22.11.2015); Қара базарда *«Калашниковтың»* құны күрт көтеріліп кеткен (Zh.A., 15.07.2014); Оның сөзінше, 16 желтоқсан күні аланға барған полицейлерге 29 *Калашников автоматы* берілген (Zh.A., 29.05.2012).

ANDROPOVISM – АНДРОПОВИЗМ – АНДРОПОВИЗМ –*Typical of the style, policies and politics of Andropov. Tightly managed economic reform that introduces market mechanisms, albeit without political reform* («The Atlantic. The death of Leonid Brezhnev and the Long Battle for Russia's future», 10.11.2012).

Andropovism and Gorbachevism represent two paths for a stagnating authoritarian system to reform itself and both eventually lead to a dead end (Radio FreeEurope Documents and Publications, 08.11. 2012).

BARBAROS PLAN (BARBAROSSA) – ПЛАН БАРБАРОССА – БАРБАРОС ЖОСПАРЫ – *the German Supreme command's code-name for the German invasion of Russia in 1941. At the time of the invasion, Russia and Germany had a nonaggression agreement, the Molotov-Ribbentrop, or Hitler-Stalin Pact* (McHenry, Robert, ed. The new encyclopedia Britannica. Chicago: Encyclopedia Britannica, Inc., 1992).

Если мы встанем на ту точку зрения, что без Сталина мы не выиграли бы войну с фашистами (кстати, с военной точки зрения *план Барбаросса* Гитлера был изначально авантюрой), то мы должны принять, что народ рвует отставание в развитии основных экономических и социальных инфраструктур, в частности энергетического сектора, телекомуникаций и образования (N. G., 02.03.2010).

BOYCOTT–БОЙКОТ–БОЙКОТ *–an orchestrated way of showing disapproval, such as by not attending a meeting or avoiding a country's or company's products, so as to punish or apply pressure for change of policy or behavior. The term originated with Captain Boycott, an Irish landlord who was subjected to this treatment in 1880* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

His candidacy is detouring into weird and confusing fights, such as the *"boycott"* of Fox News (The Wall street Journal, 01.10.2015); «*Бойкот* спортивных турниров – этоглупо. Футбол не решит больших проблем в политике. Разве *бойкот* московской Олимпиады – 1980 что-то решил?» - сказал футбольный чиновник (N.P., 09.12.2014); Собчак Навальныйды сайлауға

өткізбейді «биліктің кезекті қтаелігі мен сорақы әділетсіздік» деп атаса да сайлауға **бойкот** жариялаудан бас тартқан (Zh.A., 26.12.2017).

BIG BEN – БИГ БЕН – БИГ БЕН – *Large bell which strikes the hours in the Clock Tower of the Houses of Parliament* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

Перед бюстом Наги Ильясова установлен фонтан, рядом – местный *"Биг Бен"* с часами, сквер покрыли брусчаткой (С.А.М., 26.07. 2015).

BELOVEZH AGREEMENT ‒ БЕЛОВЕЖСКОЕ СОГЛАШЕНИЕ‒ БЕЛОВЕЖ КЕЛІСІМІ ‒ *Treaty between Russian, Ukrain eand Belorussia republicans concerning USSR's collapse in 8 December, 1991* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. Саяси түсіндірме сөздік. – Алматы, 2007. – 616 б.).

25 декабря 1991 года Михаил Горбачев выступил с прощальным словом к народу и заявил о своем уходе с поста президента СССР – страны, которой после **Беловежских соглашений** уже и не существовало (N.P, 06.02. 2015); Суть его в том, что на обсуждение выносится тот или иной исторический сюжет, момент в жизни страны. **Беловежские соглашения ‒** катастрофа или меньшее из зол? Например, 90 процентов зрителей, смотревших передачу о **Беловежском соглашении**, считают распад Советского Союза катастрофой и преступлением (М.Р., 01.02.2011); **Беловеж келісімі:** объективті қажеттілік пе әлде... (Е.К., 24.12. 2011).

BRETTON-WOOD SYSTEM (BRETTON WOODS) ‒ БРЕТТОН ВУДСКАЯ СИСТЕМА БРЕТТОН-ВУД ЖҮЙЕСІ – *A new Hampshire resort where in 1944 a forty-four-country agreement was signed to establish a post-war international monetary and payments system. Hence 'Bretton Woods' system refers to the institutions and their workings thus established* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

In what follows, this article argues that the original **Bretton Woods system** comprised two fundamentally different variants, and that the second variant that emerged around 1970 was fundamentally unstable (CATO journal 31.3 (Oct 2011); Это и 1-я, и 2-я Мировые войны, и **Бреттон-Вудские соглашения** 1944 года, и так далее, и, конечно же, само создание ФРС в 1913 после финансового кризиса в США 1907 (N.P., 01.09. 2011); Алдымыздағы 21-22 мамыр күндері Астана экономикалық форумы алаңында **Бреттон-Вудсс жүйесінің** 70 жылдық мерейтойына орай II дағдарысқа қарсы дүниежүзілік конференция өткізіледі. Бұл – БҰҰ үшін дағдарысқа қарсы дүниежүзілік жоспар жобасын өңдеп, қабылдауға бағытталған басты халықаралық шара (Е.К., 09.04. 2015).

BERLIN WALL ‒ БЕРЛИНСКАЯ СТЕНА ‒ БЕРЛИН ҚАБЫРҒАСЫ ‒ *on August 13-14, 1961, the government of the German Democratic Republic (East Germany), with the aid of its army and its Soviet ally, erected a high wall along the border dividing the Eastern sectors of Berlin from the Western sectors* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

If I said it wasn't niceto shoot people as they scaled the **Berlin Wall**,you would say, "It wasn't nice to lynch blacks in the South, was it?"(National review, 04.05.2015); In the decade following the fall of the **Berlin Wall**, moreover, the United States also conducted a number of sizeable military operations – seven to be precise, roughly one every 17 months (N.R., 09.06.2014); Но самыми известными, пожалуй, остаются Великая Китайская и ныне разрушенная **Берлинская стены** (N.P., 20.06. 2014)

BREZHNEV (BREZHNEYEV) DOCTRINE – ДОКТРИНА БРЕЖНЕВА – БРЕЖНЕВ ДОКТРИНАСЫ – *The official Soviet policy pronounced, in 1968, under the leadership of Leonid I. Brezhneyev, to the effect that any threat, military or otherwise, to either the Soviet Union or a socialist state (within the Soviet sphere of influence), would bring about direct military action by the Soviet Union and her allies (the East European satellite states)*(Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

In effect, Saudi Arabia has proclaimed a twenty-first-century equivalent of the old Soviet **Brezhnev Doctrine** for its own backyard (The National Interest, Sep/Oct 2011); Организация Варшавского договора (ОВД) была обречена после того, как последний Генсек ЦК КПСС Михаил Горбачев фактически отказался от неписанной «**доктрины Брежнева**» (N.P., 05.04. 2011).

BREST-LITOVSK TREATY – БРЕСТ-ЛИТОВСКОЕ СОГЛАШЕНИЕ – БРЕСТ-ЛИТОВСК КЕЛІСІМІ – *The peace treaty that was signed between the Central Powers (mainly Germany) and the newly-formed regime of Communist Russia on March 3, 1918. The treaty was abrogated by the Bolshevik government of Russia in November 1918 upon the defeat of Germany* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

CLINTON'S IMPEACHMENT – ИМПИЧМЕНТ КЛИНТОНА – КЛИНТОН ИМПИЧМЕНТІ – *in 1998 the House agreed article of impeachment against President Clinton on charges of lying about an extramarital relationship. The Senate failed to summon the necessary two-thirds to eject Clinton. The impeachment distracted all branches of the Federal government for more than a year* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Bill Clinton's impeachment, and Al Gore's concession in the 2000 presidential race. Fahrenheit 9/11's stupid title confuses a thermological measurement with the remembrance of a fateful day in U.S. history, then sarcastically adds the suggestion of an unanswered emergency call (N. R., 25.08.2014).

CAMP DAVID ACCORD – ДЭВИДСКИЙ ДОГОВОР – КЭМП - ДЭВИД КЕЛІСІМІ – *An agreement between Egypt and Israel under American intervention on September 17, 1978. The agreement restricts the Palestinians' rights to the western coast of the Jordan River and the Gaza Strip. However, the land of Egypt, occupied by Israel was returned* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. Саяси түсіндірме сөздік. – Алматы, 2007. – 616 б.).

Washington, D.C.'s Arena Stage is turning its attention to a news event straight out of the Jimmy Carter years: ***The Camp David peace accords*** (P., 03.18.2014); The playfocuses on the Carters, as well as Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin and the 13-day negotiations during September 1978 that led to the ***Camp David Accords*** (P., 04.03. 2014);

Какой будет внешнеполитический курс Египта при новом президенте Мухаммеде Мурси? Сохранит ли страна стратегические отношения с США, а также ***Кэмп-Дэвидский договор*** как основу региональной безопасности? (N.G., 01.10.2012).

CHAUVINISM – ШОВИНИЗМ – ШОВИНИЗМ *–feeling of excessive pride in one's country, and assuming that other countries are inferior* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

So does the underlying trend toward ***chauvinism*** and extremism in much of the Muslim world, not just in Bangladesh (N.R., 20.04.2015); Ұлтаралық қарым-қатынас, азаматтық теңдік, тіл саясаты – саяси ойындар алаңы емес, бұл мәселелерді билікке жету жолынд пайдалануға болмайтындығын кесіп айтқан президент ***шовинизм*** және ұлтшылдықты неофашизмнен жіңішке жіп бөліп тұрғанын, оны аттап өту оңай екенін еске салды (ЖА., 22.04.2014); Солтүстіктегі көршілердің отарлаушылық саясатының шектен шыққан басбұзар көрінісіне көз жұмып қарай алмаймыз, Қазақстан қоғамының тіліне ***шовинизм*** дертімен уланған идеологиялық сандырақтарды сіңдіруге төзе алмаймыз (Zh.A., 14.10.2014); Главное, чтобы подобные заявления не остались без надлежащего контроля. Иначе получится, что чиновники, наоборот, поддерживают подобный колониальный ***шовинизм*** (N.P., 12.04. 2011).

CHAUVINIST – ШОВИНИСТ – ШОВИНИСТ – *a person who is excessively proud of his country* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

Well-off and well-educated women, particularly those of progressive mien, have been aping the vernacular of sailors in port for quite a while now, as Ariel Levy mapped nine years ago in Female ***Chauvinist*** Pigs: Women and the Rise of Raunch Culture (N.R., 09.03.2015); Время от времени российская действительность кодкидывает имена новых оголтелых ***шовинистов*** (N.P., 11.10. 2016).

Ресейдегі қырғыздарға деген көзқарасты керекмет айту қиын. Фашистік, ***шовинистік*** идеологиямен уланған Ресей қоғамының барша ауыртпалығын, қыспақтығын қырғыздар көріп келеді (Zh.A., 10.10. 2017); Қаламгер Қалекең сонау тың және тыңайған жер игеру кезінде ***шовинисттердің*** қара қанжарлы Ермаққа Павлодарда орнатқан дәу ескерткішін құлатуға бастамашы, қадағалаушы болғаны мәлім (Zh.K., 21.10. 2016).

CASTROISM – КАСТРОИЗМ – КАСТРОИЗМ – *theory and practice associated with Fidel Castro leader of the Cuban Revolution since 1959* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Yoani Sanchez, the famed Cuban dissident, said "***Castroism*** hasWon (N.R., 26.01.2015).

CARTER DOCTRINE – ДОКТРИНА КАРТЕРА – КАРТЕР ДОКТРИНАСЫ –*it is the main policy statement that President Jimmy Carter made in his State of the Union address to Congress, 23, January, 1980, stating that: "Any attempt by any outside force to gain control of the Persian Golf region will be regarded as an assault on the vital interest of the United States"* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

The problem is that, at certain stage the Detente eventually led to the ***Carter Doctrine*** and re-edition of the Cold War (UNISCI Discussion Papers 28.01. 2012).

CUBAN MISSILE CRISIS – КАРИБСКИЙ КРИЗИС – КАРИБ ДАҒДАРЫСЫ – *the Cuban Missile Crisis of October 1962 is generally regarded as the most dangerous moment of the Cold War, one in which the world moved perceptibly close to nuclear conflict between the superpowers* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

The past half-century of U.S.-Cuba relations has been a roller coaster ride of high hopes for improvement at times but then plummets to low points that included mutual acts of terrorism, separation of Cuban families, CIA attempts to kill Fidel Castro, the most dangerous days of the Cold War during the ***Cuban Missile Crisis***, a U.S.-sponsored invasion, Cuba's alignment with the old Soviet bloc, confiscation of U.S. property, the 1996 shootdown of two Brothers to the Rescue planes by Cuban MiGs, and countless human tragedies played out on a smaller scale (P., 07.20.2015); Мы уже почти все знаем про ***Карибский кризис*** 1962 года, когда Хрущев завез на Кубу ядерное оружие, а Кеннеди оказался не таким слабаком, каким Хрущев его считал (N.P., 02.08. 2013); Есте болса, 62-шы жылы Кубада ***Кариб дағдарысы*** орын алып, АҚШ пен КСРО арасында текетірес болды (Zh.K., 26.11. 2016); Ол атышулы ***Кариб дағдарысына*** байланысты ғой, қарағым. Кубадағы бұл оқиғаны естуің бар ма еді? (E.K., 06.09. 2017).

DOWNING STREET–ДАУНИНГ СТРИТ – ДАУНИНГ СТРИТ – *street in London where the Prime Minister and Chancellor of the Exchequer have their official houses; **10 Downing Street** = house of the Prime Minister, where the cabinet meets and which is the centre of the executive branch of the British government. The words 'Downing street' are often used to mean 'the Prime Minister' or even 'the British government'* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

We explain the similarities but crucially the vital differences between the two leaders' thinking on intervention, with particular reference to Cameron's perception that ***Downing street*** needed to loosen its control over foreign policymaking after Iraq (Cambridge Review of International Affairs 26.2 (Jun 2013); Там же Тэтчер напоминали, что ядерная кнопка – прямо в подвале на ***Даунинг-стрит*** 10 (N.P., 02.08. 2013); Кремльден, Ақ үйден, ***Даунинг-стрит-***10-нан, Парижден

және Берлиннен Ақордаға соғылып жатқан телефон қоңырауларының жиілігі біздің әлі де есімізде (Е.К.,15.12. 2016).

DUMBARTON OAKS – ДУМБАРТОН-ОКС (ОУКС)–ДУМБАРТОН-ОКС (ОУКС) – *on August 2, 1944, the heads of state and / or government of the United States, the Soviet Union, China, France, and England gathered to consider the post – World War II global order. An agreement was reached to establish the United Nations Organization* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

There was a team of lawyers on hand at ***Dumbarton Oaks*** that was the official drafting committee, but Paslovsky saw to it that most of the real drafting work was done for that committee by the Formulation Committee, which consisted of leading foreign affairs politicians form the U.S., the Soviet Union and the United Kingdom (Jeremy Constellation 18.4 (2011)

DUVERGER'S LAW – ЗАКОН ДЮВЕРЖЕ – ДЮВЕРЖЕЗАҢЫ – *analysis of voting shows that a simple majority single-ballot system favors the two-party system. There is a near perfect correlation between a voting system that uses simple-majority/ winner-takes-all and the establishment of a two-party system. Proportional representation weakens a two-party system* (Riker, William H. Duverger's 'law revisited. In Berbarnd Grofman and Arend Lijphart, eds. Electoral laws and their political consequences. New York: Agathon, 1986).

"***Duverger's Law*** in mixed legislative systems: The impact of national electoral rules on district competition".This analysis highlights the complexity of mixed systems and suggests why many of them diverge form ***Duverger's Law*** (European Journal of Political research 54.1 (Feb 2015).

EISENHOWER DOCTRINE – ДОКТРИНА ЭЙЗЕНХАУЭРА – ЭЙЗЕНХАУЭР ДОКТРИНАСЫ – *a series of policy aims and objectives outlined by U.S. President Dwight D. Eisenhower in his message to Congress in 1957 proposing, among others, the following: 1) the deployment of U.S. Armed Forces anytime a sovereign nation in threatened by international communism, provided that such assistance is requested; 2) U.S. economic assistance to any nation which desires to develop its economy* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

The "***Eisenhower Doctrine***," as the proposal came to be known, established the Middle East as a major Cold War battlefield. It sought to deter radical Arab nationalism from forming a pro-communist alliance with the Kremlin (P., 01.05. 2016); Провозглашенная 5 января 1957 г. *"доктрина Эйзенхауэра"* фактически предопределилавозможность использования американской военной силы во имя идейно-политических целей (Россия в глобальной политике, 16.08.2011).

EURASION ECONOMIC UNION – ЕВРАЗИЙСКИЙ ЭКОНОМИЧЕСКИЙ СОЮЗ – ЕУРАЗИЯЛЫҚ ЭКОНОМИКАЛЫҚ ОДАҚ – *International intergrational economic union which was founded on 29 May, in 2014* (Насыров М.Р., Гуляева С.П. Юридический русско-казахский толковый

словарь-справочник. – Орысша-қазақша заңдық түсіндірме сөздік-анықтамалық. – Алматы: Жеті жарғы, 2008. – 764 с.).

*New Delhi is speeding up the signing of a trade agreement with **the Eurasian Economic Union,** which includes Belarus, Kazakhstan, Russia, Armenia and Kyrgyzstan* (P., 03.02. 2017); Others include a ban on the transit of goods affected by tariff rates above zero under the Common Customs Tariff of the ***Eurasian Economic Union*** and obstacles for Ukrainian drivers to enter Russia through the Belarus-Russian border (P., 09.16. 2016); ***Еуразиялық экономикалық одақ*** – бұл бүгінгі күн мен болашақтың күрделі сұранысымен өлшенетін мегажоба. Бұл – ой мен тәжірибенің бірлігі, жүйелі түрде, сатылай және талмай тұрақты түрде талмай алға ұмтылудың нәтижесі. Әрі бұл жоба пост-кеңестік кеңістікте «Нұрсұлтан Назарбаевтың жобасы» деп аталып, Қазақстан оның отаны ретінде танылды. Өйткені, Қазақстан Көшбасшысының барлық интеграциялық үрдістерінің бастамашысы және көптеген жаңашыл жобалардың, тың идеялардың авторы екенін бүкіл әлем біледі (Е.К., 16.10. 2015).

HELSINKI FINAL ACT – ЗАКЛЮЧИТЕЛЬНЫЙ ХЕЛЬСИНКСКИЙ АКТ– ҚОРЫТЫНДЫ ХЕЛЬСИНДІК АКТ [ХЕЛЬСИНКИ АКТІСІ]–*the results of an international conference in 1975 on security and cooperation in Europe attended thirty-five heads of state, including the USSR and the United Stated. The meeting aimed to advance the policy of détente, that is, agreement on economic and technological cooperation in humanitarian fields, and security and disarmament* (Crystal, David. Ed. 1990. The Cambridge encyclopedia. Cambridge: Cambridge University Press).

Russia is in violation of the sovereignty of Ukraine. Russia is in violation of its international obligations. Russia is in violation of its obligations under the U.N. charter, under the *Helsinki Final Act* (P., 03.02. 2014); Один из главных элементов этого однозначно легитимного процесса - его соответствие требованиям международного права, принципам и нормативам, закрепленным в Уставе ООН,***Заключительном Акте Хельсинского*** Совещания по безопасности и сотрудничеству в Европе (Российская газета, 20.03.2015); Қазіргі жағдайда әлемді ***Хельсинки қорытындысы актісі***, Вена конвенциясы, ЕҚЫҰ, Гаага халықаралық **соты,** адам құқықтары жөніндегі Страсбург сотынсыз елестету мүмкін емес (Zh.A., 15.04.2014).

GANDHIANISM –ГАНДИЗМ – ГАНДИЗМ – *relating to the twentieth-century Indian leader who sought independent for India from the British and used nonviolent political means to achieve reform* (McHenry, Robert, ed. The new encyclopedia Britannica. Chicago: Encyclopedia Britannica, Inc., 1992).

GENEVE AGREEMENT – ЖЕНЕВСКОЕ СОГЛАШЕНИЕ – ЖЕНЕВА КЕЛІСІМІ – *international agreement to limit the use of chemical and bacteriological weapons* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

The notion that **the Geneva agreement** effectively constrains Iran's nuclear weapons program is undoubtedly the most disingenuous and even dishonest aspect of the whole Obama charade (N.R., 27.01.2014); ***Женева келісімі*** Иран үшін сәтімен

аяқталса, онда бұл мемлекет өзін құрсауланған халықаралық санкциядан құтылады (Е.К., 09.11.2013).

GLENEAGLES AGREEMENT – ГЛЕНЕГЛСКОЕ СОГЛАШЕНИЕ – ГЛЕНЕГЛ КЕЛІСІМІ – *an agreement among Commonwealth nations in 1977 to invoke sanctions against South Africa's policy of apartheid* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

However, a draft communique for this year's summit, dated 26 May, makes no mention of the *Gleneagles agreement*. Douglas Alexander, the shadow international development secretary, said: "Since *Gleneagles* in 2005, the Labour government worked to keep aid promises to the world's poorest high up on the global agenda." (The Guardian, 04.06.2010).

GUANTANAMO PRISON – ТЮРЬМА ГУАНТАНАМО – ГУАНТАНАМО ТҮРМЕСІ – *is the prison located on the coast of Guantanamo Bay in Cuba.*

Trained in al-Qaeda camps in Afghanistan, he was a prisoner in *Guantanamo prison* for three years (N.R., 24.03.2014); Осыдан бір жылдай бұрын үрейлі *Гуантанамо түрмесінен* оралған қазақ жігіті тураы естіп, өзімен жүздескен едік. ... Балалық күндері бірге өсіп, бір мектепте оқыған Долқын, Шухрат және Айтуған *Гуантанамо түрмесінде* де бірге боламыз деп ешқашан ойламаған. ... *Гуантанамо түрмесінде* үш отандасымыз 2006 жылы аранйы ұшақ сапарымен Алматыға жеткізілді (Zh.K., 16.08. 2016).

GORBACHEVISM – ГОРБАЧЕВИЗМ – ГОРБАЧЕВИЗМ –*Reflecting the life or political ideas of the former First secretary (president) of USSR M. Gorbachev.*

In today's Russian policy, we can see the dangerous signs of *"Gorbachevism"*(Daily News Egypt [Cairo], 16.03. 2012).

HITLERISM – ГИТЛЕРИЗМ – ГИТЛЕРИЗМ – *totalitarian policies and practices of the twentieth century German Nazi dictator, that is, militant anti-Semitic nationalism, subordination of all institutions to the state, unlimited territorial expansion through military invasion, and racial purification through genocide and murder* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423)

The relative independence of the churches until very late in the war enabled them to resist the regime on specific issues – notably, its euthanasia of disabled and mentally ill people – but they failed to mount any kind of general resistance to *Hitlerism* (N.R., 21.09.2015); Әлемдік сарапшылардың анықтауынша, ваххабизм мен салафизм – «нацизм» және «*гитлеризм*» деген сияқты синоним сөздер. Нацизм – идеология болса, *гитлеризм* – дәл сол идеологияның оны жүзеге асырған адамның атымен аталған түрі ғана (Е.К., 01.09. 2016).

HITLERIAN – ГИТЛЕРОВСКИЙ – ГИТЛЕРЛІК (ГИТЛЕРШІЛ) – *connected to the life, beliefs and actions of Adolf Hitler (1889-1945). Associated with dictatorial, totalitarian, Nazi policy* (Philip Gooden. Name dropping/ An A to Z

guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423)

Krauthammer can verge into the extreme: In addition to prognosticating about the demise of American liberalism, he was wrong on Iraq (which he described as "*Hitlerian* Germany") and predicted, days before the 2012 presidential election, that Mitt Romney would win (P., 11.16. 2013); 1943 жылдың 1 қарашасында КСРО, АҚШ және Ұлыбританияның сыртқы істер министрлерінің Мәскеу конвенциясыпротоколына құпия түрде қол қойылды. Бұл конвенцияның 19-пункті «*Гитлершілдерді* істеген айуандығы үшін жауапкершілікке тарту туралы декларация» деп аталады (Е.К., 06.05.2014); *Гитлершілердің* жанұшыра қарсылық көрсеткеніне қарамастан түнгі сағат 11-лерге таман Кунерсдорф та біздің қолымызға өтті (Е.К., 22.04. 2014).

KADYROVTSY – КАДЫРОВЦЫ – ҚАДЫРОВШЫЛАР – *Reflecting the life or political ideas of the former president of Chechen Republic A. Kadyrov. Actually, it's the army under the control of the Chechen's president.*

Кадыровцы в то же время вошли в основном составе в так называемую службу безопасности президента Чечни Алу Алханова (иногда ее называли «президентским полком», его численность составляла свыше 2 тысяч человек) (N.G., 25.07.2011).

KEMALISM – КЕМАЛИЗМ – КЕМАЛИЗМ – *the ideology promoted by Mustafa Kemal (Ataturk) and his associates after the creation of the republic of Turkey. The basis for Kemalism is to be found in the Ottoman reforms which began in 1839* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Кемализм мен Неоосманизм екі қошқардың басы...Бәлкім, халықтың *Кемализм* жолымен жүргісі келер? Екі тараптың да пікірінің жаны бар (Ж.А., 11.06.2013).

KYOTO PROTOCOL – КИОТСКИЙ ПРОТОКОЛ – КИОТО ХАТТАМАСЫ – *Increasing political salience resulted in an intergovernmental meeting in Kyoto in 1997, at which 38 industrialized countries signed up to the Kyoto protocol. This agreement was that these nations would reduce their atmospheric emissions of CO_2 by an average of 5.2 per cent from 1990 levels by 2012* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

International climate talks in Qatar went into overtime this weekend, but negotiators ultimately emerged with an agreement to extend the 1997 *Kyoto Protocol* from its expiration this year through 2020, when a new global plan (details of which are supposed to be nailed down by 2015) is scheduled to go into effect (P., 12.10. 2012); Казахстан ратифицировал *Киотский протокол*, обязывающий развитые страны и страны с переходной экономикой сократить или стабилизировать выбросы парниковых газов, еще в марте 2009 года. В *Киотском протоколе* сегодня учавствуют практически все страны мира за исключением Афганистина, Андорры, Ватикана и Западной Сахары (N.P., 05.03.2015); Конференция қорытындысында қабылдау көзделген жаңа құжат *Киото*

хаттамасын алмастыруы тиіс. Жаһандық климатқа байланысты күні бүгінге дейін қолданылып келе жатқан ескі келісім 1997 жылы Жапонияның Киото қаласында қабылданған еді (Zh.A., 17.11. 2015); Ал осы 70-сессияға жиналған мемлекеттердің көбісінің басшылары кезінде Жапонияда *Киото пактісін* қабылдауға қатысқандар емес пе. Бұл пактіге ауаға таратуға улы газдар мөлшерін азайту қажеттігі халықаралық заңдық күшіне енген болатын. Міне, соны орындау көңіл көншітпейді (Е.К., 02.12. 2015).

KEYNESIANISM – КЕЙНЕСИНАИЗМ – КЕЙНЕСИАНИЗМ – *is used to describe a particular mix of economic and social policy is a reflection of the success of his attempt to provide an intellectual justification for a form of government intervention that would save capitalism and liberal democracy, a task which appeared to be a compelling and urgent one in the 1930s* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Consider John F. Kennedy, who, despite being taught by the high priest of *Keynesianism*, John Kenneth Galbraith, was at first taken aback when told that Keynes recommended cutting taxes to allow people to spend their way out of a recession. He then recommended a Keynesian tax cut (P., 12.04. 2011).

MACHIAVELLISM – МАКИАВЕЛЛИЗМ – МАКИАВЕЛЛИЗМ – *the directions of Niccolo Machiavelli. Machiavelli's main contributions to political science are to be found in **The Prince and the Discourses.** Both works can be seen as expounding the requirements for the maintenance of political stability in two different regimes (principalities in The Prince, republics in the Discourse), addressing similar themes, and offering similar counsel to political leaders must be sustain government, and to acquire glory, honour, and riches for the rulers and their people* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

MACHIAVELLIAN– МАКИАВЕЛЛИАН – МАКИАВЕЛЛИАНДЫҚ – *the style or following the doctrines of the Italian politician and writer Niccolo Machiavelli (1469-1527)* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

*In 1943 he published **The Machiavellians**, a study of the Italian school of elite theory. The theme of **The Machiavellians** is the irrationality of ideologies and the pretense of democracy* (The Washington Monthly (Jan/Feb 2014).

MAASTRICHT TREATY – МААСТРИХТСКИЙ ДОГОВОР – МААСТРИХТ КЕЛІСІМІ (ШАРТЫ) – *The Maastricht agreement (signed 7 February 1992) was an important amendment to the Treaty of Rome and associated treaties of the European Communities. The Maastricht agreement accelerated and enhanced the institutions and processes of European integration* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

The *Maastricht treaty* is interpreted as a quasi-experimental policy intervention that substantially advanced European integration. Our results suggests that tax decentralization has increased in EU countries after the signing of the *Maastricht*

treaty (Constitutional political Economy 21.4 (Dec 2010); В Дании существует выбор неучастия по трем аспектам – евро, общая политика в сфере безопастности и обороны и вопросы внутренних дел и юстиции. Такая ситуация сложилась из-за провала в стране референдума по ***Маастрихскому договору*** в 1992 году (N.P., 04.12.2015); Министром труда и занятости стал Мишель Сапен, однокашник Олланда. Сапен также не чужд евроинтеграционному процессу – в частности, быминистром финансов и занимался референдумом по ***Маастрихтскому договору***, заложившему основы евро (N.G., 18.05.2012); Одан кейін тұтас ширек ғасыр, яғни 25 жыл өткенде барып Еуропалық Одақ құру туралы ***Маастрихт келісіміне*** қол қойылған (E.K., 27.06. 2015).

MANHATTAN PROJECT – ПРОЕКТ МАНХЭТТАН – МАНХЭТТАН ЖОБАСЫ – *(during World War II) the code name for the secret US project set up in 1942 to develop an atomic bomb* (Colins English Dictionary. Copyright. Harper Collins Publishers. www.collinsdictionary.com).

Nathan Safferstein, a counterintelligence agent on the *Manhattan Project* to build the atomic bomb during World War II, has died after a long illness (P., 03.07. 2013).

McCARTHYISM – МАККАРТИЗМ – МАККАРТИЗМ – *Generally, the use of unscrupulous methods of investigation against supposed security risks and the creation of an atmosphere of fear and suspicion* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

"This is almost like ***McCarthyism*** revisited," the California Republican told reporters at the California Republican Party's spring convention in Sacramento (Politico, 02. 26. 2017); *'McCarthyism'* may soon be replaced by 'Trumpism': Trump's apologists, just like McCarthy's, insist he's putting his finger on major problems. Three years after he was censured, McCarthy was dead, leaving a widow, a child and an unsavory term *McCarthyism* (W.P., 05.01. 2016).

MARXISM – МАРКСИЗМ – МАРКСИЗМ – *It was Karl Marx and Friedrich Engels who formulated the original ideas, concepts, and theories which became the foundations of a doctrine which has since come to be known as Marxism, but which they themselves designated as 'scientific socialism'. Marx and Engels devoted their lives to the analysis of historical forces which they considered to be moving inexorably towards the eventual collapse of the capitalist system and a revolutionary crisis which would bring about a socialist transition and (eventually) full communism* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Despite overwhelming evidence against it, he embraced the clearly immoral and logically flawed ideology of ***Marxism*** (N.R., 23.06.2014); Бұл идеологияны 1948-1994 жылдары елді басқарған Ким Ир Сен жасаған. Мақсаты – ***марскизм***, сталинизм және маоизмнің ықпалынанқұтылу, елде тәртіп орнату және биліктің мұрагерлік дәстүрін күшейту (Zh.A., 15.05. 2015); Расында да, Әлихан Бөкейханнның ***марксизм*** идеяларының білгірі болғанын біреу білсе, біреу біле

бермейді. Әлекеңді леншіл большевиктердің өзі *марксизм* идеясын санамызға сіңірген тұлға деп мойындағаны тарихи факт. (Zh.A., 15.12.2015); *Марксизм* ілімі қазаққа өзі не берді дегенге келсек, ең алдымен, «Таңдағы тамақ Тәңірден», «адамның басы Алланың добы», «Құдайдан қорықпағаннан қорық» деген қазақтың төл санасын улап, атеистік білімді сіңірді (Zh.K., 04.10. 2013).

MARXIST – МАРКСИСТ – МАРКСИСТ (МАРКСИСТІК) – *Referring to Marxism, person who supports and believes in Marxism.*

Assorted ***Marxist*** guerrillas and terrorists have been struggling with paramilitary groups and drug cartels for the best part of half century (N.R., 07.04.2014).

MARXISM-LENINISM – МАРКСИЗМ-ЛЕНИНИЗМ – МАРКСИЗМ-ЛЕНИНИЗМ – *The doctrines of V. I. Lenin (1870-1924), especially his core contributions – on the party, the state, imperialism, and revolution – to Marxist theory. Communist ideas put forward by Vladimir Ilyich Lenin* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

You mentioned his lack of ***Marxist-Leninism.*** Do you think he has an ideology? (The New Republic, 24.03.2014); «***Марксизм – ленинизмнің»*** ғылыми негізделген идеялары қазіргі уақытта өзінің маңыздылығы мен өзектілігін жоғалтқан жоқ. Заманауи құрылымдағы коммунизм ғана жойқын батыс мәдениетіне қарсы тұра алады (E.K., 24.04. 2015).

MARSHALL PLAN– ПЛАН МАРШАЛЛА –МАРШАЛЛ ЖОСПАРЫ – *The Marshall Plan – formally known as the European Recovery Programme – was announced by the US Secretary of State George C. Marshall on 5 June 1947. Although the Marshall Plan has been dubbed the 'the most selfless act in history', it was introduced not only o safeguard America's strategic political and military interests in Western Europe but also to take account of the need of the US to maintain its colossal export surplus in the face of a predicted domestic recession* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Third, persuade Poroshenko to accept an apparent balance in trade relationships between the EU and the Eurasian Union in return for a western aid program to Kiev on the scale and generosity of the ***Marshall plan*** (N.R., 22.09.2014). ***The Marshall Plan*** aimed to shore up Western European economies and democracies before they collapsed and succumbed to communism (N.R., 09.06.2014); Второй вариант: объявить новый ***«план Маршалла»*** для России и всех постсоветских государств, залить их деньгами, и опять же с упором на то, чтобы на российском Востоке главной страной не стал Китай (N.P., 20.08.2014); «Нұрлы жол»жаңа экономикалық саясаты АҚШ-тағы отызыншы жылдардағы «Ұлы күйзеліс» кезіндегі экономиканы мемлекеттік реттестіру жөніндегі әлемге мәшһүр болған Кейнс-Рузвльт бағдарламаларының және өткен ғасырдың соғыстан кейінгі жылдарындағы Батыс Еуропа елдеріндегі атақты ***Маршал жоспарының*** қатарында тұр (E.K., 25.07. 2015).

MONROE DOCTRINE – ДОКТРИНА МОНРО – МОНРО ДОКТРИНАСЫ – *Originally promulgated by United States President James Monroe in 1823 as a warning to European powers that any expansionists activity by them anywhere in the Americas would be construed as threat to the United States. Extended by Theodore Roosevelt and repeatedly used to justify US intervention in the affairs of Latin American countries* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Monroe was the first U.S. senator to become president and the first president to ride on a steamboat. In 1823, he declared his opposition to European intervention in the Western Hemisphere. The ***Monroe Doctrine*** became an enduring facet of U.S. foreign policy (P., 04. 28. 2014); До поры до времени военные акции США ограничивались лишь Западным полушарием (***«Доктрина Монро»***) и на рубеже 19-20 веков «отъемом» у Испании ее владений в Тихоокеанском зоне (Филиппины), а также отправкой незначительного контингента войск в Китай для участия в подавлении Боксерского восстания (N.G., 30.10.2015); В рамках ***«доктрины Монро»*** (1823) стратегическими противниками Вашингтона объявлялись европейские державы, стремящиеся закрепиться в Новом Свете (Россия в глобальном политике, 30.10.2010).

MOLOTOV COCTAIL – КОКТЕЛЬ МОЛОТОВА – МОЛОТОВ КОКТЕЙЛІ – *a bottle of hot, flammable existence used for military attack* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. Саяси түсіндірме сөздік. – Алматы, 2007. – 616 б.).

Indeed, on the same day, thousands of unemployed Tunisians demonstrated in the south of the country and threw ***Molotov cocktails*** at the police, who used tear gas and fired bullets in the air to disperse them (Public culture 26.01. 2014);

Падение произошло 20 января. Тогда группа протестующих забралась на это сооружение у входа на стадион и стала забрасывать оттуда силовиков фейерверками и ***«коктейлями Молотова»*** (Общественная позиция, 23.01.2014); Украинские «мирные» акции протеста с ***«коктейлями Молотова»***и арматурой в руках, с лозунгами «Бей жидов!» и «Москалей на ножи!» заставляют граждан многих других стран проецировать возможность такого варианта развития событий на себя (С.А.М., 17.02.2014).

Бұған В. Янукович қақтығыс кезінде құқық қорғау органдарының қызметкерлері де оққа ұшты, оларға оқ атқан кім дей келе, «құқық қорғау органдары шерушілер өздеріне ***«Молотов коктейлі»*** атқылаған кезде де, наразылар үкімет ғимараттарын басып алып, бүлік басталған кезде де, тіпті өздеріне қарсы оқ атылғанда да қарсы әрекетке бармай, ұзақ шыдады» депті.Таңғы сағат 4.30-да «XXI» газетінің редакциясында енді анау-мынау емес, бомба жарылды. Бас редактордың кабинетін көздеп біреу терезеден ***«Молотов коктейлін»***лақтырып. Өрттен стол, жиһаз, редакция мұрағаты түгел жанып кетті (Е.К., 14.07. 2015).

MOLOTOV-RIBBENTROP PACT – ПАКТ МОЛОТОВА-РИББЕНТРОПА – МОЛОТОВ-РИББЕНТРОП ПАКТІСІ – *Peace and*

nonaggression agreement USSR and Germany signed on 23 December, 1939 (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. Саяси түсіндірме сөздік. – Алматы, 2007. – 616 б.).

Yet there was considerable ambivalence about their support as evidenced by Bruce's panicky response to the ***Molotov-Ribbentrop Pact*** (Australian Journal of Politics and History 56.4 (Dec 2010); ***Пакт Молотова-Риббентропа***в августе 1939-го был для стратегического союзника Третьего рейха, ведущего войну с СССР на Халхин-Голе, в результате которого кабинет министров во главе с прогермански настроенным премьером Киитиро Хиранумой подал в отставку (N.P., 18.08.2015); Что за жеманность? Вместо того чтобы просто и ясно спросить: "***Пакт Молотова - Риббентропа*** - проигрыш или выигрыш?" Может, я субъективен, поскольку расстраивался еще и оттого, что мои единомышленники - сторонники либеральных взглядов - на том ток-шоу постоянно терпят поражение; «Тарихқа жаңаша көзқарас» дегеннен шығады, 1939 жылы 23 тамызда КСРО мен Германия біріне-бірі шабуыл жасамау туралы ***Молотов-Риббентроп пактіге*** қол қойды (Zh.A., 07.05. 2015).

MAOISM – МАОИЗМ – МАОИЗМ – *Reflecting the life or political doctrines of Chinese Communist leader Mao Tse-Tung (1893-1976)* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

"Foucault, *Maoism*, Genealogy: The influence of Political Militancy in Michel Foucault's thought" An interpretation of Foucault's approach to history which focuses on another, less readily evident, dialogue partner, namely the Marxist tradition and, more precisely, French *Maoism* (New Political Science 02.01. 2015);

Бұл идеологияны 1948-1994 жылдары елді басқарған Ким Ир Сен жасаған. Мақсаты – марскизм, сталинизм және ***маоизмнің*** ықпалынан құтылу, елде тәртіп орнату және биліктің мұрагерлік дәстүрін күшейту (ЖА., 15.05. 2015).

NIXON DOCTRINE – ДОКТРИНА НИКСОНА – НИКСОН ДОКТРИНАСЫ – *connected to the life and doctrines of the 37th US President, Richard Milhous Nixon (1913-1994)* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

Nizon's determination to "Vietnamize" the conflict came to be known as the "***Nixon Doctrine***." He pledged that the withdrawal of the first 25,000 troops would be completed by Aug. 31 (P., 07. 25. 2012); The Obama administration, like Nixon Administration and the subsequent U.S. administrations were faced with a profound change in the structure of the international system and the Vietnam syndrome, creating the policy of Détente and implementing the ***Nixon Doctrine*** (UNISCI Discussion Papers 28.01. 2012).

NUREMBERG TRIALS – НЮРНБЕРГСКИЕ ПРОЦЕСЫ – НЮРНБЕРГ ПРОЦЕСТЕРІ (ҮДЕРІСТЕРІ) – *the Nuremberg trials were set up to prosecute the leading Nazi war criminals. These trials set a precedent for international law and regulating the conduct of war* (www.study.com).

Kennedy had profiled two of them in his Pulitzer Prize-winning book: Webster, who spoke out in favor of the Compromise of 1850, and Taft, who vocally opposed the *Nuremberg trials* of Nazi war criminals under what he saw as ex post facto laws (P., 03. 11. 2017).

Сот 1945 жылдын 20 қарашасында басталып, 1946 жылдын 1 казанында аяқталды. Бұрын соңды болмаған бұл сот тарихқа *Нюрнберг процесі* деген атпен жазылды. Нюрнберг процесінің отуіне мұрындық болған негізгі тұлғалардың бірі АҚШ-тық айыптаушы Роберт Джексон болды (Ж.А., 06.05.2014); Атақты *«Нюрнберг процесі»* болған кезде барлық тапсырма орындаушылар «менің кінәм жоқ, мен тек тапсырма орындадым» деп қылмысты Гитлерге аударып жібергені әмбеге аян (Zh.A., 13.12. 2012).

NURLY ZHOL – НУРЛЫ ЖОЛ – НҰРЛЫ ЖОЛ – *State program for infrastructure development for 2015-2019* (www.baiterek.gov.kz).

Президент обозначил эти задачи как составляющие новой экономической политики *«Нурлы жол»* (Новое покаление, 16.01. 2015); Временно этому должны способствовать проекты по программе *«Нурлы жол»*, предполагающей массовое строительство инфраструктурных объектов, в первую очередь дорог (N.P., 20.01. 2015); Бір қызығы, кездейсоқтық па, әлде, басқа ма, қытай төрағасы осы қордың бойына қан жүгіртіп жатқан сәтте Қазақстан президенті Нұрсұлтан Назарбаев 2014 жылы *«Нұрлы жол»*атты өзінің жаңа экономикалық бағдарламасын жариялады (Zh.A., 08.03.2016); *«Нұрлы жолдың»*күре тамыры – жол, жол болғанда да темір жол. Шынында да, Қазақстанның теміржолдарының бәрі солтүстікке – Ресейге қарай тартылған (Zh.A., 23.12.2014); Кездесу иелерінің пікірінше, Қазақстан Президентінің **«Нұрлы жол»** бағдарламасы мен ҚХР Төрағасының «Бір белдеу – бір жол» бастамасы ұзақ мерзімді өзара іс-қимылдың жарқын болашағының ортақ көрінісі (Е.К., 23.05. 2015); Елбасы **Нұрсұлтан Назарбаевтың** *«Нұрлы жол»*жолдауы елімізді қазіргі дағдарысқа ұрындырмайтын жарық жол деп білеміз. Елбасының *«Нұрлы жол»*жаңа экономикалық саясаты отандастырмыздың жағдайын жақсартуға бағытталған. **Нұрсұлтан Әбішұлы** ұсынған *«Нұрлы жол»* ұзақ мерзімді стратегиясын жүзеге асыруға қол жеткізетініміз анық; Айшықты реформалар жаңғырығы *«Нұрлы жол»* ғылымға жаңа міндеттер жүктейді.*«Нұрлы жол»* жаңа экономикалық саясаты АҚШ-тағы отызыншы жылдардағы «Ұлы күйзеліс» кезіндегі экономиканы мемлекеттік реттестіру жөніндегі әлемге мәшһүр болған Кейнс-Рузвльт бағдарламаларының және өткен ғасырдың соғыстан кейінгі жылдарындағы Батыс Еуропа елдеріндегі атақты Маршал жоспарының қатарында тұр (Е.К., 25.07. 2015); Қазіргі кезеңде Қазақстанның стратегиялық даму бағыты мен бағдарын белгілеп, айшықтаған *«Нұрлы жол»* мемлекеттік бағдарламасының толыққанды жүзеге асуымен дәстүрлі бабалар жолының ауқымы кеңейе түспек. Мемлекет басшысы атап өткендей, елдіктің жарқын болашағын кепілдендіретін – бабалар аманатына адал болып, елдің абырой-беделін көтеру (Е.К., 06.10. 2015).

NORMANDY FOUR – НОРМАНД ТӨРТТІГІ – НОРМАНДСКАЯ ЧЕТВЕРКА – *comprises Germany, France, Russia and Ukraine. The group was formed for regulating crisis in the east of Ukraine* (Deutsche Welle. www.dw.com).

Нұрсұлтан Назарбаев біздің еліміздің Минскіде 12 ақпанда өткен **«норманд төрттігі»** мемлекеттер басшыларының күрделі келіссөздерінің нәтижелерін жеткізуге тырысты (Zh.A., 17.11. 2015); Нұрсұлтан Назарбаев біздің еліміздің Минскіде 12 ақпанда өткен ***«норманд төрттігі»*** мемлекеттер басшыларының күрделі келіссөздерінің нәтижелерін құптайтынын атап өтті (Ж.К., 20.02. 2015); ***«Норманд төрттігінің»*** саммитін өткізу үшін неғұрлым қолайлы орын ретінде **Астана қаласы ұсынылды.** Қазақстан Президенті үнқатысу үшін кез келген қолайлы уақытта алаң ұсынуға дайын екенін білдірді.

NORMANDY FORMAT – НОРМАНДСКАЯ ФОРМА – НОРМАНД ПІШІМІ – *consideration of issues concerning Ukraine crisis between the countries Germany, France, Russia and Ukraine.*

Мемлекет басшысының мұндағы негізгі ойлағаны П. Порошенкомен және В. Путинмен жеке-жеке кездесіп, келіссөздерді қайта бір ой елегінен өткізіп, ***«норманд пішіміне»*** қатысушылар жанжалды шешудің бейбіт үдерісін іске қосу үшін өзара қолайлы шешімдерді қабылдауына мүмкіндік беретіндей ұсыныстарды өз қолымен қағазға түсірді. Тайталасушы тараптар ***«норманд пішіміндегі»*** бейбіт келіссөздер басталуының қарсаңында 2014 жылдың 19 қыркүйегіндегі Минск меморандумында белгіленген шектеу желісімен шектеліп қана қалмай, қосымша аумақтарға өз ықпалдарын тарата отырып, тактикалық артықшылықтарға қол жеткізуге ұмтылды (Е.К., 01.07. 2015).

OBAMA DOCTRINE – ДОКТРИНА ОБАМЫ – ОБАМА ДОКТРИНАСЫ – *referring to the economic policy of the US president Barack Obama.*

The *"Obama doctrine"*, the Theory of "Limited War" and the New US Foreign Policy: Toward a Neo-Nixonian policy? (UNISCI Discussion Papers 28.01. 2012);

OBAMACARE – ОБАМАКЭР – ОБАМАКЭР – *referring to the insurance policy of the US president Barack Obama.*

Krauthammer's long been widely read among conservatives, but has recently raised his prominence with unrelenting and searing attacks on the president's health care plan, proclaiming earlier this month that the "unraveling" of **Obamacare**, the administration, and the Democratic Senate majority could amount to nothing less than "the collapse of American liberalism." (P., 11.16.2013); Krauthammer echoed this sentiment earlier Monday on Fox News's "Special Report with Bret Baier" saying **Obamacare** will "collapse on its own." (P., 10.29.2013).

PRAGUE SPRING – ПРАЖСКАЯ ВЕСНА – ПРАГА КӨКТЕМІ –*The period of Czechoslovakian politics following Alexander Dubcek's arrival as Party leader in January 1968, and ending with the Soviet invasion in August, during which reformist elements within the ruling Communist Party relaxed censorship restrictions, encouraged the formation of independent pressure groups, and attempted to gain some degree of national autonomy over foreign policy* (Iain

McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

In Brezhnev's case, he invaded Czechoslovakia because in 1968 the Czechoslovak Communist party inaugurated the modest reforms that came to be known as the *"Prague Spring"*. Brezhnev knew that if the *"Prague Spring"* went unchallenged, population everywhere in the Soviet bloc would demand spring times of their own, and the demand would spread to the Soviet Union itself (N.R., 24.03.2014); In 1968, he was on vacation in Italy when Soviet troops rolled into Czechoslovakia, ending a period of liberal reform known as the **Prague Spring.** He and his familyfled to Israel and then Yugoslavia (W.P., 28.02. 2011); On Aug. 25, 1968, days after the Soviet invasion of Czechoslovakia and the crushing f the *Prague Spring*, eight people dared to protest in Red square. They were arrested, and most were tried and sentenced to prison (W.P., 26.02. 2015).

СССР-дің ол басқыншылықта алдына қойған басты мақсаты – «*Прага көктемі*» деп аталған демократиялану процесін болдырмау болған (Zh.A., 22.11.2017).

PUTINISM – ПУТИНИЗМ – ПУТИНИЗМ – *Referring to the economic policy of the president of Russian Federation V.V. Putin.*

But what you see since his return to power is a distinctly conservative Russian ideology, which you might call *"Putinism"* (N.R., 24.03.2014); Russia plainly needed someone like Putin as this point in its history. But did it also need *Putinism?* Will it in the future? Will the autocratic, state-centered ideology that Russian's leader has come to represent survive the man? (P., 13.09. 2015); *«Путинизм»*-политический строй деклассированных элементов, всех тех, кто выпал из своих социальных ниш либо вообще их никогда не имел». Далее в основании *«путинизма»* лежат...ломпенские идеалы» (М.Р., 20.10.2012); *Путинизм* тек Украинаға ғана емес, кеше КСРО құрамында болған бүгінгі тәуелсіз республикалардың барлығына қауіпті (Zh.A., 11.12. 2014); Ақпарға қарағанда, православтық «Божья воля» қоғамдық қозғалысының белсендісі, «метафизикалық іс бойынша сарапшы» Дмитрий Энтео Путиннің діни табиғатын көпшілік алдында «зерттейтін» көрінеді.

PUTINIST – ПУТИНИСТ – ПУТИНИСТ(ПУТИНШІЛ) - *Referring to Putinism, person who supports and believes in Putinism.*

"Our public opinion is given to underestimating them, but these sanctions are much more serious," says Sergei Markov, a *Putinist* hawk who sits on the foreign affairs committee in the Russian Civic Chamber (N.R., 04.08. 2014); Though there is no elaborate *Putinist* ideology, a document prepared by a think tank established by the Russian politician German Gref in 1999, just prior to Gref's appointment as minister for economic development, and approved by Putin, constituted a platform for Putin's election campaigns (P., 13.09. 2015); Ресейдің бүлікшіл телеараналары: «Мынау – Украин әскерлерінің ойраны!» деп көрсеткен бірнеше фотосуреттің жалғандығы әшкереленіп қалғанда да *путиншілдер* айылдарын жимады (Zh.A., 30.10.2014); Бір ауыз сөзбен айтқанда, Путин мен

путиншілдер өзін жердегі Құдай санап жүрген талайды «ауызға ұрды» (Zh.A., 03.09. 2015).

PYRRHIC VICTORY – ПИРРОВАЯ ПОБЕДА – ПИРР ЖЕҢІСІ – *Any victory gained at too great an expense. Pyrrhus, king of Epirus (318 – 272 B.C.), was a great military adventurer who carried our campaigns against Rome in Sicily during 280-275 B.C.* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. NewYork. 2008. – p. 423).

President Donald Trump caved to pressure from his senior advisers on Monday when he rebuked neo-Nazis and white supremacists for their involvement in the rally that ended in the death of a 32-year-old Charlottesville woman — but it may have been a *Pyrrhic victory* (P., 08.14. 2017); Compass Point's Isaac Boltansky: "While avoiding indictment is an undeniable positive for the Clinton campaign, our sense is that this result may prove to be a *Pyrrhic victory* as we expect the Trump campaign to weave the decision into its broader narrative about a rigged political system (P., 07. 06. 2016); *Пиррова победа*, именно так назвал успех армии Украины Олег Царев, сопредседатель движения «Народный фрон Новороссии» (N.P., 11. 06. 2014).

Халқы жеңіспен оралған әскерді сырнайлатып-кернейлетіп қарсы алғанда, Пирр патша қолын көтеріп: «Жеңіс көп қырғынмен келді. Егер тағы жеңіске жетсем, әскерсіз қалатыным анық», -деп жеңісті тойлауға тыйым салған екен! Содан бері тарихта «*Пирр жеңісі*» деген атау енді (Е.К., 26.10. 2016).

POTSDAM CONFERENCE – ПОТСДАМКАЯ КОНФЕРЕНЦИЯ – ПОТСДАМ КОНФЕРЕНЦИЯСЫ – *(July 17 – August2, 1945) allied conference of World War II held at Potsdam, a suburb of Berlin. The chief participants were U.S. President Harry S. Truman, British Prime Minister Winston Churchil (or Clement Attlee, who became prime minister during the conference), and Soviet Premier Joseph Stalin* (www. Britannica. com).

Although *Potsdam Conference* offered the final opportunity for compromise, James Byrnes chose to pursue a unilateralist policy to secure a separate zone of occupation below the 38th parallel with Truman's full support (Diplomacy & Statecraft 24.2 (Jun 2013); *Потсдам конференциясында* тек Германияның кейінгі тағдыры шешілді. Соғыстан кейінгі Германия мәселесі түпкілікті түрде *Потсдам конференциясында* шешілшегенін жоғарыда айттық (Е.К., 18.02. 2015).

REAGONOMICS – РЕЙГАНОМИКА – РЕЙГАНОМИКА – *Referring to the economic and anti-communist policy of the 40th US president R. Reagan* (1911-2004).

A "typical" consciousness – white, male, Protestant, heterosexual, bobbing the middle class- as it made its way, becoming ever less typical, through the 1960s and 1970s and 1980s: Vietnam, recession, *Reaganomics* (N.R., 15.09. 2015).

STALINISM – СТАЛИНИЗМ – СТАЛИНИЗМ – *Stalinism has come to stand for the whole of the repressive Soviet political system under Joseph Stalin (1879-1953). He has been held personally responsible, as a total and arbitrary autocrat, for millions of deaths and for the 'deviations of socialism' that went on*

under his rule (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Khrushchev, who died in 1971 at age 77, came to power after the death of Josef Stalin in 1953. He denounced at the time what he said were the "excesses" of ***Stalinism*** and proclaimed that he sought "peaceful co-existence" with the United States (P., 09. 24. 2016); "This is corporate ***Stalinism***," he told the Daily Caller. "Twitter is trying to airbrush the Alt Right out of existence." (P., 11. 16. 2016); Қалай болғанда да, мемлекет қайраткері Хансұлтан Сүйінішәлі саяси қуғын-сүргіннің жазықсыз құрбаны болды. Рас, ***сталинизм*** әшкереленісімен ақталды. Ендеше ***сталинизм*** құрбаны Хансұлтан Сүйінішәлиннің есімін ардақтаудың басқа жолдарын ойластырған жөн болар еді (Zh.A., 12.10.2017).

STALINIST – СТАЛИНИСТ – СТАЛИНИСТ (СТАЛИНДІК, СТАЛИНШІЛ) – *reminiscent of the style, policies or personality of Soviet leader Joseph Stalin (1879-1953); (of politics) 'not tolerating opposition', 'dictatorial', 'brutal', 'ruthless'* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

The method used – anonymous accusers, public shaming, forced apologies, reeducation programs – come straight out of the **Stalinist** playbook (National review, 07.07.2014); Но главный недостаток версии заключается в том, что она не дает ответа на главный вопрос: каким образом **сталинской** системе удалось проникнуть в глубины казахского общества так, чтобы выявлять «врагов народа» в самых отдаленных аулах? (С.А.М., 17.01.2014); Әйтеуір, өз көлеңкелерінен өздері қорыққан ***сталиншіл*** қоғам сол халық санағын жүргізуге басшылық жасаған қазақтың небір марқасқаларын 1937 жылы басталған, тағы да қолдан ұйымдастырылған келесі қырғын кезінде, «халық жауы» деген жалаумен атып тастаған екен (Е.К., 05.02. 2013).

THATCHERISM – ТЭТЧЕРИЗМ – ТЭТЧЕРИЗМ – *the economic and social policies pursued by Margaret Thatcher, British Prime Minister from 979 to 1990. There are many different notions of what Thatcherism comprises, but core elements include deregulations and privatization, combined with authoritarian social policy* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

TROJAN HORSE – ТРОЯНСКИЙ КОНЬ – ТРОЯНДЫҚ АТ – *someone or something intended to defeat or subvert from within usually deceptive means* (www. Merriam-webster. com).

One conservative remarks, "he came into Macedonia like a ***Trojan horse***, and now he is an octopus." (N.R., 01.06.2015); "Right now there are hundreds of establishment quislings, Trojan horses trying to get into this administration, swearing, 'Oh I was for Trump this whole time' when they weren't," complained Roger Stone, an informal Trump adviser who met with Trump this week, on Alex Jones' radio program (P., 12. 10. 2016); "This will be a voluntary pledge. The voters will know whom they can trust — and who will play along with the insiders' attempt to steal the nomination from Donald Trump," Stone wrote. "The media will know too. Then these 'Trojan Horses' can explain why our votes don't matter."(P., 04. 13.

2016); *Ирак Елекеев как **Троянский конь.** Материал недвусмысленно назывался «**Троянский конь** на «Хабаре». Но «Хабар» мер не принял, **Троянского коня** трогать не стал* (С.А.М., 4-10. 07. 2014).

TROTSKYISM – ТРОЦКИЗМ – ТРОЦКИЗМ *–political movement originating with Leon Trotsky (1879-1940). Trotsky argued that the creation of a new International was necessary in order to compensate for the political revolutionary leadership for the working class during a period of growing capitalist crisis and fascist offensive* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

TRUMAN DOCTRINE – ДОКТРИНА ТРУМЭНА – ТРУМЭН ДОКТРИНАСЫ – *the so-called Truman Doctrine was enunciated by President Harry S. Truman in a speech to a joint session of the US Congress on 12 March 1947. In it he denounced the oppressive nature of the communist system of government and warned against the possibility that campaigns of subversion might bring even more countries under that system* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

"Proclaiming the ***Truman Doctrine*:** The Cold War call to Arms" (Rhetoric & Public Affairs, Spring 2010); The ***Truman Doctrine*** aimed to bolster Greece and Turkey before they fell to communist subversion (N.R., 09.06.2014); В марте 1947 года была сформулирована и вступил в действие памятная «***доктрина Трумэна***», определившая курс Вашингтона на десятилетия вперед. Целью была объявлена политика сдеоживания СССР. В начале 1949 года Трумэн утвердил план «Дробшот», предполагавший разделение СССР на 12 государств (N.P., 10.02.2015); Осы кезде АҚШ-та пайда болған «***Трумэн доктринасы***» мен «Маршалл жоспары» осы текетіресті тереңдете түсуді жүзеге асыратын құралға айналды (Е.К., 17.11. 2016).

THE SHANGHAI COOPERATION ORGANIZATION– ШАНХАЙСКАЯ ОРГНАИЗАЦИЯ СОТРУДНИЧЕСТВА – ШАНХАЙ ЫҚТЫМАҚТАСТЫҚ ҰЙЫМЫ (ШЫҰ) – *An international intergovernmental organization established on July 15, 2001 in Shangai, iniatiated by six countries (China, Russia, Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan). Purpose: to reduce the military force on the border and to strengthen confidence building measures*(Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Iran's President, Hassan Rowhani, is set to meet Putin on Friday during the ***Shanghai Cooperation Organization*** summit in Kyrgyzstan (P., 09.11. 2013); Созданная в 2001 году ***Шанхайская организация сотрудничества (ШОС)*** – это постоянно действующая межправительственная организация. Позиция государств – членов ***ШОС*** неизменна – они выступают за решение афганского вопроса под афганским руководством и самими афганцами, возможно, при центральной координирующей роли ООН (N.P., 02.06.2015); Ал өзге интеграциялық бірлестіктерге келсеек, Кремль оларға ортақ валюта енгізу жөніндегі шешімді қабылдатқыза алмайды. Әсіресе, ***Шанхай***

ынтымақтастық ұйымында Бейжің бұл ұсынысты қабыл алмайды (Zh.A., 26.12.2014).

VERSAILLES PEACE TREATY – ВЕРСАЛЬСКИЙ МИРНЫЙ ДОГОВОР – ВЕРСАЛЬ БЕЙБІТ КЕЛІСІМІ – *signed on 28 June 1919 at the Paris Peace conference seven months after the armistice ending the First World War, the treaty is seen as marking the end of the old order of Europe. It ascribed 'war guilt' to Germany, and imposed upon them huge reparations payments, territorial and colonial losses, and restrictions on military power* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

(The stroke occurred in the midst of an arduous cross-country tour to ask the American electorate to pressure a reluctant Congress to ratify the ***Versailles peace treaty*** and the League of Nations)" (P., 12. 11. 2012); On November 19, 1919, in Section II of his Reservations with Regard to Ratification of the ***Versailles Treaty***, to preserve the balance of power established by the United States Constitution from executive usurpation (P., 04.16. 2011); Германия да бір кездері АҚШ, Англия және Франциямен ***Версаль бейбіт келісімін*** жасасқаннан кейін-ақ арадағы үзілісті пайдаланып, бірден өзінің әскери әлеуетін күшейтуге кірісті. Оны өзге державалар білсе де, үнсіз қалды (Е.К., 21.01. 2015).

WANNSEE CONFERENCE – ВАНЗЕЙСКАЯ КОНФЕРЕНЦИЯ – ВАНЗЕЙ КОНФЕРЕНЦИЯСЫ – *a conference summoned in November 1941 for December 9 but postponed until January 20, 1942, at the villa am Grossen Wannsee overlooking Berlin's pleasant lake in the suburb of Grossen-Wannsee (Gutman, Israel, ed. Encyclopedia of the Holocaust. New York: Macmillan, 1990).*

WARSAW PACT– ВАРШАВСКИЙ ДОГОВОР – ВАРШАВА КЕЛІСІМІ – *The Warsaw Pact, formally he 'Warsaw Treaty of Friendship, Co-operation and Mutual Assistance' was formed in May 1955. The immediate reason given for its formation was the Paris Agreements amongst the Western powers that included West Germany in the North Atlantic Treaty Organization (NATO). The Warsaw Pact set up a mutual defence organization, The Warsaw Treaty Organization (WTO), with a unified military command and headquarters in Moscow* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

Krushchev invaded Hungary because in 1956 the Hungarian Communist Party had adopted a policy of Independence from the Soviet Union and had decided even to withdraw from the ***Warsaw Pact*** (N.R., 24.03.2014); Зато ОВД уже была, сам ***Варшавский договор*** Албания, Болгария, ГДР, Польша, Румыная, СССР и Венгрия с Чехославакией подписали еще в 1955 году (N.P., 057047 2011); 1968 жылы 21 тамызға қараған түні Чехославакияға ***Варшава келісіміне*** кіретін елдердің 300 мың әскері мен жеті мың танкі басып кірген (Zh.A., 22.11.2017).

WAHHABISM – ВАХХАБИЗМ– УАХХАБИЗМ – *a religious ideology of a Muslim sect established in central Arabia (c. 1760) which condemned other Muslim as idolators for visiting the tombs of their saints to get help in emergencies, and thought to restore Islam to its original purity as taught by Mohammed and practiced*

by his followers (Pike, Douglas, et al. Australian dictionary of biography.12 vols. Carlton, Victoria: Melbourne University Press, 1966-1990).

"We also asked for the release of that information. As you may know, the Saudi government has been a major proponent of ***Wahhabism***, which is an extreme fundamentalist version of Islam. Which is being taught all over the world," Sanders said (P., 04. 18. 2016); But given the overwhelming restrictions on women in the kingdom, where the strict interpretation of Islam known as ***Wahhabism*** is effectively the law of the land, even the tiny openings have had a resounding effect (P., 10. 25. 2013); Бүкіл жаһанды аяғынан тік тұрғызған ***уаххавизм-***салафизмге аузы ашық, аңқау қазақ қалай қарсы тұрады енді? Әлде көнеміз бе? Тарих бұл туралы не айтады? …Қазақ даласындағы сопылықты зерттей отырып, ***уаххавизмге*** қарсы тұра алатын іргені қымтауымыз керек (Zh.A., 06.03. 2012).

WAHHABI (WAHHABEE) – ВАХХАБИСТ – УАХХАБИСТ (УАХХАБИТТІК) – *a member of a Muslim sect established in central Arabia (c. 1760)* (Pike, Douglas, et al. Australian dictionary of biography.12 vols. Carlton, Victoria: Melbourne University Press, 1966-1990).

Suddenly 1923 (the year the Ottoman Empire disappeared) and 1932 (the year the ***Wahhabi***s solidified their control of Saudi Arabia) shot up the rankings of the most significant dates of the 20[th]century (N.R., 11.09.2014); However ***Wahhabi*** clerics have issued edicts against it, which police enforce. They are backed up by the courts, where the judges are largely clerics (P., 10.25. 2015); В 2013 году ***ваххабитский*** проповедник из Саудовской Аравии Мухаммад аль-Арифи призвал сунниток приезжат на секс-джихад (джихад аль-никах) в Сирию, чтобы помочь повстанцам сражаться с режимом Башара Асада (N.P., 25.12.2014); Оның есесіне кейінгі САДУМ-ның жасырын ***уаххабиттік*** көзқарастағы «қызметкерлері» қалыптаса бастайды. Бар, менің бақылауымша да, Қазақстанда сопылар ***уаххабиттік*** күштерден жәбір көріп отыр. Неге ***уахабиттер*** сопыларды қыспаққа алады? (Zh.A., 06.03. 2012); Олардың бірі де ***уахабшы*** болам, лаңкес болам деп ойламаған. Жүрегіндегі иманын дамытам деп, намаз оқып жүріп, ***уахабшылардың*** ықпалына шырмалып, соларға ілесіп кеткен жастар (Zh.K., 06.03. 2015).

WILSONIANISM – ВИЛЬСОНИЗМ – УИЛЬСОНИЗМ –*characteristics and pragmatic policy of Harold Wilson (1916 - 95), Labour politician and Prime Minister* (Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

But he thinks that Wilson was deeply misguided. "The tragedy of ***Wilsonianism***," he writes, "is that bequeathed to the 20th century's decisive power a foreign-policy doctrine unmoored from a sense of history or geopolitics." (N.R., 11.09.2014).

YALTA CONFERENCE – ЯЛТИНСКАЯ КОНФЕРЕНЦИЯ – ЯЛТА КОНФЕРЕНЦИЯСЫ – *to formulate Europe's postwar organization and set the stage for creating what became the United Nations (Andrew Glass. Roosevelt makes final address to joint session of Congress, March 1, 1945. Politico, 03.01. 2011).*

On this day in 1945, President Franklin D. Roosevelt made his last appearance before a joint session of Congress to report on the ***Yalta Conference*** (P., 03.01. 2011); ***Ялта конференциясында*** тараптар Польшаның 1939 жылғы аумағын қайтадан қалпына келтіруге келісті. ***Ялта конференциясында*** Қиыр Шығыс мәселесі туралы да келісімге қол жеткізілді. Мұндағы белсенділік көбінесе АҚШ тарапынан да болып, ол өзі қалаған мақсатына жетті. ***Ялта конференциясының*** тарихи маңызы зор. Ол II дүниежүзілік соғыс аяқталмаған жылдардарғы әлемдік маңызы өте зор кездесу болды. Осы конференцияда болашақ әлемдік қатынастардың негізгі бағыттары айқындалды (Е.К., 18.02. 2015); Тарихқа көз жүгіртсек, Біріккен Ұлттар Ұйымы деген халықаралық беделді қауымдастық 1945 жылғы ***Ялта конференциясының*** жемісі екен (Е.К., 02.12. 2015).

ZIONISM – **СИОНИЗМ** – **СИОНИЗМ** – *Zion in Hebrew refers to the citadel of Jerusalem and also to the Kingdom of Heaven. Zionism refers to the movement among European Jews in the late nineteenth century to create a Jewish homeland. This movement was largely a consequence of the anti-Semitism which Jews were experiencing* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

The most symbolically weighty of the stops was likely his visit to the tomb of Theodor Herzl, the founder of modern ***Zionism*** (P., 03. 22. 2013); The other photograph is of Winston Churchill, who considered himself "one of the authors" of Britain's embrace of ***Zionism.*** The Balfour declarationof 1917 stated: "His Majesty's government view with favour the establishment in Palestine of a national home for the Jewish people." Beginning in 1923, Britain would govern Palestine under a League of Nations mandate (W.P., 2015); Палестинаға еврейлерді оралтқан ұлы идеяның аты – ***сионизм*** (Е.К., 01.10. 2011).

ENGLISH HISTORICAL-CULTURAL REALIA EPONYMS

BORK'S NOMINATION – *1980s. form the name of Robert Bork (1927-2012), an American judge whose nomination to the Supreme Court (1987) was rejected following publicity for his allegedly extreme views* (en. Oxford dictionaries. com).

Since then, only one nominee has been voted down after hearings: Judge Robert Bork, a conservative who at his hearings argued with senators over his controversial views. ***Bork's nomination*** in 1987 was contentious from its outset, but his confirmation hearings sis him in (W.P., 16.05. 2011).

Washingtonians looking for a thorough chronicle of Georgetown manners won't find it here; we only witness one soiree as the story glides from the waning days of the Carter administration to the heated 1987 fight over Robert ***Bork's nomination*** to the Supreme Court and, finally, to President Obama's inaugural (W.P., 05.02. 2016).

Ali had seen Hatch on TV during the Iran-Contra hearings and the brutal Senate fight over Robert ***Bork's nomination*** to the Supreme Court, and he apparently was impressed by the then second-term senator (P., 06.10. 2016).

BALFOUR DECLARATION – *a declaration by the British government (Nov., 1917) favoring the establishment in Palestine of a Jewish "national home"* (Wesbster's New World College Dictionary, 4th edition, 2010. Houghton Mufflin Harcourt).

The other photograph is of Winston Churchill, who considered himself "one of the authors" of Britain's embrace of Zionism. ***The Balfour declaration*** of 1917 stated: "His Majesty's government view with favour the establishment in Palestine of a national home for the Jewish people." Beginning in 1923, Britain would govern Palestine under a League of Nations mandate (W.P., 2015).

JACKSONIAN DEMOCRACY – *during the administration of President Andrew Jackson (1839-1837), who was also known as "Old Hickory", several changes took places as a result of his political style. He was the first U.S. The government became more responsive to the needs of the masses over special interest groups through the following means: 1) the removal of all restrictions on visits to the White House by ordinary people – a practice often referred to as "New Democracy"; 2) for the first time, members of the Electoral College (who elect the President and Vice President of the United States) were elected by the people rather that by the state legislatures* (Raymond. W.J. Dictionary of Politics, selected American and Foreign Political and Legal terms. Seventh edition. Brunswick publishing corporation, 1992. – 760 p.).

Jacksonian democracy – "Jackson voters have been solid red. Will that hold for gov election?" (P., 08.25. 2017).

PENTAGON PAPERS – ПЕНТАГОНСКИЕ БУМАГИ – ПЕНТАГОН ҚҰЖАТТАРЫ – *a classified study of the Vietnam War that was carried out by the Department of Defense. An official department, Daniel Ellsberg, gave copies of the study in 1971 New York Time and Washington Post* (The New Dictionary of Cultural Literacy, Third Edition, published by Houghton Mifflin Company, 2005).

"The fact that the *Pentagon papers* were still secret an embarrassment to the United states government," said John Prados, a senior fellow at George Washington University. The disclosure of the *Pentagon papers* four decades ago stands as one of the most significant leak of classified material in American history. And with the 40th anniversary of the leak of the *Pentagon papers*approaching, the documents – known officially as the Report of the OSD (Office of Secretary of defense) Vietnam Task force – were natural candidates, said A.J. Daverede , chief of the production division of the NDC and head of the project to declassify the *Pentagon Papers* (W.P., 12. 06. 2011); Бұған дейін жарық көрмеген **«*Пентагон құжаттарының*»** толық мәтінімен маусым айынан бастап, Калифорния штатындағы Ричард Никсон атындағы кітапханаға танысуға болады. Жеті мың беттен тұратын баяндама негізінен Вьетнамның ішкі ісіне АҚШ-тың араласуы мазмұндалған сияқты (Е.К., 14.05. 2011).

PORT HURON STATEMENT – *the manifesto of the New Left issued in 1962 by members of Students for a Democratic society (SDS)* (Jim Logan. The Current UC Santa Barbara, March 2015).

By 1962, when he began drafting the landmark ***Port Huron Statement***, SDS and Hayden were dedicated to changing the world (P., 10.24. 2016).

PRIDE'S PURGE – ЧИСТКА ПРАЙДА – ПРАЙД ТАЗАЛАУЫ – *the expulsion on December 6, 1648, of about 140 members from the Long Parliament in England. Thomas Pride (d. 1658)commanded a regiment at Naseby (1645) and was with Oliver Cromwell at Preston (1648, and Worcester (1651). On Army Council orders, Colonel Pride stood at the entrances of the House of Commons and either arrested or excluded most members, hence the name "Pride's Purge"*(Howatt, Gerald M.D. Dictionary of World History. London: Thomas Nelson, 1973).

MASON-DIXON LINE – ЛИНИЯ МЭЙСОНА-ДИКСОНА – МЭЙСОН-ДИКСОН ЛИНИЯСЫ – *the state boundary between Maryland and Pennsylvania: surveyed between 1763 and 1767 by Charles Mason and Jeremiah Dixon; popularly regarded as the dividing line between North and South, especially between the free and the slave states before the American Civil War* (Collinsdictionary. com).

The same dispute spurred the creation of the ***Mason-Dixon line*** in 1763, when British surveyors Charles Mason and Jeremiah Dixon established the Maryland-Pennsylvania border (P., 08.24. 2017); Romney's performance south of the *Mason-Dixon line* has been pathetic (P., 03.25. 2012).

LANDRUM-GRIFFIN ACT – АКТ ЛАНДРУМА-ГРИФФИНА – ЛАНДРУМ-ГРИФФИН АКТІСІ – *the act was named after its sponsors, representative Phillip M. Landrum of Georgia and Senator Robert P. Griffin of Michigan. The provisions of Landrum-Griffin seek to prevent union corruption and to guarantee union members that unions member that inions will be run democratically* (West's Encyclopedia of American Law, edition 2, the Gale group. 2008).

MANHATTAN PROJECT –МАНХЭТТЕНСКИЙ ПРОЕКТ – МАНХЭТТАН ЖОБАСЫ – *(during World War II) the code name for the secret US project set up in 1942 to develop an atomic bomb* (Colins English Dictionary. Copyright. Harper Collins Publishers. www.collinsdictionary.com).

Nathan Safferstein, a counterintelligence agent on the ***Manhattan Project*** to build the atomic bomb during World War II, has died after a long illness (P., 03.07. 2013).

WATERGATE (WATERGATE SCANDAL) – УОТЕРГЕЙТ (УОТЕРГЕЙТСКИЙ СКАНДАЛ) – УОТЕРГЕЙТ (УОТЕРГЕЙТ ЖАНЖАЛЫ) – *Office block in Washington, DC, occupied in 1972 by the Democratic National Committee. A bungled burglary here, by agents of President Richard Nixon trying to disrupt the Democratic campaign, led eventually to the resignation of Nixon in August 1973. The suffix – gate is now widely applied to the name of people or places involved in alleged political scandal* (Iain McLean and Alistair McMillan. The concise Oxford Dictionary of Politics. Oxford University Press. Second Edition, 2003. – p. 605).

If you've been to was as a young man, seen death face-to-face; cradled your dying six-year-old daughter in your arms; drilled for oil in Texas; raised a family;

been elected to Congress; headed the Republican party – ***during Watergate*** (N.R., 02.06.2014).

GERRYMANDERING (GERRYMANDER) – ДЖЕРРИМЕНДЕРИНГ (ДЖЕРРИМАНДЕР) – ДЖЕРРИМЕНДЕРИНГ (ДЖЕРРИМАНДЕР) – *reorganizing parliamentary constituencies or electoral districts to get an advantage in the next election* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

"Supreme Court eyes partisan ***gerrymandering***," by POLITICO's Josh Gerstein:"The politically explosive high court fight over so-called partisan ***gerrymandering*** has the potential to radically reshape the political scene by thrusting courts across the country into the role of vetting district maps for excessive partisan bias (P., 10.04.2017).

QUISLING – КВИСЛИНГ – КВИСЛИНГ – *person who collaborates with an enemy invader* (P.H. Collin. Dictionary of Government and politics. Second edition. Peter Collin Publishing, 1997. – p. 302).

"Right now there are hundreds of establishment ***quislings,*** Trojan horses trying to get into this administration, swearing, 'Oh I was for Trump this whole time' when they weren't," complained Roger Stone, an informal Trump adviser who met with Trump this week, on Alex Jones' radio program (P., 12. 10. 2016); Kelly had played *my entire* interview rather than selectively editing it, or any one of the interviews I did they [sic] day, they would know I specifically renounced violence while urging an intense 'dialog' to press those delegates — who were elected as Trump delegates but were inserted as ***quislings*** by the party bosses — not to betray Trump on a second ballot." (P., 04.13. 2016).

KAZAKH HISTORICAL-CULTURAL REALIA EPONYMS

АҚТАБАН ШҰБЫРЫНДЫ АЛҚА КӨЛ СҰЛАМА – *the cruel, violence period in the history of Kazakh people* (1723-1725) (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Ақ патшаның мысық тілеуін сезіп қойған жоңғарлар осы әңгімеден соң бір жыл өтпей жатып 1723 жылы қазақ жерін шапты. Қазақ халқы адам айтқысыз қасіретке ұшырады. Бұл қасірет тарихта ***«Ақтабан шұбырынды, Алқакөл сұлама»***деп аталады (Zh.A., 20.09.2012).

ҚАСЫМ ХАННЫҢ ҚАСҚА ЖОЛЫ – *A set of rules of morality and customs in the Khanate of Kazakh people* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Шайбани тұқымы қазаққа қайта шапқан кездері бар. Солардан қорғану, Сыр бойындағы қалаларды қайтарып алу,осының барлығы Қасым ханның тұсында жүзеге асқан. ***«Қасым салған қасқа жол»***атты заңдар топтамасын шығарған (Zh.A., 07.09.2015); Қазақ хандығының құқықтық жүйесіне қызмет еткен ***«Қасым ханның қасқа жолы»,*** «Есімханның ескі жолы» заң-ережелері де сөз етіп отырған осы Майқы бидің жарғысынан алшақ кетпейді (Е.К., 01. 05. 2015); Халықтың тарихи танымында берік орын алған: ***«Қасым ханның қасқа***

жолы», «Есім ханның ескі жолы»,«қой үстіне бозторғай жұмыртқалаған әз Тәуке заманы» (Е.К., 06.10. 2015).

ЕСІМ ХАННЫҢ ЕСКІ ЖОЛЫ – *A collection of custom laws in the traditional Kazakh society. It was sorted by Kasym khan* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

*«Есімханның ескі жолы»*деп неге айтады? *Есім ханның ескі жолы*дегені – бұдан бұрын да заңдар болғанын білдіреді (Zh.A., 07.09.2015); Халықтың тарихи танымында берік орын алған: «Қасым ханның қасқа жолы»,*«Есім ханның ескі жолы»*, «қой үстіне бозторғай жұмыртқалаған әз Тәуке заманы» (Е.К., 06.10. 2015).

ТӘУКЕ ХАННЫҢ ЖЕТІ ЖАРҒЫ – *at the end of the 17ᵗʰ century, the legal norms of Kazakhs were supplemented, systemized and summarized. These laws have established the patriarchal-feudal rights and rules of the Medieval Kazakh society* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Мұндайда, алғашқы күмәнға байланысты айтарымыз, Қожаберген жыраудың *Тәукенің «Жеті жарғы»* заңын жасауға тікелей атсалысқанын өзінің және бірлі-жарым болса да замандастарының еңбектері дәлелдеп отыр (Zh.K., 07.03. 2013).

NEVADA-SEMEY– НЕВАДА-СЕМЕЙ – НЕВАДА-СЕМЕЙ – *Anti-nuclear movement established as a result of demonstration in February, 1989 by O. Suleimenov. In a short period of time, ti became influential movement and struggled against nuclear testing* (Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Себебі көп халық кезінде *«Невада-Семей» қозғалысына* қатысып, «Полигон жойылсын!» деген ұранмен Алматыдағы және басқа да қалалардағы митингі, шерулерге қатысқан (Zh.A., 04.09. 2012); *«Невада-Семей»* антиядролық қозғалысы басталған кезде оның мүшелерінің алдында Семей ядролық полигонын жабу мен әлемдегі бес полигондағы сынақтарды тоқтату секілді үлкен міндеттер тұрды (Е.К., 05.04. 2016).

ALZHIR –АЛЖИР – АЛЖИР – *«Akmola camp of women of traitors to the homeland» - Due to totalitarian system, innocent wives, daughters of «people's enemy», public figures, ordinary people were punished in Akmola camp* (Тасымбеков А. Жан дауысы. АЛЖИР архипелагы. – А., 1994).

Кең-байтақ КСРО халықтар түрмесіне айналды. Қаралы Карлагтың 26-шф нүктесі – *АЛЖИР* соның бір айғағы. ... Айтпақшы, бұдан бес-алты жыл бұрын, сол уақыттың өзінде *АЛЖИР*-дің ең соңғы тұтқыны саналған Анна Григорьевна Енданова-Назимаддинованың жанары жас шылана ағынан жарылып «жер бетінде қазақтай қайырымды халық жоқ ... дегені әлі есімнен кетпейді» (Е.К., 29.05. 2017).

KARLAG – КАРЛАГ – КАРЛАГ – *Karaganda labor camp was one of the largest branches of GULAG. It was founded in 1931. A large part of the Karlag prisoners were "political" – "enemies of the people"* (www. karlag. kz).

Анығында Гитлерден Сталиннің қай жері артық? Бухенвальдтың *КарЛАГ-тан*қандай айырмашылығы бар? Бір жерден, *КарЛАГ-тың*жалпы аумағы Францияның жер көлеміне тең дегенді оқыдым (Zh.A., 08.03.2016); **КарЛАГ-**тағы көптеген тұтқындардың өмір мен өлім жайлы парақтары қасіретке толы беттерден тұрады. Содан, *КарЛАГ- тағы* тұтқындардың ішінде қырғыздар мен сол кездегі Қырғыз КСР-нің тумаларын дәлелдейтін материалдарды жинай бастадым (Е.К., 18.02. 2015).

ANYRAKAY BATTLE – АНЫРАЙСКАЯ БИТВА – АҢЫРАҚАЙ ШАЙҚАСЫ – *(1729 May-June)the largest victory in the Anyrakay steppes – the region of the Balkash in the north, the Otyrar steppes in the south, the West Chu, and the Kurtyk in the south of the united Kazakh hands against the Zhunggar occupation of the hundreds of years* (*Тынышбаев М. История казахского народа. – А., 1993*).

BATTLE OF ORBULAK – ОРБУЛАКСКАЯ БИТВА – ОРБҰЛАҚ ШАЙҚАСЫ – *Zhangyr khan's battle against Batyr kontaishi with 600 soldiers between mountain and river that runs through so called Or river*(Е.Саиров, Б. Әбдіғали, Т. Жабелов, Д. Әлібек. САЯСИ ТҮСІНДІРМЕ СӨЗДІК. – Алматы, 2007. – 616 б.).

Жалпы, Қазақ – жоңғар соғысы туралы, Салқам Жәңгір тұсындағы *«Орбұлақ шайқасы»* туралы не айтасыз? (Zh.A., 07.09.2015).

BATTLE OF BULANTY – БУЛАНТИНСКАЯ БИТВА – БҰЛАНТЫ ШАЙҚАСЫ – *1727 battle of the Kazak forces against the Junggar invaders in Bulant and Belyuti rivers in the Ulytau region* (Тынышбаев М. История казахского народа. – А., 1993).

«Бұланты шайқасының» тарихи маңыздылығында. Ең бастысы, ол елдің ертеңге деген сенімін оятып, санасында серпінді сілкініс жасады. «Қалмақ қырылған» шоқысында ата-баба ерлігін айшықтайтын еңселі ескерткіш – *«Бұланты шайқасы»* төсбелгісі қойылды.

KARKARA REBEL – КАРКАРИНСКОЕ ВОССТАНИЕ – ҚАРҚАРА КӨТЕРІЛІСІ – *the center of the national liberation revolt in Kazakhstan in 1916 in Zhetysu region* (Айбын. Энциклопедия. / Бас ред. Б.Ө. Жақып. – Алматы: «Қазақ энциклопедиясы», 2011. – 880 б.).

Қазақ ұлтының отарлаушы орыс билігіне қарсы бас көтерген ең ірі көтерілісінің бірі, әрі бірегейі болған *Қарқара көтерілісінің* 100 жылдығы жақындап келеді. *Қарқара көтерілісі* – қазақтың қандай батыр ұлт екенін көрсеткен, айғақтаған көтеріліс. *Қарқара көтерілісі* – қазақ бас біріктірсе, азат ел бол алатынын дәлелдеген көтеріліс (Zh.A., 29.12. 2015).

BAURZHAN'S SPIRAL – СПИРАЛЬ БАУРЖАНА – БАУЫРЖАН СПИРАЛІ – *military tactics of warfare named fater B. Momishuly.*

Батыр атамыздың шағын ғана күшпен, сан жағынан бірнеше есе басым жауға оның тылында жүріп ойсырата соққы берудің *«Бауыржан спиралі»* деп аталатын тактикасы әлі күнге қолданыстан шықпаған (Zh.A., 29.12. 2015).

BATTLE OF ULYTAU – УЛЫТАУСКАЯ БИТВА – ҰЛЫТАУ ШАЙҚАСЫ – *the Battle of Ulytau is one of the last battles during the war between*

the Kazakh khanate and the Mauerenakhr in 1505-1510 (Zh. A., Ұлытау шайқасы: тарихи тағылым. 30.01. 2015).

BASMACHI MOVEMENT –

Ұлытау шайқасы – 1505-1510 жылдар аралығында Қазақ хандығы мен Мәуереннахрдағы Шайбани әулеті әскерлерінің арасында болған шайқастардың соңғысы. ***Ұлытау шайқасындағы*** Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады. Ортағасырдағы қатардағы көп оқиғаның бірі саналған 1510 жылғы ***Ұлытау шайқасы*** – жеңісті тарихымыздағы ең жарқын беттердің бірі (Zh.A., 30.01. 2015).

RUSSIAN HISTORICAL-CULTURAL REALIA EPONYMS

TSAR (CZAR) – ЦАРЬ – ПАТША – *Derived from the Y. Caesor's name. Official position of the head of state in Russia until 1917* (Орысша-қазақша түсіндірме сөздік: Тарих/ Жалпы редакциясын басқарған э.ғ.д., профессор Е. Арын – Павлодар: «ЭКО» ҒӨФ. 2006. – 400 б.).

Russia is not stable. It is rigid. Unless its *tsar* moves to reform his realm, it will become more dangerous – both for its neighbours and for Mr Putin himself." (P., 12. 09. 2011).

POTEMKIN VILLAGE – ПОТЕМКИНСКАЯ ДЕРЕВНЯ – ПОТЕМКИН АУЫЛЫ – *in the style of the fake villages supposedly contructed by Russian minister Grogori Aleksandrovich Potemkin (1739-1791)*(Philip Gooden. Name dropping/ An A to Z guide to the use of names in everyday language. St. Martin's Press. New York. 2008. – p. 423).

After the EU's Eastern enlargement of 2004, it became clear that some of the reform in the former candidate countries resembled a ***Potemkin village:*** behind a gleaming facade lingered a grimmer reality (East European Politics and Societies 28.1 (Feb 2014); It argues that the institutions visited were not ***Potemkin village*** and it was precisely this tangible genuineness that helps explain the favorable reports produced by visitors (The Russian Review 71.1 (2012); Кейбір ауылдардың ***«Потемкин ауылдары»*** сияқты сырты сұлу болғанымен, ішіне үңілсеңіз, жаппай жұмыссыздық, игерусіз қалған жер, техниканың тапшылығы, тыңайтқыш пен арзандатылған жанар-жағармай алудағы қиыншылық, несие берудегі таусылмайтын кедергілер мен ақылға қонбайтын талаптар, тағысын тағылар (Zh.A., 03.03. 2016).

LENA MASSACRE – РАССТРЕЛ ЛЕНСКИЙ – ЛЕНА ҚЫРҒЫНЫ – *The killing of the tsarist soldiers at the hel of the warriors who protested against the arrest of member of the parade committee* (*Lena gold field 04.04. 1912*) (Орысша-қазақша түсіндірме сөздік: Тарих/ Жалпы редакциясын басқарған э.ғ.д., профессор Е. Арын – Павлодар: «ЭКО» ҒӨФ. 2006. – 400 б.).

Патшалық Ресейдегі ***«Лена қырғынының»*** басталып кетуіне сол күні жеген шіріген картоптан жұмысшылардың улануы себепкер болса, Желтоқсан көтерілісінің басталған уақыты Мәскеудің қорлығы аздай, Г.В. Колбиннің келіп, сұраусыз басқа шығуымен сипатталады (Zh.K., 12.04. 2013).

KATYN MASSACRE – КАТЫНСКИЙ РАССТРЕЛ – КАТЫН ҚЫРҒЫНЫ – *mass execution of Polish military officers by the Soviet Union during World War II* (www. Britannica. com)

In central Europe, the outstanding example of this phenomenon is the discussion of the ***Katyn massacre,*** the memory of which continues to shape the relationship between Poland and Russia (W.P., 06,04, 2013); Based on events beginning with the invasion of Poland by Germany and Russia in the summer of 1939, the subsequent ***"Katyn Massacre"*** of hundreds of elite Polish army officers by Russian soldiers during World War 2 and Russian president Vladimir Putin's current obvious challenge to the United States, the answer to the questions is a resounding "yes." (W.P., 05.09. 2014).

APPENDIX B

ASSOCIATIVE EXPERIMENT

Given questionnaire is conducted anonymously and results will be used for scientific (linguistic) purposes.

1. Your age
а) 17-18
б) 19-25
в) 25-40
г) 40-55
д) 55 and above

2. Sex

MaleFemale

3. Nationality

4. Mothertongue

5. Socialstatus
а) student
б) teacher
в) stateemployee
д) other

6. Answer to the given stimulus-words and collocations with the reactions words that come to your mind. You may write down more than one associative word.

1. Obamacare	
2. Watergate	
3. Semey-Nevada movement	
4. Tsar	
5. Putinism	

7. The following stimulus-words and collocations make what kind of emotional-expressive impressions?

1) Obamacare

Very good	Good	Neutral	Bad	Very bad

2) Watergate)

Very good	Good	Neutral	Bad	Very bad

3) Semey-Nevada movement

Very good	Good	Neutral	Bad	Very bad

4) Tsar

Very good	Good	Neutral	Bad	Very bad

5) Putinism

Very good	Good	Neutral	Bad	Very bad

8. Which of these sentences attracts your attention / is more interesting for you?

1.   a) The spirit eventually spread to the tiny Republic of Georgia on the Black Sea where 2004, The Rose Revolution proved to be the most utopian of the many revolutions.

b) Krushchev understood very well that Soviet communism was widely hated, including in his own country

c) Krushchev invaded Hungary because in 1956 the Hungarian Communist Party had adopted a policy of Independence from the Soviet Union and had decided even to withdraw from the Warsaw Pact.

2.   a) The bill would have committed Congress to an up-to-down vote on trade pacts, including (Trans)Pacific Partnership agreement , which is close to being finalized.

b) The most persistent issues Sanger faces among her male clients are, on one hand, infantilechauvinismand, on the other, the sort of feebleness Tocqueville predicted would become common.

c) One conservative remarks, "he came into Macedonia like a Trojan horse, and now he is an octopus.

Ассоциативный эксперимент

Данное анкетирование проводится анонимно и результаты будут использованы в сугубо научных (лингвистических) целях.

1. Ваш возраст
а) 17-18
б) 19-25
в) 25-40
г) 40-55
д) 55 и выше

2. Пол

Мужской Женский

3. Национальность (Укажите)

4. Родной язык (доминирующий)

5. Социальный статус
а) студент
б) преподаватель
в) государственный служащий
д) другое

6. На предъявленные слова-стимулы и словосочения ответьте словами-реакциями которые пришли вам в голову. Можете писать более одного ассоциативного слова.

1. Obamacare (Обамакэр)	
2. Watergate (Уотергейт)	
3.Беловежское соглашение	
4. Кадыровцы	
5. Путинизм	
6. Нурлы жол	
7. Движение «Невада - Семей»	

7. Нижеприведенные слова стимулы производят какие эмоциально-экспрессивные впечатления?

1) Obamacare (Обамакэр)

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

2) Watergate (Уотергейт)

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

3) Беловежское соглашение

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

4) Кадыровцы

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

5) Путинизм

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

6) Нурлы жол

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

7) Движение «Семей-Невада»

Очень хорошо	Хорошо	Нейтрально	Плохо	Очень плохо

8. Какое из этих предложений привлекает ваше внимание/ является более интересным?

1) а) Беловежские соглашения - катастрофа или меньшее из зол?

б) События осени1993 года - выход из тупика или крах демократического проекта России?

в) Присоединение Прибалтики к СССР - проигрыш или выигрыш?

2) а) Канцлер был вынужден прежде всего заниматься вопросами выплаты репараций по условиям Версальского мира в рамках так называемого плана Юнга

б) Репарационный план для Германии, заменившего действовавший ранее «план Дауэса».

в)План, составленный комиссией во главе с Оуэном Юнгом (президентом электротехнического треста Моргана) и принятый на Гаагской конференции по репарациям,предусматривал выплату 113,9 миллиарда марок из расчета по 2 миллиарда в год в течение 37 лет.

Ассоциативті эксперимент (Сауалнама)

Сауалнама анонимді және ғылыми зерттеу мақсатында алынып отыр

1. Жасыңыз
а) 17-18
ә) 19-25
б) 25-40
в) 40-55
г) 55 және жоғары

2. Жынысыңыз

Ер Әйел

3. Ұлтыңыз (атап көрсетіңіз)

4. Ана тіліңіз қандай?

5. Әлеуметтік мәртебе (статусыңыз)
а) студент
ә) оқытушы
б) мемлекеттік қызметкер
в) басқа

6. Сіз төмендегі стимул-терминдерді естігенде ойыңызға келетін ассоциациялық реакция-сөз? Бір стимул сөзге бірнеше ассоциациялық реакция болса да жаза беріңіз.

1. Obamacare (Обамакэр)	
2. Watergate (Уотергейт)	
3.Беловеж келісімі	
4. Кадыровцы	
5. Путинизм	
6. Нұрлы жол	
7. «Невада- Семей» қозғалысы	

7. Жоғарыда аталған стимул-терминдер сізге қандай эмоционалды-экспрессивті әсер қалдырады?

1) Obamacare (**Обамакэр)**

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

2) Watergate (Уотергейт)

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

3) Беловеж келісімі

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

4) Кадыровцы

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

5) Путинизм

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

6) Нұрлы жол

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

7) «Семей-Невада» қозғалысы

Өте жақсы	Жақсы	Бейтарап	Жаман	Өте жаман

8. Сізге осы сөйлемдердің ішіндегі ең бірінші назар аудартатын/қызық/маңызды/тарихи сөйлем қайсысы?

1. а) *Ұлытау шайқасында* Қасым хан бастаған қазақ қолының жеңісі қазақ халқының тәуелсіздігін сақтап қалады.

ә) Сыйлықтың атауы әлемде бейбітшіліктің орнауына ықпал еткен тұлғалар - Махатма Ганди, Мартин Лютер Кинг және жапон қайраткері Дайсаку Икеданың құрметіне берілген.

б) Ендігі жерде психологтар өз өзін суретке түсірумен әлек болып жүргендердің баршасының ақыл-есінің дұрыстығына күмән келтіріп, диагноз қоя беруге болады деп отыр.

2. а) «Жеті жарғы» ережелер жинағында бұрыннан басшылыққа алынып келе жатқан *«Қасым ханның қасқа жолындағы»* жосықтар ғана емес, «Ұлы жасақтың» да кейбір баптары пайдаланылады.

ә) Қожаберген жыраудың *Тәукенің «Жеті жарғы»* заңын жасауға тікелей атсалысқанын өзінің және бірлі-жарым болса да замандастарының еңбектері дәлелдеп отыр.

б) Халық *«Есім ханның ескі жолы»* деп атап, ел ортасында әділ төрелік айтып, дау шешіп жүрген би-қазылардың осы ережені білуі міндетті.