

REVIEW

for the dissertation "*Eponyms in political discourse: pragmalinguistic aspect*" by Taubayev Zharas Turysbekovich submitted for the degree of Doctor of Philosophy (PhD) within the specialty "6D021000 - Foreign Philology" by an official critic (reviewer)

1. The topicality of the research and its relationship with general scientific and national programs

The functional-communicative paradigm that prevails at the present stage of the development of linguistic knowledge contributes to the steady interest of researchers in anthropocentrism as a global principle of human cognitive activity. Wherein, the priority is to study the problems of language and consciousness as one of the leading directions in modern linguistics, which shows a global turn towards the personality as a speaker of language and culture.

Being a subject of sociocultural (in the widest sense) life and a carrier of an individual beginning, a human being as a linguistic person is both a creator and a participant of the discourse. Currently, the possibilities of scientific and technical progress provide a contemporary person with a wide range of opportunities to express oneself as a participant of the discourse. Public attention to global political processes has always intensified the development of political discourse. Language as a powerful tool plays a huge role in the formation, maintenance and change of public opinion. In this regard, the interest for the political discourse as a social-speech product, which reflects the culture, the system of social relations, traditions, and the history of the people, becomes obvious. The politics specifics lies in its predominantly discourse nature, and the peculiarity of political communication lies in its focus on the mass addressee.

Successful political discourse, in its turn, attracts the attention of linguists and forces them to analyze the components and functions of such a discourse. Eponyms in this sense represent an 'extensive and autonomous layer of special vocabulary with open borders to supplement industry terminologies' (N.V. Novinskaya, 2004); their etymology, word formation and functions are always unique and closely related to the general pragmatic activity of a person. In the work under study, the features of eponyms' functions in the political discourse are comprehensively analyzed, which has allowed the author to consider them in the context of pragmatics of influencing national thinking. Hence, **the topicality of this research seems obvious.**

The research "*Eponyms in political discourse: pragmalinguistic aspect*" by Zh.T. Taubayev has a connection with general scientific and state programs, namely:

1) *The State Program for the Development and Functioning of Languages in the Republic of Kazakhstan within 2011-2019*: under this program the material of the dissertation may be of both theoretical and practical interest, since it includes all three languages important for the development of the country – Kazakh, Russian and English.

2) *State Program of Industrial and Innovative Development of the Republic of Kazakhstan within 2015-2019*: it is obvious that eponyms as a result of anthroponymic and toponymic processes may reflect certain milestones of the country's industrial and innovative development (for example, see the eponym *Astana Economic Forum*).

3) *The State Program of Development of Education and Science of the Republic of Kazakhstan within 2016-2019*: it is obvious that this dissertation research can make a certain contribution to the development of the country's science, in particular, into the following areas: linguistics, foreign philology, discourse theory. The practical application of the research results can be expressed in the development of an elective course about Kazakh, Russian (as well as their English version) and English eponyms.

4) *The State Program on Countering Religious Extremism and Terrorism in the Republic of Kazakhstan within 2018-2022*: it appears that the material of this research is relevant in the framework of this program as well (e.g. see such eponyms as *Wahhabism*, *Kadyrovtsy*, *Kemalism*, etc.). The material can be expanded by including some eponyms related to the religious sphere. This is especially relevant in the light of the implementation of this state program and taking into account the religious preferences of various ethnic groups living in Kazakhstan.

In general, the dissertation research by Zh.T. Taubayev is aimed at identifying and describing universal and national specific features of the perception of the Kazakh-speaking, Russian-speaking and English-speaking worlds and their linguistic expression. It enters the circle of problems of the contemporary anthropocentric and communicative-functional paradigm of the linguistic knowledge and implements an integrated approach to the study of various ways to achieve effective speech communication, in particular, to study functional-pragmatic and structural-semantic factors in the political discourse.

2. Scientific results and their validity

The following research results are described in the dissertation by Zh.T.Taubayev:

1) The characteristics of the general and specific functions of the eponyms in the political discourse have been highlighted. The dissertation author describes such general functions as *nominative*, *symbolic*, *informational* in details. The specific functions inherent for the political discourse eponyms having received such definitions as *memorial*, *unique*, *instrumental*, *image*, *ideological*, *integrative* ones have been defined in this work.

2) A structural, grammatical and component classification of the political discourse eponyms has been worked out, making it possible to determine the basic models for the eponym formation.

3) The quantitative indicators of the eponyms derived from toponyms and anthroponyms in Kazakhstan, Russian and American periodicals have been analyzed; the quantitative indicators for the positive and negative perception of the eponyms by the addressees in different linguistic cultures have also been determined.

4) Pragmatic methods of eponyms' influence, implemented by various stylistic means, upon the addressees in the newspapers (as a special pragmatic form of the text) in the Kazakh, Russian and English languages have been determined; the manipulation techniques for the implementation of eponyms have also been described.

5) Pragmatic methods of political speeches' impact on recipients, implemented through cognitive mechanisms, allowing taking into account the implicit meanings and meanings of statements of communicants have been revealed.

6) Based on an associative experiment the level of pragmatic presupposition of eponyms in the linguistic consciousness of representatives of the Kazakh, Russian and American linguocultures has been discovered. A concise English-Russian-Kazakh dictionary of the political eponyms has been devised.

3. The degree of validity and reliability of each research statement, outcomes and conclusions of the applicant, formulated in the dissertation

The validity and reliability of the results obtained is ensured by the correct choice of research methodology.

1) The political discourse is considered as a type of institutional discourse in this dissertation. Eponyms in the political discourse acquire specific functions, the understanding of which is revealed through their linguistic, extralinguistic and pragmatic environment, i.e. their context. The theoretical justification for the political discourse (as a sublanguage of professional discourse using a certain system of professionally-oriented signs) is interdisciplinary in nature because it synthesizes the accumulated experience of fundamental and applied researches in a number of related sciences (political science, sociology, cognitive science, etc.) forming different approaches and concepts in the description of the political discourse. The argumentation mentioned above *confirms the validity and reliability of the first outcome*.

2) The reliability and validity of *the second outcome* is determined by the structural, grammatical and component eponym classification produced by the author, the conclusions of which have allowed the author to determine the main models for the formation of the political discourse eponyms.

3) The reliability and validity of *the third outcome* is beyond any doubt since the author's conclusions have been confirmed by an analysis of the massive factual material (255 units from periodicals in English, 250 units in Russian, and 240 units in Kazakh). Indicators for the positive and negative perception of eponyms by the addressees in different linguistic cultures have been presented in percentage according to the results of the quantitative analysis.

4) The reliability and validity of *the fourth outcome* is based on the study of the methods of the pragmatic impact of eponyms on the consciousness of the recipients in the political discourse presented in periodicals (texts) in English, Kazakh and Russian. The author has described the stylistic means and manipulative techniques of the pragmatic effect of eponyms on the consciousness of the addressees.

5) The reliability and validity of *the fifth outcome* is determined by a detailed analysis of the pragmatic impact of eponyms in the discourse of politicians. The author considered the cognitive mechanisms that allow taking into account the implicit connotations and meanings of the statements of communicants. This result is accompanied by some illustrative material.

6) The reliability and validity of *the sixth outcome* is confirmed by the data of the associative experiment that has revealed pragmatic presuppositions in the perception of eponyms in the political discourse of Kazakhstan, Russian and American residents (citizens), reflecting the national character. The author's concise English-Russian-Kazakh dictionary of the political eponyms illustrates

the conclusions about the national-specific implementation of the pragmatics of eponyms.

4. The degree of novelty for each research statement, outcomes and conclusions of the applicant, formulated in the thesis

The first outcome is relatively new since it is the result of the analysis and synthesis of scientific literature on the problems of the functioning of linguistic units in institutional discourse and the extrapolation of these achievements to the representation of eponyms in the political discourse in modern linguistics. The revealed functions of eponyms in the political discourse can be characterized as a new achievement in the study of eponyms. It should be noted that the author has discussed his opinion about the functions of eponyms in the political discourse at an international conference (European Conference on Languages, Literature and Linguistics, Prague, 2017). In his work the author introduces the definition of eponyms in the political discourse into scientific discussion and use for the first time.

The second outcome is relatively new. The author has conducted a structural, grammatical and component classification of eponyms. The structural and grammatical characteristics of eponyms (anthroponyms) was previously described by N.V. Novinskaya (Herald of Astrakhan State Technical University, No. 3, 2004). In the dissertation by Zh.T.Taubayev this classification seems to be original as it presents some models of eponym formation in the political discourse in English, Russian and Kazakh languages. The influence of the English language on the formation of new models of eponyms in the Russian and Kazakh languages has been described (here the novelty is obvious).

The third outcome seems to be new since the quantitative indicators of the eponyms in Kazakh, Russian and American periodicals have been analyzed for the first time. Quite a large amount of factual material on eponyms in the political discourse based on the three involved languages has been introduced into the scientific discussion and use for the first time.

The fourth outcome is up to date since the methods of pragmatic impact of eponyms on the addressees in Kazakh, Russian and American periodicals have been defined for the first time. The author's description of manipulation techniques using eponyms seems interesting and quite new.

The fifth outcome is characterized as quite new for the eponyms in the focus of pragmatic influence in the discourse of politicians have been analyzed for the first time. It is noteworthy that eponyms in the political discourse include and reveal the implicit connotations and meanings of the communicants' statements.

The sixth result is obviously new because for the first time a pragmatic impact on recipients according to the results of an associative experiment has been revealed. The dissertation presents a concise English-Russian-Kazakh dictionary of the eponyms used in the political discourse which has been devised for the first time.

5. Practical and theoretical significance of scientific results

The theoretical significance of the research is that the results make a definite contribution to the development of political discourse, cognitive science, pragmalinguistics and the theory of speech acts. The achieved level of research elaboration allows clarifying the concept of *eponymy*. The functions of the eponyms in the political discourse identified in the thesis and their pragmatic influence on the addressees contribute to creating a holistic view of eponyms as full units of political discourse. The use of an interdisciplinary approach made it possible to realize the special cultural role of eponyms in journalistic texts. The conclusion of the research is important both for further study of the problems of eponymy in institutional discourse, in pragmalinguistics, in linguistic culture theory and for the development of modern mass media theory as well.

The practical value of the research. This research can serve as the basis for the in-depth study of the pragmatic and semantic factors that ensure the functioning of eponyms in the political discourse. The results of the work can be used as a workshop for teaching the oratory of politicians. The practical value of the work is also determined by the possibility of applying its basic statements in the practice of university teaching, in the development of theoretical and seminar courses for general linguistics, rhetoric, special courses in political communication, pragmalinguistics, intercultural communication, specialty language, and translation studies. The analyzed factual material received a lexicographic description in a concise dictionary of eponyms used in the political discourse.

6. Compliance with the principle of independence and academic honesty

The thesis "*Eponyms in political discourse: pragmalinguistic aspect*" by Taubayev Zharas Turysbekovich is a complete and independent research, testifying to the personal contribution of the author to the studied topic. According to the results of the anti-plagiarism test conducted at the National Center for Scientific and Technical Expertise (May 29, 2019), the principle of academic honesty has been observed in this dissertation research; there is no borrowed material in the dissertation without appropriate referencing.

7. Confirmation of the sufficiency of publishing the basic principles, outcomes, statements and conclusions of the thesis

The main statements of the research have been published in the form of 15 papers at the republican and international levels. Amongst there are 2 papers published in high-rating scientific journals included into the Scopus database; 5 papers have been published in the journals recommended by Committee for the Control of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan. Total publication period comprises 4 years (2015-2019). The geography of publications is quite extensive: Kazakhstan, Russia, India, Czech Republic, and Venezuela. Therefore, it is obvious that the main outcomes, statements and conclusion of the dissertation have been approved in the authoritative scientific journals of the relevant profile as well have been discussed at a number of conferences.

8. Comments and suggestions on the thesis

The thesis is devoted to a topical theme in modern linguistics, which naturally raises a number of questions and suggestions. **Positively assessing the theoretical and practical significance of the dissertation by Zh.T.Taubayev,** the following questions and suggestions can be mentioned:

1. The undoubted merit of the dissertation is the concise English-Russian-Kazakh dictionary of the political eponyms presented in Appendix A (pp. 170-200), which includes more than 100 items. Considering that eponyms actively functioning in the political discourse have not previously been the object of a lexicographic description, we believe that this concise dictionary will be in great demand for the professional activity by translators, politicians, diplomats and civil servants, etc.

However, some confusion is caused by the absence of definitions' translation into one or another language in a dictionary entry, e.g. (p. 176) the author renders the eponym *Eurasian Economic Union* into three languages, but the dictionary entry contains the examples in two languages only (English and Kazakh). In our opinion the value of this dictionary would increase significantly if all definitions were presented in three languages.

2. In the statement No.5 (to be discussed and approved) the author writes: *"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 etc. Unarguably they considerably attract and influence the 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"* (p. 11). It seems that this statement is not proper and can be reformulated since here the author's and purely linguistic conclusion is presented in the last part of the statement only. The reasoning about the role of eponyms in the universal understanding seems to be not entirely relevant in relation to this statement.

3. In the dissertation research the results of the associative experiment undertaken by the author are described quite fully, which has allowed the author to analyze his subject of research as widely as possible. The results of the associative experiment confirm the author's conclusion that the political consciousness of society is fixed in the language, fixed both in the form of certain semantic components and in the form of certain associative links, which sometimes exist more at a subconscious level, manifesting itself in special contexts and combining properties of language units. In this regard, the principles of selecting stimulus words for this associative experiment could have been described in more details. Can the author clarify how these stimulus words reveal the pragmatic potential of eponyms in political discourse?

The above mentioned questions and recommendations in no way detract from the significance of the thesis by Zharas T. Taubayev and do not affect the overall positive impression of the research.

9. Compliance of the thesis content with the requirements of the graduation rules

The dissertation by Zharas Turysbekovich Taubayev "*Eponyms in political discourse: pragmalinguistic aspect*" has an internal unity, all sections of the dissertation are logically interconnected, research statements and outcomes obtained correspond to the objective and tasks set in the thesis. The research devised can be characterized as a study of scientific significance and practical value, and meets the requirements of the "Rules for Awarding Scientific Degrees" by the Committee on the Control of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan.

Official critic (reviewer)

Candidate in Phil.Sciences,
Assoc. Prof., Philology Department,
Research Board Secretary,
Kazakhstan Branch of
Lomonosov Moscow State University

Assiya R.Sulkarnayeva

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