

REVIEW

of the official reviewer for the PhD dissertation of
Taubayev Zharas Turysbekovich entitled
“Eponyms in political discourse: pragmalinguistic aspect”
submitted for the degree of Doctor of Philosophy (Ph.D.)
by specialty “6D021000 – Foreign philology”

1. The relevance of the research topic and its relation to general scientific and national programs

The relevance of the dissertation research of Zh.T. Taubayev is not in doubt and due to the fact that at modern stage of development, political discourse is one of the rapidly developing and most promising discursive areas of modern linguistics.

In the condition of globalization, modern sociopolitical processes and phenomena take priority in the field of scientific cognition and research. Political discourse as a specific and institutional form of human activity has been investigating actively by linguists. Some scholars endeavor to define the concept of political discourse, modifying more traditional ideas about this type of discourse, others consider its main features, functions and strategies from the point of view of the most diverse approaches that exist in philological science.

Currently, political discourse has acquired the status of discourse with a complex language system and structure, clearly demonstrating the degree of complexity of political processes. The current designation of political discourse is not to inform and describe the new political realities that have evolved under the influence of globalization, but in the overwhelming majority of cases to persuade and inspire the recipients to political adequate actions and assessments, provoking the addressee to commit certain actions. Consequently, it is fair to assert the pragmatic focus of political discourse.

Political texts, both oral and written, are the main research materials for analyzing political discourse, which is associated with the identification of the pragmalinguistic function of language means participating in its organization. The analysis of political discourse as a multidimensional and multifaceted phenomenon is an interdisciplinary domain and can not have a clear target. The serious sociopolitical changes observed today in the country and in the world provoked a sharp increase of media in the political system, which undoubtedly causes an increased research interest in the study of the linguistic characteristics of the political sphere of society. Zh.T. Taubayev's dissertation research is devoted to the disclosure of the functioning of eponyms, which are linguistic units with “programmed” pragmatic effects in modern political discourse based on Kazakh, Russian and English language periodicals.

The constant variability and dynamism of various features and characteristics of political phenomena contribute to the constant change of the states of social and political reality, which lead to the appearance of new concepts and positions that need to be named, specified and clarified on the political arena. As a result, it is important to examine the features of the functioning of eponyms and their

pragmalinguistic potential in the Kazakh, Russian and English political discourse. These factors show the relevance of the peer-reviewed research work devoted to the identification of eponyms involved in creating the influential effect of media texts (periodicals) of a political orientation on the material of Kazakh, Russian and English languages.

Thus, the dissertation work of Zh.T. Taubayev, by its theoretical and practical orientation and specificity of the research object, is undoubtedly topical scientific research and fully corresponds to the modern demands of science. It should be noted that this dissertation made on the material of the Kazakh, Russian and English languages, is connected with general scientific and state programs in the aspect of development and implementation of trilingualism in the country.

2. Scientific results and their validity

All scientific results obtained should be recognized theoretically and practically reasonable, logically verified and confirmed by factual material.

The **first result** is related to clarifying and defining the concept "eponym", functioning in political discourse and revealing the features of the realization of eponyms and the ways of their formation in the discourse, conducting structural-grammatical, component classification of eponyms, identifying problems of eponymy.

The second result deals with identifying both general and specific functions of eponyms in political discourse, conducting structural, grammatical and component classifications of eponyms in Kazakh, Russian and English political discourse, which allow to distinguish a special group of eponyms with high influence effect.

The third result is connected with the study of the problem of the discourse theory, features of political discourse, and the investigation of morphological, word-formation models of the formation of English language eponyms, by analogy of them new eponyms are formed in Kazakh and Russian political discourse. Thus, the influence of English eponyms has been investigated and identified.

The fourth result is the substantiation of the pragmatic potential of eponyms in socio-political periodicals in Kazakh, Russian and English languages, realized at the lexical and syntactic levels, through comparative constructions, opposition of facts, through idiomatic expressions; the manipulative effect of eponyms, manifested through the approach of semantic uncertainty, referential manipulation, in particular, by means of euphemisms and dysphemisms.

The fifth result is the identification of pragmatic approaches of influence of eponyms in the speech of the leaders of Kazakhstan, the United States and Russia, realized through promoting sovereignty, maintaining stability in the country and in the world, supporting national unity, campaign against violence and racism, establishing a favorable image of the country.

The sixth result is to substantiate and identify the level of pragmatic presupposition of eponyms in the linguistic consciousness of representatives of three linguistic cultures by means of using an associative experiment; the development of a brief English-Russian-Kazakh dictionary of political eponyms in order to avoid

communicative failures in the process of intercultural communication and in translating political eponyms.

3. The degree of validity and reliability of each scientific result (statement), findings and conclusions set out in Ph.D. dissertation

The dissertation research by Zh.T. Taubayev was carried out on the basis of sufficient large number of reputable sources. The author has compiled and investigated a significant corpus of textual units. The generalization of theoretical and practical data presented in the work makes it possible to substantiate the obtained results:

The reliability and validity of *the first result* is achieved due to the review of sufficient large corpus of literature which comprehensively reveals the peculiarities of functioning of eponyms and the ways of their formation in political discourse. It is proved that eponymous terms are inseparable part of political communication and act as linguistic units with a high pragmatic effect, the features of their structural, grammatical and component classification are analyzed.

The validity and persuasiveness of *the second result* is the determination common (nominative, informational) and specific (memorial, instrumental, ideological, integrative) functional features of eponyms in political discourse. The given specific functions help to realize the leading pragmatic function of eponyms in political discourse. The main focus is on the main classifications of eponyms with the desired perlocutive effect, and models of their formation, characterized by different component structure in Kazakh-language, Russian language and English language periodicals of a political orientation.

The degree of validity and reliability of *the third result* is provided by a fairly high level of content, quantitative and contrastive analysis, which found that in Kazakh language periodicals, eponyms contain anthroponymic and toponymic components of positive value, while most of the eponyms in English language political oriented texts are formed from anthroponyms. In Russian periodicals, eponyms contain mostly names of geographical features in their structures. This, in turn, shows to the specificity and high pragmatic orientation of eponyms actualized in the Kazakh language, Russian language and English language political discourse.

The fourth result can be considered as reliable and well-grounded due to correct selection of approaches in identifying the influence potential of eponyms in political periodicals in Kazakh, Russian and English languages. In investigating Kazakh, Russian, English political discourse, pragmatic and manipulative effect eponyms realized via euphemisms and dysphemisms, headings, in sentences with ellipsis points, in repetitions, in predicative sentences, in metaphorical comparison, expressive-evaluative sentences, by putting opposite facts, idiomatic expressions, in cultural and historical realia.

The validity and persuasiveness of *the fifth result* is the presence of the effect of eponyms, implemented through various pragmatic techniques, is confirmed by the painstaking and in-depth analysis of the speech statements of political leaders on the material of Kazakh, Russian and English languages. The heads of states of

Kazakhstan, Russia and America use such pragmatic approaches as implicature, comparisons (antithesis), parallelism, references to an important historical event in order to effectively influence the reader.

The sixth result is reliable, as based on the results of a proven psycholinguistic research. The obtained verbal reactions to the eponyms "Obamacare", "Watergate", "Nevada-Semey movement", "Tsar", "Putinism", "The Belovezh agreement", "Kadyrovtsy", "Nurly zhol" are characterized by cultural identity and include pragmatic content. In particular, eponyms belonging to the American linguistic culture have high pragmatic effects on the Russian linguocultural environment. The pragmatic effects of verbal associations, characterized by positive and negative evaluation are confirmed by data, obtained via semantic differential method.

4. The degree of novelty of each scientific result (statement), doctoral student's conclusion formulated in the dissertation

The degree of novelty of the research results and conclusions is obvious. First and foremost, the interdisciplinary approach to the study of the pragmatic potential of eponyms in political discourse based on Kazakh, Russian and English. Scientific results, conclusions, statements and generalizations of the candidate are characterized by modern view at the problems posed and, as a result, are new.

The novelty of *the first result* is certainly obvious. For the first time, the definition of eponyms in political discourse has been introduced into scientific use. Eponyms were defined as a language unit of political discourse, possessing valuable markers of cultural-historical identity. This fragment of the dissertation includes a review of a large amount of foreign, domestic and Russian literature, on the basis of which the author identifies the main system-forming and word-formation features of eponyms.

The novelty of *the second result* is ensured by the fact that for the first time the functions of eponyms in political discourse have been identified in the dissertation and structural-grammatical, component classification of eponyms in political discourse have been conducted on the material of Kazakh, Russian and English language periodicals.

The *third result* is estimated by a high degree of scientific novelty. From the standpoint of the anthropocentric paradigm, the pragmalinguistic potential of eponyms in political discourse has been studied for the first time owing to methods of linguistic, pragmatic, discursive, cognitive analysis. The whole set of these methods allowed a comprehensive study of the pragmatic orientation of eponyms in political discourse. The candidate described morphological, word-formation models of English political eponyms which has considerably influenced on the formation of new political eponyms in Kazakh and Russian languages.

The fourth result can be considered as new, as the pragmatic and manipulative effects of eponyms in Kazakh, Russian and English political discourse have been analyzed in sufficient detail.

The fifth result has a high degree of scientific novelty. For the first time, techniques of the pragmatic influence of eponyms on recipients in socio-political

periodicals in Kazakh, Russian and English languages have been revealed.

The sixth result can be evaluated as the result of high degree of scientific novelty. For the first time, on the basis of an associative experiment, the levels of the pragmatic impact of eponyms on the worldviews of recipients - representatives of three linguistic cultures have been identified, and cases of pragmatically significant use of presuppositions in political discourse have been identified. Based on the experimental data, a short English-Russian-Kazakh dictionary of political eponyms has been elaborated.

5. The practical and theoretical significance of scientific results.

The theoretical significance of the study lies in the fact that the results will make a significant contribution to the development of foreign philology. The pragmalinguistic approach to studying the effect of eponyms implemented in political discourse based on Kazakh, Russian and English language periodicals is the most interesting and a complex research subject, a feature of which is the presence of a wide range of pragmalinguistic means, expressiveness, influence of political eponyms in comparative-contrastive aspect. The research results expand the understanding of eponyms in Kazakh, Russian and English language media environment. The emphasizing and description of the main techniques of the pragmatic influence of eponyms on the mass recipients in socio-political periodicals in Kazakh, Russian and English languages can initiate, lay the foundation of the new research works.

The practical significance of the dissertation is determined by the fact that the results of the research can be used by linguists, journalists, translators in teaching, pedagogical and practical courses, in compiling dictionaries, in working out exercises, in teaching special courses for students, undergraduates and doctoral students of philological faculties and faculties of journalism and translation.

6. Compliance with the principle of independence and academic integrity

The dissertation of Zh.T. Taubayev is performed in compliance with the principles of independence, scientific novelty, reliability, academic integrity and practical value. The dissertation has an internal unity, all sections and subsections are logically interrelated. The scientific position, the results obtained correspond to purpose and objectives set in the dissertation. The research results were obtained using modern scientific research methods, data processing and interpretation techniques using computer technologies.

The statement of the research problem, a detailed and comprehensive analysis of the material, as well as the conclusions presented in the work, prove the high level of author's professional training, the ability to analyze and critically interpret a variety of different domestic, foreign and Russian sources. An important advantage of the work, in our opinion, is the use of tables and diagrams as a convenient form for presenting material. Conclusions and results do not have contradictory concepts.

7. Confirmation of sufficient publication of the basic principles, results, statements, conclusions of the dissertation.

The main scientific results on the research topic are reflected in 15 publications. They include articles approved in international conferences. Publications are reflected in Heralds, recommended by the Committee for Control of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, in the articles published in scientific journals with impact factor in Scopus database.

8. Remarks and suggestions

The dissertation work of Zh. T. Taubayev is quite original and independent research. It enriches knowledge in the field of Linguistic philology and Pragmalinguistics. The advantages of the work include the huge amount of investigated materials, a good knowledge of the literature on the topic of the dissertation, the ability to comprehend and summarize the material critically. At the same time, I would like to ask the author, as a discussion, questions that, in our opinion, have not received sufficient coverage in the text of the work.

1) In the dissertation (section 2, 3), an extensive corpus of political eponyms was processed in a comparative aspect on the material of periodical texts of a political orientation. Most of the considered eponyms in their composition originate from anthroponyms and toponyms that have legislative consolidation and tightly assimilated in the minds of the general reader. How do you think, to what extent can periodicals (media) act not only as an information medium aimed at reflecting political reality, but also, along with social and political institutions, a place that generate and form political eponyms?

2) The scientific novelty presented in the passport part (introduction) of the dissertation includes eight statements, in our opinion, require some adjustment, in particular, the second and fourth statements are characterized by identical semantic load. At the same time, we believe that the most appropriate is the combination of these statements.

3) The technical shortcomings of the work include a few stylistic, lexical, syntactic and spelling errors.

It should be noted that all the above questions, suggestions and shortcomings do not have a principal character and do not reduce the theoretical and practical significance of this work.

9. Compliance of the dissertation with the requirements of the Rules for awarding scientific degrees

In general, the dissertation work of Taubayev Zharas Turysbekovich "Eponyms in political discourse: pragmalinguistic aspect" is estimated as an independent scientific contribution, performed at the proper level.

The scope and content of the work fully comply with the requirements of the "Rules of awarding Scientific degrees", and the dissertation is recommended for the defense for the PhD degree. The relevance, novelty, reliability and validity of

the findings, the theoretical and practical significance of the dissertation research suggest that the candidate deserves the Doctor of Philosophy (Ph.D.) degree by specialty "6D021000 - Foreign Philology".

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