

Торайғыров университетінің  
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ  
Торайғыров университета

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# ТОРАЙҒЫРОВ УНИВЕРСИТЕТІНІҢ ХАБАРШЫСЫ

Филологиялық серия  
1997 жылдан бастап шығады



## ВЕСТНИК ТОРАЙҒЫРОВ УНИВЕРСИТЕТА

Филологическая серия  
Издается с 1997 года

ISSN 2710-3528

№1 (2024)

Павлодар

**СВИДЕТЕЛЬСТВО**

О постановке на переучет периодического печатного издания,  
информационного агентства и сетевого издания

№ KZ30VPY00029268

выдано

Министерством информации и общественного развития  
Республики Казахстан

**Тематическая направленность**  
публикация материалов в области филологии

Подписной индекс – 76132

<https://doi.org/10.48081/QZXY9517>

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**МАЗМҰНЫ  
СОДЕРЖАНИЕ  
CONTENT**

**Абилкасымова А. К., Акжигитова А. Ш., Әубәкір С. С.**

Транслингвизмдегі дискурсивті тәжірибе: жастардың күнделікті қарым-қатынастағы таңдау тілі .....6

**Абылкасымова Г. А.**

Олжас Сүлейменов поэзиясындағы нарративтік идея .....19

**Адишева А. Е., Бектемирова С. Б.**

Геоландшафттағы мәдени код пен мифтік танымның өзара сабақтастығы .....29

**Азатбақыт А. А., Картаева А. М., Тамаев А. Т.**

Мұхтар Әуезов әңгімелеріндегі суреткер шеберлігіне талдап оқыту .....41

**Aitova N., Osanova D.**

Verb-based emotive structures in the linguistic corpus base .....55

**Акошева М. К., Шахарман А. П., Аяпбергенев Б. К.,**

**Ахметова Б. З., Тлеулесова А. Ш.**

Лингвозкология и проблемы перевода (на примере анализа гештальт-концепта) .....70

**Акынжанова А. А., Тимохина Т. В., Кишенова А. Ю.**

Инновацияларды пайдалану арқылы коммуникативтік-тілдік кеңістікте студенттердің коммуникативтік дағдыларын қалыптастыру .....83

**Akhmet A. N., Aubakirova A. E., Nasipov I. S., Nurgaliyeva S. A.**

Linguistic nature of hybrid terms in the media space .....93

**Akhmetbekova A., Nygmetova B., Suleimenova A.**

Functioning of metatext in journalese discourse .....104

**Әбдіқалық К. С., Абилдаева К. Н., Шамшадинқызы А.**

Ұлт зиялылары тұлғасын сахналаудағы көркемдік-тарихи шындық .....116

**Beisenova M. K., Kenzhetayeva G. K., Kusheva G. V.**

Functions of anglicisms in the media discourse of Kazakhstan .....130

**Досыбаева А. Б., Әбішева Ш. С., Көшімова Б. Ә.**

Ұлттық прозадағы өнер тақырыбы .....142

**Yerlanova A. E., Karipzhanova A. O., Zhumabekova B. B.**

The use of comparisons in the poems of Mashkhar Zhussip .....155

**Jieensi A., Niazova A. Y.**

Language choice in multilingual speech communities: the case of Aksay, China .....169

**Жуминова А. Б., Кусанова Б. Х., Жаппар К. Ж.**

Формирование единиц ментального лексикона личности студента .....182

**Жүсіпов Н. Қ., Баратова М. Н., Жүсіпова Г. Қ., Жүсіпов Е. Қ.**

Алаш ғалымдарының фольклортанушылық қызметі: Әлихан Бөкейханов .....195

<b>Исабекова Ұ. К., Шахажанова Г. К., Қоңыратбаева Ж. М., Ерімбетова А. Х., Қуанышев А. С.</b> Паремиологиялық қордың трансформациясы: қазақ мақалдары және әлем мәдениеті .....	207
<b>Kadyrova B. M.</b> Research of components of linguistic persona .....	222
<b>Kildibekova B. E., Karimova K. K., Krivenko G. A., Adilbaeva D. S.</b> Status roles of participants in religious media discourse in Kazakhstan .....	232
<b>Қобланов Ж. Т., Абдырова А. О., Тоқсанбаева Т. Ж., Жеткізгеннова Т. Ж.</b> XVII ғасыр француз әдебиетіндегі Жан Лафонтен мысалдарының маңызы .....	244
<b>Кыяхметова Ш. А., Джакыпбекова М. Т., Имангазинов М. М., Мырзабек Н.</b> XXI ғасыр контексіндегі І. Жансүгіров шығармашылығы жайлы алғашқы әдеби-сыни зерттеулер .....	255
<b>Муратова А. Н.</b> Бейвербалды амалдар және ұлттық таным .....	268
<b>Nessipbay A., Abikenova G.</b> Penetration of borrowed hybrids into the Kazakh language .....	284
<b>Нұрбеков Т. Б., Салқынбай А. Б.</b> Тұрмыс-салт ертегілердегі ұлттық дүниетаным көріністері .....	296
<b>Nurgaliyeva S. Y., Zhumasheva A. Sh.</b> Audiovisual translation of «Disney» cartoons' titles into Kazakh language .....	308
<b>Orazova B. O., Zharylgapov Zh.</b> Periods of the theory development and formation on literary translation in Kazakh literary studies .....	319
<b>Pogozheva E. Yu., Khudiyeva S. R., Zhuravleva E. A., Gafiatulina Yu. O.</b> Critical thinking technology in the English classroom .....	333
<b>Саликжанова Ш. Б.</b> Әйелдер киімі мен сәні лексикасының этномәдени негіздері .....	348
<b>Сапашев О., Нәби Н., Рахметова Р. С.</b> Ахмет Байтұрсынұлы тұжырымдарының қазіргі білім беру технологияларымен сабақтастығы .....	361
<b>Saubayev R. Zh., Yerekhanova F. T., Omarov N. R., Zhetpisbay A. K.</b> Formation of the norm in the morphology and syntax in Indian national variant of the English language .....	375
<b>Сералимова С. А., Бейсенова Ж. С.</b> Архетипический образ волка в прозе И. Есенберлина .....	388
<b>Тлеубердина Г. Т., Казжанова О. А.</b> Реалды-тарихи жырлардағы қазақ батырларының образы .....	400

<b>Tleulinova M. B., Seidenova S. D., Koksai D., Dosmagambetova Dzh. Zh.</b> Translation of national gastronomic vocabulary into Russian, English in D. Issabekov's story «Gaukhartas» .....	412
<b>Цветкова А. Д.</b> Архетип блудного сына в рассказе К. Г. Паустовского «Телеграмма» .....	425
Авторлар туралы ақпарат Сведения об авторах Information about the authors .....	437
Авторларға арналған ережелер Правила для авторов Rules for authors .....	465
Жарияланым этикасы Публикационная этика Publication ethics .....	489

<https://doi.org/10.48081/SLAI8040>

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## RESEARCH OF COMPONENTS OF LINGUISTIC PERSONA

*The scientific article is devoted to the differentiation of anthropocentric studies that contributed to the formation of the theory of linguistic persona within the framework of a new scientific paradigm in modern language. In linguistics, the relevance of the topic is manifested in the fact that the problem of studying the linguistic persona, the reality of which is an active form of cognition of existence, acquires an ever broader scientific consideration. The nature of the linguistic persona is a complex phenomenon, and its structure is as complex as that, obviously, it is not easy to define. There are many opinions on this issue.*

*The article provides an overview of theoretical studies in world and Kazakh linguistics concerning the theory of linguistic persona, and makes scientific conclusions based on the three-level structure of linguistic persona, classified according to the theory of Y. N. Karaulov as verbal-semantic, linguistic and pragmatic. It has been proved that external factors such as society, period, family, communication environment, educational institutions, places of culture, and mass media play a role in the formation and development of a linguistic persona, along with internal factors. The theory of «linguistic persona» is discussed by describing the theoretical reasoning and scientific views of researchers, as well as the degree of relevance and scientific significance.*

*Keywords: linguistic persona, social sign, internal factor, external factor, literary language*

### Introduction

The scope of the term linguistic persona is extensive. It is used not only in the framework of linguistics, but also in psychology, philosophy, linguodidactics, literary studies, the object of study of which is a person. Understanding the structure of personality, its picture of the world, and the national characteristics represented

in each person's speech can be achieved through the study of linguistic persona in its totality of features. The linguistic persona as a complex system requires study from the point of view of the humanities (anthropolinguistics). A problem concerning national identity and the people's worldview can be resolved by studying the language of a person who has made a major contribution to national literature and spiritual heritage, in line with the direction of modern humanities (anthropolinguistics).

Russian linguistics developed the principle and methodology of studying the anthropoactual paradigm, which arose from the concept of 'linguistic persona' and its definition. However, the problem of 'language and personality', which refers to the study of language's function and its connection to consumer personality, has existed at all stages of linguistics. Research on the social nature of language, the relationship between language and speech, personality and collective are the historical prerequisites for the emergence of this theory in European linguistics. (V. Humboldt, I. A. Baudouin de Courtenay, F. de Saussure, etc.).

### Materials and Methods

In science, there was a surge in interest in linguistic persona during the past quarter of the last century, leading to a significant number of research papers on the subject. One of the main reasons for the increased interest in the study of linguistic persona in linguistics are changes in the act of speech and communication. In addition, there is widespread recognition by researchers of the inability to recognize the language itself, ignoring the person who is the creator of the language, the follower and the user. The attempt to understand the nature and being of «the speaking person» has its origins in the reasoning of V. Humboldt about «the spirit of the people», «the instinct of consciousness», I. A. Baudouin de Courtenay about «the language understanding», «the perception of the language by the people» and continues in the research of Y. N. Karaulov about «the linguistic personality». The article was based on theoretical conclusions in these studies and used such methods as descriptive, lexical-semantic and cognitive-conceptual analysis.

### Results and discussion

V. V. Vinogradov's work «On Fictional Prose» was the first to use the term linguistic persona in linguistics. Since then, a number of scientific studies on the linguistic persona and its character, structure, general theory, and aspects of the linguistic persona have been constantly updated. According to him, the research was based on the linguistic personas of real-life people and the characters in the artwork. In linguistics, the problem of linguistic persona is reduced to the study of the specifics of age (the linguistic persona of the younger generation), gender (the linguistic persona of a woman and a man), profession, and other social characteristics. In Russian linguistics, the theory of linguistic persona is directly related to the name of Y. N. Karaulov. He created a three-level structure

of a linguistic persona with the help of a literary text. The three-level structure of linguistic persona based on the theory of Y. N. Karaulov:

- 1 Verbal-semantic level;
- 2 Linguo-cognitive level;
- 3 The pragmatic level [1, 118].

The verbal-semantic level is called the «zero level». At this level, the language persona must possess a common vocabulary and language background knowledge. For example, the meaning of the language techniques used in a work of fiction and the understanding of images created by the author are criteria that determine the zero level of reader perception. The lingua-vocative level includes a functional thesaurus of lingua-cultural units and conceptual systems. The pragmatic level is composed of goals and motives, which are considered the most important for the linguistic persona.

In the following years, Russian and Kazakh linguistics devoted a lot of research to the topic of linguistic persona. The problem of linguistic persona in Kazakh linguistics was considered in the research of Z. A. Abdullina «Linguistic Personas of Heroes of Children's Literature» (on the works of B. Zhubakpayev, M. Gumerov, M. Kabanbayev) (Almaty, 2008), S. S. Niyatova «Linguistic Personality of Mahambet (Almaty, 2007), F. B. Kozhakhmetova «Discursive Character of Linguistic Persona of Turmagambet Iztleuov» (Almaty, 2004), A. S. Isakova «Linguocultural Basis of Formation of Linguistic Persona of Kazakh Speaking Student-Philologist» (Almaty, 2010), G.A. Muratova «Linguistic Persona of Abay: Discursive Analysis and Conceptual System» (Almaty, 2009), F. Terekova «Linguistic Persona of K. K. Zhubanova» (Almaty).

In the research in Russian by N. I. Gainullina «The Linguistic Persona of Peter the Great. The Experience of Diachronic Description» (Almaty, 2002), T. E. Pshenina «Discursive Description of the Linguistic Persona of Catullus» (Almaty, 2000), O. F. Kucherenko «The Linguistic Persona of L. N. Tolstoy» (based on correspondence) (Karaganda, 2004) the linguistic personas of Peter the Great, Catullus, L. Tolstoy are considered. The theory of Y. N. Karaulova was used in almost all the studies mentioned above.

G. I. Bogin considers the model of linguistic persona depending on the types of text and adds two more levels to the three-level model of Y. N. Karaulov: emotional level (emoticon) - the ability of a person to show an evaluative attitude; motor-articulation level is the ability to represent voluminous information in speech, which is determined by the physical, emotional state of a person, gender, age, and social status [2].

In the work of V. I. Karasik «Linguistic Circle: Personality, Concept, Discourse» it is shown that the content of the linguistic persona consists of the following components – *value* (language forms a linguistic picture of the world

and the hierarchy of spiritual concepts that underlie the formation of the national character and are realized in language communication); *cultural* (knowledge of the facts of culture in the studied language means the level of knowledge of culture through language and the level of proficiency in the language within the culture. This, in turn, ensures intercultural communication and competence); *personal* (personality characteristic of each person) [3].

The opinion of I. G. Olshansky about the structure of the linguistic persona also coincides with this statement. These three components are identified and classified into three types according to their level of linguistic persona: national, social, and personal [4].

Y. N. Karaulov emphasizes the need for a comprehensive study of the linguistic persona from the point of view of linguistic-psychological, philosophical, and ideological outlook, national characteristics, social character, and historical and cultural features. Therefore, the component of the structure of a linguistic persona is divided into two types: invariant and variational.

Having studied the linguistic persona from the point of view of the ethnic aspect, E. S. Shoisoronova identifies five components of the structure of the linguistic persona:

- biological (gender and age);
- ethnic (national-cultural environment, national consciousness);
- social (place of birth, specialty, social status);
- psychological (mood and temperamental specificity of the linguistic persona during the construction of discourse);
- individual (idiolect – a variant of the language used by one person) [5, 40].

The structure of the linguistic persona in linguistics has been revealed through systematic research, with two components, stable and changeable, that are unique to the linguistic personality. Biological, genetic, psychological-physiological, and ethnocultural components of a linguistic personality can be attributed to permanent components; social, and personal components - to variable components.

External factors influence the formation and development of the linguistic persona along with internal factors. The user of a word is a representative of a certain social link. Everyday human activity, the specificity of word formation and verbal ethics are worthy of this social contact, and environment. The social characteristics of the users of language units belonging to the forms of language life are age (child, adult, elderly person), gender (female, male), place of residence (rural or urban), occupation, profession, place in the family (father, mother).

It is clear that any communicator will act and speak in accordance with his/her social characteristics. Summarizing the external social factors affecting the linguistic personality, we can refer to them as a society, period, family, communication environment, educational institutions, places of culture and mass

media in which the linguistic persona lives. Depending on social factors, the form of language existence is important in the use of a linguistic persona. This, in turn, affects the development of the linguistic persona.

Among the above-mentioned social characteristics, we can identify age (childhood, adult, old), gender (female, male) specificity, and such characteristics as flexibility, and predominance of temperament, as internal factors influencing the linguistic persona.

N. Uali's doctoral dissertation «Theoretical Foundations of Kazakh Culture of Words» analyzed the cultural and linguistic competence of the linguistic persona and pointed out that they are both the subject of the language and the subject of the word as the addressant and addressee. The traditional paradigm says that the word should be the core of culture, the central concept-language norm, and now, in the new paradigm, the basis of the culture of the word should be the language persona". In addition, he notes that language consumers have linguistic competence, communicative competence, and cultural competence. He notes that linguistic competence involves acquiring a linguistic persona that corresponds to cultural semantics and is significant in the perception of written and spoken words [6].

The researcher distinguishes the linguistic persona into four types, depending on the level of proficiency in the literary language:

1) a type that uses the literary language at the creative level. Elite linguistic personas;

2) a culturally typical average type is capable of observing oral and written standards of literary language, but can sometimes make errors in the codified norm. They are not able to distinguish between elements of spoken language and book language. This type prevails in numbers;

3) a linguistic and cultural type that utilizes mostly literary language while incorporating elements that are typical of everyday speech. In number, approximately after the average type;

4) communicators who speak plain language, continue to use careless elements and dialectics[6].

Personality plays an important role in socialisation and collaboration, and people are able to form accurate impressions of other's personality from face-to-face interaction. In this regard, we can refer to European studies of the psychological component of the linguistic persona.

Examining the major personality traits of *extraversion* (sociability), *neuroticism* (emotional stability), and **psychoticism** (tough-mindedness) western researchers made a conclusion that there are a number of observations that can be made. Firstly, there has not been a great deal of work in this area, and that which has been done tends to use incommensurable four approaches and is spread across different disciplines. Secondly, the majority of work has focused on speech. Thirdly, research has tended to focus on traits relating to *extraversion-introversion*, and to a lesser extent *neuroticism-stability*,

rather than others from the three-factor (*psychoticism*), or five-factor (conscientiousness, agreeableness, openness) models of personality. The main explanation of this appears to be the interdisciplinary nature of this research question, with it touching upon the fields of personality theorists, social psychologists of language, and also psycholinguists, and sociolinguists [7].

According to P. Eckman and M. O'Sullivan et al. from a personality perspective, language is regarded as not important, interesting, or not being high-enough level behaviour (indeed the relative value of verbal or non-verbal behaviour is not always apparent) [8]. Whereas from a social or linguistic perspective, other factors (e.g., social or situational) are seen as more important to language behaviour, with the debate surrounding the definition and stability of personality traits, and with greater interest relating more to the inference of perceived, rather than actual personality from speech. The incommensurability of approaches results from the different methodologies adopted by these disciplines, and indeed the variety of approaches available in each (e.g., personality theory and measurement, or level or type of linguistic analysis).

Speech is the most ubiquitous form of language, and includes paralinguistic features, such as pronunciation, intonation, or loudness, which can be seen to vary readily across individuals due to, for example, social or geographical reasons; similarly, *extraversion* is a highly salient personality trait [9] and therefore draws the focus of investigation, rather than, for example, *neuroticism*, which is equally central to major theories of personality, but is less salient [10].

K. Scherer investigated the speech of American extroverts and found that they were perceived to talk louder and with a more nasal voice [11]. As for English as a second language D. Busch noted that high extrovert speakers score lower for pronunciation [12].

The concept of personality is both interesting and important since it affects behavior, interaction, and interpersonal relationships.

### Conclusion

The linguistic persona's shape can be influenced by social conditions, family, acquired upbringing, knowledge, and ability to create new models, as well as the use of linguistic diversity in speech. Based on these factors, a linguistic persona is a person who manifests social, psychological, and ethical components through word creation.

Features of the linguistic persona:

- 1) a person who can speak his/her own or any other language fluently and correctly;
- 2) a person who has his/her own interests and skills and adapted to social life;
- 3) a person who uses literary language at a creative level and is able to show his/her own creativity in the course of the activity.

Being a well-known linguistic figure in the country can be achieved when a person profoundly masters the richness of speech and oratory. Reason and memory, outlook and life experience, and the ability to express oneself in a cultural environment are all aspects of personality, which is the external side of the linguistic persona; another

aspect (the internal side of the linguistic persona) includes feelings and emotions underlying various situations. These aspects have different expressions in the speech of the individual and affect the development of the linguistic persona.

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Received 29.07.23.

Received in revised form 05.01.24.

Accepted for publication 25.02.24.

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29.07.23 ж. баспаға түсті.

05.01.24 ж. түзетулерімен түсті.

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### ТІЛДІК ТҮЛҒА КОМПОНЕНТТЕРІНІҢ ЗЕРТТЕЛУІ

Ғылыми мақала қазіргі тілтанымда жаңа ғылыми парадигма аясындағы тілдік тұлға теориясын қалыптастыруға ықпал еткен антропоцентристік бағыттағы зерттеулерді саралауға арналған. Лингвистикада шындық болмысты танудың белсенді формасы болып табылатын тілдік тұлғаны зерттеу проблемасының бой көтеріп, ғылыми түрде кең қарастырыла бастауы тақырыптың өзектілігін танытады. Тілдік тұлға табиғаты күрделі құбылыс, оның құрылымы да сондай күрделі, сондықтан оны анықтау оңайға түспейтіні анық. Бұл жөнінде қалыптасқан пікірлер де көп.

Мақалада тілдік тұлға теориясына қатысты әлемдік және қазақ тіл біліміндегі теориялық зерттеулерге шолу жасалып, Ю. Н. Карауловтың теориясы бойынша тілдік тұлғаның вербалды-семантикалық, лингво-когнитивтік, прагматикалық деп жіктелетін үш деңгейлік құрылымы негізінде ғылыми тұжырымдар жасалады. Тілдік тұлғаның қалыптасып, дамуына ішкі факторлармен қатар сыртқы факторлар (тілдік тұлға өзі өмір сүріп отырған қоғам, кезең, отбасы, қарым-қатынас ортасы, оқу орындары, мәдениет орындары мен бұқаралық ақпарат құралдары) әсер етіп, тілдік тұлғаның дамуына әсер ететіндігі дәлелденеді. «Тілдік тұлға» теориясына қатысты зерттеушілердің теориялық ой-тұжырымдары мен ғылыми көзқарастары сипатталып, өзектілік дәрежесі, ғылыми маңыздылығы сараланады.

Кілтті сөздер: тілдік тұлға, әлеуметтік белгі, ішкі фактор, сыртқы фактор, әдеби тіл.

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Поступило в редакцию 29.07.23.

Поступило с исправлениями 05.01.24.

Принято в печать 25.02.24.

### ИССЛЕДОВАНИЕ КОМПОНЕНТОВ ЯЗЫКОВОЙ ЛИЧНОСТИ

*Научная статья посвящена дифференциации антропоцентрических исследований, которые способствовали формированию теории языковой личности в рамках новой научной парадигмы в современном языке. В лингвистике актуальность темы проявляется в том, что проблема изучения языковой личности, реальность которой является активной формой познания бытия, приобретает все более широкое научное рассмотрение. Природа языковой личности – сложное явление, и ее структура настолько сложна, что, очевидно, ее тяжело определить. Существует много мнений по этому вопросу.*

*В статье представлен обзор теоретических исследований в мировой и казахстанской лингвистике, касающихся теории языковой личности, и сделаны научные выводы, основанные на трехуровневой структуре языковой личности, классифицируемой в соответствии с теорией Ю. Н. Караулова как вербально-семантическая, лингвистическая и прагматическая. Было доказано, что внешние факторы, такие как общество, период, семья, коммуникативная среда, образовательные учреждения, места культуры и средства массовой информации, играют определенную роль в формировании и развитии языковой личности наряду с внутренними факторами. Теория «языковой личности» обсуждается путем описания теоретических рассуждений и научных взглядов исследователей, а также степени актуальности и научной значимости.*

*Ключевые слова: языковая личность, социальный знак, внутренний фактор, внешний фактор, литературный язык.*