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МАЗМҰНЫ
СОДЕРЖАНИЕ
CONTENT

Abdullayeva K. M.

The conceptual system in the image of the poetic universe
of Mashhur Zhusip6

Абилдаева К. Н., Әбдіқалық К. С., Абишева Н. М.

Д. Лондонның «Мартин Иден» романын ЖОО-да оқытуда
проблемалық диалогтік оқыту әдісін қолдану.....18

Abisheva Sh. S., Yussimbayeva S. Kh.,

Dosybayeva A. B., Koshimova B. A.

Kazakh children's poetry in 1950–60 and A. Sopybekov's literary repertoire.....30

Abiy K. E., Abdigaziuly B.

Folklore and the principle of literary continuity: transformation
of the image of Raiymbek Batyr43

Адамова А., Ахтаева Н., Сағындықұлы Б.

Харизма және биік беделділік: психолінгвистикалық тірек.....56

Akbulatov A. A., Tukeshova N. M., Naimanbaev A. A., Kairova M. K.

The theme of the Afghan war in A. Tarazi's «Punishment»
and Kh. Hosseini's «A thousand splendid suns».....67

Akizhanova D. M., Satenova S. K., Mukatayeva K. B.,

Zhakupova M. M., Demessinova G. Kh.

Cultural keywords in the Kazakh business discourse80

Anarbekova U., Salkynbay A.

Kazakh grammarology: A. Baitursynuly's legacy
in national writing and literacy91

Aushakhman A. T., Tarakov A. S.

Exploring metaphor transfer in B. L. Pasternak's verses across
English and Kazakh translations105

Baran C. K., Amangazykyzy M., Orzbek M. S., Gilea A. A.

The city topos as a subject in the genre of urban fantasy119

Досмаханова Р. А., Мурзоева Л. Ю., Ажиев К. О.

Об авторских стратегиях в казахской экологической прозе132

Yerlanova A. Y., Baratova M. N.

The significance of revealing the image in the didactic
poems of Mashkhur Zhussip144

Жанұзақова Қ. Т., Құраған Р. Ә., Ахетов М. Қ.

І. Есенберлиннің «Қаһар» романындағы фольклорлық сарындар157

Зинедина А. С., Зейнулина А. Ф., Кусманова К. А.

«Гүлістан бит түркі» ескерткішінің синтаксистік ерекшелігі170

Кабжанова А. Ш., Ергалиев Қ. С., Уайханова М. А.

Паремиологиялық сөздік қордың заманауи көрінісі183

Кайдаулова З. Т., Мадиева Г. Б. Неофициальные именованья (прозвища) как специфический объект ономастической номинации.....	195
Kakimzhanova A. L., Abikenova G. T. Linguistic expression of spiritual and moral values in Shakarim's work.....	208
Каппасова А. Ш., Адилова А. С. БАҚ-тағы интертекстуалдылықтың типтері	220
Kemelbekova Z. A., Kazybay M. E., Yessenatam S. Y., Degtyareva X. S. Ways to overcome intercultural barriers in the English language classroom	229
Кудеринова К., Қожахмет Ә. Қазақ тілінің ауызша корпусы және ауызша тіл.....	243
Куцанова А. Н., Кушкымбаева А. С. М. Әуезовтің «Қараш-қараш оқиғасы» повесіне лингвомәдени талдау	255
Кыдырбаева Н. Б., Жанысбекова Ә. Т. Дк. К. Роулингтің «Гарри Поттер» әдеби ертегі желісінде ғажайып элементтерінің қолданылуы.....	266
Кыяхметова Ш. А., Джакыпбекова М. Т., Жазыбекова А. К. Ілияс Жансүгіров поэмаларының зерттелу жайы (жаңаша пайымдау).....	277
Махамбетова А. М. Саяси дискурстағы спичрайтердің рөлі: психолингвистикалық және социолингвистикалық тұрғыдан зерттеудің маңыздылығы (Әбіш Кекілбайұлының әзірлеген саяси мәтіні негізінде)	287
Medetbekova P. T., Pernebek A. A. The role of edutainment technology in teaching listening	300
Набиолла Н., Кенжалин Қ. К., Алимхан А. А. Қытайдағы түркі негізді көне топонимдердің бүгінгі жай-күйі	313
Nauryzbayev Zh. A., Seidenova S. D. Multidimensionality of media discursive actualization of the concept «Unity» in the protest activity context in Kazakhstan	327
Нұрбанова А. Қ. Қазақ ағартушылары еңбектеріндегі рухани-адамгершілік құндылықтар	342
Омарова Н. Г. Репрезентация коммуникативной ценности «уважение» в рекламном дискурсе	353
Сейітбекова А., Малбақов М., Мамырбек Г., Құлманов С. В. В. Радлов сөздігі: араб, парсы сөздерінің лексикографиялануы.....	365
Сейтқазы Е. Қ., Мәуленов А. А. Жамбыл Жабаяев шығармашылығындағы мифтік мотивтер мен образдардың генезисі	378
Смагулова А. М., Төлеубаева К. А. Драматизмнің әдеби-эстетикалық категория ретіндегі повестердегі рөлі.....	392

Ташекова А. Т., Жүсіпов Н. К., Шапауов Ә. К. Қазақ және татар үйлену жоралғыларының фольклорлық ерекшеліктері (Бекмұрат Уахатов зерттеулерінің негізінде).....	404
Тлеубекова Б. Т., Сағынтаева Ж. Қ., Шаһарман Ә. П. А. Сейдімбектің шығармашылық ғұмырнамасы	415
Төлеу А. Б., Сәулембек Г. Р. Нәзипа Құлжанова әңгімесіндегі әйел бейнесі	425
Khalelova A. Kh., Kadyrova B. M. Business discourse research approaches in Europe, North America and Kazakhstan.....	436
Церцвадзе М. Г. Семантический анализ пословиц с компонентом «враг» на материале русского и грузинского языков	450
Шоқабеева С. С. Фонетика-семантикалық сөзжасам тәсілін сөзжасамдық қатынасқа сай пайымдау	460
Авторлар туралы ақпарат Сведения об авторах Information about the authors.....	471
Авторларға арналған ережелер Правила для авторов Rules for authors	501
Жарияланым этикасы Публикационная этика Publication ethics.....	525

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BUSINESS DISCOURSE RESEARCH APPROACHES IN EUROPE, NORTH AMERICA AND KAZAKHSTAN

This article discusses the approaches of business discourse research in Europe, North America and Kazakhstan. The article's authors have gathered, analyzed, and organized data to unveil the complete essence of business discourse genres in these countries and examine their use in the business world. For example, it was shown that various genres of business correspondence – commercial offers, contracts, customer communication, e-mail and fax communication were investigated. The works on business discourse are multifaceted: the written, oral, and network business discourse is studied from the point of view of pragmatics, cognitive science, complex and other approaches. It also reviewed studies written about innovations in the research of business discourse of these countries in recent years. A new focus in the study of business discourse among linguists is the analysis of gender relations and discourse as a manifestation of power.

In general, this work is a useful resource for those who are looking for materials to guide their research or teaching business discourse.

Keywords: business discourse, business discourse research, communication, genres of business discourse, intercultural communication.

Introduction

The business environment with modern technologies, new structures, and uniting languages and cultures, has come to realize the importance of communication in business activities. In this regard, linguists are increasingly interested in the study of discourse in a business context.

The field of business discourse studies how business institutions achieve their goals through talks and texts. The growing interest in business discourse among

academics and practitioners reflects the significant global influence of business institutions, particularly corporations.

The necessity for close attention to business discourse is contingent upon several assumptions. Firstly, individuals dedicate a substantial proportion of their lives to business institutions. Secondly, this work is primarily accomplished through discourse and textual communication, particularly within managerial roles and in a knowledge-based economy. Thirdly, there are more effective and less effective methods of discourse practice.

Business discourse study is a field of study that encompasses different disciplines and perspectives. These include forms of discourse analysis, such as critical discourse analysis – conversation analysis and ethnomethodology, action-implicative discourse analysis, organizational communication, discursive psychology, management theory, as well as sociolinguistics, pragmatics, genre analysis, ethnography, and narrative analysis.

Two distinctive features characterize research in the field of business discourse. Firstly, discourse is perceived as a form of situated social action. Secondly, there is a tendency to examine the actual use of language in the work setting.

As far as we know, business discourse genres in Kazakhstan have received little attention. Therefore, we intend to fill this gap by analyzing research dedicated to this topic. This leads to the aim of the study: to investigate and compare the approaches used by foreign and domestic scientists to analyze business discourse. This research aims to complete the following objectives:

- To examine the genres of business discourse in Europe, North America, and Kazakhstan.
- To determine their influence on the business world.

Materials and methods

In order to reinforce the theoretical framework, the study utilized scientific methodologies to obtain and examine data from a selection of prominent foreign and Kazakhstani scientists engaged in research pertaining to business discourse. These included F. Bargiela-Chiappini, C. Nickerson, B. Planken, D. Mumby, E. D. Suleimenova, G. G. Burkitbayeva and numerous other esteemed researchers. This approach enabled authors to compare approaches to the study of business discourse in Europe, North America and Kazakhstan. This comparison identified various business correspondence genres in different countries, as well as current research areas like gender issues and the manifestation of power in business discourse.

Results and Discussion

Business discourse research: The European approach.

In 2007, European researchers K. Nickerson, B. Planken, and F. Bargiela-Chiappini published their work on global business discourse. They gave a detailed description of the work of several European scientists who have influenced the formation of European research since the early 1990s [1, p. 19]. For example, L. Charles carried out studies on trade negotiations and meetings. L. Louhiala-Salminen investigated the importance of faxing and emailing in cases. F. Bargiela-Chiappini researched business information in HR management magazines and on company websites.

In practice, European research includes an analysis of various genres of business. Some researchers have specialized in a certain genre or form of (business) communication. However, the majority are interested in how language is used to get things done in general within business organizations.

One of the important characteristics of business discourse research in Europe is that researchers have access to languages other than English. Notwithstanding the preponderance of English, an expanding array of other European languages has been the subject of investigation in the context of business discourse. This includes French (van der Wijst, Christian), Dutch (van der Wijst), German (Zilles), Spanish (Villemoes, Tebeaux, Candia, Charteris-Black and Ennis), Danish (Grindsted), Norwegian (Neumann) and Portuguese (Silvestre, Pereira) [2, p. 31]. Some researchers combined two or more languages in their investigations. Vandermeeren's work, for instance, considered English, French, German, and Dutch, and F. Bargiela-Chiappini studied both spoken and written Italian and English. G. Poncini's work included more than 14 different national cultures with almost as many different languages [3].

The language was analyzed in its context and regarded as a discourse. The analytical methods applied are mainly borrowed and adapted methods, which were not specifically developed. The ideas of the Birmingham discourse analytic tradition, for instance, influenced L. Charles's works on business negotiations and G. Poncini's work on business meetings. The work of genre analyst Vijay K. Bhatia has formed the basis of K. Nickerson's research on email [4] and L. Louhiala-Salminen's work on fax communication. B. Planken's work on negotiations was published under the influence of the research of H. Spencer-Oatey on intercultural communication. E. De Groot's research on annual general reports and the work of F. Bargiela-Chiappini on corporate websites were influenced by the multimodality theory of G. Kress and T. van Leeuwen [1, p. 20].

By the applied nature of the research program, European researchers base their work on empirical data. For example, in the form of survey data (S. Vandermiren, M. L. Charles, R. Marchand-Pekkari), analysis of texts of various business genres

(B. Planken, G. Poncini, K. Nickerson, L. Louhiala-Salminen) or experimental investigation (M. Gerritsen, de Groot). This characteristic of the European tradition makes it distinct from the North American tradition. Furthermore, although the North American tradition is mainly focused on macro-theories, the European tradition often focuses on micro-analysis.

We shall focus here on two studies to demonstrate the factual nature of European research. Each of them, in turn, provides realistic, simulated, and processed data. 1. The study of Business English as lingua franca within the multinational context, led by L. Louhiala-Salminen et al. [5]. This study was conducted in multinational corporations. Its ultimate goal was to look at how employees view their own culture and that of others, and how it was mirrored in the implementation of speech in spoken and written genres. This study also included various methods of data collection and analysis, i.e., open and closed questions and statistical analysis related to the surveys, discourse analysis in the investigation of the meeting discourse, and genre analysis in the analysis of the email correspondence. 2. The study of intercultural negotiations by J. Usunier [6]. This study reveals the key skills necessary to navigate difficult negotiations where partners may differ in terms of culture, communication style, time orientation, and personal and professional backgrounds.

Currently, researchers pay a great deal of attention to intercultural communication, which is considered a solution and not a problem. British linguist H. Spencer-Oatey's research focuses on managing rapport through communication across cultures [7]. She describes a rapport management system that is based on social pragmatics, politeness theory, and face theory and explains in practical terms how people use language to manage communication. G. Poncini's research is centred on the ways in which the group facilitates communication, utilizing English as a shared language, and capitalizing on existing business relationships to cultivate a sense of collective identity. In this regard, her work reflects the nuances and complexities of business life more effectively, engaging participants who possess experience navigating diverse cultural and linguistic contexts beyond the conventional «one speaker – one culture» paradigm [1, p. 24].

The global community is witnessing an increase in the utilisation of new computer media in a business environment. Consequently, the application of multimodality and hypermodality has become a pertinent issue. Multimodality (also referred to as polymodality, polycode or creolization) can be defined as the combination of diverse semiotic modes, such as language and music, within a communicative artefact or event. For instance, websites can be considered multimodal as they integrate images, text and sound. The term hypermodality is used to describe the manner in which the linkages in online media products, such as webpages, extend beyond the conventional boundaries of traditional multimodal

genres. To illustrate, while links may exist between images and text in a film poster or print advertisement, a webpage also provides links to other pages or documents, thus introducing another layer of connectivity [8].

Another area of interest for business discourse research in Europe is a crucial study aimed at identifying inequalities in the business environment through discourse. Gender inequality in some organizations is a complicated phenomenon and the nature of this inequality is mostly seen in the organization's structure, practice, and process. A significant body of research has been dedicated to the examination of gender and discourse in the context of governance structures within the field of European business discourse.

Business discourse research: The North American approach.

Business discourse studies in North America are highly interdisciplinary, drawing on methods and theory from the fields of rhetoric, literary analysis, cultural studies, anthropology, organizational behaviour, industrial psychology, English studies, composition, design studies, and business administration.

In the construction of post-war industry, communication researchers focused primarily on practice, on efficient and effective communication within the established hierarchy of large corporations. Documentation qualities such as brevity, clarity, and conciseness have been emphasized in manuals and style guides for professionals and businesses. However, this quite narrow view of business writing gave way to more complex analysis in the late 20th century. For example, D. Mumby examined the development of organizational communication as a discipline in the United States in the 1980s and saw a shift from a focus on practices and systems to a new emphasis on organizational culture and interpretative research [9, pp. 1-9]. Communication not only reflects organizational structure but is increasingly seen as an organizational design element. Anthropological and ethnographic findings help examine collective sensory perceptions and the relationships between communication, power, and organization. In addition, researchers analyzed organizational communication using a linguistic hermeneutic approach, heavily influenced by European theorists. Composition-oriented US researchers applied the tools of rhetorical analysis to an extended body of business and technical material.

According to J. Scott et al., researchers are grappling with increasingly fine-grained, theorized, and thorough interdisciplinary approaches to widely understood business communications. Texts, whether online, paper, verbal, visual, etc., are considered artefacts of social and business systems and as social acts shaped and formed by various forces [1, p. 45]. This approach addresses the changed business environment, and thus of business communication, in the 21st century.

D. Mumby points to four directions in organizational communication research that are current directions in North American business discourse: interdisciplinary

methods; emphasis on individual communication; new concepts of an organization; and a new rhetoric of digital expression. Regarding the interdisciplinary nature of business discourse, it is important to acknowledge that researchers in many disciplines share and adapt methods for studying, for example, power relationships; the formation of individual identity and consideration of differences such as gender and ability; the concept of regulation in an organizational and professional framework; and the impact of information technology. In the globalization era individuals, not nations or companies, are the main agents of change; ubiquitous, cheap telecommunications have created a level playing field and opened a business competition to everyone. The advent of digital technologies has enabled a significant expansion in the number of people who can engage in real-time collaboration and competition with one another on a diverse array of tasks from a multitude of locations across the globe. This has resulted in an unprecedented level of equality between these people, a phenomenon that has not been witnessed at any other point in human history.

The new organizational concept requires a new rethinking of regulatory concepts. Researchers in corporate communications explore how leaders communicate in new, more networked organizational structures, how they formulate corporate strategy, and how they communicate their vision and processes to people inside and outside the organization. Attention is focused on how to convey persuasively. Another new organizational form and new research area are a virtual organization and virtual teamwork. Virtual collaboration requires mutual knowledge across many global and organizational cultures represented by individual team members and the development of hybrid team cultures [1, pp. 47–51].

Let us take a closer look at the new rhetoric of digital expression. According to Bizzell and Herzberg, «Rhetoric has several overlapping meanings: the practice of oratory; the study of the strategies of effective oratory; the use of language, written or spoken, to inform or persuade; the study of the persuasive effects of language; the study of the relation between language and knowledge; the classification and use of tropes and figures» The term «digital rhetoric» is defined as the application of rhetorical theory to digital texts and performances. The primary activities within the field of digital rhetoric include 1) the use of rhetorical strategies in the production and analysis of digital text; 2) identifying characteristics, affordances, and constraints of new media; 3) the formation of digital identities; 4) potential for building social communities; 5) inquiry and development of rhetorics of technology; 6) the use of rhetorical methods for uncovering and interrogating ideologies and cultural formation in digital work; 7) an examination of the rhetorical function of networks; 8) theorization of agency when interlocutors are as likely to be software agents (or «spimes») as they are human actors [10, p. 44].

Digital rhetoric is one of the current and most investigated directions in North American business discourse.

Business discourse research: The Kazakhstan approach.

A historical analysis of the emergence of Kazakh business discourse reveals a long tradition of using Kazakh in its linguistic genre and style in business communication. The lack of effective communication and language skills among those involved in state affairs and the business community makes the economic debate in Kazakhstan even more difficult.

During the seventy years in the Soviet Union, business communication in Kazakhstan was conducted in Russian. The promotion and regulation of Kazakh language use since the independence of Kazakhstan have restored the rights and multifaceted functions of the Kazakh language. The use of Kazakh is widespread in business communication and is gradually taking up more space alongside Russian and English.

In the latter half of the nineteenth century, the Russian language exerted a profound influence on the evolution of the Kazakh language, giving rise to a plethora of widely used expressions, including *bekitiledi*, *tagayndaımyın*, *atalmysh*, *qol qoiy*, *buyramyn* and many others. For example, the works of Kazakh enlighteners Abai Kunanbayev and Ibray Altynsarin on normalization and standardization of the Kazakh literary language contain many borrowings from the Russian language: *advokat* (*адвокат*) – lawyer, *áskeri gýbernator* (*военный губернатор*) – military governor, *zai* (*закон*) – law, *partia* (*партия*) – party, *sot* (*суд*) – court, *bolys* (*волость*) – parish, *oiáz nachalınıgi* (*глава уезда или административной единицы*) – head of the county or administrative unit, *kátelejke* (*каталажка или тюрьма*) – jail or prison, *oiáznoi* (*уездный или глава уезда*) – county head, *bitimshi* (*посредник*) – mediator, *tilmásh* (*переводчик*) – translator, *shaǵum* (*заявление*) – application, *shen alı* (*получать звание*) – to receive the title.

The evolution of the Kazakh business discourse is also associated with the appearance and integration of new terminology that encompasses the inherent resources of the Kazakh language (*qayly*, *tóraǵa nusqa*), translational borrowing, combined borrowing, and direct borrowing from Russian or other languages using the Russian as a point of reference. A noteworthy aspect of Kazakh business discourse is the formation of primary lexical-semantic and thematic groups, which indicate positions, names of institutions, statuses, degrees, departments, organizations, etc. additionally, there is the use of entirely borrowed abbreviations from the Russian language, such as «облсобес.» [11, pp. 143–152].

According to S. K. Kenesbayev, the Russian language has brought its structure and typology to the Kazakh-language business discourse, as well as the use of various units, genres and communicative strategies. The result was the appearance

in the Kazakh language of Russian-language borrowings and lexical-syntactic loanwords formed during translation. For example, words such as *búdjjet*, *bastyq*, *qojayın*, *naqty kapital*, *sertifikat*, *kýalik*, *deldal*, *aimaq* [12, p. 36].

The Russian language is an invaluable tool for interethnic communication, while English is an essential means of conducting international business. Both are prerequisites for a successful integration into the global economy. In light of the dynamic development of global and domestic business, as well as the distinctive linguistic context in Kazakhstan, it can be posited that contemporary business discourse in the country is shaped by the coexistence of three languages: Kazakh, Russian and English. This policy has been announced as a national educational goal in Kazakhstan's schools and universities. In the context of globalization and a free market economy, the ability to speak three languages is widely regarded as a key factor in ensuring economic competitiveness.

The distribution of Kazakh, Russian and English in business discourse is explained by the above:

1 With the help of targeted government regulation, the use of Kazakh in the spheres of official and non-official business communication has grown considerably. The successful expansion of Kazakh business discourse can be seen in this process.

2 In many respects, Russian business discourse continues to maintain its position, both in the range of its genres and in the extent of communicative functions. It has even extended its boundaries to include numerous foreign companies and firms.

3 English business discourse, which occupies a leading position among foreign languages in business communication with international partners and organizations, is now an active component of business communication in Kazakhstan.

Until recently, the use of Kazakh in business communication was practically non-existent, with the rarely employed as the medium for crucial business documents and formal business negotiations. Irrespective of the nature of the communication, the roles and status of the individuals involved, and the context and location of the social interactions, the Kazakh business community demonstrated a notable lack of emphasis on the utilization of the Kazakh language. Conversely, over the course of seven decades, the discourse community was structured by the impact of the Soviet business communication tradition, resulting in the uniform utilization of all culturally influenced elements of business discourse. The language and communication skills of business discourse participants, regardless of their nationality, were formed within the framework of Russian business discourse, and this framework was unwittingly transferred to Kazakhstan's business discourse. This led to the fact that almost all participants in domestic business discourse have developed a firm habit of conducting business communications exclusively in

Russian. English entered the realm of business communication with Russian (and very rarely with Kazakh) when it subsequently became the working language of numerous contemporary companies, including a multitude of joint ventures and international corporations [13].

According to E. D. Suleimenova and G.G. Burkitbayeva, the development of modern Kazakh business discourse is happening at an accelerated rate, and a number of researchers are dedicating themselves to studying the processes and speech strategies of the Kazakh language, such as the research of N. I. Yergaziyeva and A. T. Yesetova on lexical and stylistic peculiarities; B. S. Ashirova on terms and term formation; M. K. Mambetova on clichés and cliché constructions as a main constituent of an official business style; L. S. Duisembekova on the language of official business documentation; G. A. Biralı on the influence of Kazakh culture on the process of learning business Kazakh [14, p. 445].

Language is a result of society, and therefore, the presence of any language is linked to the activities of society as a whole. The problem of the relationship between society and language is multifaceted and is determined by the social essence of language. The ethno-cultural diversity of Kazakh society is supported by a policy of linguistic pluralism that ensures that the language needs of all ethnic groups are met and that they freely choose their language of communication, learning and professional activity.

Conclusions

European business discourse research continues to be influenced by its applied linguistic heritage, together with a renewed interest in the design of multimedia documents. The interest in the intercultural and multimodal aspects of business discourse offers a fruitful field of research, and experimental (quantitative) approaches became more familiar to the community at large, alongside the established mainstays of the survey, corpus-based and more qualitatively oriented research. Additionally, researchers are increasingly adopting multimethod approaches, including a combination of (qualitative and quantitative) approaches from multiple disciplines. European researchers have conducted studies on communication involving other European languages, as well as Business English as a Lingua Franca (BELF) and Intercultural Bilingual Education (IBE) interactions. Additionally, they have investigated the role of the native speaker of English in communication with foreign language speakers of English in a business environment.

The advent of new media presented significant challenges to individuals engaged in communication during the era of Globalization. However, it also offered considerable potential. These media are the basis for all the research mentioned in this article, including interdisciplinary approaches, an emphasis on

personal communication, new concepts of organization, and new rhetoric of digital expression. Consequently, North American researchers and practitioners persist in examining these models as they pursue strategies to enhance communication in the global workplace.

The future of business discourse research in Europe and North America world is expected to be a more nuanced and sophisticated understanding of talk-in interactions within and by corporate organisations. As these companies develop new ways of working, roles and relationships will inevitably change. This offers researchers the chance to gain insight into how members of the organisation develop and deploy flexible discourse-based competencies. Conversations and texts are largely the work itself, rather than just a means to an end. Moreover, it represents a renewed call for criticism to critical-thinking researchers who would benefit from such changes in the industry.

Regarding the situation in Kazakhstan, we can note that the existence of sufficient linguistic resources for Kazakhstan's business discourse has been attributed to the absence of linguistic and communicative competence of a significant number of employees in the state and economic sectors, which has led to Kazakhstan's business discourse as an active discourse. There are objective difficulties that arise from being fully implemented.

Nevertheless, the functional distribution of languages in today's Kazakhstan has changed. In accordance with the designation of Kazakh as a state language, both the government and users of Kazakh and Russian are engaged in efforts to promote the use of Kazakh in business communication and to alter the current linguistic landscape in favour of Kazakh. In this sense, it can be said that Kazakh and Russian, being partners in business communication, have, in a sense, found themselves in a state of opposition. On the one hand, Russian remains a prevalent language in business communication. Conversely, the directive on the dominant use of Kazakh in business communication has accelerated the rapid spread of Kazakh.

Prior research on the historical development of Kazakh business discourse has revealed that there is a long-standing tradition of utilizing Kazakh in business communication, encompassing a distinctive genre and linguistic means. Secondly, this tradition has ceased to evolve, resulting in the current difficulties inherent in the functioning of business discourse in Kazakhstan. Thirdly, business discourse in Kazakhstan is consistently and actively promoted by the government, is undergoing rapid development, and has established a discursive community.

It is necessary to conduct a more detailed examination of the functions of Kazakh, Russian and English languages in Kazakhstan's multi-ethnic community. An understanding of the traditions and common usage of these languages is crucial

for grasping the nuances of the Kazakh, Russian and English languages and the distinctive roles they play in intercultural communication.

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ЕУРОПАДАҒЫ, СОЛТҮСТІК АМЕРИКАДАҒЫ ЖӘНЕ ҚАЗАҚСТАНДАҒЫ ІСКЕРЛІК ДИСКУРСТЫ ЗЕРТТЕУ ТӘСІЛДЕРІ

Мақалада Еуропа елдерінде, Солтүстік Америкадағы және Қазақстандағы іскерлік дискурсты зерттеу тәсілдері қарастырылған. Мақала авторлары осы елдердегі іскерлік дискурс жанрларының толық мәнін ашу және олардың бизнес әлемінде қолданылуын зерттеу үшін деректерді жинап, талдап, жүйеледі. Мысалы, іскерлік хат алмасудың әртүрлі жанрлары – коммерциялық ұсыныстар, келісімшарттар, клиенттермен байланыс, электрондық пошта және факсимильді байланыс зерттелетіні көрсетілді. Іскерлік дискурс бойынша жұмыстар сан алуан екендігі анықталды. Жазбаша, ауызша және желілік іскерлік дискурс прагматика, когнитивистика, кешенді және басқа тәсілдер тұрғысынан зерттеледі. Сонымен қатар, соңғы жылдары осы елдердің іскерлік дискурсын зерттеудегі жаңалықтар мен инновацияларға бағытталған зерттеулер қарастырылды. Қазіргі кезде іскерлік дискурстағы гендерлік қатынастар мен дискурсты биліктің көрінісі ретінде талдауға баса назар аударылатыны анықталды.

Жалпы алғанда, бұл жұмыс өз зерттеулерінде пайдалануға немесе іскерлік дискурсты оқытуға материал іздейтіндер үшін пайдалы ресурс болып табылады.

Кілтті сөздер: іскерлік дискурс, іскерлік дискурсты зерттеу, коммуникация, іскерлік дискурс жанрлары, мәдениетаралық коммуникация.

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ПОДХОДЫ К ИЗУЧЕНИЮ ДЕЛОВОГО ДИСКУРСА В ЕРОПЕ, СЕВЕРНОЙ АМЕРИКЕ И КАЗАХСТАНЕ

В статье рассмотрены подходы к изучению делового дискурса в Европе, Северной Америке и Казахстане. Авторы статьи собрали, проанализировали и систематизировали данные, чтобы раскрыть всю сущность жанров делового дискурса в этих странах и изучить их применение в деловом мире. Например, было показано, что исследуются различные жанры деловой переписки – коммерческие предложения, контракты, общение с клиентами, электронная почта и факсимильная связь. Установлено, что работы по деловому дискурсу разнообразны. Письменный, устный и сетевой деловой дискурс изучается с точки зрения прагматики, когнитивистики, комплексного и других подходов. Кроме того, были рассмотрены исследования о новых поисках и инновациях в изучении делового дискурса этих стран в последние годы.

Было обнаружено, что в настоящее время акцент делается на гендерные отношения в деловом дискурсе и дискурсе как проявления авторитета.

В целом, эта работа является полезным ресурсом для тех, кто ищет материал для использования в своих исследованиях или для преподавания делового дискурса.

Ключевые слова: деловой дискурс, исследование делового дискурса, коммуникация, жанры делового дискурса, межкультурная коммуникация.