

ANNOTATION

for the doctoral dissertation of Sarsenbay Zhanat Asylkhankyzy on the topic:
“Communicative practice in the modern Kazakh language: norm and usage” for the
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according to the educational program “8D02307-Kazakh Philology”

General characteristics of the research work. The development of language is based, first of all, on patterns and principles formed by spoken language. The main principle inherent in the lexical and grammatical nature of the Kazakh language is their compatibility with each other. The historically established system has become the basis of the modern literary language, therefore the preservation of traditional usage in modern colloquial speech is of utmost importance for the development of the internal structural nature of the language. This pattern, which has developed in world linguistics, is supported by all developed literary languages. Currently, the preservation of historically established patterns in a number of world languages such as English, Spanish, German, Arabic, Chinese, and Urdu is being actively studied. Quite a lot of scientific research has been written so that the principles of the Kazakh language based on the laws of harmony and synharmony remain the norm in the modern spoken language. In this context, it is especially important to study, evaluate and accept the model developed by A. Baitursynov. In the work “Til – Kural” the scientist notes: “When speaking, it is important to follow the system, the logic of the word, just as when writing you need to write a table of words. The ability to write a system, the logic of a word: to know in what place which word changes, how it adapts and obeys” [1, 30].

The condition and purity of the language, which is considered a unique phenomenon of the ethnoculture of a nation, is determined by the level of culture of speech of the society. However, since language is social and, in terms of its application, an individual phenomenon, each speaker uses its capabilities in his own way. Therefore, the problem of an individual’s speech culture becomes an urgent problem of a mass nature in society.

The culture of language, which arose within the framework of practical stylistics and then formed as an independent sphere, internally branched out, and its form, considered as a scientific discipline, expanded significantly. The language norm, the language system and skills, the functional-style norm, the text norm, the communicative qualities of the word, and in recent years the ecology of the language – began to be considered from the point of view of sociolinguistics, the culture of the word.

The dissertation provides an assessment of the modern Kazakh language on the basis of scientific principles, a comprehensive study of norms in the media space, and usage practices, indicating the conditionality of extralinguistic factors.

Relevance of the research topic. Language policy, a language situation that promotes equal and sustainable development of interethnic and interlinguistic relations directly depends on the democratically oriented development of society and the normal functioning of the language. The peculiarity of the scientific study

of literary language norms and usual use in colloquial speech in the modern Kazakh language lies in the use of subject and theoretical concepts and methods of sociolinguistics. The dissertation lays the theoretical foundations of the results of scientific research in the field of communicative linguistics and sociolinguistics, which in recent years have acquired particular value and achieved significant results.

Today, the issue of considering the communicative and sociocultural aspects of speech is relevant. The importance of preserving the literary norm in social society, as well as its connection with usage and the study of its formation features is one of the important problems of modern Kazakh linguistics. Along with preserving the culture of speech, the relevance of the study is to take into account the specifics of the language environment, the communication channel (oral, written, types of social networks, the film industry, etc.), knowledge of the principles of communication of the environment, the linguistic quality of conversations, including the definition of norms and usage.

Avoiding mistakes in speech, which is the basis of communication between people, is a definite necessity for modern users of the Kazakh language. According to Kazakh wisdom: “There is no infallible jaw, no infallible hooves,” any person tries not to make a mistake in conveying a “spectacular game in the mood.” Language is a sign system, its use in life is carried out in the form of speech and communication.

“Modern Usual Usage” is the adoption that we can see in the literary use of our language over time. For example, an “incorrect” word in modern literary language, used in several versions, can be seen in the works of masters of artistic expression. It is quite possible that a once correct word, with the advent of a concept or term, could not take hold and fit, not because it was wrong, but because even if this word was correct, it was taken as an error. In the same way, there are cases when incorrect usage, contrary to the laws of language, is introduced and enters into everyday use of the literary language.

The functioning of language as a means of communication in society, as well as the manifestation of national and cultural characteristics in the language, is the result of the use of language by society. A person’s ability to correctly express his thoughts using linguistic material in the process of communication is the key to the further correct implementation of human activity. And where there is action, there will certainly be an error. In this context, the study of the norm and its types, norm and usage, norm of a literary language, norm and its connection with the system, skill (*usus*), variability expands the orthological base of the language norm.

In the era of globalization, in the process of communication, competent transmission of thoughts is especially relevant, in which the melody and fundamental meaning of the sound of the native language are preserved. It is very important to follow civilization without losing the national code and identity. From

this point of view, one of the main tasks of sociolinguistics is a scientific approach to the degradation of the culture of speech.

The development of information technology not only gives rise to new ways of searching, storing and displaying information, but also contributes to the emergence of a new cultural and linguistic environment, formed under the influence of modern means of communication and global influence.

From this point of view, the modern Kazakh-language social network, the language of the media, have the opportunity for theoretical understanding, studying the language in the communication aspect, and reliably determining the current state of the national language. In this research work, we examined the reasons for the occurrence of usage phenomena in the process of oral (written) speech and tried to systematize them.

The study of words using verbal and non-verbal techniques in the language of cinema can be called the novelty of the research associated with the social aspect of the study, the borrowing by a linguistic personality of the fundamental concept of word culture, the correlation of the system of linguistic and non-linguistic knowledge in the consciousness of the linguistic personality as a cognitive structure and the connection of success/failure of communication with knowledge system.

Theoretical and methodological foundations and level of study of scientific research work: The works of A. Baitursynov, M. Balakaev, R. Syzdyk, N. Uali, B. Sagyndykov were taken as the methodological basis of the study. They were also guided by the methodological achievements of the field of sociology.

Purpose of the research work. The purpose of the research work is the linguistic definition of the norm and usage of vocabulary units in the communicative practice of the modern Kazakh language. In addition, take a look and indicate the causes and consequences of deviations from the current norm.

Object of study. Spoken language in communicative practice, the language of media and social networks, the language of cinema.

Subject of research work. The communicative aspect of modern word usage of Kazakh-speaking communicants.

Research sources. In order to analyze the relationship between the concepts of language norm, literary norm, usage and the distinctive features between them, linguistic facts reflecting the objective norm and processes of norming in the modern Kazakh literary language were highlighted as recommendations. Empirical material was selected from the “Spelling Dictionary of the Kazakh Language” (1988, 2013), “Dictionary of the Kazakh Literary Language” (2011), “Soztuzer” (dictionary of misuse). Published in the period from 2013 to 2023 “Qazaq gazereti”, “Stan.kz” (periodical publications “Egemen Kazakhstan”, “Almaty Akshamy”, “Ana Tili”, “Kazak Adebieti”, “Aikyn”). Materials from Facebook and WhatsApp from social networks were used. A linguistic analysis of historical Kazakh films filmed over the past ten years has been made (“Keiki Mergen”, “Sarai syry”, “Ult Ustazy. Akhmet”, “Oyan, Kazak. Myrzhakyp”, “Men Zhastarga Senemin. Magzhan”, “Kelinzhan”, “Kuyeu bala”, etc.).

Scientific novelty of the research. For the first time, the application of norms and usage in the media space has been comprehensively studied, and the linguopragmatic mechanisms of these concepts have been comprehensively described. Namely:

- language as a unique phenomenon of the ethnoculture of a nation is described in the communicative aspect as a means of communication used in the social environment;
- in a comparative aspect, the emergence of the basic principles of the language norm is analyzed and common features are identified. A theoretical and methodological assessment is given that they receive from linguistic layers;
- the level of normalization of the new current usage has been identified, the differences between the language norm and the usage have been demonstrated;
- it has been established that norm and usage are contradictory phenomena;
- when constructing speech, an integral part is the nature of the creation of human activity, because as a result of recognition of the usage, a norm is formed. And a norm is an order, a rule adopted in a certain socio-ethnic space within a time frame.
- usages are distinguished by oral and written types of communication;
- the presence of motivational and unmotivated deviations was revealed depending on the purpose of speech activity;
- cognitive features of usages on the pages of the media were identified, their national and cultural character was analyzed.
- for the first time, the features of the norm and usage of words used in Kazakh periodicals were specifically studied. Therefore, a mechanism for presenting norms and usage in media texts has been proposed.
- in the research work, the language of description of the screen work, the language of cinema, and stylistic orientation were studied. There are almost no scientifically described linguistic studies in this direction.
- an expert analysis of the domestic film language was carried out, the language of Kazakh cinema was systematized and studied for the first time.
- the discourse of an artistic literary work, initially performed in written language, from the moment of adaptation to the screen, in accordance with the specifics of the film genre, is carried out in the form of dialogue, polylogue, monologue. Its main core consists of oral and kinetic speech.

Conclusions proposed for defense. The three chapters of the research paper presented six-point findings. In particular: 1) norms and usages in the media were identified; 2) it has been established that during oral communication there is a high probability of uttering common utterances; 3) common usages in social networks were identified; 4) the discursive specificity of film language is revealed; 5) the specificity of verbal and non-verbal statements in cinema has been identified; 6) the features of phonemic, intonation, and accentological norms in cinema were identified, and scientific and practical recommendations were developed.

Theoretical significance of the study. Identification of errors made in the communicative practice of the modern Kazakh language develops the theory of language from three points of view: 1) differentiates the phenomena of deviations from the norm of the literary language and the norm in general; 2) studies deviations and norms in a comparative historical aspect, manifested in a temporary linguistic phenomenon; 3) distinguishing between the norm and the usage and draws theoretical conclusions by studying the usage.

The results of the research work help to theoretically substantiate and formulate current problems of sociolinguistics based on the Kazakh language.

Practical significance of the study. Based on the theoretical foundations and conclusions, the data obtained from the work can be used as an aid in special courses, in philological and journalistic faculties of higher educational institutions, in special courses such as “Culture of the Word”, “Stylistics and the Fundamentals of Linguistic Culture”, “Kazakh verbal etiquette”, “Sociolinguistics”.

Publication and approval of the study. Based on the main results of the study, 9 articles were published. 3 articles were published in journals submitted by the Committee for Control in the Field of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan; 1 article – in an international scientific journal included in the Scopus database; 5 articles – In collections of domestic and foreign international scientific and practical conferences. The content of the doctoral dissertation was published in the journal “International Journal of Society, Culture & Language”, included in the SCOPUS list in Iran. Articles: “Modern language trends: norms and usage features” in the philological series of the Bulletin of KazNU named after. Al-Farabi (Almaty, №1 2023); “Linguistic interpretation of contemporary historical films” in the philological series of the Bulletin of ENU named after. L.N. Gumilev (Astana, № 2 2023); “Language use in social networks: norm and usage” Philological series of the Bulletin of KazUMOiWL named after. Abylai Khan (Almaty, №3, 2023), in journals approved by the Committee for Control in the Field of Education and Science of the Republic of Kazakhstan, as well as reports at international scientific-theoretical, scientific-practical conferences.

Structure of the dissertation. The research work consists of an introduction, three chapters, a conclusion, a list of references and a questionnaire.

In conclusion, the results and conclusions of the research work are presented.