

ANNOTATION

Relevance of the Research Topic. Today, as a result of the rapid development of information-delivery technologies, information has become a powerful force. Consequently, the information reservoir has a significant impact on both the scientific-technical and social development of society. The mass public turning toward the realm of information, which was previously the domain of journalists alone, has led to significant social, philosophical, and cultural issues in the socio-economic development of modern civilization. In this regard, the media sector, which influences social development, has seen substantial growth, and mass communication has gained momentum.

The research aligns with the state program for the implementation of language policy of the Republic of Kazakhstan for 2020-2025 [1]. In accordance with paragraphs 2.1 and 2.2 of the program, it contributes to the expansion of the functions of the Kazakh language in the education sector and the enhancement of its usage culture, as well as to increasing the level of proficiency in the Kazakh language in both governmental and non-governmental organizations. Special attention is given to improving the use of the Kazakh language in the fields of informatization and communication (paragraphs 2.3 and 2.4), regulating its use in culture, service, media, and business, and raising its social prestige.

There is a need to examine the emotive-evaluative vocabulary in the texts of mass media (hereinafter referred to as the media) from an anthropocentric perspective, in accordance with new paradigms in linguistics, and to determine its pragmatic nature. This study focuses on the human factor in language, specifying the cognitive and communicative functions of media language. It analyzes the functions of emotive-evaluative vocabulary in media language in terms of conveying information, influencing, and persuading. The study clarifies the usage of emotive-evaluative vocabulary in mass media, the nature of connotations, and the means of expressing expressiveness.

Emotive-evaluative vocabulary plays a significant role in expressing a person's emotions, attitudes, and social assessments, as well as in influencing others. Emotions reflect a person's cognition and their relationship to reality. In this context, a person is both the object and subject of cognition, as emotions are an inherent aspect of being human. Human socialization is also reflected in their emotions. The expression of positive (major) or negative (minor) emotions in language can indicate the cultural development, mentality, worldview, and collective psychology of a nation. The system of values varies according to the unique characteristics of each nation.

The study examines the emotive-evaluative vocabulary in the texts of Kazakhstani and foreign media as a feature of the lexical system of language, consisting of denotative and connotative meanings. The core elements of connotation include "emotion," "evaluation," "distinctiveness," and "impact." Lexical units, often labeled as positive or negative in dictionaries, characterize

the worldview and value system reflected in language. Emotive-evaluative vocabulary in media language meets the needs of communicants and can convey the intentions of the language user. By studying the emotive-evaluative vocabulary in Kazakhstani and foreign media from an anthropocentric perspective, the study defines the pragmatic nature of this vocabulary, explores how people perceive and represent the world, adopt value systems, and examines the influence of emotive-evaluative vocabulary on the audience and its role in the media. Through this analysis, the psychological, social, and mental characteristics of the media subjects as language users are described. This approach establishes the relevance of the study.

Object of the research – emotive-evaluative vocabulary presented in explicit or implicit form in Kazakh, Russian, and English-language media.

Subject of the research – anthropocentric characteristics of emotive-evaluative vocabulary in Kazakh, Russian, and English-language media.

Research goal and objectives. The goal of the research is to identify the cognitive-pragmatic characteristics of emotive-evaluative vocabulary in the texts of Kazakhstani and foreign media.

To achieve this goal, the following tasks were set and solved:

- Describe the category of emotiveness as a reflection of emotions in language.
- Show the peculiarities of emotive-evaluative vocabulary in media language.
- Determine the role of emotive-evaluative vocabulary in conveying the intention of a language user;
- Demonstrate the impact of emotive-evaluative vocabulary in media content;
- Highlight the features of emotive-evaluative vocabulary in the texts of Kazakhstani and foreign media.

Methods and approaches used in the research. A purely linguistic approach is insufficient for studying emotive-evaluative vocabulary. Therefore, various methods were used in this work to identify the cognitive-pragmatic characteristics of emotive-evaluative vocabulary. These included methods of identifying the main and auxiliary elements of emotive-evaluative vocabulary in the texts of Kazakhstani and foreign media (method by Sh. Bally), component analysis to gain a deeper understanding of the structure of emotive-evaluative vocabulary, contextual analysis to study the usage of emotive-evaluative vocabulary in context, comparative methods to identify the peculiarities of emotive-evaluative vocabulary in Kazakh, Russian, and English, as well as general scientific methods of classification and systematization.

Theoretical basis of the research includes works of domestic researchers such as A. Baitursynov, R. Syzdykov, B. Abilkassymov, S. Isaev, O. Burkitov, N. Uali, E. Suleimenova, M. Musatayeva, Zh. Mankeyeva, G. Smagulova, A. Salkynbai, B. Momynova, Z. Ernazarova, K. Esenova;

as well as studies by Russian scholars such as E.M. Galkina-Fedoruk, E.M. Wolf, V.N. Telia, I.A. Sternin, N.A. Lukyanova, V.I. Shakhovskiy, N.D. Arutyunova, A. Wierzbicka, V.V. Vorobyova, V.I. Karasik, Yu.N. Karaulov, E.S. Kubryakova, D.S. Likhachyov, V.A. Maslov, Yu.S. Stepanov, I.A. Sternin, V.N. Telia, V.I. Shakhovskiy;

and research by foreign scholars such as Sh. Bally, M. Johnson, G. Lakoff, R. Plutchik, F. Riemann, S.L. Rubinstein, regarding linguistic personality and mass media.

Theoretical significance of the research. The study represents a significant contribution to understanding the cognitive-pragmatic aspects of emotive-evaluative vocabulary based on the texts of Kazakhstani and foreign media. The research results contribute to the development and improvement of the theoretical framework in areas such as text linguistics, pragmalinguistics, cognitive linguistics, communicative grammar, and functional stylistics.

Practical significance of the research. The research results can be used in specialized courses on the history of the Kazakh literary language, culture of speech, development of Kazakh journalism, as well as in lecture courses on text linguistics, pragmalinguistics, cognitive linguistics, communicative grammar, and functional stylistics. The study can also be useful for journalists in organizing language lectures and creating dictionaries and manuals.

Scientific novelty of the research:

– The anthropocentric characteristics of emotive-evaluative vocabulary in the texts of Kazakhstani and foreign media were studied from a cognitive-pragmatic perspective, and the linguistic picture of the world, value system, and intentions of the linguistic personality were identified.

– The role of emotive-evaluative vocabulary in representing the world through words in the media was clarified.

– The linguistic mechanisms of emotive-evaluative vocabulary in media language were identified and analyzed.

– The influencing function of emotive-evaluative vocabulary in media language was shown.

– The peculiarities of recognizing the value system of the linguistic personality expressed in Kazakhstani and foreign media through emotive-evaluative vocabulary were highlighted.

– For the first time, the intentions, strategies, and tactics of the linguistic personality, expressed through emotive-evaluative vocabulary, were determined.

Main conclusions for defense:

– Emotiveness is a functional-semantic category reflecting the emotional state of the linguistic personality and its intellectual characteristics. Emotiveness is manifested at all levels of language through emotive linguistic means, expressing the emotions and attitudes of the linguistic personality. It is a consciously specified tool for expressing emotions in language.

– Emotive-evaluative expressions in media language are units of speech that reflect the axiological and emotional state of the speaker, expressed through emotive-evaluative vocabulary.

– The role of emotive-evaluative vocabulary in conveying a language user's intention – The intention of a language user (their motive) is clearly expressed in media content through emotive-evaluative vocabulary. This intention holds particular importance in expressing the author's specific viewpoint or emotional evaluation of societal events.

– The impact of emotive-evaluative vocabulary in Kazakh-language media content – In Kazakh-language media, the use of emotional and evaluative words plays a crucial role in shaping national consciousness. Through the use of emotive-evaluative words in media, it is possible to influence or reinforce public awareness. Emotive-evaluative vocabulary is considered an effective tool for shaping public opinion regarding social and political phenomena in society.

– Emotive-evaluative vocabulary in Kazakhstani and foreign media texts – In Kazakhstani texts, the share of emotive-evaluative vocabulary that stems from national and cultural context constitutes 45%. In contrast, in foreign media, universal evaluative vocabulary and globalized language elements make up 40%, enhancing the universality of the information presented in these texts.

Sources of the research. To identify the peculiarities of using emotive-evaluative vocabulary in the media, its role in conveying cultural information, and influencing the audience, the works of domestic and foreign scholars were used, as well as media texts. The study analyzed materials from Kazakhstani media from 2014-2024, such as "Egemen Qazaqstan," "Ana tili," "Aiqyn," "Zhas Alash," "Turkistan," "Almaty Aqshamy," and other national publications in Kazakh, as well as materials from foreign media, including websites "Inosmi" (www.inosmi.ru), "Vzglyad" (<http://vz.ru>), "Lenta.ru" (www.lenta.ru), "RIA Novosti" (www.ria.ru), "Politnavigator" (www.politnavigator.net), "Rosbalt" (www.rosbalt.ru), "American press" (www.americanpress.com), "The Guardian" (www.theguardian.com), "BBC" (www.bbc.com), "The Spectator" (www.spectator.co.uk), "Independent" (www.independent.co.uk), "The Washington Post" (www.washingtonpost.com), "The New Yorker" (www.newyorker.com), "The Telegraph" (www.telegraph.co.uk), "The Russian American Media" (www.RussianAmericanMedia.com), and others.

As research material, more than 2,500 emotive-evaluative units were analyzed. Among them, over 1,300 were in the Kazakh language, and more than 1,100 were in foreign languages.

Publication and approval of the research. The content of the dissertation, its main conclusions, and results were presented at the following conferences and published in various journals:

1. The potential of emotive language to influence the understanding of textual information in media coverage // Humanities and social sciences communications. 9:222. 2022

2. Цифрлық технологияның телевизияға ықпалы /Қазақ білім академиясының баяндамалары. 2020. – №2. – Б. 363-370.

3. Телевизияның қоғамда әлеуметтік ахуал қалыптастырудағы қызметі // Материалы международной научной конференции молодых ученых, студентов XII Сатпаевские чтения. Сәтбаев оқулары. 2020. – Б. 656-660.

4. Қазақ әдеби тілінің нормалары және Ахмет Байтұрсынұлы ұстанымдары // Сәтбаев оқулары. 2020. – Алматы, 2020. – 2-том. – Б. 678-682.

5. The reflection of the national mentality in the language (Ұлттық ділдің тілдегі көрінісі) //International Independent Scientific Journal. – 2020. – №14. – С. 33-40

6. Телевизия дискурсын антропоэзектік тұрғыдан талдау мәселесі // Наука и жизнь Казахстана. 2020. – №6. – Б. 351-355.

7. БАҚ дискурсындағы эмотивті-бағалауыштық лексиканың қызметі // Ақымет Байтұрсынұлы – ұлттың рухани көсемі» атты халықаралық ғылыми-теориялық конференцияның материалы. – Алматы, 2022. – Б. 301-306.

8. Терминдерді лингвокогнитивті тұрғыдан зерттеудегі ұстанымдар //Ұлы дала тұлғалары: академик Шора Сарыбаев және ұлттық тілтаным тағылымы. Халықаралық ғылыми-теориялық конференция материалдары. – Алматы: Қазақ кітабы, 2020. – Б. 210-217.

9. БАҚ дискурсындағы эмотивті-бағалауыштық лексиканың экспрессивті қызметі // Материалы Всероссийской научно-практической конференции «Языки коренных народов России в междисциплинарном дискурсе». – Якутск, 2023.

10. БАҚ дискурсындағы эмотивті-бағалауыштық лексиканың ықпал етуші қызметі // World Scientific Reports. Proceedings of the 5th International Scientific Conference. Paris (France), 2024 – P. 17-24.

11. БАҚ дискурсындағы эмотивті-бағалауыштық лексиканың тілдік механизмдері // «В. Томсен және қазіргі түркітану ғылымы» атты халықаралық ғылыми-теориялық конференция материалдары. – Алматы: Қазақ университеті, 2024. – Б. 207-216.

12. Коннотация – эмотивті-бағалауыштық лексиканың негізгі семантикалық белгісі // «Ұлттық ғылым тілін қалыптастырудың теориясы мен тәжірибесі» атты халықаралық ғылыми-теориялық конференция материалдары. – Алматы, 2024. – Б. 183-192.

13. БАҚ тіліндегі эмотивті-бағалауыштық лексика // ҚазҰУ Хабаршысы. Филология сериясы. – 2024. – №1 (193) – Б. 25-41.

Structure of the Dissertation. The research work consists of an Introduction, the Main part comprising three sections, a Conclusion, and a List of References.