

ANNOTATION

for the dissertation submitted for the degree of «Doctor of Philosophy» (Ph.D) in the field of 6D021300 – Linguistics

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Forms of Address as a Component of Communicative Discourse

The paper focuses on a comparative analysis of forms of address in Russian and Chinese linguocultures, as well as investigating the use of Chinese forms of address under the influence of Russian linguoculture in Kazakhstan through experimental research. We aim to clarify how cultural factors impact language usage, identify common patterns in the use of Chinese forms of address, and contribute to successful intercultural communication.

The completed research and the results obtained align with the "State Program for the Development of Education and Science of the Republic of Kazakhstan for 2020 - 2025" (Government Resolution of the Republic of Kazakhstan No. 988 dated December 27, 2019), one of the priorities of which is "building communications with stakeholders," as well as "developing international partnership scientific and technological ties with foreign countries" (<https://adilet.zan.kz/rus/docs/P1900000988>).

The relevance of research. In the modern world, characterized by globalization and cultural diversity, intercultural interaction and the expansion of the information space play a key role. Language, as the primary means of communication, facilitates the exchange of ideas and mutual understanding between different cultures, significantly influencing the development of society, economy, science, and technology.

Kazakhstan, located in the center of the Eurasian continent, has long served as a link between Eastern and Western cultures. In the modern context of globalization and regional cooperation, Kazakhstan possesses a significant geographical advantage. To transform this advantage into a driving force for national development, comprehensive communication with neighboring countries is necessary, with language being a key tool for establishing connections. Since gaining independence, Kazakhstan has actively sought to revive and preserve the traditions and culture of its people while supporting a trilingual policy that ensures equal respect and use of both the Kazakh and Russian languages in the country's public life. At the current stage, Kazakhstan encourages the learning of other world languages and actively participates in global development. The study of the Chinese language and culture is extremely important for Kazakhstan, as close cooperation with China is constantly expanding and strengthening interest in this knowledge. From the perspective of intercultural communication, forms of address play a key role in the success of verbal interactions and the achievement of communicative goals.

The linguistic situation in Kazakhstan over many years has facilitated the coexistence of the Kazakh and Russian languages. Consequently, Russian serves as a language of interethnic communication and is included in Kazakhstan's multilingual development program. According to information from Rossotrudnichestvo dated April

28, 2023, "The Russian language remains widespread in Central Asian countries, particularly in Uzbekistan <...>. 50% of the population in Uzbekistan knows Russian. 2.7% consider it their native language <...>. Russian is most prevalent in Kazakhstan, where 90% of the population speak it. It is least known in Turkmenistan, with only 40% of the population able to communicate in Russian." For this reason, analyzing the use of the Russian language by the Kazakhstani population is important. Chinese and Russian differ significantly not only in grammar and pronunciation but also in cultural traditions, which affects their usage and perception. The substantial differences between Chinese and Kazakh cultures and languages also create challenges in the process of learning Chinese, particularly in the forms of address used when speaking to others. The ultimate goal of acquiring any language is to achieve successful intercultural and interlingual communication. Language acquisition requires not only an understanding of the internal language system but, most importantly, its practical use. In intercultural communication, grammatical errors are often perceived as a lack of language proficiency. However, pragmatic errors in choosing forms of address, even with sufficient language competence, tend to reflect a lack of knowledge or disregard for the interlocutor's culture, which may come across as unfriendly. This can lead to dissatisfaction, alienation, and negatively affect the emotional basis of communication, hindering the achievement of communicative goals.

An analytical review of the collected scientific literature has led to the conclusion that most studies on forms of address have focused either on the essence of address forms or on a comparatively superficial generalization of these forms. Furthermore, it should be noted that textbooks and teaching aids on the Chinese language, as well as on Russian and Kazakh, also offer a limited presentation of address forms, and their content is relatively fragmented.

In the context of active cooperation between Kazakhstan and China, knowledge and correct use of Chinese address forms become critically important for successful communication. Incorrect use of these forms can lead to cultural misunderstandings and negatively impact relationships. Exploring the cultural nuances and sociolinguistic aspects of Chinese address forms will help improve intercultural communication and enhance the effectiveness of interactions. The relevance of the study is determined by its contribution to enhancing intercultural communication and successful interaction in the context of globalization.

Thus, the **goal** of the research is to identify the differences and similarities in forms of address in Russian and Chinese linguocultures, to study their cultural characteristics, and to determine the causes of errors in the use of Chinese address forms. Additionally, the research involves an analysis of the sociolinguistic aspects of address, including their role as indicators of social status, age, gender, social relationships, and hierarchy, which enables a more comprehensive understanding of the meaning and functions of address in Russian, Kazakh, and Chinese linguistic cultures as a component of communicative discourse.

To achieve the research goal, the following **tasks** need to be addressed:

- To clarify the role of Russian and Chinese forms of address as components of communicative discourse;
- To summarize the types and characteristics of the use of Russian and Chinese forms of address;
- To identify the types of errors in the use of address forms in the Chinese language and generalize the features of Chinese address forms in multinational companies in Kazakhstan;
- To analyze the causes of errors in the use of Chinese address forms and propose recommendations for their correct usage;
- To determine and systematize the general rules and specific methods of expressing Chinese forms of address.

The **object** of the research is the forms of address used in communication as an integral part of communicative discourse, based on the empirical material of Russian and Chinese linguocultures.

The **subject** of the research is the national-cultural characteristics of forms of address in Russian and Chinese linguocultures across different social contexts. Additionally, certain features of address in Kazakh linguoculture are analyzed to provide a more comprehensive description of the research material.

The **hypothesis** of the study suggests that the choice of forms of address depends not only on the linguistic environment and the culture of its speakers but also on the influence of the second language being used. This indicates that various cultural factors may interact in the process of choosing address forms, shaping an individual's linguistic habits of address.

Research Methods: The goal and objectives of the research determined the selection of comprehensive methods and techniques appropriate for the chosen direction.

The foundation for data collection and analysis included: gathering and cataloging empirical material, including texts, audio, and video recordings, to ensure the completeness and structuring of information; critical analysis of scientific and theoretical literature to identify key concepts and determine gaps in existing studies; surveys and observations to collect primary data on issues related to the use of Chinese address forms and natural language material, respectively.

The descriptive method, lexicosemantic analysis, and quantitative calculations were applied to systematize and interpret the collected data, identify patterns in the use of address forms, and perform statistical processing of survey data and analysis of language process dynamics using Excel.

Comparative analysis enabled the examination of language use in various social contexts, revealing the specifics of the choice of address forms.

Scientific Novelty of the Research:

In the existing scientific literature, studies that deeply analyze forms of address in specific communicative situations within the multilingual context of Kazakhstan are rare, which is the focus of the presented research. This aspect is significant for inquiries in the field of pragmatics. The present study focuses on the address habits of individuals using and studying the Chinese language.

Considering the significant cultural and linguistic differences between Kazakhstan and China, studying this specific group is particularly valuable. The results of the study on Russian and Chinese forms of address are useful for the development of intercultural competence and for enhancing effective communication within the framework of international cooperation. Besides its theoretical significance, this research has a practical focus, as it promotes the correct use of Chinese address forms, giving it high applied value.

The analysis is conducted using a modern comprehensive method that includes not only a pragmatic perspective but also comparative linguistics, sociolinguistics, linguoculturology, communicative discourse, and second language acquisition theory, making the research more in-depth and comprehensive. The work integrates several fields and methods, allowing for the development of important recommendations for Kazakh learners of Chinese linguoculture and a comparative analysis of address forms in Chinese and Russian, offering new perspectives and specific methods for relevant fields. Overall, the study contributes to a deeper understanding of communicative discourse and forms of address in various cultural and linguistic contexts.

Scientific and Practical Significance of the Research lies in its contribution to filling a gap in understanding the use of forms of address in Chinese within the context of Kazakhstan's intercultural communication, influenced by local language policies and particularly by Russian as a first foreign language. This study is a significant addition to existing works on the study of forms of address in Chinese and Russian within Kazakhstan, shedding light on how the influence of the Russian language can affect the use of forms of address in Chinese. Theoretically, the work expands the understanding of pragmatolinguistic processes and second language theory under the unique sociocultural conditions of Kazakhstan. Practically, it offers recommendations for the use of the Chinese language in Kazakhstan and for improving intercultural communication, as well as facilitating a deeper understanding of cultural and linguistic peculiarities in Kazakhstan's intercultural context.

The following main propositions are presented for defense:

1. Address forms in the language system are sensitive elements that quickly respond to political and social changes. They reflect not only interpersonal relationships but also the dynamics of language and society as a whole. At the same time, national cultural contexts form diverse pragmatic rules that regulate the ways of addressing.

2. In Chinese-Kazakh companies, address forms play the role not only of a linguistic convention but also reflect cultural norms, national values, social status, and power hierarchy. For successful interaction in an intercultural context and achieving communicative goals, understanding the pragmatic rules of address and their motivations is relevant.

3. The key communication strategy in international companies is linguistic adaptability. Kazakh employees working in Chinese companies actively adapt their native language and communication style to Chinese norms and traditions. However, to meet the expectations of interlocutors, the social environment, and cultural norms, preference is given to a third language (English or Russian) instead of the native or

studied (Chinese) language — a practical manifestation of linguistic adaptability in real business and social environments.

4. In an intercultural context, language learning is not only about mastering linguistic structures but also about understanding cultural and communicative strategies. The influence of Kazakhstan's language policy leads to the choice of address forms in the Chinese language being significantly dependent on their native language (Kazakh) and the second language (Russian). To successfully determine the form of address and reduce pragmatic errors, three key criteria are important: the degree of closeness to the interlocutor, the formality of the communicative situation, and the age difference between the interlocutors.

Approval of the work. The main results of the dissertation research have been published in 9 articles, including 1 article in scientific journals indexed in the Scopus database, 1 article in scientific journals in India, 4 articles in the proceedings of international scientific-theoretical and scientific-practical conferences, 2 publications in journals recommended by the Committee for Control in the Field of Education and Science of the Republic of Kazakhstan, and 1 article in the Bulletin of Duraly University.

The dissertation consists of an introduction, three sections, a conclusion, and a list of references used. The total volume of the dissertation is 143 pages.