ABSTRACT

to the dissertation on the topic «National and Cultural Phenomenon of Linguistic Personality (by Sh. Murtaza)»
by doctoral student of the educational program 8D02307 – Kazakh Philology
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General characteristics of the work. Currently, in connection with the revival of anthropocentric research, the issue of "linguistic personality" is being intensively studied. Linguistic personality not only reflects the level of language proficiency, speech abilities, and vocabulary of the subject, but is also considered at the intersection of culture and thinking, national consciousness, and communication. It embodies the mentality, cultural codes, system of assessments, stereotypes, and values of the people. In this regard, special importance is given to the worldview and position of the linguistic personality, which is considered a complex linguacultural phenomenon that preserves national and cultural identity, and reflects historical and social experience. Accordingly, the structure of the linguistic personality is crucial for describing it at the verbal, cognitive, pragmatic, and axiological levels.

In recent years, one of the most significant areas of research has been the study of the inner world of the linguistic personality as a carrier of the national and cultural characteristics of its time. The linguistic personality of each nation is distinguished by its unique sphere of concepts, idioglossia, and discursive strategies. Viewing the linguistic personality as a national-cultural phenomenon opens the way to a deeper understanding of the relationship between language and culture, as well as provides a scientific foundation for transmitting national consciousness and spiritual heritage to future generations.

There are several reasons why this research paper examines the national-cultural phenomenon of linguistic personality through the works of Sherkhan Murtaza. First and foremost, Sherkhan Murtaza is an outstanding figure in Kazakh literature, a writer, publicist, translator, editor, and public leader who had a profound influence on public opinion during his time. He was recognized as the People's Writer of Kazakhstan (1992), an Honored Worker of Culture of the Kazakh SSR (1984), and an Honored Worker of Culture of the Kyrgyz Republic (1995). In addition, he served as a deputy of the Supreme Council of Kazakhstan and played an active role in the country's spiritual and cultural development. He was known for his bold stance on issues of national interest, language and land, earning him a respected position in society. The works and social activities of Sherkhan Murtaza have made a significant contribution to the spiritual wealth of the Kazakh people and the awakening of national self-awareness. Beyond expressing national identity, the author's civic stance is clearly reflected in his works. In this context, the present study analyzes the artistic, journalistic, philosophical, and political discourses of Sherkhan Murtaza, identifying the cognitive, semantic, pragmatic, and axiological aspects of his linguistic personality.

Relevance of the study. The relevance of this study is determined by several factors such as the renewed focus on anthropocentric approaches in contemporary

research; the development of new trends in linguistics aimed at a multi-dimensional analysis of discourse; the increasing interest in interdisciplinary studies; and the lack of comprehensive linguistic research on the linguistic personality of Sherkhan Murtaza; the high ethnocultural significance of his persona. The need to examine the legacy of Sh. Murtaza, State Prize laureate of the Republic of Kazakhstan, People's Writer, and prominent public figure, is also driven by pressing issues concerning the spiritual and cultural identity of modern society and the individual. It is important to consider his creative legacy from the perspective of social and professional syncretism as a scientist, writer, teacher, philosopher, public figure, publisher, and editor, as well as from the perspective of group representation, viewing him as a representative of collective literary creativity. In this context, the task is to identify the typical and individual features of Sherkhan Murtaza, characterizing the linguistic personality of this word-man as polydiscursive. The relevance of the topic is confirmed in this regard.

At the same time, the relevance of the research topic is linked to the study of discursive activity, with special attention to discursive experience. This is because, in modern linguistic studies, the cognitive-discursive method occupies a central place in the analysis of linguistic (speech and text) material. In this paper, discourse is examined at the intersection of linguistics and sociology.

At present, one of the pressing issues significantly impacting the development of linguistics is the detailed study and analysis of the human factor in speech activity. Given the continuous flow of research in this area, the relevance of this problem is increasing due to the recognition of the individual as a personality who plays a leading role in speech and in the realization of language processes. When studying this problem, the concept of the *"linguistic personality"* is primarily taken into consideration.

In linguistics, the concept of *"linguistic personality"* is associated with the psychophysiological characteristics of an individual that enable them to create and perceive speech acts and linguistic products based on their speech competence. Consequently, *"linguistic personality"* is often regarded as synonymous with *"speech personality"*. Moreover, as a key reference point in the study of personality, language, and speech activity, the concept of *"linguistic personality"* has become a unique object of interdisciplinary study, where the interests of journalists, cultural scholars, sociologists, and philosophers intersect.

Linguistic personality should be recognized in linguistics as the foundation of fields such as linguapersonology, cognitive linguistics, and linguacultural studies, since it underpins the study of language and culture, personality, as well as the universal and idioethnic relationships between them. Because the linguistic personality encompasses not only a set of linguistic knowledge and skills but also cognitive, sociocultural, psychological, and other characteristics manifested in speech activity, it is regarded as a complex *phenomenon*.

The activity and relevance of extensive research on the concept of *"linguistic personality"* are evidenced by the studies and conclusions of both foreign and domestic scholars, whose works remain fundamental in the theoretical domain, as well as by the contributions of contemporary researchers in Kazakh linguistics.

It is evident that the thoughts and texts of Sh. Murtaza, rooted in oral speech, raised questions of national interest, homeland, and language, while his bold statements in journalism and political discourse attracted significant public attention. Therefore, the linguistic personality of Sh. Murtaza is not only a personal phenomenon but also a relevant subject, enabling a deeper understanding of the connection between language and national consciousness. The writer's work also contributed to the growth of the spiritual awareness of the people and made a significant impact on the awakening of national self-awareness and societal values.

Although there are works analyzing Sherkhan Murtaza's works, his discursive activity and authorial experience have not yet been the subject of a comprehensive study based on the interaction of multiple scientific paradigms. A systematic reconstruction of Sherkhan Murtaza's discourse has not been conducted. Studying his discourse in a cultural and social context, considering communicative actions, intentions, and presuppositions, is therefore of great importance. Such a study enables us to reveal the specifics of not only an individual linguistic personality but also the entire era reflected in the writer's work.

The object of the study is the national-cultural manifestation of Sherkhan Murtaza's linguistic personality.

The subject of the study is the national-cultural features of Sh. Murtaza's linguistic personality, as manifested in artistic, journalistic, philosophical, and political discourses.

The purpose of the study is to identify the national-cultural features of the phenomenon of a polydiscursive linguistic personality and to describe its discursive structure from a cognitive-linguistic perspective, based on the works of Sh. Murtaza.

To achieve the stated goal, the following tasks were formulated in this research:

- to identify the cultural, social, and creative factors that contribute to the formation of a polydiscursive linguistic personality;
- to determine the linguistic space and discursive layers of Sh. Murtaza's work;
- to establish the national-cultural sphere of concepts in the works of the word-man;
- to analyze the individual style of Sh. Murtaza's polydiscursive linguistic personality;
- to describe the linguopragmatic and axiological features of Sh. Murtaza's discourse;
- to outline the principles of linguistic personality formation at the level of the idiologeme.

Research methods. This study used descriptive, contextual, conceptual, linguostylistic, comparative, interpretative, and discursive analysis methods, as well as linguacultural and cognitive modeling. Additionally, methods for collecting, systematizing, and generalizing material were applied.

Theoretical and methodological basis of the research. The theoretical and methodological foundation of this research is formed by the works of domestic scholars such as A. Baitursynuly, K. Zhubanov, and R. Syzdyk on the language of a work of art; A. Salkynbay on language as a reflection of human consciousness; D. Alkebayeva, A. Tymbol, and O. Zhubay on recognizing linguistic features in a writer's works; Zh.

Mankeeva and N. Uali on studying the language of a work from the perspective of the theory of "linguistic personality"; Sh. Kurmanbayuly on the role of text in the formation of linguistic personality; G. Smagulova and F. Kozhakhmetova on defining the discursive nature of linguistic personality; F. Terekova on problems in studying linguistic personality; and K. Isakova on defining the nature of a polydiscursive linguistic personality. The research also draws on the works of foreign scholars in the theory of linguistic personality (Yu.N. Karaulov, V.I. Karasik, A.A. Vorozhbitova, O.E. Morozova, K.F. Sedov, O.B. Sirotinina, N.S. Bolotnova, A.P. Sedykh, among others), text theory (V.V. Vinogradov, G.O. Vinokur, L.V. Shcherba, S.G. Ilyenko, I.R. Galperin, M.Ya. Dymarsky), discourse theory (T.A. van Dijk, N.D. Arutyunova, M.M. Bakhtin, M.R. Zheltukhina, M.L. Makarov, M.Yu. Oleshkov, A.P. Chudinov, etc.), cognitive linguistics (N. N. Boldyrev, V. I. Karasik, E. S. Kubryakova, and others), and theories within the cognitive-communicative paradigm (V.I. Karasik, G.G. Slyshkin, A.N. Prikhodko, O.S. Issers, and others). Additionally, the concept of interpretation (N.D. Arutyunova, Yu.A. Ladygina, I.V. Arnold, and others) serves as a methodological guideline.

Research sources. The sources of this research are the texts of artistic, journalistic, philosophical, and political discourses by Sh. Murtaza.

Scientific novelty of the research:

- For the first time, Sherkhan Murtaza's personality is characterized as a polydiscursive linguistic personality based on a comprehensive analysis of his heritage from axiological, cognitive, stylistic, discursive, and linguistic perspectives.
- For the first time, the polydiscursive linguistic personality of Sh. Murtaza is examined from verbal-semantic and cognitive perspectives, with an analysis of its linguo-philosophical and pragmatic aspects.
- For the first time, the cultural, social, and creative factors that contributed to the formation of Sh. Murtaza as a polydiscursive linguistic personality have been identified.
- For the first time, Sherkhan Murtaza's discourses have been comprehensively analyzed from cognitive-discursive, linguorhetorical, and communicative-pragmatic aspects.
- For the first time, the polydiscursivity of the individual style of Sh. Murtaza's linguistic personality has been examined.
- For the first time, the national-cultural conceptual spheres and mental structures in Sh. Murtaza's works have been systematized.

Theoretical significance of the study. This research contributes to the development of linguapersonology, discourse studies, and cognitive science, and expands theoretical understanding of the structure and typology of linguistic personality. It enriches the theoretical and methodological foundation for analyzing the polydiscursive linguistic personality. The results of the study broaden the understanding of key concepts such as "linguistic personality", "discourse", "conceptual sphere", "cognitive model" and "individual style" within a national-cultural context. The principles developed in constructing a portrait of a polydiscursive linguistic personality support the development of communication theory and discourse studies. Based on the principles of the anthropocentric approach, this research

contributes to the formation of a scientific framework for the study of polydiscursive linguistic personality.

Practical significance of the study. The results of this study can be applied in higher education when teaching disciplines such as linguapersonology, cognitive linguistics, theory and practice of cognitive-discursive analysis, history of the Kazakh literary language, speech culture, development of Kazakh journalism, intercultural communication, literary criticism, journalism, Kazakh terminology, text linguistics, pragmalinguistics, and functional stylistics. They can also be used in the development of specialized courses and seminars on the theory of linguistic personality and discourse theory, particularly within the frameworks of lingua-rhetorical reconstruction and lingua-cognitive modeling, in genre-speech studies, as well as in research on stylistics, semantics, and related areas.

The main provisions submitted for defense:

- The polydiscursive space of Sherkhan Murtaza represents a set of various types of discourse formed through the discursive activity of his linguistic personality.
- Sherkhan Murtaza's discourses organically combine ethical and philosophical orientation with stylistic diversity. The specificity of his individual style of the linguistic personality is revealed in the narrative manner and internal structure of the text, reflecting the author's worldview.
- Extralinguistic factors played a significant role in the formation of the polydiscursive space of Sherkhan Murtaza's linguistic personality.
- The formation of Sherkhan Murtaza's discourse was significantly influenced by the national-cultural context. Moral and ethical values prevail throughout Sherkhan Murtaza's discourses.
- The development of Sh. Murtaza as a polydiscursive linguistic personality was shaped by cultural, social, and creative factors.
- The polydiscursive linguistic personality of Sherkhan Murtaza was formed at the intersection of artistic, journalistic, philosophical, and political discourses.
- The verbal-semantic, cognitive, linguo-philosophical, and pragmatic aspects of Sh. Murtaza's polydiscursive linguistic personality serve as the foundation for its definition as a national-cultural phenomenon.

Publication of research results. Based on the findings and conclusions of this dissertation, 22 scientific articles were published in both domestic and international journals and presented at various international scientific-theoretical and practical conferences. Of these, 7 articles were published in scientific journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan; 12 articles in the proceedings of international scientific-practical conferences; 2 articles at national scientific-practical conferences; 1 article in a foreign scientific journal; and 1 article in a textbook.

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