ABSTRACT

for the PhD dissertation of Seidamat Assel "Modern word usage: standard less and effectiveness of the world (based on the materials of Kazakh written communication)" prepared for the degree of Doctor of Philosophy (PhD) in the educational program 8D02307 – Kazakh Philology

Relevance of the Research. Kazakh written communication is the primary instrument of interaction among members of society, significantly influencing the formation, development, and expansion of their educational and cognitive levels. In Kazakh linguistics, periodical press occupies a special place among written forms. This is because the periodical press provides extensive material for studying both the general and specific processes and tendencies characteristic of the language and style of the literary language throughout its stages and across its main domains fiction, scientific works, and educational-literary texts.

In recent decades, the linguistic and stylistic features of Kazakh periodical press have been a consistent focus of scholarly attention. This trend is closely connected with the acquisition of state language status by Kazakh, the expansion of its socio-communicative functions, and the intensification of the processes of nationalizing the linguistic space.

The word usage that defines the stylistic features of modern Kazakh periodical press can be grouped as follows: a) inter-style vocabulary necessary for the transmission of information; b) standardized linguistic units that establish communication between the government and the public in matters of domestic and foreign policy; c) linguistic units that create effectiveness in order to influence the public consciousness when presenting these issues.

Word usage refers to the stylistically motivated application of interrelated standardized language units and effective sive linguistic means that ensure the informational and persuasive functions of the periodical press. In this process, the author maintains linguistic integrity by selectively using units from the literary language and the national lexical stock in accordance with their stylistic functions.

In Kazakh linguistics, these language layers have traditionally been examined separately. Even in global linguistics, the linguistic units that represent the stylistic features of the periodical press are mostly studied at the level of socio-political vocabulary. Turkological studies also largely rely on the conclusions of foreign research. In other words, in both world linguistics and Turkology, a comprehensive study of word usage as an integrated phenomenon representing the language and style of periodical press has not yet been conducted.

Studying the linguistic units characteristic of the language and style of modern Kazakh periodical press in their entirety is highly significant. Such an approach allows us to: a) from the perspective of implementing the state language strategy, reveal the processes and tendencies of the revival of Kazakh lexical richness reflecting the national worldview in one of the most important areas of modern written forms – the periodical press; b) demonstrate the processes of renewal and revitalization of the vocabulary of the Kazakh literary language; c) show that the language and style of modern periodical press, while preserving the key features of previous stages, have

reached a new qualitative level appropriate to contemporary requirements; d) enable the analysis and generalization of the overall characteristics of the dynamics of the Kazakh literary language in recent decades through a comprehensive study of all the features of the language and style of the modern periodical press.

The issues outlined above highlight the relevance of a comprehensive study of the linguistic units that define the language and style of modern Kazakh periodical press – standardized linguistic units and effective word usages – which function in close interrelation to fulfill its informational and persuasive roles.

Research Object. Word usage in Kazakh periodical press as a complex form of modern written texts.

Research Subject. The standardization and effectiveness of word usage in the language of Kazakh periodical press over the past decades.

Research Aim. The study aims to determine the place and significance of the language and style of modern Kazakh periodical press within the linguocultural and communicative space. This is achieved by comprehensively examining the stylistic interaction of standard linguistic units (clichés, stereotypes, set phrases) and effective linguistic units (comparisons, paraphrases, phonetic structures, and the figurative-connotative functions of lexical layers), based on the compilation of linguistic units that reflect the key stylistic features of Kazakh periodical press in recent decades.

Research Objectives. To achieve the stated aim, the following tasks were set:

– conduct a comprehensive review of theoretical concepts in Kazakh linguistics regarding the formation, development, and evolution of the language and style of periodical press, and define their role and significance in the linguocultural and communicative space of modern society;

– to identify the linguistic characteristics and functions of word usage as a categorical concept contributing to the integrity of the language and style of contemporary Kazakh periodicals;

– identify the external and internal linguistic factors that influence the emergence of standard linguistic units (stereotypes, clichés, set phrases) within the system of linguistic categories;

– determine the causes of interaction processes between standard linguistic units and effective linguistic units in Kazakh periodical press in recent decades;

– demonstrate that the potential resources of the language – comparisons, paraphrases, phonetic structures, and the figurative-connotative functions of lexical layers – serve as effective tools for the persuasive function of Kazakh periodical press in recent decades;

– collect and analyze examples of linguocreative word usage in modern Kazakh periodical press and determine their persuasive functions and potential influence on the reader.

Research Methods. The dissertation employs the following methods in an interconnected manner: collection, systematization, and classification of scientific findings relevant to the research object; a comprehensive stylistic method; the method of immanent analysis; content analysis; and a comparative method.

Theoretical and Methodological Framework. To substantiate the importance and relevance of the research object and to provide stylistic characterization of the

standardized linguistic units and effective linguistic units common to the language and style of modern written communication – specifically, periodical press – as well as to justify their interrelated stylistic functions, the study relies on the theoretical principles of prominent scholars in Kazakh linguistics, Turkology, and world linguistics.

Sources and Materials of the Research. The data for the study consist of linguistic units (word usages) drawn from the texts of national and several regional periodicals published over the last decade (2010-2025). To describe the features of standardized and effective linguistic units – word usages and to demonstrate their interrelation, these materials were compared with the linguistic units of Kazakh newspapers and magazines from previous periods. Over 2,500 linguistic examples (from periodical press materials) served as the basis for analysis and for drawing conclusions.

Scientific Novelty of the Research:

– the role and place of modern Kazakh periodical press as a significant linguocultural and communicative space that reflects the processes and trends of language development within the system of Kazakh written texts have been determined;

– for the first time, word usage is examined as a linguistic categorical designation, which becomes the object of analysis in terms of the features and nature of the language and style of contemporary Kazakh periodicals;

– the individual characteristics of standardized word usages and effective linguistic units in Kazakh periodical press of the past decades, as well as their mutual influence, have been identified;

– for the first time, the general characteristics of standardized word usages (stereotypes, clichés, set phrases) used for the informational function of periodical press, as well as the phenomenon of transition "stereotype → cliché, set phrase," have been analyzed in an integrated manner;

– the effective means frequently employed in connection with the persuasive function of periodical press (comparisons, paraphrases, phonetic structures, and the figurative-connotative function of lexical layers) have been analyzed for the first time as the potential resources of the language that generate effectiveness;

– for the first time, the processes of interaction between standardized word usages and effective linguistic units in modern Kazakh periodical press, as well as the reasons for the emergence of linguocreative linguistic units, have been revealed.

Propositions to be Defended:

1. Kazakh written communication is the main channel of information exchange in society. Kazakh periodical press is an essential branch of written communication that plays a key role in implementing the priority directions of state language strategies through the wide use of linguistic units – word usages – that reflect the historical and cultural values, national worldview, mentality, and memory of the Kazakh people. The language and style of modern Kazakh periodical press represent a linguocultural and communicative space that reflects the synchronous processes of modern Kazakh literary language in written communication. Modern Kazakh periodical press serves as a communicative platform that establishes effective interaction between the

government and the public, fosters a conscious attitude toward the national idea among citizens, and maintains and monitors the norms of the Kazakh literary language.

2. Word usage is the stylistically motivated use of interconnected standardized linguistic units and effective linguistic units for the informational and persuasive functions of periodical press. To fulfill this function, linguistic units from the literary language and the general lexical stock ensure the integrity of the press's language and style. Word usage is a categorical concept that deepens the methodology of Kazakh stylistics and requires fundamental study in Kazakh linguistics; it is a collective designation for linguistic units that correspond to the functional-communicative role of periodical press; in a communicative act, these word combinations not only have clear semantic and stylistic meanings but also interconnect, relying on each other's denotative or connotative meanings, to structure logical thought.

3. Standardization is a phenomenon inherent in the processes and tendencies of modern Kazakh literary language. Standard word usage is an important stylistic marker of scientific, official-business, and periodical language. The standardization of linguistic units results from both external and internal linguistic factors. Modern complex information flows and other external factors demand immediate, concise, and clear delivery of data, which leads to the creation of linguistic formulas that facilitate written communication. Consequently, the internal mechanisms of the language are activated, resulting in the formation of stable expressions. These stable expressions and standardized word usages are indicators of a functionally mature literary language.

4. In the language of periodical press, word usages initially possessing effective power, selected in accordance with the persuasive function, undergo the stages stereotype → cliché as a result of frequent use in national, regional, and local publications. This process contributes to the enrichment of the literary language's vocabulary with standardized linguistic units.

5. Effectiveness of speech refers to word usages employed to persuade, prove, and enhance communicative efficiency when conveying information and ideas in accordance with objective reality. In the modern language of periodical press, the main word usages that generate effectiveness – organized into specific models and grouped by their persuasive strength – include comparisons, paraphrases, certain layers of vocabulary with figurative-connotative functions, and phonetic structures with "beauty of sound" (A. Baitursynuly). These effective linguistic units interact as an integrated system to vividly convey ideas and messages, forming effective word usage.

6. The potential resources of the language that ensure the effectiveness of the persuasive function are widely utilized in modern Kazakh periodical press. The purpose of employing these resources is to shape the public's conscious perception of global and national events and processes in accordance with objective reality and to influence the reader's mind and emotions. Compared to earlier stages, modern periodical press relies much more extensively on the potential of the language. For persuasive purposes, Kazakh language resources are diverse: comparisons, paraphrases, phonetic structures, figurative-connotative lexical layers, and linguocreative linguistic units are frequently used to generate effectiveness**.**

Approval of the Research: The results of the dissertation were published in 15 scientific articles, including 1 article in an international peer-reviewed journal indexed

in Scopus, 6 articles in journals recommended by the Committee for Quality Assurance in the Field of Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan, 5 articles in the proceedings of international scientific-theoretical conferences, and 3 articles in domestic scientific journals.

Structure of the Dissertation: The dissertation consists of an introduction, three chapters, a conclusion, and a list of references.