ABSTRACT
of the dissertation by Akmaral Beisenkulovna Piyazbayeva
«Linguistic representation of the transformation of economic consciousness: traditional and modern modus»
submitted in fulfilment of the requirements for the degree of Doctor of Philosophy (PhD) in the educational programme «8D02303 – Linguistics»

Relevance of the research. The dissertation examines the economic consciousness of the linguistic community by distinguishing two major periods: before and after the attainment of state independence. The purpose of this periodisation is to determine the impact of Independence on changes in economic consciousness and on their reflection in language by means of a clear and contrastive comparison with the pre-independence stage. The pre-independence period, which is opposed to the post-independence period, is considered in two segments: the historical-traditional and the Soviet. The dissertation material is analysed, in a conditional manner, within four mutually opposed modes: traditional and modern, Soviet and independence. The chronological scope of these modus partially overlaps with, but does not fully coincide with, the historical periods.

The analysis of linguistic data in the traditional–modern mode is aimed at identifying the national core of economic consciousness and its present-day transformation through linguistic representatives. The task of demarcating the Soviet and independence modus is to carry out a contrastive examination of the linguistic representations that recorded and characterised changes in economic consciousness during the shift from a planned economy to a market system, which are two fundamentally incompatible types of economic relations.

In the traditional mode, culturally marked units are interpreted on the basis of ethnographic and lexicographic works, and their cultural codes are reconstructed. In the Soviet mode, the semantics of such word-concepts as bai 'rich man' and saudager 'trader' is demonstrated as negatively evaluated, whereas in the independence mode these units are re-actualised with a positive meaning. In the modern mode, linguistic representatives of economic consciousness that emerged during and after the transition to the market economy are analysed. A linguostatistical description of the lexicon of contemporary Kazakh entrepreneurial discourse has been carried out. For this purpose, an electronic corpus comprising 180,148 word tokens was compiled based on the interviews with media figures and business actors on economics, trade, finance and entrepreneurship, published in the business magazine Forbes Kazakhstan. The frequency of the lexical units was calculated.

It is noteworthy that the frequency of words related to economics, trade, business, finance and entrepreneurship in the Forbes Kazakhstan corpus coincides with the frequency of the same items in the largest frequency dictionary of modern Kazakh to date, compiled on the basis of a 7-million-token corpus of contemporary texts (2016). This demonstrates that frequency analysis yields valuable data for linguo-cognitive research: high-frequency content words indicate which concepts

are central in public consciousness in general and in economic consciousness in particular.

The study also reveals the influence of language on trade, marketing and consumer behaviour. In this regard, a sociolinguistic study was conducted in 2021 in order to analyse, from a scholarly perspective, the issues raised in public debates on the role of Kazakh, especially in business and the economy. The research employed interview and questionnaire methods. Fifteen owners of small businesses who successfully conduct their activities in the national language were interviewed; the interview data are presented in Appendix Ә of the dissertation. In order to identify the profile of the Kazakh-speaking consumer and to determine the specific features of how Kazakh-speaking consumers perceive brand names in different languages, an online survey entitled "Portrait of the Kazakh-speaking Consumer" was carried out. The survey involved 5,233 respondents from different social groups aged between 18 and 65; the survey data are presented in Appendix A.

According to the scientific hypothesis of the dissertation, it is highly probable that the semantics of linguistic units related to economic discourse in the Ten-volume Explanatory Dictionary of the Kazakh Language (1959, 1976, 1980, 1982, 1983, 1985, 1986), which reflects the Soviet stage, is rather narrow. The explanation is that the economy of Kazakhstan at that time developed in a dependent manner, and the development of economic consciousness was much slower and more inert than today. This hypothesis is confirmed by the analysis of lexical units related to the economy taken from the Fifteen-volume Dictionary of Literary Kazakh (Almaty, 2011), published after the attainment of independence. A comparison of the dictionaries of the two periods shows that the semantic field of economic terms has expanded considerably in the later dictionary.

The dissertation also represents, for the first time in Kazakh linguistics, an attempt to integrate Kazakh linguistics with global linguistics and with another field of knowledge — economics. Whereas earlier studies on the relationship between language and economy tended to be hypothetical and general, contemporary world linguistics already possesses concrete research in this area.

In total, 1,546 linguistic units were collected for the dissertation. These include 1,020 lexical units (terms, neologisms, loanwords and other items), 192 word combinations, 96 phraseological units, 149 proverbs and sayings, and 89 proper names. An electronic corpus of texts from the business magazine Forbes Kazakhstan (amounting to 180,000 word tokens) was compiled as a database of modern entrepreneurial discourse. The frequency characteristics of the corpus were calculated, and a frequency dictionary is provided in the appendices.

Object of the research. The representation of the transformation of economic consciousness in language.

Subject of the research. Linguistic units as representatives of economic consciousness, as reflected in explanatory, lexicographic and encyclopedic sources.

Aim of the research. To identify and carry out a comprehensive contrastive analysis of the linguistic representatives of the transformation of economic

consciousness of the linguistic community in the traditional, modern, Soviet and independence modes.

To achieve this aim, the following tasks were set:

– to conduct, for the first time, a comprehensive mode-based analysis (traditional–modern, Soviet–independence) of the linguistic representation of economic consciousness; such an analysis makes it possible to describe in full the national specificity and the transformation of economic consciousness through linguistic data;

– to demonstrate the qualitative, quantitative and semantic transformation of economic vocabulary in the Soviet and independence periods; to show that economic concepts in Soviet explanatory dictionaries are semantically restricted, whereas in lexicographic works of the independence period the meanings of the linguistic representations of economic consciousness are expanded and new units emerge;

– to provide a linguostatistical characterisation of contemporary Kazakh entrepreneurial discourse and to show that high-frequency lexical items constitute the core concepts of present-day Kazakh economic consciousness as recorded in dictionaries;

– to systematise the semantic scope and changes in economic names, notions and terms in different periods and modes; in particular, to trace the semantic development and the role in the national worldview of such economic word-concepts as еңбек 'labour', нарық 'market', бай 'rich man', байлық 'wealth', сауда 'trade', саудагер 'trader', көпес 'merchant', табыс 'income, profit', etc.;

– to identify linguistic units that represent the differences between the traditional mode and the modern mode, which reflect national economic culture and specific features of economic activity;

– to substantiate, within the framework of the field of linguoeconomics, the thesis that language serves as a modelling mechanism of economic consciousness; for the first time in Kazakh linguistics, to consider language as a tool that shapes economic consciousness, represents changes in economic relations and transforms national economic culture; and thus to outline linguoeconomic methodologies that explicate the interrelation of language and economy.

Methods of the research. The dissertation employs qualitative and quantitative methods, lexico-semantic analysis, linguostatistical procedures, comparative-descriptive analysis and mode-based analysis (cultural, traditional, modern and period-based).

Sources and material of the research. As linguistic material, the dissertation uses units characteristic of economic discourse in encyclopedic and lexicographic works, which are treated as representatives of economic consciousness. The encyclopedic sources include: the encyclopedia Traditional System of Kazakh Ethnographic Categories, Concepts and Names (2017); Kazakh Soviet Encyclopedia (1972–1978, 1972); Kazakh Encyclopedia (1998). The lexicographic sources include: the Fifteen-volume Dictionary of Literary Kazakh (2011); the Ten-volume Explanatory Dictionary of the Kazakh Language (1959, 1976, 1980, 1982, 1983, 1985, 1986); the Explanatory Dictionary of the Kazakh

Language (1961); the Kazakh–Russian and Russian–Kazakh Terminological Dictionary (2014); the Frequency Dictionary of the Kazakh Language in General Education (2016); and the Short Etymological Dictionary of the Kazakh Language (1966). In addition, electronic texts from Forbes Kazakhstan (business magazine) were used as linguostatistical data on contemporary entrepreneurial discourse (180,000 word tokens).

Scientific novelty of the research:

– for the first time in Kazakh linguistics, the transformation of economic consciousness is subjected to a comprehensive analysis within traditional, modern and period-based (Soviet and independence) modes;

– from a linguistic perspective, the structural components of economic consciousness (cognitive, axiological and socio-psychological) are systematised in the context of national consciousness and linguistic representation;

– the quantitative and qualitative differences between Soviet and independence-period economic vocabulary are identified and substantiated;

– the semantic scope and cultural representation of economic concepts in language (еңбек 'labour', бай 'rich man', байлық 'wealth', табыс 'income, profit', нарық 'market', бәсеке 'competition', меншік 'property', инвестиция 'investment', etc.) and their transformation in different modes are demonstrated;

– on the basis of encyclopedic and lexicographic works, the economic consciousness of the linguistic community is periodised;

– drawing on interviews with Kazakh-speaking business representatives and on the results of consumer surveys, the importance of developing linguoeconomics as an interdisciplinary field that studies the relationship between language and economy is substantiated for Kazakh linguistics.

Theoretical and practical significance of the research. The linguistic data collected in the dissertation constitute a valuable empirical base that can be used as supplementary material in university courses on cognitive linguistics, ethnolinguistics, sociolinguistics and related disciplines. Identifying the features of traditional and modern modes of economic consciousness contributes to the methodological and practical development of Kazakh economic terminology. Furthermore, the quantitative and qualitative analysis of economic vocabulary in the Soviet and independence periods provides a universal analytical model for interdisciplinary research in the social sciences (economics, sociology, cultural studies). The findings are also of applied significance for improving language policy, expanding the functions of the state language in socio-economic discourse and enhancing the functional potential of Kazakh in line with contemporary demands.

Main provisions submitted for defence: The linguistic representation of economic consciousness is, for the first time, comprehensively analysed within a mode-based framework (traditional–modern, Soviet–independence), which makes it possible to describe in detail the national specificity and transformation of economic consciousness through linguistic data.

The qualitative, quantitative and semantic transformation of economic vocabulary in the Soviet and independence periods is demonstrated. Economic

concepts in Soviet explanatory dictionaries are semantically restricted, whereas in lexicographic sources of the independence period the meanings of linguistic representations of economic consciousness are expanded and new units emerge.

A linguostatistical description of contemporary Kazakh entrepreneurial discourse has been carried out, and it is shown that high-frequency lexical items form the core concepts of present-day Kazakh economic consciousness as recorded in dictionaries.

The semantic scope and changes in economic names, notions and terms in different periods and modes are systematised. The semantic development and role in the national worldview of such economic word-concepts as еңбек, нарық, бай, байлық, сауда, саудагер, көпес, табыс, etc. are analysed.

Linguistic units representing the differences between the traditional mode and the modern mode, which reflect national economic culture and specific features of economic activity, are identified.

Within the framework of linguoeconomics, language is substantiated as a modelling mechanism of economic consciousness. For the first time in Kazakh linguistics, language is considered as a tool that shapes economic consciousness, represents changes in economic relations and transforms national economic culture; linguoeconomic methodologies that explicate the interrelation of language and economy are outlined.

Approbation of the research. The main scientific results and conclusions of the research have been published in national and international journals and presented at republican and international scientific-theoretical conferences in the form of 13 scientific papers, including: 1 article in a journal indexed in the Scopus database; 5 articles in journals recommended by the Committee for Quality Assurance in the Sphere of Science and Higher Education of the Republic of Kazakhstan; 3 articles in proceedings of international conferences abroad; 3 articles in foreign journals; and 1 article in social media.

Structure of the dissertation. The dissertation consists of an Introduction, three chapters, a Conclusion, a list of references and Appendices.