

## ANNOTATION

**of the thesis entitled “Unification of TV Journalism Terminology”  
submitted in fulfillment of the requirements for the degree of Doctor of  
Philosophy (PhD) on the educational program «8D02303 – Linguistics  
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**Relevance of the research work.** One of the main issues in modern Kazakh terminology is the study of the ways of terminating and terminalizing words of public use, their role in the formation of terminology, as well as terminological systems formed on the basis of the working process of professional specialists. After all, the study of these issues not only contributes to the unification, systematization, and normalization of the terminological fond but also focuses on the search for a linguistic solution to expand the scope of the state language in the scientific and industrial sphere.

We believe that the rapid development of the Internet space at the present stage of information technology further increases the importance of Kazakh TV journalism with more than sixty years of history, as well as the accelerated development of the information dissemination sphere is the basis for expanding its terminology system, as well as creating many new terms through term formation. Moreover, the transformation of the technology industry in the period of globalization has a significant impact on the "language" of the TV journalism industry. In particular, the introduction of digital technologies in production practice, modern changes in the visibility and design of TV projects, and high-quality circulation through innovative information systems have led to a significant change in the professional vocabulary and terminology of the field of television journalism. However, the complex and correct work of creating, forming, regulating, and systematizing terms using the potential of the national language in terms of TV journalism terminology is hindered by issues of vocabulary, a small number of reference books, translation of terms, etc.

The relevance of the dissertation work in this regard is manifested in the importance of defining new terms in Kazakh linguistics, including the specifics of the term system in the field of television journalism (formation, methods, and techniques, etc.). At the same time, the analysis of linguistic problems that arise in the process of translating suffix term expressions in Russian into Kazakh in the course of the study determines the relevance of the study.

**The object of research** is terminology in the field of television journalism in the Kazakh language.

**The subject of research.** Bringing the terms of the field of television journalism in the Kazakh language to uniformity by defining the lexical and semantic structure, methods of creation, nature of use and systematization.

**The purpose of research.** The main purpose of the research work is to identify the processes of emergence, formation, and development of terms in the field of television journalism, its lexical composition and peculiarities, ways of creating, to bring the terms into a single form or system.

**The objectives of research.** To achieve this goal, the following tasks were planned:

- determination of the sources of origin of TV journalism terms in the Kazakh language;
- determining the quantity and quality of TV journalism terms;
- analysis of the main terminological approaches to the terms of the TV journalism industry, definition of lexical composition, and grammatical structure;
- development of an electronic dictionary based on the terms of television journalism in the Kazakh language, analysis of its structure and meaning.

**The materials of research.** About 1000 terminological units in the Kazakh language, which make up the terminological system of the sphere of television journalism, were selected as research materials. Textbooks, research papers, dictionaries, audio and audiovisual materials were used in the research work.

**The sources of research.** In the course of the research, the following lexicographic works (various dictionaries, reference books and electronic databases) related to this field were used: dictionary of the Kazakh literary language. 1-15 tt. – Almaty, 2011; Kazakh Grammar: Phonetics, word formation, morphology, and syntax. – Astana, 2002. – 784 P.; dictionary of the Kazakh language / Under the general editorship of St. T. Zhanuzakov. – Almaty: Daik-Press, 1999. – 776 p.; Russian-Kazakh, Kazakh-Russian dictionary of terms and names/comp. Sh. Kurmanbaevich, S. Sapina. – Almaty: slovar' – Slovar 'Publ., 2004. – 352 p.; slovar' imen [Dictionary of Names]. Almaty: "Dictionary-Dictionary", 2004. – 184 p.; "Termincom.kz electronic database" (1971-2020); English-Kazakh-Russian dictionary. More than 1500 words and terms related to journalism and communication: an educational and methodological guide / Comp.: D. Baimolda, R. Akhmet. – Almaty: Kazakh University, 2013. – 113 P.; BektaevKaldybai. Large Kazakh-Russian, Russian-Kazakh dictionary. Almaty: "Altyn Kazyna", 1999. – 704 p. etc.

**Methods and techniques used in research work.** In the course of the study, along with generalized linguistic methods such as synthesis, induction, deduction, statistical method, grouping, systematization, separate methods such as morphological transformation in translation, lexical and morphological calculus are widely used, as well as one of the research approaches of sociolinguistics-the questionnaire method, in which the responses of participants were systematized and grouped in the form of a table. The method of partial component analysis was also used. At the same time, in the course of the study, in order to determine the meaning of terms, definitional methods based on logical and linguistic analysis were used, as well as structuring formal paradigms of units that take place in the system of one term, methods for determining the specifics of the use of a term in the text: from text to term (terminological analysis of the text) and from term to text (textual analysis of the term).

**The theoretical and methodological basis of the research work.** The scientific works of domestic and foreign correspondents-scientists in the field of terminology, terminological system, terminological field, unification of terms. The

scientific works of the pillars of Kazakh linguistic knowledge in the field of terminology have been used since A. Baitursynov, K. Zhubanov, E. Omarov, S. Amanzholov, N. Sauranbaev, M. Balakaev, S. Baishev, B. Birimzhanov, I. Zharylgapov, A. Kaidar, Sh. Sarybaev, R. Syzdyk, A. Abdrakhmanov, Aitbayevich, B. Kaliev, Sh. Kurmanbayevich, A. Aldasheva, B. Momynova, E. Abdrasilov, K. Yesenova, S. Isakova, K. Aidarbek, A. Azamatova, A. Akhmetbekova etc., as well as Russian and foreign scientists A.A. Reformatsky, D.S. Lotte, G.O. Vinokur, V.M. Leychik, K.Ya. Averbukh, V.P. Danilenko, S.V. Grinev-Grinevich, L.A. Kapanadze, A.V. Superanskaya, N.N. Melekh, O.A. Alimuradov, M.G. Pavlova, D. Vestnik, O. Jespersen, T. Sue Atkins, M. Rundell, Juan C. Sager, W. Oodenough, F. Lounsbury, V. Adams, O. Akhmanova, H. Marchand, S. Colen, K. Guinagh, E. Martina, et al.

**Theoretical significance of the research.** We believe that the results and suggestions obtained while studying the terms of television journalism in the Kazakh language complement new data, defining the basic principles and solving theoretical problems of terminology and terminography of the modern Kazakh language. The conclusions obtained on the basis of the methods and techniques used in the research work can be used as materials necessary for writing scientific papers on terminology, and terminography, as a scientific basis for developing methodological manuals for industrial seminars and industry-specific professional development courses, in intensive training, in creating interactive and illustrative platforms, in the implementation of online dictionary projects in the field of television.

**Practical value of the research.** Based on the results of the study, an online dictionary ([www.qaztvtermin.kz](http://www.qaztvtermin.kz)) of television journalism in the Kazakh language is being implemented. The electronic dictionary of industry orientation contributes to the creation of high-quality and competent content in the Kazakh language in the Internet space. It is expected that online vocabulary work will significantly benefit the development of cross-sectoral terminology in the state language. The dictionary of Russian television journalism influences the formation of a sequence of terms in everyday life, the media sphere, engineering, and technology, and also serves as a professional platform that unites industry specialists (discussion, vacancy, recommendation platform, etc.). In addition, this dictionary has more than sixty years of research in the field of television, cognitive, and informational technologies. materials, linguistic works, spelling rules regarding the "language" of a TV channel масс-медиаға, decisions regarding mass media, etc. B. serves as a contained electronic resource.

**Novelty of the research.** The terms of Kazakh television journalism in general and systematically studied for the first time in the field of Kazakh linguistics. Having studied the development and formation of the terms of television journalism in accordance with the requirements of the globalization process, a desire was made to unify it. The terms of television journalism were sorted and analyzed for the first time from a scientific point of view. Descriptions were given and terms in published dictionaries and textbooks related to the television industry, which has been developing since Soviet times, were analyzed.

- a qualitative and quantitative analysis was carried out depending on the number of Kazakh words and terms used in the course of the work, which are included in the Russian language;

- the terms mentioned in the speech of professional specialists were classified into several groups (from Russian; from European through Russian; from hybrid terms; from Russian to Kazakh, etc.);

- the reasons for the discrepancy in the quantitative indicator of TV journalism terms contained in the Kazakh-Russian and Russian-Kazakh versions of industry dictionaries are identified;

- phrases used in Kazakh TV journalism "Termincom.kz" there is a discrepancy with the equivalents approved by the Republican Commission on Terminology under the Government of the Republic of Kazakhstan, translations provided in industry terminology dictionaries, registered in the electronic database

- a linguistic analysis of issues related to the Kazakh-language equivalents of phrasal terms in Russian is carried out, and the reasons are clarified.

**Conclusions for the defense as a result of the research** carried out in terms of a qualitative indicator of the potential of the terminological fund of the television journalism industry, the following conclusions were drawn:

- the system of terms in the field of television journalism is a large-scale and new branch of national terminology, since a special professional language has been formed with almost a century of television history, television journalism is a syncretic branch consisting of three "sound – video – word", characterized by features of significant variability in the forms of speech communication depending on the complexity and diversity of professional activities of specialists this industry;

- Kazakh terms used in the field of television journalism and terms borrowed from the Russian language differ quantitatively and qualitatively. The results of the analysis of five programs in the Kazakh language: a total of 991 terms were used, including 571 national languages, 256 Russian-language terms, 164 European languages. The indicator of the use of terms, phrases, expressions in Russian or English in the work of industry specialists shows that the process of "Kazakh studies" is gradually underway. It is established that after a certain time, the potential of words in the Kazakh language, translated from Russian, becomes stronger, is actively used and gradually begins to displace the foreign language version;

- the system of terms of Kazakh television journalism, which follows from the nature of television, has significant differences from other industry terms: Since most TV journalism terms are linguistic units built on the basis of national terminology, the ways of their creation do not occur at a single level. It is established that the lexical fund of terminology of Kazakh television journalism is replenished mainly due to words composed using morphological, syntactic approaches and borrowed words. Of the approximately 1,000 terms considered in the research work, it was found that 26.2% are terms formed by the morphological method, and it was concluded that a large proportion of the morphological and synthetic approach in the terminology of this field. And the proportion of terms composed syntactically is 22.6%, and the percentage of borrowed words is 50.7%.

– it has been established that the phrase used in Kazakh television journalism does not correspond to the electronic database of terms "Termincom.kz ", that is, equivalents approved by the Republican Commission on Terminology under the Government of the Republic of Kazakhstan, translations given in industry terminology dictionaries, and when translating phrases into Kazakh into Russian in the form of various phrases, each of them has its own the personal meaning (advertising text, advertising text, advertising text) that we believe is related to the terminological features of applications in the Kazakh language.

**Discussion and approval of the study.** The main scientific results and the results of the research work have been published in the form of 7 scientific articles in domestic and foreign publications, at international scientific, theoretical and practical conferences. Of these, 1 article has been published in the Scopus database, 2 articles in the collection of international conferences, and 4 articles in journals included in the list recommended by the Committee for Quality Assurance of Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan.

**The structure of the research work** consists of an introduction, three chapters, a conclusion and a list of references. The dissertation is illustrated with 10 tables, 23 figures and appendices A, Ә, Б, В, Г.