

## METAPHORICAL CONCEPTUALIZATION OF THE UNITY (BASED ON THE NATION ADDRESSES OF THE PRESIDENT OF THE REPUBLIC OF KAZAKHSTAN KASSYM-JOMART TOKAYEV)

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**Abstract.** This research delves into the intricacies of metaphorical conceptualization, focusing on the linguistic and cognitive dimensions within political discourse, with a specific emphasis on President Kassym-Jomart Tokayev's recurring theme of "UNITY" in his Nation Addresses. The study navigates the evolution of metaphor theory from its rhetorical origins to the cognitive approach, particularly within the framework of Lakoff and Johnson. It explores how metaphor, as a cognitive tool, structures abstract concepts and shapes our understanding of the world.

The primary aim is to scrutinize the metaphorical conceptualization of "UNITY" in the Nation Addresses, discerning structural-semantic and functional attributes. The research sheds light on metaphorical models such as "UNITY IS STRENGTH OR POWER," "UNITY IS A SOLID FOUNDATION," and others, unravelling their linguistic expressions and pragmatic significance. The chosen corpus comprises six Nation Addresses, each providing a unique perspective on the President's vision and policy articulation.

The study employs a descriptive methodology, combining contextual analysis and continuous sampling to identify metaphorical expressions linked with the concept of "UNITY." Lingua-cognitive and quantitative analyses unveil coherent metaphorical models, contributing to the theoretical understanding of conceptual metaphor theory. The metaphorical modelling method by Lakoff and Johnson, refined by scholars like Baranov and Fouconnier, is applied to categorize and examine the most frequently utilized metaphorical model, "NATION IS A FAMILY."

Theoretical significance lies in contributing to the field of conceptual metaphor theory, expanding its application to political discourse. The practical significance is evident in unravelling the rhetorical functions of metaphors in shaping political narratives and public opinion. Overall, the research provides insights into the linguistic intricacies of President Tokayev's addresses, offering a nuanced understanding of the metaphorical language employed and its implications for Kazakhstan's political landscape.

**Keywords:** conceptualization, metaphorical concept, frame-slot, Nation Addresses, semantic properties of unity, metaphorical model, lingua-cognitive approach, President Tokayev

### Introduction

This article explores metaphorical conceptualization in political discourse, focusing on President Kassym-Jomart Tokayev's repeated theme of "UNITY" in his Nation Addresses. It traces metaphor theory's evolution, highlighting its role in cognitive linguistics and psycholinguistic realms. The study emphasizes the significance of metaphors in political communication, particularly in shaping public opinion and evoking emotions. "UNITY" metaphors, recurrent in Tokayev's speeches, hold emblematic importance in Kazakhstan's political identity. The research contributes to linguistic studies by analyzing the lingua-cognitive aspects

of language units, specifically the structural-semantic and functional attributes of "UNITY" metaphors. Using a descriptive approach and contextual analysis, the study identifies and analyzes metaphorical expressions, unveiling coherent models. The article concludes with a discussion on the cognitive mechanisms of metaphorization and the influential role of metaphors in politics, particularly the nuanced usage of "UNITY" metaphors. The focus on this prevalent concept offers insights into linguistic intricacies and lays a foundation for future linguistic studies.

The study of metaphor continues to be a subject of enduring relevance and debate within the realm of lingua-cognitive paradigms. As Aristotle's era defined metaphor as a figurative comparison primarily serving rhetorical and stylistic purposes, the 20th century introduced a significant shift in the perception of metaphor, largely attributed to the development of the cognitive approach.

Within cognitive linguistics, metaphor takes on a profound role as a tool for rendering abstract concepts tangible. Lakoff and Johnson, founders of cognitive metaphor theory, posit that metaphor operates as a means to structure our understanding of space based on our experiences. They assert that our spatial concepts emerge from our constant interaction with the physical environment, and these concepts form the very essence of how we perceive and navigate the world [1, p. 89].

Cognitive processes fundamentally involve the act of partially structuring one's experience through the lens of another. This metaphorical structuring of experiences necessitates a clear understanding of the underlying coherence and structure within these experiences [1, p. 89].

In recent decades, the study of metaphor has expanded significantly, evolving from a purely linguistic construct to a mental-verbal framework encompassing processes of generating and perceiving figurative content. As a result, psycholinguistic research on metaphor has proliferated. This research highlights metaphor's heuristic potential as a cognitive tool that engages processes such as active information search, associative thinking, and connection realization [2, 3, 4].

Conceptual metaphor emerges as a cognitive instrument for comprehending the world around us, effectively embedded in individual natural language usage. In contemporary linguistics, there is growing interest in cognitive metaphors and their pragmatic utility across various discourse types. Metaphor, as both a mental and linguistic phenomenon, plays a central role in conceptualizing reality and shaping human perspectives.

Conceptual metaphors allow for the reinterpretation of abstract concepts through analogies with familiar objects from reality, leveraging the resemblance of specific features shared between these abstract and real-world entities [5, p. 278]. This process enables the transfer of information from one well-understood domain to illuminate and enhance comprehension within another.

The phenomenon of conceptual metaphor finds applications across diverse scientific domains, including economic discourse [6], pandemic discourse [7], media discourse [8], advertising texts [9], and, of course, political discourse [10].

Despite the considerable attention linguists have dedicated to exploring the functioning of conceptual metaphor in various discourse types, there remains a

notable absence of research within certain fields, particularly those centred on specific cultural contexts and political communication.

The landscape of political communication is a multifaceted terrain, where speeches delivered under the banner of "The Nation Addresses" emerge as veritable keystones. These annual pronouncements, as made by heads of state, encompass a unique blend of statesmanship, rhetoric, and policy articulation. Beyond their ceremonial nature, these addresses constitute a vital platform for delineating the government's vision, elucidating policy objectives, and recounting achievements. In essence, they stand as pivotal junctures where political leaders deftly harness the linguistic medium to build public opinion, evoke emotions, and underscore their unwavering commitment to the welfare and progress of the nation.

Metaphors, intricate as they are in their linguistic construction, assume a position of particular eminence within the realm of political discourse. As tools of language, metaphors wield unparalleled power in shaping the course of political dialogue, framing the public's perception of salient issues, and distilling complex ideas into digestible concepts. In the crucible of politics, metaphors serve as a potent means to encapsulate intricate policies, to engender empathy among citizens, and to align diverse constituencies with the overarching objectives of the political agenda. The recognition and interpretation of the use of metaphors in this domain, therefore, stand as prerequisites for comprehending the nuanced dynamics and narratives that underpin contemporary political landscapes.

President of Kazakhstan, Kassym-Jomart Tokayev, presiding over a nation marked by a mosaic of diverse cultural and ethnic backgrounds, has consistently championed the theme of "UNITY" in his successive Nation Addresses. Against a backdrop where unity becomes both a historical imperative and a contemporary necessity, the recurring motif of "UNITY" has taken on an emblematic significance. The President's unwavering emphasis on unity not only underscores its thematic prominence but also raises profound questions about the rhetorical functions, cognitive implications, and the extent to which these metaphors align with Kazakhstan's intricate and multifaceted political agenda.

In the crucible of Kazakhstan's political landscape, unity stands as a compelling and challenging theme. The nation, situated at the crossroads of diverse cultures, languages, and historical narratives, navigates the complex terrain of nation-building. Against this backdrop, President Tokayev's recurrent deployment of "UNITY" metaphors warrants close scrutiny, offering a unique window into the multifaceted complexities that inform Kazakhstan's political identity. Consequently, this study endeavours to traverse the intricate labyrinth of President Tokayev's Nation Addresses, casting an analytical spotlight on the metaphorical language interwoven within them.

The relevance of the chosen research topic lies in the broader context of contemporary linguistic studies, which place a significant emphasis on analyzing language units while considering their lingua-cognitive and communicative pragmatic aspects from an anthropocentric perspective.

The aim of the study is to discern the structural-semantic and functional attributes characterizing the metaphorical conceptualization of "UNITY" within the

Nation Addresses delivered by the President of the Republic of Kazakhstan, Kassym-Jomart Tokayev. This research seeks to elucidate the role of these metaphors in shaping the conceptual framework surrounding the notion of unity and their impact on the comprehension of pivotal concepts and the national context. To accomplish this, it becomes imperative to pinpoint and categorize the primary metaphorical models, elucidate the linguistic devices employed for their expression, and unravel their inherent pragmatic significance.

Our study is situated within the conceptual framework of conceptual metaphor theory and focuses on the metaphorical representation of "UNITY" within the Kazakhstani political discourse. The theoretical and empirical foundations of our research draw from the extensive body of work by scholars worldwide who have made significant contributions to the field of conceptual metaphor, e.g. Lakoff and Johnson [1], Fauconnier and Turner [11]. In the field of frame theory, we rely on the scientific studies by Fillmore and Baker [12].

### **Materials and methods**

For the elaboration of the political speech corpus, we selected Tokayev's Nation Addresses, which are six: Constructive public dialogue – The basis of stability and prosperity of Kazakhstan, September 2, 2019; Kazakhstan in a new reality: Time for action, September 1, 2020; Unity of the people and systemic reforms are a solid foundation for the nation's prosperity, September 1, 2021; New Kazakhstan: The path of renewal and modernisation, March 16, 2022; A fair state. One nation. Prosperous society, September 1, 2022; Economic course of a Just Kazakhstan, September 1, 2023. In our analytical approach, examples drawn from these Nation Addresses will be cited with a clear reference to the respective years in which they were conducted.

In the initial phase of our study, we employed a descriptive methodology centred on data collection, interpretation, generalization, and systematic organization. We provided a theoretical overview of research dedicated to conceptual metaphor. Utilizing contextual analysis and the continuous sampling method, we identified metaphorical expressions linked with corresponding nouns, representing the concept of "UNITY" in the Nation Addresses of President Kassym-Jomart Tokayev. These metaphorical expressions involve the transfer of lexical components' meanings from one conceptual sphere to another.

In the subsequent phase of our research, we conducted both lingua-cognitive and quantitative analyses on a representative sample of the President's addresses, where the central concept was "UNITY." Through this analysis, we unveiled a coherent system of metaphorical models, including UNITY IS STRENGTH OR POWER, UNITY IS A SOLID FOUNDATION, UNITY IS A DIVERSITY, UNITY IS A PROTECTION, UNITY IS PROGRESS AND ACHIEVEMENT, UNITY IS TREASURE, and NATION IS A FAMILY.

In the final stage of our study, we applied the metaphorical modelling method developed by Lakoff and Johnson [1], which has been further refined by scholars like Baranov [13], Fauconnier and Turner [11], among others.

Through an in-depth frame-slot analysis, we meticulously classified and examined the most frequently utilized metaphorical model, "NATION IS A FAMILY" within the Nation Addresses of President Kassym-Jomart Tokayev.

### **Results and discussion**

In their seminal work "Metaphors We Live By" Lakoff and Johnson [1] introduced the concept of metaphor as a fundamental mechanism of human thought. They pointed out that this mechanism operates implicitly, often escaping conscious awareness and rationalization during communication. This natural tendency aligns with the role of metaphors as efficient tools for encoding and transmitting information, requiring minimal cognitive effort while maximizing the effectiveness of information transfer.

The process of metaphorization hinges on the interaction between two distinct semantic categories: the source domain and the target domain. One of these domains is projected onto the other, facilitating the assimilation of new information by relating it to already familiar experiences. This process extends beyond individual elements within the knowledge structures and encompasses the structures themselves. Consequently, there emerges a cognitive, or metaphorical, projection from the source realm into the target realm.

Lakoff and Johnson proposed that metaphorical projection into the target domain retains elements of the structure found in the source domain, laying the foundation for the mathematical hypothesis of invariance [1].

Metaphors are deeply embedded in our everyday thinking and language, serving as a potent cognitive tool. They permeate various aspects of life, including the realm of political thought and discourse. The cognitive influence of metaphors has often been linked to political communication, with some even asserting that "no field is richer in metaphor than political theory" [14, p.155]. However, before we delve into the implications of this observation, it is essential to introduce the theoretical framework that explores political discourse and its relationship with metaphor.

The significance of metaphors in political communication cannot be overstated. As argued by scholars, metaphors are not merely linguistic devices but powerful cognitive tools that shape our perception of reality. Within the realm of politics, metaphors serve as potent instruments for framing complex issues, conveying ideologies, and eliciting emotional responses from the public. They bridge the gap between abstract political concepts and tangible, relatable experiences. In the intricate landscape of political discourse, metaphors are essential vehicles through which politicians and policymakers navigate. They offer a means to simplify complex topics and resonate with the general populace, often without being overtly noticed. Amidst this tapestry of political metaphors, one metaphorical concept stands out for its enduring prevalence and profound importance: "UNITY." "UNITY" metaphors are woven into the very fabric of political discourse, embodying themes of togetherness, solidarity, and collaboration. Politicians frequently invoke notions of "national unity" and "unity in diversity" to foster cohesion among diverse populations and emphasize cooperation as a cornerstone of good governance. The

ubiquity of "UNITY" metaphors in political communication underscores their capacity to resonate with the public, shaping collective aspirations and ideals. Despite their prominence, the nuanced usage, cognitive implications, and rhetorical strategies associated with "UNITY" metaphors in political discourse remain underexplored territory within the realm of linguistics.

In-depth analysis of a representative sample of the Nation Addresses delivered by President Kassym-Jomart Tokayev reveals a prominent conceptual metaphorical system, with the dominant concept being "UNITY". Through a lingua-cognitive and quantitative examination of these texts, several metaphorical models were identified.

The metaphorical models identified include:

UNITY IS STRENGTH OR POWER:

1. *Thanks to the solid unity of our nation, we have strengthened our independence and created opportunities for improving the well-being of our people (2019).*

2. *Unity and cohesion are necessary for power (2020).*

3. *Our strength lies in unity (2021)!*

UNITY IS A SOLID FOUNDATION:

1. *Unity of the people and systemic reforms are a solid foundation for the nation's prosperity (2021).*

UNITY IS A DIVERSITY:

1. *Our position: the unity of the nation is in its diversity (2019)!*

2. *Our main principle "unity in diversity" is unshakable (2021).*

UNITY IS A PROTECTION:

1. *Thanks to our unity, we have defended our state (2022/1).*

2. *Under the leadership of the First President, Nursultan Nazarbayev, we have come a long way, we have made significant achievements, but we can lose everything if we do not maintain unity (2022/1).*

UNITY IS PROGRESS AND ACHIEVEMENT:

1. *Harmony and unity, wisdom and mutual understanding help our nation move forward (2019).*

2. *In unity and concord, we will overcome all challenges and achieve all our goals (2020).*

UNITY IS TREASURE:

1. *Thanks to our unity, we have defended our state (2022/1).*

2. *Elbasy's message "The unity of the people is our most valuable treasure" remains our guiding principle (2019).*

The concept of UNITY can be actualized at different levels of metaphorical modelling.

For instance, the metaphorical model "NATION IS A FAMILY" includes to the list as it presents the nation as a unified family unit, fostering shared identity and cooperation among citizens. It underscores the idea that like a family, citizens should work together, protect each other's rights, and contribute to the well-being of the nation. This metaphor highlights the importance of unity in building a harmonious society. Furthermore, other UNITY metaphorical models can be analyzed as constituting parts of the metaphor "NATION IS A FAMILY". Therefore, the

metaphor encompasses these various facets of unity, illustrating how they all contribute to the overall well-being, strength, and prosperity of the nation, much like the dynamics within a harmonious family.

To understand the framing of the metaphorical model "NATION IS A FAMILY" in the context of the Nation Addresses, it is essential to delve into the theory of conceptual metaphor. Within this framework, metaphors are constructed through the interaction of frames and scenarios that structure both the source and target concepts. A frame represents a cognitive structure that embodies stereotypical, standard situations within an individual's mental framework. It serves as a blueprint for recognizing novel situations that share similar situational patterns. These frames consist of specific elements known as "slots", which function as vessels for conveying relevant information pertinent to the described facet of reality [15, p. 188].

The framing of the metaphorical model "Nation is Family", which is prevalent in the Nation Addresses of the President of the Republic of Kazakhstan Kassym-Jomart Tokayev, can be represented as follows:

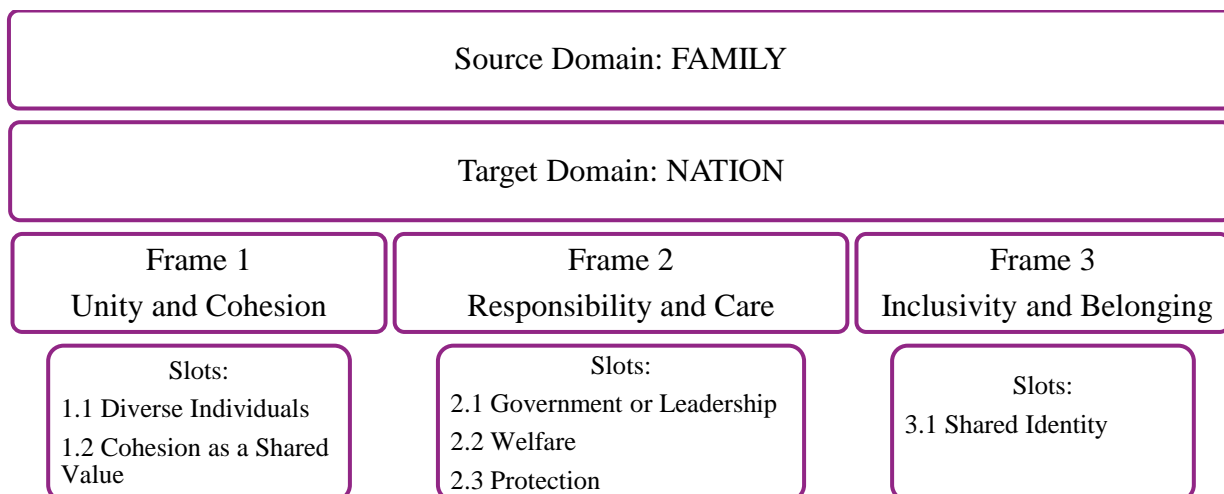


Figure 1 – The structure of the metaphorical model NATION IS FAMILY

In Frame 1 “*Unity and Cohesion*” can be understood as being depicted through slots 1.1 “*Diverse Individuals*”, 1.2 “*Cohesion as a Shared Value*”. (Figure 1.)  
Slot 1.1 “*Diverse Individuals*”.

In the context of the metaphor "Nation is Family", the concept of diverse individuals can be likened to the citizens of a nation, symbolizing the various members of a family. This slot emphasizes that, just as a family consists of diverse individuals with their unique roles and characteristics, a nation comprises a diverse population with varying backgrounds, talents, and contributions. The unity and strength of the nation, like that of a family, depend on recognizing and valuing this diversity and working together towards common goals. Each citizen plays a crucial role in the well-being and prosperity of the nation, contributing to its shared identity and shared values, much like family members contribute to the harmony and cohesion of a family unit.

This slot is depicted through nominative units like “(our) compatriots”, “each/every citizen”, “our people”, “society” and the concept of "unity in diversity".

Throughout the President's Nation Addresses, the term “compatriots” was employed prominently. It was noted that the President consistently initiated and concluded each address with the salutation “dear compatriots”. In the specific context of the 2022 speech, the President reiterated the phrase “our compatriots” twice. A comprehensive examination of the President's six addresses reveals that the term “compatriots” was recurrently invoked, amounting to a total of 17 instances.

In this instance, it is evident that the President utilized the term “compatriots” with notable frequency, signifying a deliberate strategy to convey a sense of national cohesion. The variation “our compatriots” further accentuates inclusivity and a shared sense of identity among the diverse populace.

An assertion made by the President underscored the significance of individual contributions within the nation, specifically by employing the phrase “every citizen”. This linguistic choice serves to recognize the diverse talents, competencies, and viewpoints that constituents bring to the collective betterment of the nation.

In this case, the President's use of the phrase "every citizen" serves to emphasize the import of each individual's role and contributions within the nation, exemplifying an acknowledgment of the multifaceted diversity among citizens.

The President utilized the phrases “our people” and “our society” prolifically. These terminologies serve to accentuate a collective sense of affiliation and unity amongst the multifarious individuals constituting the nation. They signify that, irrespective of differences in ethnicities, cultures, and backgrounds, all citizens are integral components of a common entity – the nation.

In this context, the terms "our people" and "our society" serve to underscore a collective sense of belonging and unity among the diverse citizenry, showcasing interconnectedness despite variances in ethnicity, culture, and background.

*Our position: the unity of the nation is in its diversity! (2021). Our main principle 'unity in diversity' is unshakable. For our citizens, consent, tolerance is life itself, a living reality, conditioned by the linkages of cultures and languages (2021).* In this excerpt, the concept of "unity in diversity" is explicitly stated as a guiding principle. It acknowledges that the strength and unity of the nation stem from its diverse components – ethnic groups, languages, and cultures. The mention of providing conditions for the development of languages and cultures of all ethnic groups reflects a commitment to preserving and celebrating the diversity within the nation. The use of terms like "consent" and "tolerance" further underlines the importance of harmonious coexistence among the diverse individuals that constitute the nation.

In summary, these examples demonstrate a deliberate effort to acknowledge and celebrate the diversity of individuals within the nation while emphasizing the importance of unity and shared identity. Such linguistic choices contribute to fostering a sense of inclusivity and belonging among citizens, which aligns with the overarching theme of "unity in diversity".

*Slot 1.2: Cohesion as a Shared Value*



In the context of the metaphor "Nation is Family", the concept of cohesion as a shared value can be likened to the bonds that tie family members together based on a common set of values. This slot emphasizes that just as family members must cooperate, support, and communicate effectively to maintain a harmonious and functional family unit, a nation relies on cohesion among its citizens who share common values. Cohesion as a shared value is represented through nominative units such as "(social) harmony", "solidarity", "mutual understanding/respect", "dialogue", and the concept of "cohesion is power". It signifies the collective effort, shared responsibility, and the sense of belonging that binds the citizens of a nation together based on a shared moral and ethical framework, ensuring its stability, progress, and resilience.

The verbalization of the "harmony" can be seen in the following examples:

1. *In unity and harmony, we were able to build a new state: this is our greatest accomplishment (2022).* 2. *As the First President of Kazakhstan Nursultan Nazarbayev has repeatedly emphasized, interethnic and interfaith harmony is our invaluable asset (2021).*

Together, these examples paint a picture of harmony as a unifying force that brings citizens together for collective achievements while fostering inclusivity and cooperation among the nation's diverse groups. Just as a harmonious family thrives through cooperation and understanding, a harmonious nation can prosper when its citizens share common values, coexist peacefully, and contribute to the nation's well-being based on those shared values. Moreover, this resonates with the metaphorical concept "Unity is treasure", where unity and cooperation rooted in shared values are seen as valuable assets that contribute to the nation's prosperity and strength.

3. *It is important for us that every citizen should feel the fruits of independence – a peaceful life, social harmony, increased well-being of the people, and the confidence of young people in their future (2021).* 4. *I am sure, relying on the support of the people, in unity and harmony we will achieve our goals (2022/2).* 5. *We will strengthen nationwide harmony, the partnership of government and society, following the concept of the "listening state" (2022/2).* 6. *The harmony between social and ethnic groups is the result of the joint work of the whole society (2019).* These examples consistently emphasize the value of unity, collective effort, and mutual understanding among citizens, based on shared values, similar to the dynamics within a harmonious family unit. Whether its citizens experiencing the benefits of independence, achieving national goals through unity and support, or strengthening nationwide harmony and partnerships between government and society, these instances highlight the vital role of cooperation rooted in shared values in sustaining a well-functioning nation. This mirrors the cohesion within a harmonious family that fosters stability and prosperity, reinforcing the metaphorical framework.

In the following examples we see the functioning of the concept "solidarity":

1. *The success of all these reforms and transformations depends on our solidarity, patriotism, and civic responsibility (2020).* 2. *It is important for us to develop traditions of dialogue and civic participation, to cultivate progressive values that are deeply rooted in our internal solidarity and unity (2021).* 3. *I thank all who*

*showed courage, unity, and solidarity at the crucial moment (2022/1). 4. Therefore, it is vitally important for us not to deviate from our goals, to maintain national unity and solidarity (2022/1). 5. We are constructing a well-functioning State where law and order, a culture of dialogue, responsibility, and solidarity are upheld (2023).*

These examples consistently underscore the significance of unity, support, and mutual responsibility among citizens based on shared values, mirroring the dynamics within a closely-knit family. Whether it is citizens driving reforms through solidarity and civic responsibility, cultivating values deeply rooted in internal solidarity, or expressing gratitude for acts of unity and courage during critical moments, they all emphasize the role of cohesion as a shared value in overcoming challenges and achieving national objectives. This concept of solidarity rooted in shared values is foundational in upholding law and order, fostering a culture of dialogue, responsibility, and maintaining a well-functioning state, akin to how family members uphold their shared values for collective betterment.

The next examples consistently emphasize the importance of fostering traditions of open and constructive dialogue, promoting progressive values deeply rooted in internal solidarity and unity as shared values: 1. *It is important for us to develop traditions of dialogue and civic participation, to cultivate progressive values that are deeply rooted in our internal solidarity and unity (2021).* 2. *A high culture of dialogue and compromise will become one of the main factors in strengthening civil solidarity in our country (2022/1).* 3. *Only through constant dialogue between the Government and society can a harmonious state be built in the context of modern geopolitics (2019).* 4. *Public dialogue, openness, quick response to the needs of people are the main priorities for the activities of state bodies (2019).* 5. *A constructive public dialogue is the basis of peace and stability (2019).*

Additionally, they highlight how a high culture of dialogue and compromise plays a pivotal role in strengthening civil solidarity within the country, based on those shared values. Moreover, these examples stress that constant dialogue between the government and society is essential for building a harmonious state, particularly in the context of modern geopolitics. Furthermore, they underscore that public dialogue, openness, and responsiveness to citizens' needs are paramount priorities for state bodies, all grounded in shared values. Finally, these examples assert that a constructive public dialogue serves as the foundational basis for peace and stability within the nation, underlining the importance of shared values in nurturing a cohesive and harmonious society, akin to how effective communication and common values within a family unit preserve familial bonds and address shared concerns.

1. *Unity and cohesion are necessary for power – citation from Baitursynuly (2020).* 2. *The cohesion of the nation is the main factor in the success of our country (2021).* 3. *To further strengthen statehood, we need cohesion (2022/2).* These examples consistently convey the idea that unity, cohesion, and shared values among citizens are instrumental in achieving power and success within a nation. They draw a parallel between the cohesive nature of a family unit based on shared values and the collective power or success it holds to overcome challenges, achieve goals, and maintain stability and influence. Whether emphasizing the importance of unity and

cohesion for power, identifying cohesion as the main factor in a country's success, or stating that cohesion is necessary to strengthen statehood, these examples collectively underscore the critical role of cohesion as a shared value in shaping a prosperous and influential nation. This recurrent theme reinforces the metaphorical connection between the nation and a family, highlighting the significance of unity, togetherness, and shared values in both contexts.

In frame 2 "*Responsibility and Care*" can be understood as being depicted through slots 2.1 "*Government or Leadership*", 2.2 "*Welfare*", 2.3 "*Protection*".

*Slot 2.1 "Government or Leadership"*. In this frame, government or leadership can be likened to the role of parents within a family. Just as parents are responsible for the well-being, guidance, and decision-making within a household, the government or leadership of a nation assumes the responsibility of ensuring the welfare and protection of its citizens. This slot is represented through the following ideas-concepts:

Political Pluralism and Nurturing Leadership: 1. *As Head of State, I see my task as contributing to the development of a multi-party system, political competition, and pluralism of opinions in the country (2019)*. 2. *The Nur Otan party, thanks to our Leader and its Chairman, Nursultan Abishevich Nazarbayev, is consistently carrying out the difficult and responsible mission of the country's leading political force (2019)*.

These statements collectively underscore the government's vital role in promoting political pluralism, fostering political competition, and nurturing a leading political force. This is analogous to the government assuming the role of a leader and nurturer within the "Nation is Family" metaphor. In a scientific context, these actions exemplify the government's engagement in political socialization and the cultivation of political capital. The government, much like parents encouraging their children's diverse talents and perspectives within a family, guides the nation toward diverse political opinions and common objectives. The nurturing of a leading political force reflects the government's commitment to political development and stability, akin to parents nurturing their children's potential to become responsible and impactful members of the family.

Government Initiatives and Problem Solving: 1. *On the initiative of the Leader of the Nation, the Chairman of the Nur Otan party, more than 550,000 families were covered by the one-off financial support from the Birgemiz Fund (2020)*. 2. *The Government has to solve this problem (2021)*. 3. *The government and Parliament will have to protect business legislatively from excessive interference by law enforcement agencies (2020)*.

These actions and statements collectively exemplify the government's care-giving role within the "Nation is Family" metaphor. Scientifically, they align with the concept of the government as a provider of social welfare and as a responsible problem solver. Just as parents meet the financial and material needs of their family members, the government's initiative to provide financial support to families through the Birgemiz Fund reflects its commitment to social policy implementation. Similarly, the government's resolve to solve problems and protect businesses legislatively mirrors its role in addressing citizens' needs and challenges, ensuring

societal stability and economic growth. These actions resonate with the care-giving role of parents in addressing family issues and concerns, ensuring the family's well-being and harmony.

Presidential Priorities and Statehood Protection: 1. *My main priority as President has always been and will be the implementation of the reforms needed by the people (2022/1)*. 2. *Regardless of how different people evaluate my work, my most important duty is to protect our statehood (2022/1)*.

These statements emphasize the government's unwavering commitment to the nation's welfare and integrity. In scientific terms, they underscore the government's role in policy prioritization and goal-setting to meet citizens' demands and aspirations. The President's dedication to implementing reforms essential to the people's well-being reflects the government's function in governance and policy-making. Additionally, the paramount duty of protecting statehood aligns with the government's role as a guardian of national identity and sovereignty. This parallels a parent's responsibility in protecting core family values and well-being, ensuring the family's continuity and stability.

In his addresses, the President consistently employs a motivational and care-giving rhetoric reminiscent of a paternal figure within a familial context. This linguistic approach reflects a sense of responsibility and duty, akin to a father's role in overseeing and coordinating household tasks among family members. This paternal communication style underscores the President's unwavering commitment to the well-being and unity of the nation, fostering a collective sense of responsibility and cooperation. Much like a father who manages and guides domestic affairs within a family, the President utilizes his speeches to promote harmony and coordination in the nation's governance and societal functions.

*Slot 2.2 "Welfare"*. In the context of the metaphor, welfare can be compared to the care and nurturing provided to family members. This slot emphasizes that just as parents and family members look after the well-being, health, and prosperity of their loved ones, the concept of welfare in a nation involves ensuring access to education, healthcare, social services, and economic opportunities for all citizens. Nominative units such as "social services," "safety nets", "public programs", and "support systems" represent this slot. They signify the measures and programs put in place by the government to care for its citizens and promote their overall welfare.

In his state addresses, President Tokayev consistently prioritizes the *well-being* and *prosperity* of the citizens of Kazakhstan. He underscores his commitment to their overall *well-being* and *prosperity*, emphasizing that *"ensuring the well-being of the people is a key goal of my work as President (2021)"*. President Tokayev recognizes that achieving *prosperity* is intricately linked to economic success and financial security, stating that *"by quickly and radically rebooting the entire economic system, we will ensure the prosperity of our country and increase the well-being of the people (2023)"*. Moreover, he places a strong emphasis on improving the *quality of life*, particularly through access to quality education, regardless of geographical or linguistic barriers, thereby promoting *life satisfaction* and a higher standard of living. He affirms that *"our children should receive quality education,*

*regardless of where they live and the language in which they are being taught (2020)*  
".

The President also highlights the significance of *economic growth*, setting ambitious goals for stable economic expansion as a means to double the national economy and enhance citizens' welfare. He emphasizes, *"the main goal of the planned reforms is stable economic growth at the level of 6-7%, in order to double the volume of the national economy to 450 billion US dollars by 2029 (2023)"*. Additionally, he allocates significant resources to *healthcare*, acknowledging that accessible and high-quality healthcare services are integral to the physical and mental welfare of the people. He states that *"under the three-year budget, an additional \$2.3 trillion tenge will be allocated for the development of our healthcare system (2019)"*.

*Education*, as another key component of welfare, is deemed accessible and inclusive to ensure equal opportunities for all citizens. President Tokayev emphasizes that *"our education must be accessible and inclusive (2021)"*. Furthermore, he addresses *employment and labour* policies as essential components of economic welfare, aiming to provide employment opportunities and safeguard workers' rights. He notes that *"next year about 100,000 young people will be covered by various employment measures (2022/2)"*.

Lastly, he emphasizes the importance of *housing*, promising effective social support and housing assistance programs to citizens with insufficient income to independently resolve housing issues. He highlights that this measure has already helped *"over a million of our fellow citizens to improve their housing conditions or reduce the mortgage burden (2021)"*. Through these diverse nominative units, President Tokayev demonstrates his unwavering commitment to enhancing the welfare and well-being of the people of Kazakhstan, ensuring that they have access to essential resources and opportunities for a better quality of life.

*Slot 2.3 "Protection"*. In this slot, protection can be associated with the instinct of safeguarding family members. In the context of the nation as a family, this slot emphasizes that a nation must provide security, justice, and defence for its citizens, much like family members protect each other from harm. Nominative units like "security", "safety", "law and order", and "human rights", "environmental protection" represent this slot. They symbolize the structures and agencies responsible for maintaining law and order, safeguarding the nation's borders, and ensuring the safety and rights of its citizens, similar to how family members protect one another within a household.

In the corpus of President Tokayev's state addresses, a conspicuous thematic focus emerges, revolving around the safeguarding of the "security and rights" of the nation's citizens. This thematic prominence is evidenced by dedicated sections within his addresses that explicitly address this overarching concern. For instance, one can discern the section entitled *"ENSURING RIGHTS AND SECURITY OF CITIZENS"* in his 2019 address, indicative of the salience of this theme. Furthermore, this thematic continuity persists in subsequent addresses, notably in the 2020 address under the heading *"A FAIR STATE THAT PROTECTS THE INTERESTS OF CITIZENS"*, and in the 2021 address where it is articulated as

*"POLITICAL MODERNIZATION AND PROTECTION OF HUMAN RIGHTS"*. Notably, in the most recent address of 2022/2, the theme is encapsulated within the heading *"LAW AND ORDER"*, reaffirming the enduring concern for the protection of citizens' security and rights.

These thematic segments within the addresses serve as an organizational framework through which President Tokayev articulates his commitment to safeguarding the well-being and security of the nation's populace. Within these delineated sections, the president consistently employs a rich array of nominative units, serving as linguistic markers of the "protection" slot within the "UNITY IS FAMILY" metaphorical model. Through these carefully articulated thematic sections and the abundant use of related nominative units, President Tokayev effectively communicates his unwavering commitment to the protection and welfare of the nation's citizens, while aligning this commitment with the metaphorical model of "UNITY IS FAMILY." In doing so, he conveys a sense of familial guardianship, wherein the government assumes the role of the protective parent, dedicated to ensuring the safety, security, and rights of its citizenry.

In Frame 3 *"Inclusivity and Belonging"* can be understood through slot 3.1 *"Shared Identity."*

*Slot 3.1 "Shared Identity"*. Shared identity can be likened to the cultural and social identity that binds family members together. This slot emphasizes that a nation's shared identity is formed through common values, traditions, and experiences. One key nominative unit that represents "Shared Identity" is "Cherished Unity." When President Tokayev emphasizes that *"We must protect the unity and harmony in society as the apple of our eye" (2021)*, he invokes the image of a cherished and irreplaceable bond among the citizens, much like a family treasures its unity and harmony. This expression underscores the importance of unity as a core value in Kazakhstan's collective identity.

Another significant unit is "Common Homeland." The phrase *"Kazakhstan is our common home" (2019)* draws a direct parallel between the nation and a shared living space, reinforcing the idea that all citizens are co-inhabitants of the same homeland. This expression highlights the sense of belonging and shared space within the nation, much like family members sharing a home.

The expression "Clear Direction" in *"Our destination is clear, and our way is open" (2019)* conveys the idea of a shared path and common goals. It signifies that the citizens are collectively moving towards a predefined destination, akin to a family that sets common objectives for its members. This linguistic unit strengthens the idea of shared identity through a shared journey.

In President Tokayev's Nation Addresses, inclusive language plays a pivotal role in fostering a shared identity among citizens, reflecting the unity-as-a-family metaphor. Phrases like *"we," "our,"* and *"us"* underscore collective responsibility and purpose. For instance, he emphasizes, *"We must protect the unity and harmony in society as the apple of our eye" (2021)*, akin to family members safeguarding their most cherished possession. Expressions like *"In unity and concord, we will overcome all challenges and achieve all our goals"* convey joint efforts toward common objectives. President Tokayev's use of inclusive language, as in *"We can do it"*

(2020), empowers citizens collectively. He also invites citizens to participate in building a better future, as seen in *"Let's build the New Kazakhstan together"* (2022/1), reinforcing the concept of a collective endeavour. By employing inclusive language, President Tokayev effectively nurtures a shared identity within the metaphorical family of the nation.

### **Conclusion**

In conclusion, the analysis of the Nation Addresses delivered by President Kassym-Jomart Tokayev reveals a rich and profound metaphorical conceptualization of unity within the context of Kazakhstan's national identity. The dominant metaphor of "UNITY" serves as a foundational concept, and through linguistic and cognitive examination, several metaphorical models were identified, each contributing to the overarching theme of unity.

The metaphorical models identified, such as UNITY IS STRENGTH OR POWER, UNITY IS A SOLID FOUNDATION, UNITY IS A DIVERSITY, UNITY IS A PROTECTION, UNITY IS PROGRESS AND ACHIEVEMENT, and UNITY IS TREASURE, collectively illustrate how unity is not merely a rhetorical device but a core value deeply embedded in the nation's collective psyche. These metaphors emphasize the importance of unity as a source of strength, the foundation of prosperity, a celebration of diversity, a shield of protection, a driver of progress, and a valuable treasure for the nation.

Linguistic-cognitive analysis of the selected contexts showed that the same idea-concept (in our case, the concept of UNITY) can be actualized at different levels of metaphorical modelling. In this way, the addresser purposefully controls the addressee's perception of reality with the help of one frame or another.

Furthermore, the metaphorical model "NATION IS A FAMILY" serves as a unifying framework that encapsulates and reinforces these various facets of unity. It portrays the nation as a harmonious family unit, where citizens are bound together by shared values, responsibilities, and a sense of belonging. This metaphor underscores the idea that, like a family, citizens should work together, protect each other's rights, and contribute to the well-being of the nation. It promotes the concept that unity, just as in a family, is the key to a harmonious and prosperous society.

Finally, the analysis also delved into the theory of conceptual metaphor, emphasizing how metaphors are constructed through the interaction of frames and scenarios that structure both the source and target concepts. It highlighted the specific slots within the frames, which function as vessels for conveying relevant information pertinent to the described facet of reality. This framework helped elucidate how President Tokayev's language choices and rhetorical strategies contribute to the metaphorical conceptualization of unity as a central value in Kazakhstan.

In the "UNITY IS FAMILY" metaphor, the analysis explored slots related to *"Diverse Individuals,"* emphasizing the importance of recognizing and valuing the diverse population of the nation, and *"Cohesion as a Shared Value,"* highlighting the role of common values in fostering unity. It also examined slots related to *"Responsibility and Care,"* illustrating the government's role in nurturing and

protecting its citizens, and "*Inclusivity and Belonging*," emphasizing the creation of a shared identity among citizens.

In sum, President Tokayev's Nation Addresses employ a sophisticated and powerful metaphorical framework that goes beyond mere rhetoric. They convey a deep and profound vision of unity as the cornerstone of Kazakhstan's national identity. This metaphorical conceptualization serves to inspire and unify the nation, emphasizing the importance of working together, protecting shared values, and fostering a sense of belonging among citizens. It underscores that, much like a family, a unified nation can overcome challenges, achieve prosperity, and preserve its cherished values. Through this analysis, we gain a deeper understanding of how language and metaphor shape our perception of unity and national identity, providing valuable insights into the cultural and cognitive aspects of Kazakhstan's political discourse.

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## **БІРЛІКТІҢ МЕТАФОРАЛЫҚ КОНЦЕПТУАЛИЗАЦИЯСЫ (ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ПРЕЗИДЕНТІ ҚАСЫМ- ЖОМАРТ ТОҚАЕВТЫҢ ХАЛЫҚҚА ЖОЛДАУЛАРЫНЫҢ МАЗМҰНЫ НЕГІЗІНДЕ)**

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**Аңдатпа.** Аталған мақалада Президент Қасым-Жомарт Тоқаевтың халыққа Жолдауларындағы қайталанатын «БІРЛІК» тақырыбына байланысты саяси дискурстың лингвистикалық және когнитивтік аспектілеріне ерекше назар аударыла отырып, метафоралық концептуализацияның қыр-сыры зерттеледі. Бұл мақалада метафора теориясының риторикалық бастауынан когнитивтік көзқарасқа дейінгі эволюциясы қамтылады, атап айтқанда, Лакофф пен Джонсонның зерттеулері негізінде қарастырылады. Сонымен қатар, метафораның когнитивтік құрал ретінде абстрактілі ұғымдардың құрылымына қатысуы және біздің әлем туралы түсінігімізді қалыптастыру қасиеті анықталады.

Мақаланың негізгі мақсаты – президент жолдауларындағы «БІРЛІК» метафоралық концептуализациясын құрылымдық-семантикалық және функционалдық атрибуттарын анықтай отырып зерттеу. Мақалада «БІРЛІК – КҮШ», «БІРЛІК – МЫҚТЫ НЕГІЗ» сияқты метафоралық моделдер анықталып, олардың тілдік көрінісі мен прагматикалық мағынасы түсіндіріледі. Таңдалған корпуста Президенттің халыққа Жолдауының алтауы енгізілген, олардың әрқайсысы президенттің бірегей көзқарасы мен саясатты қалыптастыру бағытындағы тұжырымдамаларынан хабардар етеді.

Мақалада БІРЛІК концепциясына байланысты метафоралық тіркестерді анықтау үшін контекстік талдау мен үзіліссіз іріктеуден тұратын сипаттамалық әдістеме қолданылады. Лингвистикалық-когнитивтік және статистикалық талдаулар концептуалды метафора теориясын ғылыми тұрғыдан түсінуге ықпал ете отырып, метафоралық модель құрылымының пайда болу заңдылықтарын ашады. Ең жиі кездесетін «ҰЛТ - ОТБАСЫ» метафоралық моделінің категорияға бөлінуін және оның жан-жақты зерттелуін қамтамасыз ету үшін Баранов пен Фуконье атты ғалымдар жетілдірген Лакофф пен Джонсонның метафоралық модельдеу әдісі қолданылады.

Зерттеудің теориялық маңыздылығы оның концептуалды метафора теориясы саласына қосқан үлесі ретінде оның саяси дискурста қолдану аясын кеңейтуі болып табылады. Практикалық маңыздылығы саяси нарратив пен қоғамдық пікірді қалыптастырудағы метафоралардың риторикалық функцияларын айқындауда көрінеді. Жалпы алғанда, зерттеу Президент Тоқаевтың Жолдауларының тілдік қыр-сырын түсінуге мүмкіндік беріп, қолданылған метафоралық тіл мен оның Қазақстанның саяси бағыты үшін маңыздылығы туралы нақты түсінік береді.

**Тірек сөздер:** концептуализация, метафоралық концепция, фрейм-слот, Халыққа Жолдаулар, бірліктің семантикалық белгілері, метафоралық модель, лингвокогнитивтік тәсіл, Президент Тоқаев

# МЕТАФОРИЧЕСКАЯ КОНЦЕПТУАЛИЗАЦИЯ ЕДИНСТВА (НА МАТЕРИАЛЕ ПОСЛАНИЙ НАРОДУ ПРЕЗИДЕНТА РЕСПУБЛИКИ КАЗАХСТАН КАСЫМ-ЖОМАРТА ТОКАЕВА)

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**Аннотация.** Статья посвящена метафорической концептуализации повторяющейся темы "ЕДИНСТВА" в Посланиях к нации президента Касым-Жомарта Токаева. В данной статье уделяется особое внимание лингвистическим и когнитивным аспектам политического дискурса. В статье мы рассматриваем эволюцию теории метафор от ее риторического истока к когнитивному подходу, в частности, в рамках трудов Лакоффа и Джонсона, и исследуем, как метафора, в качестве когнитивного инструмента, структурирует абстрактные концепции и формирует наше понимание мира.

Основная цель статьи заключается в изучении метафорической концептуализации "ЕДИНСТВА" в Посланиях к нации, выявляя структурно-семантические и функциональные атрибуты. Статья раскрывает такие метафорические модели, как "ЕДИНСТВО — ЭТО СИЛА", "ЕДИНСТВО — ПРОЧНАЯ ОСНОВА" и другие, разъясняя их лингвистические выражения и прагматическое значение. Выбранный корпус включает шесть Посланий к нации, каждое из которых представляет уникальный взгляд на видение президента и формулирование политики.

В статье применяется описательная методология, сочетающая контекстуальный анализ и непрерывную выборку для выявления метафорических выражений, связанных с концепцией "ЕДИНСТВО". Лингво-когнитивный и количественный анализ раскрывают последовательные метафорические модели, способствуя теоретическому пониманию концептуальной теории метафор. Метод метафорического моделирования Лакоффа и Джонсона, усовершенствованный учеными, такими как Баранов и Фуконье, применяется для категоризации и изучения наиболее часто используемой метафорической модели "НАЦИЯ — ЭТО СЕМЬЯ".

Теоретическое значение этого исследования заключается во вкладе в область концептуальной теории метафор и расширении ее применения в политическом дискурсе. Практическая значимость проявляется в раскрытии риторических функций метафор в формировании политических нарративов и общественного мнения. В целом, исследование предоставляет представление о лингвистических тонкостях Посланий президента Токаева, предлагая тонкое понимание используемого метафорического языка и его значения для политического ландшафта Казахстана.

**Ключевые слова:** концептуализация, метафорический концепт, фрейм-слот, Обращение к нации, семантические свойства единства, метафорическая модель, лингвокогнитивный подход, Президент Токаев

*Received: November 20, 2023*

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