

ROLE OF THE METAPHOR IN THE LANGUAGE OF THE KAZAKH MASS MEDIA

*Yerbulatova I.K.¹, Salimov T.K.², Mazhitova B.K.³

¹Phd, senior lecturer, West Kazakhstan Zhangir Khan University, Oral,
Kazakhstan,

²Master of Education, lecturer, West Kazakhstan Zhangir Khan University, Oral,
Kazakhstan,

³Master of Education, senior lecturer, West Kazakhstan Zhangir Khan University,
Oral, Kazakhstan

*¹e-mail: ilmira.yerbulatova@inbox.ru

²e-mail: rarreless_92@mail.ru

³e-mail: b.karlova@mail.ru

Abstract. The linguistic nature of the metaphor was being discussed in this article. The description of the metaphor in the modern mass media is given, the features of its functioning in the mass media are revealed. Some Kazakh journalistic texts from the media, including electronic publications of the major news Internet portals: *Kazinform*, *Tengrinews.kz*, *Vesti.kz*, *Bnews.kz* had been the material basis of the following research. According to the semantic classification metaphors can be grouped according to the topic of comparison: political, financial, medical, military figures of speech and etc. Due to the fact that the subject of our study was journalistic texts, the metaphor on the material of modern media where metaphor is an increasingly developing phenomenon had been considered.

The relevance of the proposed study is that recently the effectiveness of the use of metaphor has increased, and the functioning metaphorical imagery reacts to current events in the country and the world in accordance with current trends in the language. As a result of the analysis it was found that in order to have a more effective impact on the recipient and achieve the maximum result, vocabulary, which is uncharacteristic, sometimes even unacceptable for professional journalists, is increasingly included in the metaphor in modern media. Jargon, youth slang, and vernacular words and expressions are used in the transforming of the incomprehensible and miscellaneous narratives into the more evident report for an uninterested audience. In addition, thanks to the metaphor use, the journalistic texts had become much more expressive, and it is introducing some new expressions into the language, so the publications can further educate and enlighten their readers. Thus, the study of the language of the media today is the new promising area of the linguistic research.

Keywords: metaphor, metaphorization, opinion journalism, mass media, text-generating function, personification, recipient, journalism

Basic provisions

Metaphor is an integral part of the language of modern journalism. The peculiarity of the formation and use of metaphors in the media discourse is determined by their proximity to the mechanisms of persuasion and evaluation mechanisms. This predetermines the standard and expected nature of many metaphors and their inseparable connection with style-forming practice. At the same time, an important function of the metaphor in the text is also a way of authorizing the text and self-realization of its author.

Socio-morphic metaphor dominates in general in the Russian-language texts of the Kazakhstani press and this type of the metaphors refers to the main components of the social picture of the world. However the percentage of its components: diverse sources of metaphorical expansion, varies quite a lot in the publications.

The political position of the author of the article may influence the selection of metaphorical models and their pragmatic potential.

Introduction

The effectiveness of the use of metaphor is steadily increasing nowadays: such type of figurative speech is noticeably reacting to current events in the country and the world in accordance with current trends in the language. In order to have a more effective impact on the recipient and achieve the maximum result, vocabulary that is uncharacteristic, sometimes even unacceptable for journalism, is increasingly included in the metaphor in modern media. Jargon, youth slang, and vernacular words and expressions are used in the transforming of the incomprehensible and miscellaneous narratives into the more evident report for an uninterested audience. In addition, thanks to the metaphor, the journalistic text becomes more expressive, bringing new expressions into the language and giving the reader a clearer picture of what is happening. Thus, the study of the language of the media today is a new promising area of linguistic research.

A high degree of metaphor is characteristic of journalistic discourse with the installation of the maximum emotional impact on the addressee. Metaphor is a phenomenon known since antiquity and very common for linguistics [1, p. 537]. S.A. Kuznetsov had introduced the following definition to the concept under consideration: “metaphor is the use of a word or expression in a figurative sense, based on similarity, comparison, analogy” [2, p. 537]. Thanks to the metaphor, many newspaper articles become much more figurative, expressive and argumentative, attracting the attention of the addressee. At the same time, a metaphor can also perform a specific function, with the help of which the most controversial statements concerning debatable problems can be toned down and silenced.

Material basis and methods

The study of specific media texts in Kazakh linguistics had been accomplished by G.A. Mashinbaeva, K. Esenova and D. Bismildina [3; 4; 5]. The study of metaphor in various types of discourse was carried out by many scientists and the works of N.D. Arutyunov, E.V. Budaeva, V.N. Komissarov, A.P. Chudinova, V.P. Moskvin, J. Lakoff, M. Johnson and many others can be remarkably singled out of the other researches. According to the semantic classification, metaphors can be grouped according to the topic of comparison; political, financial, medical, military metaphors and etc. Due to the fact that the subject of the study is journalistic texts, the use of the metaphor as an increasingly developing phenomenon in the modern media outlets is scrutinized in the present article.

For the sake of the practical research implementation several examples of metaphors in the language of modern mass media outlets, which semantically expressed the evaluative characteristics of objects and phenomena, expression and

imagery of speech, were directly related to this work had been identified, selected and explored. Relevant Kazakh online publications in Russian had been selected, reflecting different points of view of publicists, as the subject of the analysis of the demonstrated metaphorical units in the language of the media.

The materials of the study were Kazakh journalistic texts from the media, including electronic publications of major news Internet portals, namely:

The National Company "Kazakh Information Agency" ("Kazinform") is an open joint stock company and it is a 100% state-owned enterprise. *Kazinform news* distinctive feature is its exclusive use of the Latin-based and Arabic scripts for the written Kazakh language.

Tengrinews.kz. - one of the leading information websites in the Republic of Kazakhstan, a source of news, data, allowing people to keep abreast of events both local and global.

Vesti.kz is a national news portal that publishes news of the main categories, from world news, news from Kazakhstan and Russia to press releases.

BNews.kz is an information financial portal.

The linguodidactic aspect of the metaphorical models of the analyzed publications had been written out, analyzed and examined. And the practical material on metaphors makes it possible to introduce some lexicology students to one of the most popular types of figurative and expressive means of the language, teaches the ability to see the metaphor in the text and the hidden meaning contained in it, which is necessary for mastering the figurative richness of the language. The students are supposed to isolate the metaphor of the fragments of the textual publicistic works not only as a means of lexical expressiveness of the language, but also as a way to build an image, and also to determine the text-forming function of metaphor, its role in building the denotative and conceptual space of the proposed text.

Results and discussion

The undermentioned small quantity of the examples of the articles quite clearly shows the possibilities of metaphor in the study of sections of lexicology and stylistics of the Russian language. In this section of the study, the analysis of metaphor in the language of modern mass media was carried out on journalistic articles of the leading Kazakh Internet news portals.

The "Finnish houses, Soviet streets and American roulette: how Kapshagay lives" *Tengrinews.kz.* news article would represent the vivid example of the metaphorical nature of journalistic discourse so it was the perfect decision to take a thorough look at the publication. The following is an excerpt from the post in question: («...*Столь любимый туристами летом, курортный городок Капшагай в этом году неожиданно стал местом must visit и зимой... Мы тоже не удержались от соблазна и съездили в одно из самых популярных мест этой зимы, но большие ледяных глыб нас заинтересовал сам город и его жители, у которых мы решили поспрашивать, есть ли жизнь в курортном городке в так называемый мертвый сезон. Спойлер: большинство из них на всякий случай предпочли ответить на наш вопрос анонимно, аргументируя*

это одной фразой: "А вдруг сверху прилетит?"») – (This year the resort town of Kapshagay, remarkably treasured by summer holidaymakers unexpectedly became a must-visit place in winter too ... We also could not resist the temptation and went to one of the most popular places this winter, but we were more interested in the city itself and its inhabitants, where we decided to ask if there is life in the resort town during the so-called off season. Spoiler: most of them, just in case, preferred to answer our question anonymously, arguing this with one phrase: "What if it comes from above?") [6].

In the aforesaid fragment of the article "Finnish houses, Soviet streets and American roulette: how Kapshagay lives" by Anastasia Solntseva, a *Tengrinews.kz* correspondent, the expression (А вдруг сверху прилетит) – (What if it comes from above?) had been used as some form of a political metaphor. This metaphor is used to express the fear, anxiety and fear of the common people in front of high-ranking people of the state who have institutional privileges in society. Ordinary people are afraid of punishment from higher government bodies. The use of metaphorization in this context not only increases the readers' attention and initiates their reflections on the content, but also increases the effectiveness of feedback between the media and the audience.

In the same text of the article, one can also find a number of other metaphors that perform cognitive and pragmatic functions and have an evaluative quality in the officially published text: : (*"Наиболее примечательным в Капшагай нам показался микрорайон под говорящим названием Поселок... В этом месте может показаться, что время как будто остановилось: убитые дороги, обшарпанные двери, на которых до сих пор висит агитплакат с призывом прийти на выборы... Как нам рассказали старожилы, колоритные двухэтажки здесь появились во времена основания города, в 1970-х годах. "Эти дома еще нас переживут", - смеются мужчины...) – (The most remarkable thing in Kapshagay for us was the Poselok neighborhood with the distinctive charactonym for a name... In this place, it might appear that time has stopped: dead roads, shabby doors, on which an agitation poster is still hanging with a call to come to the election office... As old-timers told us, colorful two-story buildings appeared here at the time of the foundation of the city, in the 1970s. "These houses will outlive us," the men laugh...) [7]. That's why the rhetorical techniques of personification and comparison are the key elements of the aforesaid metaphorical models like [telling name], [assassinated roads], [time seems to have stopped], [houses will outlive us]. According to the D.N. Ushakov, a famous linguist, "personifying metaphors" are the most ancient ones in human vocabulary. The following metaphors: "the ground is snowy", "the rivers are frozen", "the stream is running", "the year had just passed", "the melancholy never ends", "sickening boredom", "the feelings are fading away" can also be similarly categorized. Actually, this is personification, which is usually distinguished as a separate type of visual and expressive means.*

According to the semantic principle the metaphors like [telling name], [assassinated roads], [time seems to have stopped], [houses will outlive us] are

anthropomorphic figures of speech and they had been formed by the similes of some inanimate objects and phenomena of objective reality with a person.

It is also worth emphasizing that, depending on the context, there are phraseological units and phraseological combinations that turn into a metaphor and vice versa. Similar fusions are called phraseologized metaphors. The article: *“The enterprises are here, but it is a drop in the bucket...”* – (*Предприятия есть, но для города это капля в море...*) [8] has got a particular example of the use of phraseologized metaphors. The signature [A drop in the bucket] expression has the meaning of an insignificant, insufficient number of the business entities for the environment of the city in the article. In this connection, the inhabitants of the city were deprived of jobs, and, accordingly, the material means necessary to maintain life. In this fragment of a journalistic article, the metaphor [a drop in the bucket] performs both communicative and pictorial functions.

It should be noted that the metaphor in modern mass media texts can also perform a compressive function, dressing the author's thought in a concise form. According to the linguistic works of N.D. Arutyunova “a metaphor is a court verdict without legal proceeding” [9, p.335]. (*“Надо быть пеньком, чтобы принять такой Лесной кодекс”*) – (*If you're thick as mince you will adopt this Forest Service legislation*) [10] is the strongly marked example of the explicit metaphorical figure of speech, and authors usually use these metaphors, if they comment on an event or phenomenon, make their conclusion, which sounds like a sentence in the literal sense. This metaphorical model provides representations of the expected consequences of this code. The figurative role of this technique in the newspaper text is accompanied by an evaluative metaphorical characterization of the people who have adopted a new set of laws.

Metaphor, unlike other stylistic devices, helps the author to observe the main principle of literary and journalistic creativity: to write in such a way that words are cramped and thoughts are spacious. The metaphor undoubtedly emphasizes, sharpens the thought and, more importantly, promotes aphorism. Solganik G. Ya. rightfully distinguished that the metaphor allows an expression of thoughts in an effective aphoristic form [11, p.40]. Vivid examples of metaphors can already be found in the title of one of the articles on the financial information portal BaigeNews.kz *“The battle for parking lots in the capital: a loss-making business or a tidbit?”* (*«Битва за парковки в столице: убыточный бизнес или лакомый кусок?»*) [12]. Its author had used the metaphorical model of *“битва за парковки* [battle for parking lots]” to describe the lawsuit and confrontation between the city government of Nur-Sultan City and the *“Parkovochnoe prostranstvo Astany (PPA)”* LLP, and *“лакомый кусок* [tidbit]” had been utilized to represent the pay parking place, which is a profitable niche for the business and it brings daily income.

Kazakh newspapers reporters have been using a number of language metaphors which contain military style themed cognitive metaphors in order to describe confrontations between the society and the state. Military metaphors were being placed in the metaphorical context which is based on cultural-historical information or background knowledge of native speakers, and/or the metaphors were being used in combination with less common and/or culturally-based metaphorical use of the

words: fight, attack, battle, contest, army, mobilization, battles and etc."Time to mobilize forces: science for the country and against disasters" is the article which is able to demonstrate the functioning of these cognitive metaphors in the printed Kazakh press publications [13].

According to the definitions of the dictionaries of the modern Russian language the term [mobilization] has the following meanings: the transfer of the armed forces from a peaceful state to full combat readiness; call-up for military reserve in the army during the war. However it is certainly comprehensible for the newspaper audience that the mobilization is viewed and discussed in a figurative sense in the text itself, and it is defined as the unity and rallying of the human forces of the Kazakh people in terms of science, which are really necessary for the development of the state, its economy and society, modern mathematical digital modeling of key processes in this sphere, as well as ensuring its greater resilience in the face of crises and a wide range of possible disasters.

The use of military-related metaphors is common, but few achieve the status of a commonly used metaphor. Basically, they had been created by and used in social groups associated with military activities. Most of them had appeared in the 20th century, and if the peculiarities of that time are able to be considered, so it might and needs to be said that the military metaphors had reflected some facts from the history of our country, people's attitude to this phenomenon. Consequently, the abundance of military metaphors in the newspaper can be viewed as a lexical openness of military vocabulary from the general literary language and as a consequence of the replication of metaphors by journalists.

Phrases or titles of works of art can also serve as a source of metaphorization. Here is the example of the one of the details of the subtitle of the article "Sleep well! How the Acting Minister of Trade and Integration ... visited the members of the Mazhilis" [14], the subtitle was using the precedent linguistic elements of the title of the "How a Muzhik Fed Two Officials," a satire tale of M.E.Saltykov-Shchedrin. And the aforecited unusual title with elements of irony had been chosen in order to show how the characters behave in atypical conditions.

The similar example of a phraseologized metaphor can be found in "Everything is calm in government debt", a title of the article by Roman Markelov, on the Russian state financing of all current Kazakh national expenses upon condition of the introduction of a restriction on the purchase of Russian government debt by foreign investors. "В госдолге всё спокойно" – [All is OK with the government debt] Similar utilization of the metaphor enters into a paradigmatic relationship with the catchphrase "В Багдаде всё спокойно!" [All is OK in Baghdad!] from the movie "Alladin and His Magic Lamp" (1966) [15].

Conclusion

The metaphors which are not associated with a specific source of metaphorization underlying the metaphorical model can also be used to express evaluation in the modern mass media text writing. The peculiarity of this kind of metaphors is that, unlike conceptual metaphors, they are not of a typified nature and can be found not only in the works by publicists. And because the appraisal of such

metaphors does not have a social orientation, the separate group of the metaphors, which can be distinguished into the group of emotional-evaluative ones, should be considered and discussed. Emotional and evaluative metaphors retain figurativeness; in them, an element of figurativeness, along with an evaluative character, also comes to the fore.

Thus, it can be concluded that the use of metaphors, particularly in the journalistic style texts, really attracts the attention of the addressee and creates an informal atmosphere between article writers and their audience. As the results of the analysis had been showing, it is not common to use only metaphor for the metaphorization of the high-toned bookish speech by the contemporary published authors. Similar linguistic devices have been determined and established by the genuine desire of the authors of the articles to form the most memorable image of the events or phenomena narrated in the text.

REFERENCES

- [1] Aristotle. Ritorika. Pervod N. Platonovoi, Antichnye ritoriki (Rhetoric. (N.Platonova, Trans.) Ancient Rhetorics). M., 1978. P. 12 [in Rus.]
- [2] Bol'shoi tolkovyi slovar' russkogo yazyka [Tekst]: A-Ya / RAN. In-t lingv.issled.;Sost., gl. red. kand. filol. Nauk S.A.Kuznetsov. (Text.In S.A.Kuznetsov, Phd, (Eds.) (Explanatory dictionary of the Russian Language.Russian Academy of Sciences. Institute for Linguistic Studies). Norint, Saint Petersburg, 1998. P. 1534 [in Rus.]
- [3] Bismildina D. Telekhabarlar tili (TV language): Filologiya gylymdarynyn kandidaty gylymi darezhesin alu yshin dajyndalghan diss. avtoreferaty. Astana, 2009. 30 p. [In Kaz.]
- [4] Esenova K. Kazirgi kazak media-matininin pragmatikasy (kazak baspasoz materialdary negizinde) (Pragmatics of modern media texts): Filologiya gylymdarynyn doktory gylymi darezhesin alu ushin dajyndalghan dissertacziya. Almaty, 2007. 157 p. [In Kaz.]
- [5] Mashinbaeva G.A. Teledidar tilinin lingvopragmatikalyk aspektleri: filol. gyl. kand. ... avtoref. (Linguistic and pragmatic aspects of the language of television). Almaty, 2007. 25 p. [In Kaz.]
- [6] Tengrinews.kz. [Electronic resource]. URL: <https://tengrinews.kz/fotoarchive/finskie-doma-sovetskie-ulitsyamerikan> (date of access: 10.01.2022)
- [7] Tengrinews.kz. [Electronic resource]. URL: <https://tengrinews.kz/fotoarchive/finskie-doma-sovetskie-ulitsyamerikan> (date of access: 10.01.2022)
- [8] Vesti.kz. [Electronic resource]. URL: https://vesti.kz//ru/stop_cadre/kaplya-nefti-v-more-zhizni (date of access: 11.01.2022)
- [9] Arutyunova N. D. Metafora / Yazykoznanie. Bol'shoi entsiklopedicheskii slovar' / Gl. red. V.N.Yartseva. (Methaphor. In V.N.Yartseva, (Eds.), Encyclopedic dictionary) Bol'shaya Rossiiskaya entsiklopediya, M., 1998. P.296 [in Rus.]
- [10] Tengrinews.kz. [Electronic resource]. URL: <http://kenozerjelive.ru/yablokov.htm> (date of access: 11.01.2022)
- [11] Solganik G. Ya. O spetsifike gazetno-publitsisticheskoi metafory (Specific metaphor use by the newspaper reporters and publicists). Zhurnalistika i kul'tura russkoi rechi. 2002. No. 2 [in Rus.]
- [12] BaigeNews.kz. [Electronic resource]. URL: https://baigenews.kz/news/bitva_za_parkovki_ (date of access: 09.01.2022)
- [13] Socio-political newspaper "Liter," No.56 /3723/, 18 April 2020. [Electronic resource]. URL: <https://neark.kz/vremja-mobilizacii-sil-nauka-dlja-strany-i-protiv-katastrof/> Inform.kz. (n.d.) <https://www.inform.kz/> (date of access: 11.01.2022)
- [14] Tengrinews.kz. [Electronic resource]. URL: <https://tengrinews.kz/tv/rubriki/intervyu/8912> (date of access: 11.01.2022)

[15] Tengrinews.kz. [Electronic resource]. URL: <https://siluanov-rasskazal-o-rashodah-pri-rasshirenii-sankcij-na-gosdolg>. (date of access: 11.01.2022)

ҚАЗАҚСТАНДЫҚ БАҚ ТІЛІНДЕГІ МЕТАФОРАНЫҢ РӨЛІ

*Ербулатова И.К.¹, Салимов Т.К.², Мажитова Б.К.³

*¹PhD докторы, аға оқытушы, Жангир хан атындағы БҚАТУ, Орал,
Қазақстан,

²магистр, оқытушы, Жангир хан атындағы БҚАТУ, Орал, Қазақстан,

³магистр, аға оқытушы, Жангир хан атындағы БҚАТУ, Орал, Қазақстан

*¹e-mail: ilmira.yerbulatova@inbox.ru

²e-mail: rarreless_92@mail.ru

³e-mail: b.karlovna@mail.ru

Аңдатпа. Бұл мақалада метафораның лингвистикалық табиғаты қарастырылады. Қазіргі бұқаралық ақпарат құралдарындағы метафораға сипаттама беріліп, оның бұқаралық ақпарат құралдарындағы функционалдық ерекшеліктері ашылады. Зерттеудің материалдық базасы БАҚ-тың қазақстандық публицистикалық мәтіндері, соның ішінде ҚазАқпарат, Tengrinews.kz, Vesti.kz, BNews.kz сияқты ірі интернет-порталдардың электрондық жарияланымдары болды. Семантикалық классификацияға сәйкес метафораларды салыстыру тақырыбына қарай саяси метафоралар, қаржылық, медициналық, әскери және т.б. топтастыруға болады. Зерттеуіміздің тақырыбы публицистикалық мәтіндер болғандықтан, біз қазіргі заманғы бұқаралық ақпарат құралдарының материалында метафораны ілгері дамып келе жатқан құбылыс ретінде қарастырдық.

Ұсынылған зерттеудің өзектілігі ол елдегі және әлемдік ағымдағы оқиғаларға тілдің қазіргі тенденцияларына сәйкес әрекет етуі, соңғы уақытта метафораны қолданудың тиімділігінің артуында. Талдау нәтижесінде неғұрлым тиімді әсер ету және максималды нәтижеге қол жеткізу үшін қазіргі заманғы бұқаралық ақпарат құралдарында метафораның құрамында, кейде журналистика үшін қолайсыз болып табылатындығы анықталды. Мысалы: қызығушылық танытпайтын аудиторияны түсіну қиын болған жағдайда жариялауға жіберілмейтін ауызекі тіл мен жастардың кірме, жаргон сөздері қолданылады. Бұл метафора арқылы публицистикалық мәтіннің неғұрлым мәнерлі болып, тілге жаңа өрнектердің келуіне, оқырманға түсінуге жеңіл болып, айқындылықты көрсетуде пайдаланылады. Осылайша, бүгінгі таңда БАҚ тілін зерттеу лингвистикалық зерттеулердің жаңа перспективалық бағыты болып табылады.

Тірек сөздер: метафора, метафорлық, публицистика, бұқаралық ақпарат құралдары, мәтін қалыптастыру функциясы, кейіптеу, реципиент, публицистика

РОЛЬ МЕТАФОРЫ В ЯЗЫКЕ КАЗАХСТАНСКИХ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ

*Ербулатова И.К.¹, Салимов Т.К.², Мажитова Б.К.³

*¹доктор PhD, старший преподаватель ЗКАТУ им. Жангир хана,
Уральск, Казахстан,

²магистр, преподаватель, ЗКАТУ им. Жангир хана, Уральск, Казахстан,

³магистр, старший преподаватель, ЗКАТУ им. Жангир хана, Уральск,
Казахстан

*¹e-mail: ilmira.yerbulatova@inbox.ru

²e-mail: rarreless_92@mail.ru

³e-mail: b.karlovna@mail.ru

Аннотация. В данной статье рассматривается языковая природа метафоры. Дается описание метафоры в современных средствах массовой информации, выявляются особенности ее функционирования в средствах массовой информации. Материальной базой исследования послужили казахстанские публицистические тексты из СМИ, в том числе и электронные публикации крупных новостных интернет-порталов: Казинформ, Tengrinews.kz., Vesti.kz, BNews.kz. В связи с тем, что предметом нашего исследования послужили публицистические тексты, метафору мы рассматривали на материале современных средств массовой информации, где метафоричность является всё более развивающимся явлением.

Актуальность предлагаемого исследования состоит в том, что в последнее время повышается эффективность применения метафоры: она реагирует на текущие события в стране и мире в соответствии с актуальными тенденциями в языке. Результаты и выводы настоящего исследования показали, что для достижения максимального и более эффективного воздействия на реципиента в состав метафоры в современных средствах массовой информации включается лексика, не характерная, порой даже не допустимая для публицистики, например: жаргон, молодёжный сленг, просторечия. Такие ненормативные формы языка употребляются в медиатекстах с целью создания прозрачности и доступности понимания текста. К тому же наличие метафор в публицистическом тексте превращает информационную статью в более выразительное высказывание, привносит в язык новые выражения и предоставляет читателю более ясную картину происходящего. Таким образом, изучение языка СМИ на сегодняшний день является новым перспективным направлением лингвистических исследований.

Ключевые слова: метафора, метафоричность, публицистика, средства массовой информации, текстообразующая функция, олицетворение, реципиент, публицистика

Статья поступила 14.03.2022