

PRECEDENT PHENOMENA IN THE TEXTS OF THE KAZAKH PRESS

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Abstract. The given article presents a linguoculturological analysis of the concept of «precedent text» based on the press texts in the Kazakh language. The aim of the research is to analyze the linguistic peculiarities of precedent phenomena in the texts of the Kazakh media.

On this occasion, focusing on the study and definitions of the concept «precedent text» it was made a review to the opinions of scientists who made research about this concept. The article deals with the precedent phenomena in Kazakh Periodical Press on the basis on the research of the scientists who carried out investigations into the concept of a precedent text. The examples of precedent phenomena such as a precedent name, a precedent case (situation) and a precedent statement in the texts of the press in the novel are analyzed. The purpose of using precedent phenomena in press texts is determined.

The methods which were used in the research are description, compilation, lexical and semantic analysis, classification and grouping.

Scientific and practical significance of the study: the results of the study are a contribution to the study of the phenomenon of precedence in the Kazakh language, and can also be used in research in the field of text linguistics, media linguistics.

To conclude precedent phenomena can be a means of uniting people within the framework of cultural and spiritual values and being the only means of transmitting values in the memory of the people from generation to generation. The variety of precedent phenomena is a reflection of the originality of our national language. The author concludes that the precedent phenomena in the texts of the Kazakh press represent not only linguistic, but also cultural processes taking place in society and language consciousness.

Keywords: precedent text, precedent name, precedent case (situation), precedent statement, precedent phenomenon, text, ethno-cultural information, cultural process.

Basic provisions

The term «precedent text» firstly was introduced into modern linguistics by the Russian scientist Yu. N. Karaulov. The linguistic term was created in accordance with the term «case law» in jurisprudence. Thus, the word «precedent» is explained in the dictionary of foreign words (the word «praecedens» is translated from Latin as «precedent, predecessor») as follows: 1) the situation that took place in the past and serves as an example or justification; 2) right. A court decision or decisions of other state bodies issued in connection with a specific case and necessarily related to homogeneous cases [1, p.18]. In the explanatory dictionary of the modern Russian language, the following definition is given: a precedent («praecedens» in Latin - previous, earlier) is the situation that took place in the past, served as an example for the people, is remembered by people or underlies such actions at the present time [2, p.58].

Introduction

Precedent phenomena of culture can be defined as attitudes towards the environment, social and personal interaction, moral and spiritual values that have developed in the minds of a linguistic and cultural society which is a characteristic of a certain period. Such texts as precedent texts are considered as one of the most important means of representing the linguistic picture of the world, which is an integral part of the linguistic and cultural community. Precedent texts can contribute to the creation of a meaningful and clear picture of the world. Such texts have big opportunities for expressing the emotional and evaluative attitude of a person to his environment. That is the reason why the concept of precedent has become a research theme for many native, foreign linguists and also for philologists.

Description of materials and methods

There were used methods such as description, compilation, lexico-semantic analysis, classification and grouping during the study.

The precedent text is considered as one of the most important tool that reflects the linguistic picture of the world, which is an integral part of the linguistic and cultural community. Having big opportunities for expressing the emotional and evaluative attitude of a person to his environment, the precedent texts can contribute to the creation of a meaningful and clear picture of the world. Therefore, currently the concept of precedent has become a research issue for native and foreign scientists. The concept of «precedent» was introduced into Russian linguistics at the end of the XX century by scientists Yu.N. Karaulov, V.G. Kostomarov, D.B. Gudkov, I.V. Zakharchenko, V.V. Krasnykh and others. Among these meanings, the one that corresponds to the concept of the term «precedent» introduced into linguistics is the definition of this word that took place in antiquity, served as an example for the people and was remembered by the people. Yu.N. Karaulov refers to precedent texts any cultural phenomena: literary and philosophical texts, theatrical productions, cinematography, television programs, advertising, songs and musical works and etc. At the same time works can be verbal and non-verbal that make up elements of «national memory» [3, p.44]. The scientists who investigate the issue of precedent names in Kazakh linguistics are T. Zhanuzakov, T. Konyrov, G.B. Madiyeva, E. Kerimbaev, G.A. Kazhigaliyeva [4], S.K. Imanberdieva [5], V.I. Zhumagulova and etc. There are several works of scientists dedicated to the issue of precedent phenomena in Kazakh linguistics. They are: G.B.Madiyeva and her work on precedent proper names and the role of precedent names as a referential element in intercultural communication; E.A. Zhuravleva and her work about the activity of Russian precedent texts based on Kazakhstan periodicals; K.K.Rysbergen and his work about the mastery of a compressed linguo-cultural code in precedent units; G.K. Ikhsangaliyeva [6] and her work about the precedent phenomena in newspaper article titles.

Results

The main purpose of this article is to analyze the linguistic features of precedent phenomena in the texts of the Kazakh press. Precedent phenomena are divided into four according to the structural-semantic type: precedent names, precedent

statements, precedent texts and precedent situations. These precedent phenomena can be divided as verbal (they are stored and live in the memory of a person in the form of a finished word, phrase, sentence) and verbalized (a linguistic personality does not take them from memory in their entirety, but only their various differential features and uses them in their speech and text with or without their permanent features). The precedent names and precedent statements are considered as verbal precedent phenomena, as far as precedent texts and precedent situations are considered as verbalized phenomenon. There is an invariant perception of each of precedent phenomena that is people living in a certain linguistic society will be familiar with the sign formed by them in this society. That is why he can remember the most basic and the most important, as well as the simplest and shortest signs that quickly recognize precedent phenomena, and if necessary use them for his purpose. The verbalization of these precedent phenomena will never be the same depending on the intent and consituation of each user. Each person whether he is a reader or a writer adds his own perception, understanding, and coloring to this invariant perception and interprets it in his own way. A linguistic personality receives the necessary vocabulary and text fragments from precedent phenomena familiar to any member of the linguistic and cultural community in which he lives, so the cognitive and pragmatic potential of intertexts is always high. Consequently, when every writer includes precedent phenomena in his work regardless of their origin he certainly adds his national mentality, in this way expanding, supplementing and enriching the semantics of pretexts. Each nation has its own precedent texts.

Discussions

Precedent phenomena are defined as cultural phenomena that can be distinguished by the representatives of a particular language and culture. V.V. Krasnykh points out several types of precedent phenomena: - community-precedent phenomena –that is the phenomenon which is known to the average representative of a certain society (social, professional and etc.) and they are regarded as part of the collective cognitive space: these phenomena can exist in a certain extra-national framework, which is common to lawyers of different countries (professional community); - national precedent phenomena – it is the phenomena known to a certain national linguocultural group, or in other words any average representative of the nation; - universal precedent phenomena that is the phenomena which is known to any person [7]. Precedent text is a finished independent product of thinking and speaking. Generally such kinds of texts are well known to any average member of national-cultural community and can be used several times in the course of communication. Literary works, words of poems, advertisements and legends are referred to precedent texts [8]. Hence, precedent phenomena can be a way of uniting the people in the framework of cultural and spiritual values being the only means of transmitting the values in the people's memory from generation to generation. The variety of precedent phenomena is characterized as a reflection of the uniqueness of our national language. The relationship between people, culture and language is clearly visible at this point. Under the influence of changes in the life ideology of

the nation the corpus of national precedent phenomena is constantly changing, old phenomena are replaced by new ones.

«Most of these phenomena are collected in historical works. The consideration of historical works as a precedent text has its own importance by reason of they contain ethno-cultural information about the life and way of life of the people. Therefore, we consider that this information should be conveyed and explained to the reader» [9].

The constitution of precedent phenomena is constantly changing. Some precedents become obsolete and invalid, while others take additional meanings and thus facilitates to the emergence of new precedent phenomena. The development of the society and the change of moral values also affects to the changes in practice. Some precedent phenomena of national deterministic minimized views had changed during the historical process. In accordance with the passage of time, qualities that were valued in the past are negatively perceived by subsequent generations and vice versa. The qualities that were valued in the past in accordance with the passage of time are negatively perceived by subsequent generations and vice versa. Great political figures in the history can serve as an example of this.

Precedent phenomena are classified according to their distribution and social significance:

1) Social precedent – phenomena is known to any average representative of a particular society. In its turn, social precedent - phenomena are divided into macrogroup and microgroup.

Macrogroup phenomena are phenomena that belong to a large group of people. Microgroup phenomena are phenomena characteristic of a small group of people (for example it can be a family group).

2) National-precedent phenomenon. This is a phenomenon known to any average representative of a certain national-linguistic-cultural community;

The smaller the ethnic group the smaller the number of its representatives outside the national framework, but at the same time attitude of the population towards them has more positive value.

3) Universal precedent phenomena

Taking into account the wide scope of the concept of «precedent text» researchers such as D.B. Gudkov, V.V. Krasnykh, I.V. Zakharenko, D.V. Bagaeva [7] consider the precedent phenomena dividing it into four groups: 1. precedent name; 2. precedent case (situation); 3. precedent statement; 4. precedent text. Precedent name is a well-known name in a precedent text which is known to the translators as a precedent case.

For example, if the legends about Asankaygy in Kazakh literature refer to a precedent text, then its hero Asankaygy is a precedent name.

According to Yu.N. Karaulov's research, «The intention and goals of a native speaker and his active life position, i.e. his pragmatic level reflecting the dynamics of his worldview are determined by precedent texts and stable stereotypes as well as through his personal behavior» [10, p.67]. Thereby the reporter who used the precedent text uses the names of historical figures, because the journalist has consciously set himself a certain pragmatic or stylistic goal.

There are such precedent names in the Kazakh periodical press such as Aldarkose, Shyk Bermes Shigaybay, Kodar, Karabay, Kozhanasyr. For example, Bir karaganda shyk bermes Shygaibailar kisiltayan shakta memlekettin, ekonomikanin zhayin oilap tagatsizdandy deuge de bolar.

Aldarkose is a precedent name and a legendary person in the form of a prankster who cares about the ordinary people and the person who deceived the rich many times, he was distinguished as cunning, intelligence and wit hero. The language units such as exaggeration, denunciation and ridicule are widely used in periodicals for pragmatic purposes.

Shendi-shekipendiler bir birin aldap, kurikka tusirudin amalin izdegen zaman bul. Atkaminerlerdin oyina karasan, Aldarkosenin ozin shan kaptirip kete me dep kalasin (newspaper «Zhas Alash» March 11, 2021).

The image of Aldarkose was formed as a cunning, sly and arrogant person, he was a fighter type for justice due to the worsening of the social situation after the abolition of the khanate.

Rukhani kundiliktardi zhogary koigan akindi Rukhani astanadagi kozhanasirlar kurtip bitetin boldi (newspaper «Zhas Alash» April 14, 2021).

Kozhanasyr is the hero of anecdotes which is common among the Turkic peoples. Kozhanasyr is described as a cunning, naive or sharp-tongued joker in the stories.

Each such image in precedent texts complements a number of precedent names. They can be divided into the following groups:

- 1) precedent names representing historical figures in the text: and etc.;
- 2) precedent names denoting geographical places: Zhetysu, Volga, Zhaiyk, Karatau, Irtys, Shu, Arys, Saryarka, Sozak, Turkestan and etc.;
- 3) precedent names representing the Kazakh worldview: Allah, Prophet, Earth-Mother, Water-Mother, Adam-Ata and etc.;
- 4) precedent names representing social categories: president, official, mayor, people and etc.

Precedent statements are complete independent units of thought and speech. Proverbs, idioms, phraseological units, catch phrases and poems are considered as precedent statements.

Such uses can be found in the texts of the Kazakh periodical press. For example: «Erdirin basi-tauekel», «Zhayaudin shani, zhalgyzdin yni shikpas», «zhani ashymaittinnin kasinda basyn auirmasyn» (newspaper «Zhas Alash» 26.07. 2022) «altyn korse perishte zholdan tayady», «zhaudi ayagan zharali», «zhaksini zhattai sila» (newspaper «Zhas Alash» 15.07. 2022)

The research material indicates that the process of updating proverbs and sayings is actively developing on the pages of modern newspapers both directly in the text and in the titles. The title, being an integral part of the article, primarily performs the function of saving the reader's efforts in the process of finding events of interest to him. But even the most boring material can be read thanks to the spectacular title. That is why various proverbial and proverbial parodies are actively used in modern journalism. Titles that represent a modified proverb or saying are

catchy, specific (since the title is a condensation of the content of the article) and expressive.

The language of a newspaper is a living and constantly evolving system that requires constant creative tension from journalists. Hence the specifics of the selection of language tools on the pages of newspapers. A newspaper, as one of the mass media, occupies an important place in a person's life. It is in the press that events that take place in the world are covered, public opinions and worldviews are reflected. The effectiveness of a newspaper text is largely determined by its title. We can say that it occupies a stylistically strong position. Prefixing the text, the title carries certain information about the content of the article.

The title is a construction of words, phrases and sentences, which is formed from special semantic elements. Semantic elements, in turn, are intended to attract attention to the material, indicate the main content of the publication, indicate the author's position and form a certain mood for the reader to accept the publication. The desire to attract as many readers as possible leads to the fact that modern journalists are looking for the most vivid ways to express their thoughts. One of the most common techniques is the use of precedent text in newspaper headlines.

Conclusion

We have shown that precedent phenomena found in Kazakh press texts can be divided into 3 groups as follows: 1. Precedent names; 2. Precedent case (situations); 3. Precedent statements. During the study, we found out that precedent names in contemporary Kazakh press texts consist of four groups: 1 precedent names in texts; 2) precedent names related to geographical place-names; 3) precedent names representing the Kazakh worldview; 4) precedent names representing social categories.

In any language, precedents convey the understanding, culture and history of this nation. The author of the newspaper article uses precedent names to be guided by the national specifics inherent in the Kazakh people, and these names should be well known to the readership. In this case, precedent names in their semantic content bring the reader closer to the provided information. Within the same topic, it automatically serves to concentrate the Knowledge Fund and transmits a message from the addressee's intention

Proverbs also play the role of a precedent text. They give a short version of what I mean. So, having studied the precedents found in Kazakh-language publications, having analyzed them, we came to the following conclusions::

- precedents are a form of cultural vocabulary reflecting the history of the nation, its language, traditions, customs, expressing national knowledge;
- precedents-a form of pronunciation reflecting the "whole epoch", based on famous historical figures and historical events, informing the past and present of the country;
- precedents are a powerful means of influencing a person's feelings and emotions;
- precedents-a word, phrase or text made up of inflections (proverbs, sayings, winged expressions, folk wisdom, proverbs, aphorisms).

To sum up, precedent texts are a collection of information about the world and the image of the world in the linguistic culture of a certain people. Particularly, precedent texts represent the language fund of the national-cultural and historical memory of a certain people. The precedent phenomena that make up ethno-cultural information in the texts of the modern Kazakh press are not only linguistic, but also cultural processes that are constantly taking place in society and linguistic consciousness.

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ҚАЗАҚ БАСПАСӨЗ МӘТІНДЕРІНДЕГІ ПРЕЦЕДЕНТТІ ҚҰБЫЛЫСТАР ТУРАЛЫ

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Аңдатпа. Мақалада қазақ тіліндегі баспасөз мәтіндерін негізге ала отырып «прецеденттік мәтін» ұғымына лингвомәдени талдау жасалады. Зерттеудің мақсаты - қазақ баспасөз мәтіндеріндегі прецедентті құбылыстардың лингвистикалық ерекшеліктерін талдау болып табылады.

Осы орайда прецеденттілік ұғымының зерттелуіне, анықталуына тоқталып, «прецеденттік мәтін» ұғымын зерттеген ғалымдардың пікірлеріне шолу жасалды. Прецеденттік мәтін ұғымын зерттеген ғалымдардың еңбектеріндегі тұжырымдарға сүйене отырып, қазақ тіліндегі прецедентті феномендер зерделенеді. Баспасөз мәтіндеріндегі прецедентті есім, прецедентті оқиға (ситуация) және прецедентті айтылым сияқты прецеденттік феноменнің мысалдары талданды. Баспасөз мәтіндеріндегі прецедентті феномендердің қолданылу мақсаттары айқындалады.

Зерттеу барысында сипаттау, жинақтау, лексика-семантикалық талдау, жіктеу, топтастыру сияқты әдістер қолданылды.

Зерттеудің ғылыми және практикалық маңызы: зерттеу нәтижелері қазақ тіліндегі прецеденттілік құбылысының зерттелуіне қосылған үлес болып табылады, сонымен қатар мәтін лингвистикасы, медиалингвистика салаларындағы зерттеулерде пайдалануға болады.

Қорыта келе, прецедентті феномендер халықтың жадындағы құндылықтарды ұрпақтан ұрпаққа жеткізудің бірден-бір құралы бола отырып, халықты мәдени-рухани құндылықтардың шеңберінде біріктіру тәсілі бола алады. Прецедентті феномендердің сан-алуандығы ұлттық тіліміздің ерекшелігінің көрінісі болып табылады. Қазақ баспасөз мәтіндеріндегі прецедентті феномендер тек тілдік қана емес, сонымен қатар қоғам мен тілдік санада болып жататын мәдениеттанулық үдерістерді білдіреді деген тұжырым жасалды.

Тірек сөздер: прецеденттік мәтін, прецедентті есім, прецедентті жағдай (ситуация), прецедентті айтылым, прецедентті феномен, мәтін, этномәдени ақпарат, мәдениеттанулық үдеріс.

О ПРЕЦЕДЕНТНЫХ ФЕНОМЕНАХ В ТЕКСТАХ КАЗАХСТАНСКОЙ ПРЕССЫ

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Аннотация. В статье проводится лингвокультурологический анализ прецедентных текстов СМИ на казахском языке. Целью исследования является анализ лингвистических особенностей прецедентных явлений в текстах казахских СМИ.

В этой связи был дан обзор исследований понятия прецедентности, мнений ученых, обращавшихся к этой теме, а также определений рассматриваемого понятия. На основе выводов, содержащихся в работах ученых, изучаются прецедентные феномены в казахском языке. Проанализированы примеры прецедентных феноменов в текстах прессы, таких как прецедентное имя, прецедентное событие (ситуация) и прецедентное высказывание. Определяются цели применения прецедентных феноменов в печатных текстах.

В ходе исследования использовались такие методы, как описание, лексико-семантический анализ, классификация, группировка.

Научная и практическая значимость исследования: результаты исследования являются вкладом в изучение феномена прецедентности в казахском языке, а также могут быть использованы в исследованиях в области лингвистики текста, медиалингвистики.

Прецедентные феномены могут быть способом объединения народа в рамках культурно-духовных ценностей, являясь единственным средством передачи ценностей в памяти народа от поколения к поколению. Многообразие прецедентных феноменов является отражением специфики национального языка. Сделан вывод, что прецедентные феномены в текстах казахских СМИ представляют собой отражение культурологических процессов, происходящих не только в языке, но и в обществе и языковом сознании.

Ключевые слова: прецедентный текст, прецедентное имя, прецедентная ситуация, прецедентное высказывание, прецедентный феномен, текст, этнокультурная информация, культурологический процесс.

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