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## LINGUA-COGNITIVE CAPABILITIES OF KAZAKHSTAN MEDIA AS AN INSTRUMENT OF INFLUENCE ON PUBLIC CONSCIOUSNESS

### *Abstract*

The article described some potential opportunities of the Kazakhstan media at the modernization of public consciousness. Internet resources, including social networks, are carried by the Law to media. At impact on the consciousness of people the rhetoric, promotion, language manipulation are considered by the main ways of social networks. The ideas, images, associations, stereotypes which can change completely its attitude to the world or a picture of all society can take root into consciousness of people. It is especially possible to distinguish from lingua-cognitive ways of influence on consciousness of people: repetition of the same phrases; statement and simplification; evfemization of language of media, parceling. Results of the carried-out questioning among users of social networks allow coming to conclusion that it is necessary to find reasonable balance between virtual and real communication to keep mental health.

**Keywords:** Media, social networks, impact on public consciousness, potential opportunities of media, lingua-cognitive technologies, repetition, statement and simplification, parcellation, euphemism

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## ҚАЗАҚСТАНДЫҚ БАҚ-ТЫҢ ЛИНГВОКОГНИТИВТІ МҮМКІНДІКТЕРІ ҚОҒАМДЫҚ САНАҒА ӘСЕР ЕТУ ҚҰРАЛЫ РЕТІНДЕ

### *Аңдатпа*

Мақалада қазақстандық БАҚ-тың қоғамдық сананы жаңғыртудағы ролі мен мүмкіндіктері сипатталады. Әлеуметтік желі арқылы адам санасына әсер етудің тәсілдері риторика, насихат, тілдік манипуляция болып табылады. Идеялар, бейнелер, қауымдастықтар, стереотиптер адамдардың санасына енгізілуі мүмкін, бұл оның әлемге деген көзқарасын немесе бүкіл қоғамның бейнесін толығымен өзгерте алады. Адамдардың санасына әсер етудің лингвокогнитивті әдістерінің ішінде ерекше атап өтетіні: бірдей сөз тіркестерін қайталау; бекіту және жеңілдету; БАҚ тілін эвфемизациялау, парцелляция.

Әлеуметтік желілерді пайдаланушылар арасында жүргізілген сауалнаманың нәтижелері психикалық денсаулықты сақтау үшін виртуалды және нақты қарым-қатынас арасында ақылға қонымды тепе-теңдікті табу керек деген қорытындыға жасауға мүмкіндік береді.

**Түйін сөздер:** БАҚ, әлеуметтік желі, қоғамдық санаға әсер ету, БАҚ мүмкіндіктері, лингвокогнитивті технологиялар, қайталау, бекіту және жеңілдету, парцелляция, эвфемизм

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## ЛИНГВОКОГНИТИВНЫЕ ВОЗМОЖНОСТИ КАЗАХСТАНСКИХ СМИ КАК СРЕДСТВО ВОЗДЕЙСТВИЯ НА ОБЩЕСТВЕННОЕ СОЗНАНИЕ

### *Аннотация*

В статье описываются некоторые потенциальные возможности казахстанских СМИ при модернизации общественного сознания. Интернет-ресурсы, включая социальные сети, отнесены

Законом к СМИ. Основными способами социальных сетей при воздействии на сознание людей рассматриваются риторика, пропаганда, языковое манипулирование. В сознание людей могут внедряться идеи, образы, ассоциации, стереотипы, которые могут полностью изменить его отношение к миру или картину мира всего социума. Среди лингвокогнитивных способов воздействия на сознание людей особо можно выделить: повторение одних и тех же фраз; утверждение и упрощение; эвфемизация языка СМИ, парцелляция.

Результаты проведенного анкетирования среди пользователей социальных сетей позволяют прийти к заключению, что необходимо найти разумный баланс между виртуальным и реальным общением, чтобы сохранить психическое здоровье.

**Ключевые слова:** СМИ, социальные сети, воздействие на общественное сознание, потенциальные возможности СМИ, лингвокогнитивные технологии, повторение, утверждение и упрощение, парцелляция, эвфемизм

**Introduction.** Social consciousness is usually understood as values and norms that reflect the spiritual life of society. Modern mass media is a tool of informational and communicational influence on target audiences, on public consciousness. But, despite of people's wide access to information, any communication channel can convey a subjective point of view and thereby lead to the change of opinion and even the revision of values and beliefs to certain events and phenomena in society. All types of mass media reflect the state of public consciousness and thereby take part in the development of information and communication relations in society.

By the Law of the Republic of Kazakhstan "On Mass Media" dated July 23, 1999, No. 451-I, information posted on Internet resources along with periodical print publications and releases of radio, television, newsreels is defined as media products [1, 1].

The Internet has created and popularized many different social networks that make a direct impact on a person to form, and sometimes change, his opinions, assessments, behavior, and beliefs. Social networks in the modern world are not just a means of communication, but a means of expressing an active position, forming an effective public opinion, and influencing certain decision-makers.

**Methodology and Experiment.** *Forms of influence of social network as a type of media on public consciousness.*

In the information society, new technologies have appeared to change and influence the public consciousness, which is directly related to the constant improvement of information and communication technologies. From a technical point of view, a social network is a multi-user interactive website whose content is created with the network members themselves.

Nowadays, social networks ensure the maximum nature of publicity, since users of social networks cover mainly all segments of the population. Users are attracted by the opportunity to express their opinions and interests, to protest, to share them with like-minded people. For many private entrepreneurs, they have become a necessary tool in conducting their activities, to find employees and partners. In schools, for teachers and parents WhatsApp, Instagram are the main and indispensable means of communication, co-education, and training of children.

The impact on public consciousness through social networks can be manifested in two main forms - open and hidden.

The influence methods of the oral and written words on consciousness in addition to rhetoric include forms such as language manipulation, propaganda, language demagogy, brainwashing, neuro-linguistic programming, suggestion, PR.

One of the main types of open influence on public and individual consciousness is the rhetorical construction of the statement.

Rhetoric is a science that studies the intricacies of oratory art. Researchers defined it as a discipline that helps to manipulate, prove the point of view of the speaker, and dominate discussions. Brainwashing - occurs with physical pressure and obvious psychological aggression, propaganda. Brainwashing is a form of influence on public consciousness aims at the result of influence; a suggestion is presented close to the propaganda - one of the forms of manipulation. The sphere of personality psychology and self-action includes neuro-linguistic programming, and the term "PR" implies the implementation of these technologies in political activity and mass media practice. [2, 9]

Recently, hidden forms of influence on public consciousness have become increasingly important and relevant. Language manipulation is considered as the main manifestation of a hidden influence on

consciousness. Ideas, images, associations, stereotypes are introduced into the minds of people, which can completely, and unconsciously for the object of influence, change its attitude to the world, or the picture of the whole society.

The word "manipulation," comes from the Latin word "manipulare," and in its modern interpretation is to control the behavior and thinking of people through a targeted influence on public consciousness. Language manipulation differs from rhetoric with greater concealment of influence and an unconscionable process of argumentation for the recipient. [3, 12]

*The role of social networks in influencing public consciousness*

Currently, social networks are an active subject of consciousness manipulation in modern society. The manipulation of consciousness can be carried out verbally, visually, and acoustically in three levels: individual, group, and mass.

An independent survey among Kazakhstan users of social networks revealed that WhatsApp (86%) and Instagram (70%) are massively popular today. The third most popular is Facebook (56%), then Twitter, Google, You-Tube, VKontakte, respectively. The website "Classmates" (19%) which was popular a few years ago is not particularly in demand today. To the question "How long do you spend time on the Internet?" the 20% of respondents answered: from 7 to 18 hours, 70% of them sit on the Internet from 1 to 6 hours, while 10% of respondents answered "sometimes," "in spare time," "if necessary." Examples of the benefits of the Internet and the positive influence of social networks the respondents called "Quick search and finding information," "Games, entertainment," "Advertising goods," "Communication." 50% of respondents recognized long sitting on the Internet as harm to health and noted the oversaturation of content with negative information, while the other half found nothing negative and noted only the positive properties of social networks.

The results of the questionnaire made it possible to conclude that a small part of users (15%) recognize constant being on the social network as a waste of time, they believe that not only time is wasted, but a person's intellectual abilities are declined also. However, 40% of respondents noted that life without the Internet is boring.

Researchers have found that social networks quickly might lead to addiction. A person's interest is concentrated on one website, where he can play, earn, communicate which in fact, arises addiction and leads to a violation of the psychology. What are the ways in which people's consciousness is affected? Visual means like functional films or computer games have a significant impact on consciousness. Films aimed at demonstrating cruelty and violence generate aggressive feelings in some cases, but, on the other hand, the fear caused by the film can weaken and suppress the willingness to aggression. There is no evidence to support the correctness of these opinions; it all depends on the reaction of individuals and the real social situation.

Along with constructive ideas, there are also destructive ones that are imputed to susceptible segments of the population by representing other people's interests in the information environment of a State. Collectively, these ideas are used to consolidate populations for destructive effects. [4]

The Internet and social networks caused the appearance of bloggers - special people who focus users' attention on problems and facts from everyday life. The positions of bloggers are dictated by the interests of individual groups of people defending their interests or, conversely, aimed at criticizing and intimidating opponents. Very often some bloggers use fake news, which means falsification or forgery of speech, messages, photos, etc. Fake news is scraps of information that cannot be adequately assessed. And often users voluntarily, not fully aware of the correctness of their actions and not seeing the overall picture of what is happening, make reposts, put likes to such messages, thereby contributing to the viral spread of fake news.

*Technologies of linguo-cognitive influence on public consciousness in Russian-language newspapers of Kazakhstan*

**Among the ways of consciousness manipulation of people related to linguistics, special attention should be paid:** the repetition of the same phrases; approval and simplification; euphemization of the media language (euphemisms are the replacement of some words with others in order to distort or disguise the true essence of the indicated word). Example: "Under the current commercial value a bank loan is toxic!," "... "you may not die immediately, but you will undermine your health...." [5, 4]

To consolidate stereotypes in the minds of people in the media, it is practiced multiple and persistent repetition of the same words, phrases which eventually turns into symbols. The constant repetition of stereotypes contributes to the perception and assimilation of their audience. [6, 1]

Newspapers are full of headlines saying: "Targeted assistance, social assistance," "Specific mechanisms of social support," "Happy housewarming!", "There will be apartments!", "Wherever you look – everyone is building! ", "Under the roof of your own house" [7, 3-4], propagate universal housing. Very often, in social networks and advertising stereotyping acts as a means of manipulating public consciousness.

To more effectively remember the text and its main provisions, it is used the repetition of one keyword, a group of words, or whole sentences (for example, the name of a brand).

This technique allows emphasizing the most important part and giving oral or written text dynamics and rhythm. The types of repeats may vary.

The most commonly used anaphora (same starting) is the repetition of individual words or turns at the beginning of sentences or paragraphs: "New computers are new opportunities," "My success story is the success story of my country."

The media, including social networks, have trained and continue to accustom people to think with stereotypes. Affirmation and simplification are the main methods of fixing the necessary stereotypes in the mind. Repetition gives claims additional persuasion and turns them into obsessive ideas

Simplification allows you to express the main idea that you need to inspire the audience in the form of approval or order, which should be carried out without objection. There are special turns of speech that help to convince, force, and believe. One of them is the parcellation - the division of the sentence, in which the content of the statement is realized not in one, but in several phrases that follow one after another with a separating pause (in letter often indicated by a point). The complex sentence is divided into simpler, shorter ones. For example, the phrase "Excess weight will go away forever without diets" can be imagined differently: "Excess weight will go away! Forever! No diets! "

The aim of using euphemisms in the media is to veil the essence of the concept or phenomenon in order to achieve believes in the message presented for readers. In modern Russian language, euphemisms are increasingly used as a manipulating means of human consciousness. Their cognitive-linguistic essence is that they distract the attention of the reader/viewer from rude or harsh designations or statements and neutralize undesirable emotional manifestations. For example, instead of "poor people," it is customary to say or write "poor families," "socially vulnerable segments of the population," etc. Euphemisms help manipulate public consciousness through the creation of a neutral or positive meaning of a word, but for this purpose in the stream of information, it is needed to highlight the concept that hides euphemism. [8, 3]

For example, in the field of advertising cosmetic products, the following euphemisms are used: cellulite - the orange peel effect; fat - extra centimeters at the waist; aging - aging changes; dull hair - stressful state of hair, etc.

**Conclusion.** The Internet is becoming an important component of communications that form the information environment of modern society. It is obvious that a larger volume of Russian-language information presented on the network encourages the emergence of an increasing number of network users.

By using a lot of manipulation technologies, social media often misinforms society, making poor the quality of information. Using various types of information influences in different ways and combinations, in this way the media achieve the required level of manipulative influence.

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## МРНТИ 17.01.45

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### ДРАМАТУРГИЯНЫ ОҚЫТУДЫҢ ҒЫЛЫМ САЛАЛАРЫМЕН БАЙЛАНЫСЫ

*Аңдатпа*

Біздің әдіснамамыз үшін қазіргі қазақ драматургиясын оқытудың басқа ғылым салаларымен байланысын анықтау өте маңызды. Егер әдебиет сөз өнері болса, драматургия адам танымындағы әдебиет құралдарының бірі болып табылады. Драма өмір шындығын көрсету тәсілдерінің бірі ретінде лингвистика, тарих, психология, эстетика, мәдениеттану және әдебиеттану сияқты ғылымдармен байланысты.

Қазіргі қазақ драматургиясы әлемдік классикалық драматургияның дәстүрлерін шығармашылықпен сіңіре отырып, ұлттық драманың дербес бағытын, оның инновациялық дамуын анықтады.

Ақпараттық ағынның даму қарқыны, сөз өнерін игеру мотивациясының төмендеуі, көркем шығармаларды оқуға деген қызығушылықтың төмендеуі ғалымдар мен әдіскерлерді, ата-аналарды және бүкіл қоғамды ойландырады.

Мақалада көркемдік табиғатына сәйкес көркем әдебиет мұраларын танудың мүмкіндіктері, автордың идеялық-эстетикалық мәнін түсінуі, сезімді қабылдау, жинақтау және мазмұнын түсіну дағдыларын қалыптастыру, шығарманың негізгі идеясы әдебиет пен ғылымның басқа салалары арасындағы байланыста қарастырылады.

**Түйін сөздер:** тұлға, драматургия тілі, театр, көрермен, көркем сөз

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### THE CONNECTION BETWEEN TEACHING THE DRAMA AND BRANCHES OF SCIENCE

*Abstract*

Nowadays it is very important to determine cross curriculum methodology of teaching Modern Kazakh Drama with other subjects. If the Literature is the Art of the word, the Drama is one of the means of the Literature for human cognition. Being one of approaches of displaying the vital fact, Drama has got close ties with such sciences as Linguistics, History, Psychology, Aesthetics, Culture and Literature.