

meaning of the precedence of some moment - in the present, in the past or in the future. Let's pay attention to the fact that «the precedence of some moment» means the relation of actions over time, that is, it is clearly not an aspect, but a tense value. A.I. Smirniy quite accurately determined this value of the perfect form as an expression of the «time relation» (or, in the somewhat modified formulation of A.B. Il'ich, «time correlation»), that is, the correlation of the action on the time characteristic (namely, by precedence) with some point in the situation [3, 35 - 36].

Conclusion. The most detailed and integral picture of the interaction of the categories of the type of tense in English verbal forms was created by Professor I.P. Ivanova. She considers the aspect value in close connection with the tense forms, considering that the aspect is a constant characteristic of the verbal form, and tense is an obligatory but variable quantity [5, 53].

Specificity of English aspect forms is that the aspect value is necessarily associated with indicating the length of time in which the action takes place and, accordingly, expressed in terms of time. The aspect can be more accurately defined as a category that conveys the nature of the course of the action in relation to the moment (segment) of time indicated by the form. Therefore, the aspect forms are called the aspect-tense forms, in order to emphasize the inseparable connection of the aspect and tense in English.

Definitely, English is the most important communication tool in the modern world. Everyone uses it. From ordinary children to scientists and politicians. This undoubtedly led to its simplification and other changes in all aspects, including grammatical structures. The English language is changeable, like the weather in Great Britain: yesterday the rain was pounding on the roof and it was impossible to use double negation, but today the tender sun is shining and we are already boldly saying "I don't need no umbrella".

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SPEECH CULTURE OF AN ELOQUENT PERSON

Abstract

The article will focus on eloquent moral realities and intellectual abilities, exemplary qualities of an eloquent person. The main quality of a speaker is education. A person who is constantly searching for and comprehensively replenishes their knowledge becomes rich. The main requirement for speakers is honesty. Only the most likely opinion can have a positive impact on the listener. Well, no matter what it is, no matter what is said, a lie will not attract the listener. In addition, the article says that the speaker's clear knowledge of the problem is the main requirement for the speaker, something that he does not know himself, and what he can not get others to talk about. It is important that the speaker is collected. It addresses issues such as the concreteness of not only speech, but also thought, not deviating from the topic, mastering both yourself and the audience. Speakers need to be attentive. The ability to control the impact of your speech on the listener is the main key to an urgent, successful solution to the situation. This gives the speaker a reason to learn human psychology, to be able to communicate with them culturally, politely.

Keywords: oratory, speech culture, eloquence, culture of speech, intellectual abilities, morality, culture

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ШЕШЕННІҢ СӨЙЛЕУ МӘДЕНИЕТІ

Аңдатпа

Мақалада шешеннің адамгершілік болмысы мен интеллектуалдық қабілеті, шешен адамның бойындағы тағылым алар үлгілі қасиеттері сөз етіледі. Шешенге қажет ең басты қасиет - білімділік. Үнемі ізденіп, өз білімін жан-жақты толықтырып отыратын адамның ойы да бай болады. Шешенге қойылатын басты талап - шыншылдық. Шын ойға құрылған пікір ғана тыңдаушыға жағымды әсер етіп, ойына қозғау салады. Ал, қандай әрлеп, өңдеп, әсемдеп айтылса да, өтірік нәрсе тыңдаушыны тартпайды. Сонымен қатар мақалада шешеннің сөйлейтін мәселесін анық білуі де шешенге қойылар басты талап болып табылатындығы, өзі білмейтін нәрсе туралы айтып, басқаларды сөзіне ұйыту мүмкін емес екендігі сөз етіледі. Шешеннің бойында жинақылықта болуы маңызды. Мұнда тек сөйленер сөздің ғана емес, ойдың нақтылығы, тақырыптан ауытқымауы, өзін де, аудиторияны да игеруі секілді мәселелер қамтылады. Шешенге аңғарымпаз болу қажет. Өз сөзінің тыңдаушыға әсерін бақылай білу - жағдаятқа қарай шұғыл, сәтті шешім жасаудың басты кепілі. Бұл шешеннің адам психологиясын тануына, олармен мәдениетті, сыпайы қарым-қатынас жасай білуіне негіз болады.

Түйін сөздер: шешендік, сөйлеу мәдениеті, интеллектуалды қабілет, адамгершілік, мәдениет

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КУЛЬТУРА ОРАТОРСКОЙ РЕЧИ

Аннотация

В статье речь говорится об интеллектуальных способностях, образцовых качествах оратора. Главное качество оратора - образованность. Человек, который постоянно ищет и всесторонне пополняет свои знания, и мыслит разносторонне. Главное требование к оратору - честность. Только правдивое мнение может положительно повлиять на слушателя и заставить его задуматься. Как бы ни было красиво сказано, ложь не привлечет слушателя. Кроме того, в статье говорится о том, что еще одним из главных требований к ораторам является четкое представление им сути вопроса, который он поднимает, и невозможности убедить и повести за собой аудиторию в случае, когда оратор сам не знает проблему, о которой говорит. Важно, чтобы оратор был собранным. Здесь затрагиваются такие вопросы, как конкретность не только речи, но и мысли, недопустимость отступления от темы, владение собой и аудиторией. Оратор должен быть внимательным. Умение контролировать влияние своего выступления на слушателя - главный залог быстрого, успешного решения в зависимости от ситуации. Это является основой познания оратором человеческой психологии, умения общаться культурно, вежливо.

Ключевые слова: красноречие, культура речи, интеллектуальные способности, нравственность, культура

Introduction. The art of eloquence is an ancient, indelible heritage of the Kazakh people. This is not easy to master. Therefore, speakers have many responsibilities and requirements. The Explanatory Dictionary of the Kazakh Language defines the speaker as a linguist, resourceful, speaking at official meetings.

The speaker should be distinguished not only by his eloquent speech, but also by his ability to express himself eloquently and politely. The moral character of the speaker greatly influences the perception of his words. "If you want to be a good speaker, first be a good person," says Quintilian. And Aristotle says: "Three things that inspire confidence in the speaker - reason, kindness, respect." All of this confirms that the foundations of public speaking are rooted in human nature. Therefore, goodness is a special quality of a speaker. Only a sincere, reasonable, sublime and intelligent person will rise to the top of eloquence.

Evaluating oratory as "the pinnacle of language and speech culture", scientist M. Balakaev said: "Eloquence is a talent. This is typical not only for the language, but also for smart people, people with strong language skills. "

This proves that only the unity of the speaker's intellectual abilities and the ethics of existence increases his prestige.

A speaker should have many exemplary qualities that he can learn. All this requires, first of all, great language skills of the speaker who has a deep understanding of the nature of speech.

Secondly, the necessary attribute of knowledge is knowledge. A person who is constantly looking for and replenishing his knowledge will also have a rich mind. And the word is a manifestation of this thought. A fool cannot say a word. This is probably the secret of Leo Tolstoy's words: "A valuable word is born from a fertile mind."

Third, the main requirement for a judge is honesty. Only a thoughtful opinion can make a good impression on the listener, and no matter how it is framed, it does not attract the listener.

Research Materials and Methods. Fourthly, one of the requirements for a speaker is to clearly understand what he is talking about. It is impossible to convince others by saying what he does not know.

Fifth, compactness is one of the main requirements for a column. This includes not only the words spoken, but also the accuracy of thought, the fact that it does not deviate from the topic, does not "confuse" itself and the audience.

Sixth, the essential quality of a speaker is discernment. The ability to control the influence of your speech on the listener is the key to a quick and successful decision, depending on the situation. This is the basis for the speaker to learn the psychology of people, communicate with them in a civilized and polite manner. Thus, in addition to such qualities, an eloquent speaker has many moral qualities - an important guarantee of his individuality as a person, a great contribution to society.

Factors that increase the effectiveness of public speaking include not only language (language) means and style of speech (paralinguistic), but also etiquette of public speaking, that is, appearance and facial expressions, body movements (kinetic). Hence, it also requires special approval as a requirement for the speaker.

Issues related to the speaker's appearance are integrated with the speaker's culture, dress, neatness, demeanor of a person in public, the harmony of face, hand and body movements with the content of speech also enhances the speaker's meaning.

The speaker's culture is manifested in taking into account the specifics of the listening environment and adapting to it. As important as considering the age and social characteristics of the listeners, it is important that the speaker can adapt facial expressions and body language to the content of speech. Because the movement of the face, hands, all parts of the body is the "helpers" of the Chechen word. Their use also has its own order, requirements, principles: firstly, facial expressions, body movements must correspond to the character of the speaker. For example, the use of gestures by speakers of socio-political content is not the same as the use of gestures by speakers of socio-political content. While the former is characterized by formality and restraint, the latter is characterized by intense bloodshed and emotion. Second, facial expressions and body language should complement speech. This is because the waves of feelings that cannot be expressed in words are accurately conveyed by the eyes, hands or body movements. The simplest example is that she is much better off smiling, holding her right hand slightly higher, and waving her hand, than stopping viewers from banging on the table or raising their voices on a more interesting, controversial issue. Third, gestures should be used to enhance the speaker's eloquence. For example, if the speaker is able to adapt the effect of describing an object or phenomenon: the use of litotic or hyperbolic techniques, additional hand movements will be more attractive to the listener. Fourth, the gestures should be as natural as possible. Gestures that are supposed to imitate someone or use gestures in public speaking can have a negative effect. It is true that non-verbal and non-verbal gestures cause laughter and reduce the eloquence of words. Because of these auxiliary functions, gestures are divided into the following groups:

- 1) floating gestures; 2) descriptive gestures;
- 3) instructive gestures; 4) normative gestures.

Research result The speaker's culture is clearly reflected in the harmonious combination of his mental changes with facial and physical movements. Gestures are closely related to emotions as well as the speaker's behavior. The problem is human. The source of all energy. The driving force of the performance is the soul, the image of the soul is the face, the most special of which are the eyes. It is unique, the single best part of the body. Because it is a powerful organ that transmits the most complete, perfect, versatile shades of mood, minor shades of changes - this is the meaning of the word "eye is a mirror of mood."

Morality in the person of the speaker, politeness in behavior, meetings - all these are signs of culture. There is a proverb in Kazakh: "A bad slave is a bad slave, a bad slave is a bad slave." Thus, words and actions play the same role in expressing human nature.

It should be remembered that gestures and body language have their own national characteristics. Gestures that are used for one purpose can be interpreted differently for another. For example, Kazakhs and Russians shook their heads in disapproval, while Bulgarians shook their heads in approval. But Kazakhs do not like chaotic shaking at all, because they are considered a forbidden act as a sign of evil. In addition, the level of gesture use varies from country to country: English psychologist M. According to Argay, a Mexican gestures 180 times per hour, an Italian 80 times, and a Finn only once.

Of course, the main condition is that the Chechen movement should not be artificial. Kinetic phenomena, which serve to interpret ideas, opinions and words in terms of content and gestures, are considered important.

Respect for language is one of the most important conditions for general culture, including the culture of speech. Speech culture is a theoretical and practical discipline aimed at active and direct involvement of language in everyday social life.

"Speech culture is the mastery of the norms inherent in the written and oral forms of the literary language, as well as the accurate and relief use of language techniques in accordance with the purpose and content of the idea, word," says the encyclopedic dictionary. Speech culture is an indicator of the height of thought, communication, wealth of the inner spiritual world, responsibility for language. Speech culture is a person's ability to use language correctly in accordance with his social role.

The word culture" should include not only strict adherence to the phonetic, lexical and grammatical norms of the language, but also the ability to convey an idea so that it "smoothly" touches the heart of the listener, says the scientist Rabiga. Line. Thus, the culture of speech means not only the desire for "straightforwardness of language" (observance of the norm), but also the "beauty of the language."

Speech culture, firstly, includes the norms of the literary language, and secondly, it considers issues related to the level of spoken language. The qualitative components of speech culture include normative (word accuracy), communicative (word quality), ethical (verbal literature) issues. Normative quality considers the use of words in accordance with the norms of the literary language in an established pattern. It emphasizes the use of words in accordance with spelling, spelling, lexical,

grammatical norms. From the point of view of communicative quality, depending on the purpose of speech, the issue of clear, pure, expressive, precise, clear, systematic, relief, artistic, meaningful transmission of ideas is considered. The ethical aspect reflects the requirements of ethics in accordance with speech acts, depending on the circumstances in which the speaker speaks, with whom he communicates. It is important here that the listener can use words in accordance with his social status, gender, age, nationality, profession, as well as the type of relationship.

Etiquette is a set of rules and procedures for speech, speech, adopted by the society, determined by the public, having a national character. The state of speech is realized through a system of special words and regular phrases that are used depending on the communication situation (greeting, goodbye, gratitude, apology, congratulations, etc.).

Conclusion. There are several closely related aspects of speech literature that show its uniqueness. For example, the social aspects of speech: taking into account the characteristics of the interlocutors in terms of education, upbringing, location, gender, age, stable, unstable social role. The psychological aspects of speech literature include the discovery of the mystery of choosing certain language approaches inherent in speech literature. Ethnographic aspects of speech literature include non-linguistic symbols, which are accompanied by linguistic symbols in communication. Phraseologisms expressing the national character of verbal literature in the form of wishes (good luck), the use of personal names in negation (Jean-apa, Bi-aga), the use of personal names in honor (Mukhan, Baken), relative names (kelinzhan, zheneshetai). The elements that make up the basis of knowledge about the culture of a nation are the source of linguistic data. These are the basics of learning etiquette.

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КАЗАХСТАНСКИЕ ПОЛИТИЧЕСКИЕ ИНТЕРНЕТ-КОММЕНТАРИИ В ДЕРИВАЦИОННОМ И ЛИНГВОПЕРСОНОЛОГИЧЕСКОМ АСПЕКТАХ

Аннотация

Развитие компьютерных сетей, информационно-коммуникационных технологий и последовавшее за этими процессами расширение сфер человеческой коммуникации оказали бесспорное влияние на языковую (точнее – речевую) сферу жизнедеятельности человека и способствовали появлению текстов разных жанров. Предлагаемая работа посвящена исследованию казахстанских политических интернет-комментариев в деривационном и лингвоперсонологическом аспектах. Текст политической статьи обладает потенциалом деривационного функционирования, который реализуется в тексте интернет-комментария, опредмечивается в нем под влиянием вариативных стратегий и тактик. Целью исследования является определение параметров персонного и текстового текстопорождения казахстанских политических интернет-комментариев. Приняв за основу для классификации параметры содержания, формы и функции вторичного текста, мы выделили тактики текстопорождения внутри субъективной (персонной) и объективной (текстовой) стратегий текстовой деятельности. Результат текстодериватологического и лингвоперсонологического исследования показал, что в казахстанских интернет-