

name is known in a country as bad reputation, give up on it, this is bad reputation. A good name should not evoke negative emotions [9].

The emotional elements (feelings) of a brand convey how the brand expresses itself. This feeling forms the style of the brand, and its mood. Certainly, to keep the messages from being dry and boring, all messages from the label must be rational and correspond to the emotional messages.

The strategic goal of the brand is to establish and strengthen the relationship between the consumer and the brand. Manufacturers of world-famous brands can sell their products at high prices, because for their consumers are very valuable feelings and associations associated with the brand. Consumers need to understand what a brand offers. In this case, the experience of using the brand and marketing communications will lead to an agreement on the brand. The brand agreement includes in itself a set of promises and suggestions made to consumers on behalf of the brand, and the correspondence between the promise of the brand and the actual result obtained by the buyer. In the consumer experience of consumers in relation to a brand, three areas can be distinguished, depending on which component is considered in the influence of the brand. The manifestation of a rational attitude, that is, vision - knowledge, evaluation, thinking, belief, ideas, imagination. Emotional relationships include feelings, emotions, worries, and mood. Examples of emotional relationships are behavior, the level of satisfaction from product consumption. Action relationships include action, enthusiasm, conditional and various actions. An active approach is the desire to buy a product, make purchases as a model, explore the product, re-purchase, and regularly use a particular brand [10].

Conclusion. A brand is words, symbols and images. First of all there are attracted by the symbolic nature of the studied phenomenon. Since a symbol is a sign, it can be argued that a brand is also a sign, because it has all the necessary characteristics: there is a certain object or a set of objects (referent) designated by a certain and fixed name (exponent) and reflected in the minds of speakers (creators and consumers brand); there is a mental image of the brand name (designator) and its characteristics (meaning). The brand is a sign of a special nature, as it is created artificially and in an extremely conscious way.

Due to the fact that the brand is fully studied at the development stage, we turn our research interest to the next period after its creation. After entering the market of goods and services, it begins to function separately from the development team and penetrates the cognitive space of users, becomes part of their picture of the world. Some associations arise, certain features are highlighted, which, as a rule, correlate with the brand name. Therefore, we consider it possible to study the phenomenon of a brand through its name, consider this name as a sign and assume that the achievement of this goal is facilitated by the study of the phenomenon of interest to us from the standpoint of cognitive linguistics and the theory of a sign.

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OFFICIAL BUSINESS CLICHE (on the material of the Kazakh language)

Abstract

The article deals with the linguistic nature of the concept of clichés, which refers to ready-to-use units of language, including the semantics and function of special Kazakh official business clichés. The purpose of this study is to identify

the semantic, structural features of the official business clichés. As a result of the study, the following conclusions were made: the Kazakh official business cliché a) the topic is limited: it arises directly in the society in the administrative, legal, diplomatic, procedural spheres; creates conditions for accurate and accurate transmission of thought; carries out compactness and efficiency; unifies the document; attaches basic values, such as a statement, order, appeal; the composition is manifested mainly at the level of phrasal. With the definition of semantic and constructive features of the official business clichés it is recommended to make a ready dictionary of language formulas and use in teaching the Kazakh official business language.

Keywords: official business language, clichés, cliché-phrase, formal style, voluntative, informational

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РЕСМИ-ІСКЕРИ КЛИШЕ (қазақ тілі материалы бойынша)

Аңдатпа

Бұл жұмыста тілде дайын қолданылатын бірліктерге жататын клише ұғымының тілдік табиғаты, оның ішінде арнайы қазақ ресми-іскери клише тұлғаларының семантикасы мен қызметі қарастырылады. Бұл зерттеудің мақсаты ресми-іскери клишелерінің семантикалық, құрылымдық ерекшеліктерін анықтай отырып, оларды оқыту үдерісінде дұрыс қолдану жолдарын ұсыну. Зерттеу нәтижесінде мынадай қорытындылар жасалды: қазақ ресми-іскери клишелері тақырыбы шектеулі: тікелей қоғамдағы әкімшілік-басқару, заңдық-құқықтық, дипломатия, іс жүргізу салаларында туындайды; ойды дәл әрі нақты жеткізуге жағдай жасайды; ықшамдылық пен үнемділікті жүзеге асырады; құжатты бір ізге түсіреді; хабарлау, уәж айту, бұйыру, өтіну секілді негізгі мағыналарды береді; құрамы көбіне сөз тіркесі, кейде сөйлем деңгейінде көрінеді. Ресми-іскери клишелерінің мағыналық-құрылымдық ерекшеліктерін айқындау арқылы дайын тілдік формулалар сөздігін құрастырып, қазақ ресми-іскери тілін оқытуда қолдану ұсынылады.

Түйін сөздер: ресми-іскери тіл, клише, клише-фраза, ресми стиль, волонтеривті, ақпараттық

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ОФИЦИАЛЬНО-ДЕЛОВЫЕ КЛИШЕ (на материале казахского языка)

Аннотация

В данной статье рассматривается языковая природа концепции клише, которая относится к готовым к употреблению единицам языка, в том числе семантику и функцию специальных казахских официально-деловых клише. Цель данного исследования - выявить семантические, структурные особенности официально-деловых клише. В результате исследования были сделаны следующие выводы: в казахском официально-деловом клише темы ограничены: возникает непосредственно в обществе в административно-управленческой, юридически-правовой, дипломатической, процессуальной сферах; создает условия для точной и точной передачи мысли; осуществляет компактность и экономичность; унифицирует документ; придает основные значения, такие как заявление, приказ, обращение; состав проявляется преимущественно на уровне словосочетания, а иногда на уровне предложения. С определением смыслово-конструктивных особенностей официально-деловых клише рекомендуется составить готовый словарь языковых формул и использовать в обучении казахскому официально-деловому языку.

Ключевые слова: официально-деловой стиль, клише, клише-фраза, официальный стиль, волонтеривный, информативный

Introduction. In today's society, business communication plays a pivotal role as with the development of economic globalization, the bridge of international trade has been addressed in a frequent way. The viability of the business communication, especially business correspondence, which is widely used due to the development of innovative information technologies, directly depends on the linguistic peculiarities of it. That was the main reason of devoting the research work to the consideration of the characteristics of cliché – linguistic identities, especially official

clichés on the material of the Kazakh language. The goal of the research is to define the nature and content-structural features of the Kazakh official clichés, to propose the effective ways of teaching and using them in drafting a document. Official business language is a sphere with traditional language tools, specific requirements and limitations. For business style clichés play a crucial role and are a feature that determines the degree of its development and formation. Clichés are obligatory for an official business style if it is a flaw in some styles. Official-business clichés have arisen because of the frequent repetition of any communicative official-business situation, which implements the principles of accuracy, compactness and economy in the language. Clichés are a mandatory structural and symbolic element that testifies to the formation, standardization and codification of the official business style.

Materials and Methods. In the course of achieving the goal in the research work, first of all in clarifying the phenomenon of cliché the methods as description, reviewing, analysis, comparison to define the peculiar features, classifying from the content structural point of view were used. L.V. Nyzhnikova mentions the significant role of traditional linguistic means in the language of business legal letters as strictness of composition, the use of special phraseology and syntactical clichés, and recommends to refuse all variety of expressive linguistic means because the language of a document demands, first of all, accuracy and impossibility of false interpretations [1, 4]. The linguistics has different interpretations of the amount of language material reused. Most of the authors highlighted that repetitious cases lead to the speaking reaction turning into cliché, formula with high frequency (V.G. Kostomarov, A.N. Vassiliyeva, J. Firth and others). English linguist J. Firth considers that almost all various activities and cases may form language stereotype formula, cliché-phrases [2, 35].

In linguistics there are viewpoints about the different ready-made phrases that are called differently, with high frequency of repetition which have been the reasons for arguments for a long time, and still couldn't find one common solution. Some researchers relate them to professional language that is a historically formed, relatively stable for a certain period of time, autonomously existential form of a national language, possessing a distinctive system of interacting sociolinguistic norms, presenting a set of some phonetic, grammar and, mainly, specific lexical means of a national language, maintaining speech communication of a particular society characterised by the unity of its members' professional corporate activity and an appropriate system of specific concepts [3, 8]. But Zi Yu and YuyangFu adhere to the opinion of clichés as means that is a direct pass down form traditional writing in vogue in the upper class which are borrowed or transplanted into business writing and recommend to avoid using them in business writing [4, 372].

Results and Discussion. Some researchers generally review cliché in connection with phraseological unit. For example, L.A. Lenova and E.P. Shubin made an attempt to consider cliché from another angle, they think that not only idiomatic syntactic sentences, but also often repeated language models in unidiomatic form are referred to "ready-made sentences". The authors call clichés as "ready-made sentences" and define them according to the recurrent degree. As their research displays, the number of the "recurrent" units at the level of a sentence is quite high: in each English literary dialogue at least one sentence happens to be "ready" [5, 5].

If we consider a part of the researches devoted to cliché problems, almost all of them deal with cliché within official style. This is no accident that they put cliché in the first row of official style features. However in the mentioned researches even if cliché is distinguished as the main sign of formal style, it isn't taken as a special object of a research and studied comprehensively.

In any sphere of the society it is hard to find the case where formal style isn't applied. There are different types of institutions, organizations, organs, industries and others functioning in the society. Nevertheless the document samples common for them all regulating their official intra- and interrelations were formulated. Relating to the peculiar features of each sphere some language units may change, but the definite stable form is saved. The stabilization of their form is not the result of one day, but the indication of the office work experience of years. As a great experience shows official document, preliminary preparation of paper types, the proposal of the definite sample, half-preparedness of the documents are very comfortable for official communications, contribute to realizing the principle of thrift. Of course it's known the ready-made patterns consist of entered language units and structures. In this work they are called clichés [6]. Consequently, one of the reasons of emergence of clichés is the existence of the definite typical situation, the recurrence of this situation, the representation of this recurrence in the definite language unit. For example, let's consider one of the official paper – letter of application. The situation of requesting a chief about one issue of subordinate exists in any institution of social service and will be. Employer → employee. This applying case not once or twice, recurrently repeated case. So if in the result of requesting

So in the result of the situation of application cliché appeared, according to the content of the application (more often: firing, hiring, granting leave, assistance, raising wages etc. situations) *You are requested to accept me for employment, you are requested to release me from my position, you are requested to grant emergency leave, you are requested to provide financial assistance etc.* clichés units emerge. Analysis of the definitions of cliché shows that there is the following formula on the basis of cliché formation: typical situation → frequent recurrence → cliché.

So official cliché units are used to make, regulate official relations in a definite sphere in our language. One of the generating factors of official cliché is the existence of the definite official, business situation, its frequent recurrence:

1. Official typical communicative situation;
2. Recurrence of official situation;
3. Emergence of official clichés.

It is necessary to distinguish the official clichés from the other stereotyped units. Cliché units of other styles but official one are peculiar in comparison to official clichés. Even if it is considered necessary sometimes to use the ready-made units in other cases, there may be situations with negative features in the result of overusing them, but one of the peculiarities of official style is that even if the cliché units are used several times, it is assessed as regularity. It is due to the functional feature of direct style. So official clichés are distinguished from other clichés in the language with peculiar signs:

- carries official information;
- ready-made use without change;
- even it is used in ready form it is linked freely;
- standardization in high level;
- stereotype;
- originating positive reaction;
- purposeful application;
- some limitations;
- neutrality.

Official language formed the checked by many years' experience, refined language tools. In the result of the formation period repeated in ready form official cliché units are mostly used in the level of word combinations and sentences. Knowing them all may assist in drawing up the official texts. Cliché formula helps define the usage of stereotypical tools, provide the exact degree distinguishing the document from any other papers. Stereotype lightens receiving and developing the information. So in formation of any type of formal style it is required to know the peculiar to style signs, especially clichés, their semantic and structural features. Because cliché is an element of the identities and phrases forming regulation of official document texts, an integral part of language tool of business style. Cliché is a language unit originated from common typical communicative situations that have the structural and sign-oriented functions.

In general the nature of cliché phenomenon is very interesting. Where is it necessary to seek for the reason of recognizing any language units used in official language as a cliché? Certainly, any word or word combination cannot be accepted as a cliché. One of the measures taken into account in naming the definite language units a cliché is using any language unit in ready-made form in a frequently recurrent language situation. There are the periods of cliché emergence, development, formation, stabilization. It was mentioned that a particular distinguished sign of official style is cliché. The usage of formed cliché units in this style in high level is closely connected with the function of style.

There are different viewpoints about the level of official clichés. For instance, N.S. Vassiliyeva indicated "communicative units (word, word combination, sentence) resulted in stable, high frequency" [7, 5], G.L. Permyakov considers "cliche not only at the level of word, but at the level of complete language compositions (fable and fairy tale) composed of units higher than sentence combinations and phrases" [8, 4].

It is well-known that in compiling the text of official document, in forming its effective characteristics, in conveying and showing the logical structure of a text cliché units play a huge role. Documentary linguistics practice considers many clichés as the important text compiling elements, "supporting" elements. Using clichés is the result of making an attempt to compile the texts with common elements characterizing the stylistic features of texts, their content-related specifics and particular logic of official relations. On this basis there is a statement that cliché is an integral unit consisting the speech tool of modern official documents, here the standard phrases don't just have the "structural", text compiling functions, but also are considered the signs of those contents. Every representative of the personnel working with documents has a definite idea of cliché: cliché is the output of regulating linguistic tools used in the recurrent situations, it shows the due process of business relations, recurrence of managing situations and thematic limitation of official language.

The main functions of the official and business language are informational and valuntative. Official-business clichés also have different values depending on the style of their use. The use of official-business clichés, in turn, depends on their function. As we know, the official style, there are features such as giving information, ordering, obligating, etc. Any official business document requires precision, clarity and specificity. Officially and business clichés can be classified by their features, functions and meaning of the phrase.

It should be noted that the applications of the official-language-specific business clichés are multifaceted. Clichés are used to draw attention to certain information, to inform, to declare something, and etc. Officially-business clichés are directly related to their functions. The language of official business clichés can be subdivided into the following semantic types:

1. Cliches for giving information, delivering reports, making alerts: *Kay'ly Kabyldandy, s'tatKa Kol Koi'yldy, Kosyms'a Karjy bo'lindi, usynys Kayldandy, ra'simdeldi, s'es'im Kabyldandy, eki dana etip jasaldy, bui'ryK s'yg'aryldy, ... bastap ku's'ine engizildi, ui'ym habarlai'dy. Aty-jo'ni, aty, fami'li'asy, a'kesinin' aty, ty'g'an ai'y, jyly, ku'ni, ty'g'an jeri, berilgen ku'ni, jumys istegen jyldary, o'Kyg'an jyldary, Koly, meken-jai'y, tolyrylg'an y'aKyty, jumys orny, lay'azymy, etc.* (a resolution was adopted, personnel document was signed, additional funds were allocated, the decision was approved, two copies were issued, the order was made, came into force from..., the organization

reports, first name, last name, middle name, date of birth, month, year, date, place of birth, date of issue, years of work, years of study, signature, address, the date of filling out, position, etc.)

2. Motivation of actions, presenting causal clichés: these are usually formed with the use of function words: *boi'yns'a, bai'lanysty, sa'i'kes, negizinde, maKsatynda, u's'in* (according to, related to, on the basis, for the purpose, for): *bui'ryK boi'yns'a, hattama boi'yns'a, sizdin' o'tinis'in'iz boi'yns'a, talaptarg'a bai'lanysty, basKa jumysKa ay'ysy'yma bai'lanysty, otbasy jag'dai'yma bai'lanysty, densay'lyg'yma bai'lanysty, kelisims'artKa sa'i'kes, s'art negizinde, ju'zege asyry' maKsatynda, Kay'lyny orynday' u's'in* and etc. (according to the order, according to your application, depending on the requirements, in connection with the transfer to another job, family situation, for health reasons, according to the contract, on the basis of a contract, to carry out the purpose, for the implementation of the resolution, etc.)

3. Cliches to express commandment, order:... *tag'ai'yndalsyn, mindettelsin, ... jay'apkers'ilik ju'ktelsin, ... alg'ys jari'jalansyn, ... so'gis jari'jalansyn, ... bekitilsin, ... Kызметinen bosatylysyn, ... jaramsyz dep tabylysyn, ... s'ara Koldanylysyn, ... orynday'g'a jiberilsin, ... baKylay'g'a alynsyn, ... o'zgerister engizilsin, ... jol berilmesin, ... Karay'g'a jiberilsin, ... o'z o'tinis'i boi'yns'a jumystan bosatylysyn, ... basKa jumysKa ay'ysy'yma bai'lanysty jumystan bosatylysyn, ... zei'netkerlikke s'yg'y'yma bai'lanysty Kызметten bosatylysyn and etc.* (appoint, assign responsibility, declare gratitude, to appoint a reprimand, to dismiss, to annul, to take action, to take control, to make changes, to dismiss on the personal request, to dismiss in connection with the work change, dismiss due to retirement, and etc.)

4. Clichés to express requests, desires: *materi'aldyK ko'mek bery'in'izdi o'tinemin, kezekten tys demalys bery'in'izdi o'tinemin, jumysKa Kabylday'yn'yzdy surai'myn, jumystan bosaty'yn'yzdy surai'myn, ruKsat ety'in'izdi o'tinemin, akademi'alyK demalys bery'in'izdi surai'myn, jataKhanadan oryn bery'in'izdi surai'myn, pa'ter bery'in'izdi o'tinemin, jer bo'ly'in'izdi surai'myn, kelisims'artty uzarty'yn'yzdy surai'myn and etc.* (request to provide financial assistance, request to hire, request to dismiss from his office, request permission, request to provide academic leave, request to give a place in the hostel, request to give the apartment, request to extend the contract, etc.)

5. Official business ethics: including; cliché greeting, farewell, congratulations, condolences: *Kymbatty myrzalar! Kadirli hanymdar men myrzalar! Asa Kymbatty myrza! Asa Kadirli hanym! Kymbatty a'riptester! Merei'toi'yn'yzben KuttyKtai'myz! Denin'izge say'lyK, otbasyn'yzg'a amandyK tilei'miz! Sizben a'riptes bolg'anymyzg'a Ky'anys'tymyz! Izgi ni'etpen, i'gi tilekpen and etc.* (Dear Sirs! Ladies and gentlemen! Dear sir! Dear Mrs.! Dear Colleagues! Congratulations on your birthday! We wish you health, happiness! We are very glad to cooperate with you! Best regards and good wishes, etc.)

An analysis of the clichés collected from the documents of official style has revealed that there are clichés consisting of phrases and even whole sentences.

The phrase cliché. One type of language formula is based on the unification of repeated occurrences of linguistic resources. One of the functions of cliché phrases is the expression of the typical content of the text. In addition, they constitute an important component of the text, which gives legal effect to the document. By composite clichés can easily identify the type of text, for example, the phrases *mindette ju'ktelsin, kezekten tys demalys berilsin* make it clear that the document orientation is imperious. Another function of the cliché phrases found in the official and business language is associated with the speech process. Repeating the same phrase for several times in the text gives the recipient an opportunity to better understand the information. More often in the official business documentation are found cliché phrases. If we take into account the nature of the cliché, it is quite natural. Since the phrases are material for building the sentences, and in a business style language they consist of two or more words in an absolute meaning, and are received in a meaningful terms. Of course, combined clichés of official style were not immediately formed in the language, they do not have an established principle of formation, they are characterized by volatility, replenishment of composition, change of the order, etc. "... the current system of phrases is the fruit of centuries of language development. It was formed during the development of our language in connection with the history of its use. The lexical structure has updated, with the improvement of syntactic structure, the ability of words to combine has also improved" [9, 10].

However, clichés in the language are often in the form of words or phrases, and as a rule, in the aggregate can express more than one concept, they are not visible at the level of speech, so official and business clichés should be considered at the levels of phrases and sentences.

The phrase cliché are usually two-component, however, in the selection of the material can be seen that there are more complex in composition clichés. This can be called one of the characteristics of official-business clichés. The combination of words in the official language of the business documents is based on their level of compatibility.

Composition and structure of clichéd phrases can be different. However, the following phenomenon is observed: they can be subdivided into a coupling structure in which predominate verbs or nominal parts of speech. In particular, the most common are verbal clichés. At the same time, there stands another group of so-called clichés with other parts of speech. That style requires the accuracy and specificity of the features of the used cliché phrases. Accuracy of information transfer through the clichés in official-business style, is also associated with the cliché that there are made with the nominal parts of speech. Nevertheless, the fact that the verb in part on the relative abundance prevails over the other parts of speech is already mentioned above. It is revealed that, the verbs have a high potential to build a cliché during the formation of phrases.

Cliche proposal. The desire for consistency can also be seen in the use of clichés proposals, they can be part of the offer is replenished from specific information or be an offer. Cliche proposals lead to the standardization of all of the total composition of the text and give a finished look throughout the text, thereby forming the shape, form or document types. Standardization documents official style is caused by the need to provide accurate and specific information in the documentation. The official style cliché offers used relatively less frequently, but their structural role in the formation of the text is very important. Usually they are proposals which are beginning or are the completion of any document. In our language, the language units in close contact with each other. Combining linguistic units leads to the improvement of the communication functions of language. The most difficult grammatical language units recognized sentence. Depending on the characteristics of human communication and how to change education proposals. In the genre of Law and Diplomacy (laws, regulations, rules, principles, etc.) is often difficult not to break the train of thought, and to make the information clear, using complex sentences. While it can be seen that the business documents often consists of simple suggestions. They refer to the relevant proposals to use in specific situations of communication, in the style of business communication role in the formation of a cliché offers texts very high. B.Zh.Abilmazhinova involved in the study of syntax style business documentation notes: "The frequent use of simple sentences in comparison with the complex ones is due to the fact that text of business documents should be made more accessible and understandable to the general public. The types of simple sentences are also divided according to genres. In language of business documents the special role is played by the use of declarative sentences" [10, 34].

In consciousness of the person, words and phrases connected with a concrete situation are saved easily. The frequent use of a cliché of phrases in official language confirms it.

Nevertheless, at frequent use of the complete sentences they are fixed in consciousness, can become frequently used in our language. That is, the official text is based not only on clichéd phrases, but also on clichéd sentences. Cliche sentences form the whole group of cliché of official style. Example: *KepilhatKa menin' Katysy'ym kezinde Kol Koi'yldy. Kepilhat (Kolhat) u's' dana etip jasalady. Bir danasy notari'aldyK ken'sede saKtalady. Merziminde Kai'tary'g'a mindettenemin. Men u's'in Kol Koюg'a o'kiletti etemin. Men u's'in Kol Koю KuKyg'yn beremin. Ko's'irme da'l. Bekitemin. Bui'yramyn. Karsy emespin. Koldai'myn. Orynday'g'a jiberilsin etc.* (Mortgage is signed in my presence. Mortgage (receipt) is made in two copies. One copy is kept in the notary's office. I undertake to repay the debt within the prescribed period. I authorize to sign the documents. I give the right to sign documents on my behalf. Copy is right. Approved. I order. I do not mind. I acknowledge. To accomplish and etc.)

Conclusion. The main advantage of the official style is the development of language, culture and knowledge about the correct preparation of business documents. On the basis of its function of informing, commanding, directing and ordering the clichés of the official style are divided into the following six groups: 1. Cliches for giving information, delivering reports, making alerts; 2. Motivation of actions, presenting causal clichés; 3. Cliches to express commandment, order; 4. Clichés to express requests, desires; 5. Official business ethics: including; cliché greeting, farewell, congratulations, condolences. Linguistic clichés in the documents are found at the level of phrases and sentences. Cliches can be formed with the participation of verbs, nominal parts of speech and function words. Most often are used cliché with verbs. Among the abovementioned levels the least used are sentence clichés, however, their structural role in the formation of the text is very important. Typically, they are either at the beginning or at end of the document. The official-business style have not been formed immediately, it is the result the complex process of language development.

The official-business style has its own language means, certain requirements and limiting scope. Thus, the language of the official-business style has its own language, it is important to distinguish between its main features. If the abovementioned clichés phrases and sentences were systematically collected and organized for language learners, including students studying the Kazakh language, being presented in the form of ready-made systems it would help to speed up the learning process and improve its effectiveness. In addition, the status of the state language of Kazakhstan amplifies every year, and the relevance of literacy in the preparation of official and business documents is rapidly increases.

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ҒАЛЫМ МҰРАСЫ – РУХАНИ ҚАЗЫНА

Аңдатпа

“Рухани жаңғыру” мемлекеттік бағдарламасында айтылған іргелі мәселелердің ішінде білім мен ғылымның озық үлгілерін зерттеуге айырықша мән беріледі. Осы бағытта еліміздегі білім мен ғылымның көкжиегін кеңейтіп, тіл ғылымы саласында талмай еңбек еткен қоғам қайраткерлері мен ғалым - ұстаздардың еңбектерін зерделеу интеллектуал ұрпақ тәрбиесіне игі әсер етеді.

Қазақстандағы жоғары мектептің дамуына, білім жүйесі мен оқу процесінің жетілуіне орасан еңбек сіңірген атақты ғалым, аса көрнекті тілші, ұлағатты ұстаз – филология ғылымдарының докторы, профессор Сәрсен Аманжолов. Ол – қазақ елінің тілі мен ділінің, болашақ ұрпақтың білімі мен білігінің қалыптасуына зор үлес қосқан тұғырлы тұлға.

Мақалада тілшінің “Қазақ тілі теориясының негіздері” атты ғылыми жинағы талданып, еңбектің қазіргі білім беру үдерісіндегі өзектілігі сөз болады.

Түйін сөздер: рухани жаңғыру, білім, ғылым, қазақ тілі, тіл білімі, ғалым, ұстаз

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A SCIENTIST'S HERITAGE IS A SPIRITUAL VALUE

Abstract

In the state program "Spiritual modernization", among the global problems, the study of advanced models in the field of science and education is especially noted. In this regard, in the upbringing of the intellectual generation, it is important to study the works of prominent public figures and scientists-teachers, among whom a special place is given to the outstanding scientist linguist, doctor of philological sciences, professor Sarsen Amanzholov. His contribution to the development of higher schools, educational system and educational process in Kazakhstan is undeniable. He is a significant person who played an important role in the formation of literature and culture, language and mentality of the Kazakh people, with his participation important steps were taken in the development of an educated and Qualified generation.

The article analyzes the scientific collection of the scientist "Foundations of the theory of the Kazakh language" and gives an explanation of its relevance in the modern educational system.

Keywords: spiritual modernization, education, science, Kazakh language, linguistics, scientist, teacher

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НАСЛЕДИЕ УЧЕНОГО – ДУХОВНАЯ ЦЕННОСТЬ

Аннотация

В государственной программе “Духовная модернизация” среди глобальных проблем особо отмечается необходимость исследования передовых моделей в области науки и образования. В этой связи, в воспитании интеллектуального поколения имеет значение изучение трудов видных общественных деятелей и ученых-преподавателей, среди которых особое место отводится выдающемуся ученому лингвисту, доктору филологических наук, профессору Сарсену Аманжолову. Его вклад в развитие высших школ, образовательной системы и учебного процесса в Казахстане неоспорим. Он является выдающейся личностью, сыгравшей важную роль в становлении казахского языкознания национального языка. При его участии были также сделаны важные шаги в развитии образованного и квалифицированного поколения.