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## FEATURES OF ELOQUENCE

### *Abstract*

The article tells about one of the types of Kazakh oral literature-oratory. Oratorical art is one of the main genres of Kazakh oral literature, as well as poetic aitys. It is important to learn ancient oratorical words to improve the skills of all professions and the culture of the language in general. After all, folk Wisdom: Proverbs, sayings, sayings, such as words that expand the mind and enrich the language, there are many variants of oratory. The speaker needs strong restraint, calmness, and a pleasant voice that can bring the country to its word. Oratorical words have surnames depending on the place of pronunciation, the content (subject) and the purpose of pronunciation. Each of them has its own characteristic features. In the article, we will focus on five surnames of the oratorical word. They are social and domestic oratorical; religious oratorical, socio-political oratorical; academic oratorical; oratorical in court. In any of the oratorical words, there is a lot of generalizing words, so the stylistic norms in them are also not reflected in the frozen system, but, on the contrary, they are mixed. There are linguistic characteristics that form the basis of each type of oratorical speech. These properties will serve as a basis for a single stylistic coloring system. There is a close relationship between oratorical words.

**Keywords:** orator art, genre, orator, creativity, literary, view

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## ШЕШЕНДІК СӨЗДІҢ ЕРЕКШЕЛІГІ

### *Аңдатпа*

Мақалада қазақ ауыз әдебиетінің бір түрі шешендік өнері туралы сөз етіледі. Шешендік өнер-ақындық айтыс секілді қазақ ауыз әдебиетінің өзіндік ерекшелігін көрсететін негізгі жанрларының бірі. Барлық мамандық иелерінің

шеберліктерін, жалпы тіл мәдениетін жетілдіру үшін ежелгі шешендік сөздерді оқып үйренудің мәні зор. Өйткені халық даналығы: мақал, мәтел, накыл сияқты ойды кеңейтіп, тілді байытатын шешендік сөз нұсқалары көп. Шешенге мықты ұстамдылық, сабырлылық, сөзіне елді ұйығта алар жағымды дауыс қажет. Шешендік сөздердің айтылатын орнына, қамтитын мазмұнына (тақырыбына) және айтылу мақсатына қарай тектері бар. Олардың әрқайсысының өзіне тән сипат, белгілері бар. Мақалада шешендік сөздің бес тегіне тоқталамыз. Олар әлеуметтік-тұрмыстық шешендік; діни шешендік, әлеуметтік-саяси шешендік; академиялық шешендік; соттағы шешендік. Шешендік сөздердің кез келгенінде жалпылама қолданылатын сөздердің үлесі мол, сондықтан олардағы стильдік нормалар да қатып қалған жүйеде көрінбейді, керісінше, олар араласып та келеді. Шешендік сөздердің әр түрінің негізін құрайтын тілдік сипаттар болады. Бұл сипаттар бірыңғай стилистік бояулар жүйесіне тірек болады. Шешендік сөздердің арасында өзара тығыз байланыстылық бар.

**Түйін сөздер:** шешендік өнер, жанр, шешен, шығармашылық, әдеби род, түр

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## СПЕЦИФИКА ОРАТОРСКОГО МАСТЕРСТВА

### *Аннотация*

В статье речь пойдет об ораторском искусстве одного из видов казахской устной литературы. Ораторское искусство - один из основных жанров казахской устной литературы, отражающий самобытность поэтического айтуса. Изучение древних ораторских слов имеет большое значение для совершенствования мастерства всех специалистов, общей языковой культуры. Ведь существует множество вариантов ораторского искусства, которые расширяют мысль и обогащают язык, как народная мудрость: поговорка, пословица. Оратору нужна сильная сдержанность, выдержка, приятный голос, который расположит слушателя. Красноречие имеет разновидности в зависимости от содержания (темы) и цели произношения. Каждая из них имеет свой характер, свои особенности. В статье мы остановимся на пяти видах красноречия. Это социально-бытовое ораторство; религиозное ораторство, социально-политическое ораторство; академическое ораторство; ораторство в суде. В любом из этих видов доля обобщенно употребляемых слов велика, поэтому и стилистические нормы в них не проявляются в застывшей форме, а, наоборот, смешиваются. Каждый из видов красноречия имеет свои языковые характеристики, которые составляют их основу. Эти черты станут опорой для единой стилистической системы красок. Между ораторскими словами существует тесная взаимосвязь.

**Ключевые слова:** ораторское искусство, жанр, оратор, творчество, литературный род, вид

**Introduction.** One of the types of Kazakh oral literature is the art of eloquence. The art of eloquence is one of the main genres of Kazakh oral literature, reflecting the originality of poetic aityus.

It is important to study the ancient rhetoric to improve the skills of all professions, general language culture. Because the wisdom of the people: proverbs, sayings, sayings, there are many options for eloquence that broaden the horizons and enrich the language.

“Eloquence is a phenomenon born of practical necessity, therefore its function, social significance, types are different in the history of each nation. An activity that is widely demanded in the spiritual life, which is constantly engaged in by many professionals and various figures”(R. Syzdykova). Therefore, it can be mastered, used for its intended purpose, not only for talent, but also upon request. You just need to know in what environment and under what circumstances to use what speech.

Speeches have types depending on where they are pronounced, on the content in them and the purpose for which they are pronounced. Each of them has its own characteristics ..

There are five types of eloquence in scientific literature: social; religious, socio-political; academic; oratory in court. In any of these types, there is a large proportion of common words, therefore their stylistic norms are not reflected in a rigid system, but, on the contrary, are mixed. However, there are linguistic features that underlie each type of speech. These features form the basis of a single stylistic system of paints.

There is a close connection between the performances. For example, there are often thematic similarities between academic and socio-political rhetoric. For example, the social status of the population can be central to both the official report and the lecture.

True examples of eloquence, serving as a means of cognition and education, the development of the spiritual world and the formation of moral qualities, a call for good, charity, education, have always been a mirror of the development of our history, society and culture.

Although every speaker has a different style of speech and good looks, everyone who speaks fluently should remember what they are saying. - So, lecturer, propagandist, speaker ... should there be an actor? - they will find.

- Yes, the lecturer is not an actor, but if he has acting skills, then his eloquence will not suffer, but the speech will be effective. Of course, they should all be arranged in accordance with the content of the idea.

Man is not born with the art of eloquence. In order for a young person interested in the art of speech to be "sensitive, his tongue is twisted," he must not only rely on language and sides, but also learn a lot, compete with others and be criticized. You should judge others, not yourself. Like a fighter on Victory Square, a hero on the battlefield, the speaker is tested in a political and social situation during public speaking. It is not for nothing that Kazakhs say that "a brave person is tested when the enemy comes, and an eloquent person is tested when he quarrels," but now rhetoric is tested not only in disputes.

The field of modern speech and rhetoric is completely different from the past. There are many innovations in the new life, one of which is increasing the value of words. In the old days, the most controversial disputes were resolved with the spear, the power of words, and now all the actions of peoples are amplified by the tip of the pen and the stubborn, noisy power of words. Its boundaries are plenums, conferences, congresses, sessions, councils, gatherings, meetings, gatherings, rallies, art and educational audiences ...

At the same time, the nature of linguistics is changing and turns into a new channel. Now the Kazakh language has become a sharp instrument of public speaking in the service of all the activities of the Kazakh people, art, education, culture, science, education. (M. Balakaev).

**Methods.** One of the most inspiring words of a speaker, born at the intersection of all noble speech skills, human noble qualities, and personal views and feelings, is social eloquence.

Social eloquence today includes words spoken on anniversaries, at the table, at the grave.

The purpose of social speech is to glorify and praise the work of certain people in society and in their environment, reflect on the lessons learned, evaluating their merits.

Social and everyday speech, in addition to the features of the speech style, the journalistic style, especially in the style of fiction, is characterized by artistry, clarity, high pathos, transparent romance, and vivid reality.

The best examples of social eloquence are especially individualized in oratory and mourning speeches. In particular, in the works of Kazakh zhyrau and akyns, examples of words glorifying the image of honored national figures and celebrities are often found. They have a lot of persuasive, consistent words, not dry praise.

Contemporary art of eloquence is still prevalent. Serious, mysterious, eloquent pearls are easy to find in the words of praise that are pronounced at meetings, in the press, in the media on the occasion of anniversaries and anniversaries.

According to national traditions, blessings, condolences, condolences and speeches are also varieties of social rhetoric. It reflects the highest value of human relations.

There are many natural and instructive traces of the farewell speech in funeral and funeral meetings. All this combines the deep thought of the speaker and constructive speech.

Language tools used in social rhetoric: aphorisms, proverbs, regular expressions, single words, clarification, clarification, rhetorical figures: rhetorical inquiry, rhetorical repetition, etc. Emotionally expressive words can also be used meaningfully.

Simple, necessary patterns of social eloquence also have a large impact on family and family gatherings.

Today, the use of oratory in various greetings is evidence of the continuity of the national oratory tradition.

**Research result.** The most common type in the art of eloquence is socio-political eloquence. It includes speeches on political and social issues, speeches at rallies, conferences, conventions, sessions, official broadcasts, political and social coverage on radio and television. This type of rhetoric also includes military-patriotic, propaganda words.

Public and political speeches are heard both in interstate and interstate relations, as well as at official and diplomatic meetings. Thus, he combines the powerful impulses of the journalistic style, the laconicism and consistency of the official style, the accuracy and conceptual features of the scientific style, which seeks to "subdue" the listener to his thoughts.

The purpose of socio-political eloquence is to stimulate public opinion, shape political views, and encourage a vigilant approach to ideological trends. Encouraging the audience, burning out honor, expanding understanding are typical of this type of speech. It is especially important that in speeches on military-patriotic topics, the witty and resourcefulness of the speaker, emotional coloring that affects human feelings, the ability to use appropriate words to inspire and inspire a sense of patriotism are manifested.

If socio-political eloquence includes terms and facts, various links, quotations, the content of the word will deepen. Among linguistic means, aphorisms, catch phrases, proverbs, quotes, adjectives are often used.

Examples of public and political eloquence today are in the speeches of public figures, deputies of the country - deputies of parliament, representatives of various parties and organizations, leaders of public associations, etc. replete with words. Any of them requires sharpness, promptness and caution from the speaker. Socio-political rhetoric is the main tool for explaining the policy of the state, the struggle for one or another political trend.

**Discussion.** The academic form of eloquence is an important area of eloquence that requires daily training, constant replenishment, improvement, an accurate assessment of the breath of time and society, the nature of innovation, and the depth of the scientific basis.

Types of academic eloquence include university lectures, research reports, research reports, reviews, public lectures. Personal communication with the audience requires a special oratory. There is unity, a direct connection between the speaker and the audience.

In any difficult situation (questions, comments), the speaker must be ready to show wit, mobility and flexibility, despite the inner anxiety. First of all, you need to be able to successfully combine ideas, win the will of the audience, quickly and adequately answer unexpected questions.

Winning the audience, attracting attention is a great art. The ability to study the social composition of the audience, the level of education, age, that is, the issues of interpretation and perception, also requires eloquence. The eloquence of the orator raises the orator's prestige by comparing him with certain realities in order to instill in the hearts and minds of the audience the phenomenon of novelty.

Scientist R. Syzdykova: "A modern university teacher is a professional teacher. This is a person who promotes the achievements of science and technology, literature and art in the appropriate audience. And the teacher's main tool is oratory. The main feature of this type of oratory is language. Statements should be recognized not by their elements, but by necessity, the validity and purpose of the information. The argument is not presented figuratively, the psychological effect is created not by the "whisper" of the word, but by the power of logic, the validity of the conclusion.

"Once an opinion is expressed, explained, proven and described, the mind will be more easily satisfied and the heart will grow." (A. Baitursynov.)

The main feature of academic eloquence is the strength of the scientific and cognitive foundations of rhetoric, the accuracy of the textbook, the objectivity of conclusions, the sequence of conclusions. In this rhetoric, it is important to effectively use methods of comparison, analysis, synthesis, using the principles and laws of numerical order.

From a stylistic point of view, the presence of lyricism in academic oratory, where scientific, formal and journalistic expressions intersect, emphasizes the effect of speech. The value of academic eloquence is measured not by the flow of scientific terms that "frighten" the listener, but by clarity, brevity and ease of perception. It is good that the lecturer's thoughts arise, develop and develop from each other.

In academic oratory, its features are frequent meetings between the lecturer and the audience, as well as the stability of relationships. Therefore, in addition to the fact that each meeting has new data and innovative features, the development of unity and continuity of words yesterday, today and tomorrow is a challenge to the seriousness of the speaker.

Al-Farabi's definition that "speech should be based on logic, consistency of thought, harmony of concepts" is consistent with this academic rhetoric. One of the quality features of academic rhetoric is the presence of motivation and educational value, there is no place for formalities and repainting. Psychological and pedagogical culture is required from the speaker.

The main goal of judicial oratory, which originates in antiquity, is to establish justice in society, to balance the interests of a person and society, to oppose injustice. A. F. Connie, P. ; S. In the theoretical works of Prokshchikov ("Tasks and Methods of the Prosecutor's Office", "The Art of Public Speaking") specific issues of the culture of public speaking were considered. Authors' advice and suggestions on the language of the speaker, ways of presenting materials, maintaining the enthusiasm of the audience are relevant today.

P.S. Porokshchikov identifies two tasks for the speaker: 1) to ensure clarity and intelligibility of speech, based on the logic and correctness of the language, to convey to the audience a certain part of the content; 2) convince listeners to accept their proposals; use traditional rhetorical techniques to create a certain atmosphere conducive to the development of vocabulary and images, to captivate, persuade and persuade.

Since the art of eloquence is confrontational in court, it requires special concentration, vigilance to answer any questions, and vigilance to determine both the strengths and weaknesses of the opponent. When generalizing the case, the emphasis is placed not only on the narrative, but also on the creation of controversial issues, refutation of the opponent's opinion.

Public speaking requires careful preparation. The combination of facts and arguments demonstrates the power of the logical logic of speech.

Language tools used in judicial speech; ethical phrases, proverbs, quotes, rhetorical questions, rhetorical repetitions typical of formal communication ...

To influence public opinion in a judicial speech, it is necessary to rationally combine journalistic style, arrogance, formal style, consistency, distance, freedom of speech and live communication.

From the point of view of the national outlook, it is obvious that the basis of Kazakhstani rhetoric is the desire for a just solution to the conflict of forces. The nomadic lifestyle of the Kazakhs, internal conflicts were resolved positively thanks to the fairness of the dancers. Although this was not recorded, the country was free to demand justice from the Chechens. At heart, he was a good person and could rarely harm anyone. Surprisingly, people themselves chose which dance to go to. This shows that the people living in the Sahara steppes adhered to freedom of thought and freedom of speech as the basis of their way of life.

The fact that the prestige and dignity of Kazakhstani dancers, who are not elected or approved by anyone, are based on the merits of the black head, also allowed them to be liked by the public only through a fair trial.

The features of the power of Kazakh dances of the RS are discussed in detail in the works of Sh. Valikhanov, Abai, Sh. Kudaiberdievich, A. Bokeikhanov, A. Baitursynov, S. Seifullin.

**Conclusion.** "The orator must have the ingenuity of a dialectician, the thoughts of a philosopher, the language of a poet, the memory of a lawyer, the voice of a tragedian," say ancient orators. This is especially true for those who preach.

The best examples of religious eloquence in the Kazakh land can be found in hadiths. In the works of such scholars as K.A. Yasavi, A. Yuginiki, J. Balasaguni, spreading the principles of Islam among the people, there are many propaganda sermons. They convey their thoughts to the listener with sincere expressions and facial expressions.

The main feature of religious eloquence is the emphasis on convincing the audience, touching its inner experiences and their conviction. It is characterized by the ability to conquer the minds of people, to influence their psyche and understanding.

The fact that religious eloquence is associated with morality, universal human values, testifies to the unity of its educational content with moral foundations.

In modern religion, a healthy cognitive approach prevails over simple preaching. It is based on new humanistic and democratic ideas.

In religious rhetoric, it is not the speaker's personal opinion that matters, but his adherence to established religious principles, his knowledge of them and his religious literacy. Religious rhetoric includes the sermons of the clergy and the words of faith.

The religious art of eloquence is characterized by persuasion, invitation and propaganda, therefore it is characterized by a style of oral speech. At the beginning and at the end of the speech, there are many religious and ethical phrases, terms related to religion, words calling for morality and goodness. The confidence and high spirit inherent in a journalistic style that touches the listener's feelings also support speech in religious sermons.

In religious eloquence, along with the depth of the content of speech, personality, demeanor and warmth of the face are also important. A religious speaker needs strong restraint, patience, and a positive voice that can stir up a country. Only then will the opportunity to open the way to the world of morality increase.

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## ХАРАКТЕРИСТИКА РЕКЛАМНОГО ТЕКСТА КАК ДИСКУРСИВНОЙ ПРАКТИКИ

### *Аннотация*

Статья посвящена исследованию подходов к понятию дискурс и дискурсивная практика. В ходе исследования автор приходит к выводу о необходимости обращения к типичным, рутинным, непроблематичным, а в связи с этим не замечаемым дискурсивным действиям и событиям, которые так же являются частью дискурса. В настоящей статье реклама рассматривается как одна из тенденций потребительской культуры. Раскрывается характер воздействия рекламы на человека, особенности нравственного содержания рекламы и роль рекламы в обществе потребления. Делается вывод о преимущественно деструктивном влиянии рекламы на общественную культуру. Намечаются пути воздействия на рекламный дискурс для нейтрализации его негативного потенциала. Рассматривается понятие дискурсивной практики в аспекте лингвистического анализа. Определяются основные принципы описания. В фокусе исследования находится взаимодействие дискурсов и формирование новых дискурсивных практик.

**Ключевые слова:** дискурс, дискурсивные практики, рекламный текст, языковая личность

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## CHARACTERISTICS OF ADVERTISING TEXT AS A DISCURSIVE PRACTICE

### *Abstract*

The article is devoted to the study of approaches to the concept of discourse and discursive practice. In the course of the research, the author comes to the conclusion that it is necessary to address typical, routine, unproblematic, and therefore unnoticed discursive actions and events that are also part of the discourse. In this article, advertising is considered as one of the trends in consumer culture. The article reveals the nature of the impact of advertising on a person, the features of the moral content of advertising and the role of advertising in consumer society. The conclusion is made about the predominantly destructive influence of advertising on public culture. Ways to influence the advertising discourse to neutralize its negative