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COGNITIVE AND PRAGMATIC ASPECTS OF SPEECH ACTIVITY EVALUATION IN  
DIALOGUE

*Abstract*

The article deals with the issues of cognitive and pragmatic aspects of assessing speech activity in a foreign language dialogical speech. The authors investigate the advantages of criteria-based assessment, which include: the ability to track students' individual achievements in the educational process (as opposed to the formal statement of the result based on standard reference norms); the possibility of informal expert assessment of educational results, for example, by employers, parents, teachers, as well as independent and mutual assessment (as opposed to assessment only by the teacher); focus on the student's achievements, on what he knows and is able to, that is, the presence of the "success effect" (as opposed to the "loser effect", which states that the student is not able to); qualitative, rather than quantitative (normative) assessment of the achieved learning outcomes; visual presentation of the achieved learning outcomes and personal achievements in the form of project products, presentations.

**Keywords:** educational programs, assessment, language education programs, textbooks

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КОГНИТИВТЫҚ ЖӘНЕ ПРАГМАТИКАЛЫҚ АСПЕКТТЕРІ СӨЗДІҢ ҚЫЗМЕТІНІҢ  
ДИАЛОГТА БАҒАЛАУ

*Аннотация*

Мақалада шет тіліндегі диалогтық сөйлеудегі сөйлеу әрекетін бағалаудың когнитивтік және прагматикалық аспектілері мәселелері қарастырылады. Авторлар критериалды бағалаудың артықшылықтарын зерттейді, олар мыналарды қамтиды: білім беру үдерісіндегі оқушылардың жеке жетістіктерін бақылау мүмкіндігі (стандартты анықтамалық нормалар

негізінде нәтиженің ресми мәлімдемесіне қарағанда); білім беру нәтижелерін бейресми сараптамалық бағалау мүмкіндігі, мысалы, жұмыс берушілер, ата-аналар, мұғалімдер, сондай-ақ тәуелсіз және өзара бағалау (тек мұғалімнің бағалауынан айырмашылығы); оқушының жетістіктеріне, оның нені білетініне және не істей алатынына назар аудару, яғни «табыс эффектінің» болуы («жеңілген әсерге» қарама-қарсы, оқушы қалай білмейтінін айту); қол жеткізілген оқу нәтижелерін сандық (нормативтік) емес, сапалық бағалау; қол жеткізілген оқу нәтижелері мен жеке жетістіктерді жоба өнімдері, презентациялар түрінде көрнекі түрде көрсету.

**Түйін сөздер:** бағдарлама, бағалау, тілдік бағдарламалар, оқулықтар

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## **КОГНИТИВНЫЙ И ПРАГМАТИЧЕСКИЙ АСПЕКТЫ ОЦЕНИВАНИЯ РЕЧЕВОЙ ДЕЯТЕЛЬНОСТИ В ДИАЛОГЕ**

### *Аннотация*

В статье рассматриваются вопросы когнитивного и прагматического аспектов оценивания речевой активности в иноязычной диалогической речи. Авторы исследуют преимущества критериального оценивания, к которым относят: возможность отслеживания индивидуальных достижений обучаемых в образовательном процессе (в отличие от формальной констатации результата на основе стандартных эталонных норм); возможность неформального экспертного оценивания образовательных результатов, например, со стороны работодателей, родителей, педагогов, а также самостоятельного и взаимного оценивания (в отличие от оценивания только со стороны педагога); фокус на достижениях обучаемого, на том, что он знает и умеет, то есть присутствие «эффекта успешности» (в отличие от «эффекта неудачника», констатирующего то, что студент не умеет); качественное, а не количественное (нормативное) оценивание достигнутых результатов обучения; наглядное представление достигнутых результатов обучения и личностных достижений в виде проектных продуктов, презентаций.

**Ключевые слова:** образовательные программы, оценивание, языковые образовательные программы, учебники

**Introduction.** Evaluation is rather problematic subject of study for research linguistic due to two main reasons. Firstly, in linguistics the dominant position is taken by analysis features of conceptualization of the objective world in the mind as a purely rational human (individual) eludes influenced by the emotional sphere. In connection with this act of communication (including the level of spontaneous dialogue speech) we studied primarily rational mechanism of regulation of interpersonal relations. Secondly, the evaluation is a priori psychological phenomenon, and characterized by inner world of the individual speaker, which is not always manifested in appearance, and therefore difficult to study, including because of its unpredictability and inconsistency of manifestation.

**Methods.** In linguistics, there are usually separate studies of denotation and connotation acts of linguistic sign, and the spontaneous dialogical process is seen as a purely informational exchange made by denotative component of the linguistic sign without due regard to the evaluation component (N.A. Bagdasarova, M.A. Goncharov). Conversation analysis focuses primarily on the study of "communicative surface" of spontaneous communication, eliminates involvement in the study of internal psychological processes that underpin inter-connected intentions of interlocutors, cognitions, actualized in their background knowledge and evaluation implemented at the moment [1]. As a result, estimation is not always integrated into the system of theoretical formulations.

Spontaneously generated dialogic situation is a priori explicit communicative medium/indirect expression evaluation content as interlocutors exchanged individually oriented information reveal our unique daily experience of being in a certain emotional state. Evidence obtained during exchanging dialogic replicas, in turn, are discussed further with other interlocutors, who also make appraisal reports, give the results of its least value judgments. In other words, the dialogue appears effective mechanism of simulation evaluation. The individual realizes appraisal report, improving its axiological activity in emotional dialogue with stakeholders.

Pragmatic study of axiological component of dialogue interaction involves an analysis of how the actual linguistic tools that are utilized in the construction of the speaking subject judgmental and external extralinguistic situation in which appraisal statement is implemented [2]. The last aspect of the analysis is presented as important to dialogical statements that initiate negative estimate because accounting communicative conditions, role status interlocutors, the nature of their interpersonal relationships determines the current perception of a replica as an evaluation or, on the contrary, the impossibility of such an interpretation.

Estimated interpretation of information is realized in the mental act. Evaluation of activity as a result of thinking structured consciousness, cognitive converted to structures that after contact moves in long-term memory. As a consequence, the dialogic activity of consciousness speaking subject begins to operate not only relevant knowledge. As part of the consciousness gradually formed an integral picture of the world of values, which determines the speaker's verbal behavior of the subject. This kind of model of the world in the process of dialogic activity with different interlocutors constantly modified. Recognizing the role of evaluation in processing information and formation of picture of the world, we attribute it to the subjective categories of human thought and consciousness [3].

The problem of objective evaluation of the implementation of models of situations and events and hypothetical situations in unison communication involves an analysis of the implementation of the model evaluation dissonant in communication, and the identification of the model implementation in the process of assessing the language game and model generation metaphorical assessment at the conceptual integration.

In dialogic communication there released three models of expression evaluation event or situation. By the degree of frequency in the analyzed type of communication it can be summarized as follows: 1) the retrospective model (43.7% of cases); 2) explicit models (32.3% cases); 3) predictive models (24.0% cases).

Also we found examples in which the model is to assess the situation (event) includes a predicate predictable on explication assess the situation (event), and the situation (event) entered after updating the value of the predicate evaluation. Unlike model with projected estimates, in this model, a predicate expressing estimation, and assesses the situation perceived as a syncretic phenomenon modeled by speaking into a single semantic and connotative whole. In this respect to assess the situation turns out to be dependent on implementing evaluation [4].

In the presented model predicate (X) introduces assessment of predictable, as is the case in the model with the projected estimate simulated situation (T) is formulated destination so as is the case in the model explication situation/event. Predicted estimates, speaking, actualized in the final part of the syntactic construction, both components (A) and (T) at the same time form a single

syncretic unit. This character of interaction predicates evaluated and assessed the situation is reflected in the fact that the last component in syntactic plan is dependent on the first component. In other words, an integrative model of the object evaluation appears amalgam forecast model and explication assess the situation/event.

At the level of dialogic communication between the choice of (1) a predicate for modeling appropriate assessment of the situation (event) and (2) explicit formulation to assess the situation after the predicates evaluation found the opportunity (3) formulating and assess the situation in one integrative syntactic part.

We should also consider as a dialogic speech, as the construction of a hypothetical situation which makes communicating comic perlocutionary effect. This creativity as a way of implementing an objective assessment of the situation is usually improvisational character, is a sphere one or both of them. Our observations show that the method is implemented on a specific evaluation model, which has following implementation phase, predefined contextual parameter: 1) initiation of hypothetical judgments; 2) verbal / non-verbal support (recognition) of the judgment partner dialogical interaction; 3) the construction of an imaginary (virtual) world of communication [5]; 4) Completion of speech influence on the world of emotions and companion associated with the initiation of a hypothetical judgments with comic effect, updated assessment of the objective situation or indirect way.

**Research result.** As part of dialogic communication structural and pragmatic design process hypothetical situations motivated this form of communication, affect the scope of imagination interlocutors. Exploring this area, D. Tannen delineates the dialogic and monologic actualization category imaginable. Dialogic means imagined characteristics of the speaker, the level of awareness they discussed the situation of self-reflection. Actualization refers to an imaginary sphere of discourse analysis. In connection with this category or imaginary optimizes difficult interaction between participants of communication, according to the accepted style of interaction.

The process of presentation the event narrative largely cognitive consciousness reacting interlocutor, his reaction to narrative. As evidence collected by us material actual phase recognition hypothetical judgment by reacting potential can be realized in two ways:

- Initiation signals approval of hypothetical judgments by non-verbal reaction (smile, laugh);
- Expansion of the content of this judgment by subsequent clarifications by reacting companion (usually having some character).

The term "signals approval" we borrowed from the work of H. Sachs, analysis of speech genre joke [6]. In this paper, under the "signals approval" means a range of discursive nonverbal means, responsive elected interlocutor in manifestations of his reaction to a joke.

When reacting the source signals we updated by the endorsement at judgment contained in the originating replica, the initiator of communication, usually extends this situation by new facts in his dialogical replica. Signals approval, expressed companion, become a stimulus for this destination willingness to listen to the continuation of a hypothetical situation, the more that hypothetical in spontaneous communication becomes a humorous character. However, signals approval may indirectly express evaluation of the simulated target a hypothetical situation.

Signals expressed responsive interlocutor, mark the end of the phase of approval of a hypothetical judgment. If this proposition receives spontaneous dialogical communication logical continuation, the ability to exercise one of the following passages of dialogue:

- The author of a hypothetical judgment in a subsequent replica implements another hypothetical proposition;
- Interlocutor responds after approving reaction logically hypothetical proposition;
- With three companions: listen to the interlocutor logically hypothetical judgments, presented the initiator of communication, after reacting interviewee expressed approval for this proposition.

Responsive to the source after the initiation of a hypothetical judgment may respond with silence, without expressing thus marks the approval of this judgment. In this case, the implementation model of a hypothetical judgment the purpose of expressing an objective assessment of the situation is moving from Phase 1 to Phase 3, i.e. designing a virtual, imaginary world. The final phase involves the simulation of hypothetical judgments are three ways to implement: the contemplation of a surreal situation, the sudden cessation of its deployment or shared laughter [7]. Calling a friend to contemplate hypothetical situation sender at the same time makes an estimate of the actual situation, relevant to this dialogic communication.

The collected factual material suggests that when in dialogue speech is realized with affective statement implicitly negative estimated value, this statement is interpreted as disapproval of the listener object speech. Dissonant nature in this case becomes apparent, despite the fact that the replica does not express the speaker's negative attitude to the subject of the question. In the dialogic communication - with the development of dialogical activity speaking - there is increased expression of disapproval of the object language.

In order to explain the phenomenon to imply the relationship of the speaker to the other party once again turn to the theory of evaluation of the interlocutor, namely to its aspect, which is directly related to expressed values the process of dialogic interaction interlocutors not only relevant information. As a rule, they give affective contours of what is the subject of the conversation, in varying degrees logical emphasis on the nature of the relationship with the partner communication, display a sense of intensity, evaluation senses. These features dialogic communication pronounced in stylistic transformations of language material, including language game. It is noted that the scope of creative communication activity of the speaker and the listener fall, in particular, the model of building words, namely the transformation of their speech, in which there occasionalisms, the value of which can easily deduced from the context of the current communication [8].

Marked stylistic transformation models suggest a deliberate play on words that attention on estimated interlocutors sense, since violate common usage model of building and sustainable form units. When updating the assessment of meaning such models involve usually of secondary importance producing form, resulting in spontaneous "invent" occasional words, the transformation of phraseological adhesions (idioms), whose values are in current communication clarifies relevant evaluative meanings. Stylistic means of language form a potential source for creativity interlocutors in dialogic communication. It is obvious that this form of art is different manifestations of spontaneity [9].

At the heart of our research model generation metaphorical evaluation process of conceptual integration is the following hypothesis: to the metaphor used in the evaluation of spontaneous dialogical communication in a comic function, it is necessary to note was focused on two (or more) input spaces. This process, in turn, metaphor provides participants with the opportunity to emphasize the boundaries of communication between these spaces, to submit additional comments on their dissimilarity.

**Discussion.** Model of conceptual integration in the process of generation of comic sense involves conventional metaphors input space. In the subsequent course of communication result activated interlocutors in order to enhance the comic. Analysis of dialogic speech made under this chapter showed that the estimated metaphor becomes a comic effect, generates laughter participants to communicate when their attention is focused on two concepts involved in modeling metaphors

Speaking subject intentionally or unintentionally - separates the domains that are for this metaphor, emphasizing the diversity of these domains. Similarly, a voltage between the two introductory, denoted their boundaries, which in turn leads to the comic. In the dialogic form of communication is also observed processes metaphor: the sides, appealing in a subsequent course of the dialogue to one of the input space, "destroy" conceptual integration, during which formed a metaphor. In other words, in communion reverse process of conceptual integration.

The study showed that from a variety of linguistic means judgmental depends on the state of the current focus interlocutors focuses on information about the specific objects of the external world, they are important pragmatic and cognitive characteristics between data objects, which, in turn, take interactions strong position (i.e., the subject of discussion) [10]. Sense when implementing the assessment value and meaning appears product of a strong correlation between linguistic consciousness and behavior of interlocutors. In this regard, manifesting at the level of implementation of its speech language awareness, interaction partners tend to actualize the meaning and emotive content that is exclusively for a specific dialogic interaction.

Ongoing evaluation of the dialogue are manifested not only caller's voice, but also their attitudes and cultural realities, effective for the social community of the true judgments. With this perspective, the analysis of dialogue is interpreted as such a sphere of in which important creative interpretation of this interaction process. Incoming destination decodes statement in varying degrees, tying him with his life and ideological positions, trying to understand the reason speech influence. However, listening subject determines the fact initiated as saying "fit" in the emotional background subsequent dialogic interaction. In other words, in the language of the dialogue manifest such pragmatic as I, my friend, the estimated ratio. In this case, the ratio of the estimated transform myself and others, rather than manifesting their immanent connection as otherwise forming a unity which in the current context of communication forms a dialogic space evaluative sense of being [11].

The main form of pragmatic mutual participation easy communication, presents modeling of verbal images. The first interviewee describes the way proposed in the verbal shell of his remarks, the second recreates the source and interpret the image in order to current valuation information, additions and detail. Pragmatic power of the image in the evaluation of communicating meaning, as well as the emotions based on its ability to connect to the listener's consciousness in cognitive other images emerge in reflecting fragments of the objective situation. Game implementation models estimates evident when initiating judgment, which does not reflect the real interlocutors experienced and fully relates to the field of the imaginary, virtual, currently easy communication. Event-filled hypothetical judgments predetermined situational context interaction [12].

Modeling of a hypothetical judgment, which usually has a comic character, is a ritualized joint interlocutors that performs a variety of functions cultural, and interpersonal character. During this simulation usually update their historical and cultural knowledge, which are the basis of assessment of the real situation. As a result, communication becomes unison character.

It is also necessary to consider the problem of how to communicate contribute to interactive increase/decrease evaluation in the dialogue that reveals the problematic nature of verbal interaction. Observations suggest that in such communication participants tend to implicitly express their attitude to the subject of the speech and the person that enhances the emotional intensity of the interaction. In other words, in the process of solving a problem through spontaneous nonverbal dialogue estimate, expressed implicit way, depending on the context of communication helps increase / decrease part of this communication.

According to the observations, with dissonant communication interlocutor responds largely involves affective statements and opinions than the initiator of the dialogue. The latter, in turn resorted to the statements containing high - positive or negative - site assessment of speech.

**Conclusion.** We have investigated the interaction between the estimated and generated by this metaphor comic effect. It was, in particular, it was found that the phenomenon of duality and tension between the boundaries of the input spaces are key how the estimated metaphor creates a humorous effect in the dialogic communication. In the scientific literature, linguistics, it was noted that in order to have the text read comic acquired, it is necessary that in this text overlap and simultaneously contrasted two scripts.

In modern linguistics there remain a number of topical issues related to the need to study the implementation of evaluation models communication in terms of their relation to the various types

of external to their actualization systems (type of speech and cognitive thinking their professional activities ethnolinguistic culture, etc.). All this is undeniable and deeper perspective of their research

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### **«ҚАЗАҚ» ГАЗЕТІНДЕ СӨЗДЕРДІ ҚОЛДАНУДЫҢ ЕРЕКШЕЛІГІ (1913-1918)**

#### *Аңдатпа*

Мақалада әр лексикалық топта кездесетін дублеттердің көбінің пайда болуы мен қолданысқа енуінің іздерін ХХ ғасыр басындағы «Қазақ» газеті мәтіндерінен, сол тұстағы зиялылардың жазбаларынан табуға болатыны нақты мысалдармен көрсетілді. Сонымен қатар «Қазақ» газетіндегі араб-парсы сөздерінің қазіргі қазақ тіліндегі лексикалық, фонетикалық дублеттердің, жарыспалы қолданыстардың негізінде жатуы алғышарттарының бірі ретінде осы газетті тануға мүмкіндік береді. Ал ХХ ғасыр басындағы кірме сөздердің басым бөлігінің жазылуы қазіргі қазақ тіліндегі жазылуынан бөлек болды. Сондықтан жазудағы айырмашылықтарды анық байқау үшін келтірілген мысалдарда сол кездің жазу ерекшелігі ішінара сақталды, осылайша тілдік фактілерді салыстыруға мүмкіндік жасалды.

**Түйін сөздер:** публицистикалық стиль, әліпби, емле, газет тілі, тарихи мұра, кірме сөздер, төл сөздер, әдеби тіл, дублеттер, лексикалық дублеттер, фонетикалық дублеттер, әдеби норма, атаулық тіркестер

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### **СПЕЦИФИКА УПОТРЕБЛЕНИЯ СЛОВ В ГАЗЕТЕ «КАЗАХ» (1913-1918)**

#### *Аннотация*

В статье показано, что истоки большинства дублетов казахского языка можно найти в произведениях интеллигенции начала ХХ века, а также в текстах газеты «Казах». Арабо-персидские слова, использованные в газете «Казах», означают, что они являются одной из предпосылок появления лексических, фонетических дублетов, вариативных употреблений в современном казахском языке. Письменные модели взаимствованных слов начала двадцатого века отличались от письменных моделей современного казахского языка.