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THE DISCOURSE OF THE SITE AS A TOOL OF POSITIONING THE COMPANY IN THE INTERNET SPACE

The annotated article, the authors examines the technology to create a site examination of discourse. For this purpose demonstrates the system of indicators, consisting of sub-strategies nomination, goal-setting, evaluation. The main instrument of this technology becomes information, born on the basis of explicit and implicit meanings of discourse and explicable KPI system.

Key words: expert discourse site, the algorithm for constructing a mental model, the ideological discourse.

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Сайт дискурсы компаниялардың ғаламтор кеңістігінде өздерін позициялау құралы ретінде

Мақалада ғылыми нәтижелердің тұжырымдануының дискурстық стратегиясы және маркетингтік әсер етуі, сайттың ұстанымы қарастырылады. Әсер етудің дискурстық стратегиялары қайшы емес ментальды модель түзе отырып, реципиенттерге әсер ететін, олардың бағалауын өзгерте отырып, әлеуметтік тәжірибе саласында қарым-қатынас құрайтын дискурстық мәндік жүйелерінің қалыптасу субстратегияларымен жүзеге асады. Анықталған және сипатталған субстратегиялар: оқиғалық тұжырымдамалау және сценарийлік репрезентациялар, номинациялар, мақсатқа сүйену, сайт дискурсындағы бағалар, мәліметтерді басқару және т.б.

Түйін сөздер: дискурс, әсер етудің дискурстық стратегиялары, әсер етудің жүзеге асу субстратегиялары, ұстанымдар, коммерциялау, бедел-бейне, дискредитация.

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Дискурс сайта как инструмент позиционирования компании в интернет-пространстве

В аннотируемой статье авторы рассматривают технологию создания экспертизы дискурса сайта. Для этой цели демонстрируется система индикаторов, состоящая из субстратегии номинации, целеполагания, оценки. Основным инструментом такой технологии становится информация, рожденная на базе явных и скрытых смыслов дискурса и эксплицируемая системой КРІ.

Ключевые слова: экспертиза дискурса сайта, алгоритм построения ментальной модели, идеологический дискурс.

Preamble

Nowadays the development of the integrative theory of discourse is carried out taking into account the results of the researches of scientists working in the direction of the discourse analysis, which dominates in the linguistics of the late XX and beginning of the XXI century. In the world practice of the discursive study the most important scientific results have been achieved by the French school of discourse [1-4], by the school of discourse analysis of Denmark, by works done by T.A. Van Dyck [5-7], by the Russian school of discourse analysis. [8-12]

The results of the researches carried out in the framework of modern scientific fields of linguistics: the theory of speech influence [13], the theory of communication [14], cognitive modeling [15] have been used in the development of the integrative theory of discourse as an instrument of social practices.

Gist

The implementation of the strategies for social positioning of the individual companies in the conditions of globalization is most successfully carried out through the website. Since the text is functioning in the content of the site, affecting its visitors, it is more correct to call it the institutional discourse, serving the company itself, ensuring its social identity.

The site of the company is a modern form of the ideological discourse. The main strategy of positioning the company for the purpose of social identification is implemented by substrategies of nomination, goal-setting, evaluation and language.

The most important tool for the analysis of the site is its mental model. For the development of the cognitive model of ideological discourse of the site of the company the system of discourse substrategies has been built, the analysis of language means to assess the effectiveness of the instruments of social identification of the company was made, an algorithm for constructing a mental model was developed.

The algorithm for constructing a mental model of the ideological discourse of the company site has allowed to implement a mental modeling of the content of the presentation in the discourse site and assess the effectiveness of the instruments of social identification.

As a part of the research results presentation discourse proposed technology used to build mental models of discourse: the method of information

retrieval; quantitative research methods; qualitative research methods.

The work started with the primary collection of information in the course of which the terms of relevant sources were defined which included the site content of companies in Kazakhstan. The optimization of the established set of sources was conducted by sampling discourses of the sites of companies based on the results of the research project to study the reputation of companies in Kazakhstan which was held by Reputation Capital Group in accordance with the methodical and methodological approaches used by Reputation Institute in the project Global RepTrak™ Pulse.

In this study we conducted a content analysis of the texts of the sites of companies with an excellent reputation, a strong reputation and an average reputation.

Strategies for creating an attractive image of the company are developed and implemented through the creation of the ideological portrait of the company. The ideological portrait of the company performs the function of its identification in the market and in society.

The system of values of a group of people united by the company; their fundamental interests; the place in the society and business; the relationships within the company; external relations with the authorities, other companies and groups of companies; objectives and programs of activities of the company become the content of the ideological portrait.

The presentation discourse becomes the means of creating the ideological portrait of the company.

The discourse analysis of the sites of the National Welfare Fund «Samruk-Kazyna», the multinational company «Nestle», the company «Kazakhmys» led to the following conclusions.

The basic component of the company's site as an ideological discourse is the system of background (social) knowledge of the company. By creating a discourse, the company presents itself by the system of parameters, characteristics, entities and the relationships between them in order to create an ideological portrait as the means of identification of the company in society. That is what is defined as a discursive strategy. The repository of knowledge and the basic compiler of information is the language.

Language tools represent a body of knowledge about the company in an orderly system of consistent statements. For each statement of discourse, according to F. Johnson-Laird, [16, 284] own mental model is built.

Thus, the main instrument of social identification of the company is the background knowledge about its activities lined up as the mental model of the ideological discourse of the site and transmitted through language tools.

In developing the mental model of the discourse sites the following methods were used: informational (semantic analysis of the text, of the site: a content analysis of the text, of the site); methods of discourse analysis (the analysis of the discursive structures on the local and global level (the sentence and the text), and analysis of discourse as a communicative event, cognitive modeling technology, conceptual analysis, the development of mental models of discourse.

In this paper, we demonstrate the basic techniques of the discourse analysis of the site taking as an example the site of the National Welfare Fund «Samruk-Kazyna».

National Welfare Fund «Samruk-Kazyna» has positioned itself in the society, firstly, through the status characteristics and, secondly, through the role it plays in society.

The status characteristics are determined by the content of its activity (Fund of National Welfare «Samruk-Kazyna»), as well as by the type of its organizational and management model – a strategic holding, the fund and the company.

The site discursive strategy is implemented primarily by substrategies of nomination. The categorization of linguistic resources of company nomination has identified the implementation of the strategy of positioning in the ideological discourse of the site through the implementation of economic and political functions in society. Fund declares its important role in the economic life of the country through the nomination itself in the following system of language tools: a catalyst of development for non-resource companies, the basis of maintaining stable operation of the economy, a member of the investment activity (active, multi-faceted). Its political role is indicated by the nominations: a key partner in implementing the instructions of the President of the Republic of Kazakhstan in the framework of the annual Address to the people of the country and a number of government programs, the guide of the state policy.

The implemented strategy of nomination allows us to formulate the key statement of the mental model of the discourse site of the National Welfare Fund «Samruk-Kazyna» :

National Welfare Fund «Samruk-Kazyna» implements its purpose in the activities organized on the model of the strategic holding company that

defines its leading economic and political role in the country.

The discursive strategy of goal-setting is realized on the site by the description of the objectives of the Fund activity. The categorizing of goals enables to determine their three types.

The first type is represented by the objectives of the Fund, by certain of its status characteristics: improving the performance of companies within the holding company; intensification of work in the regions; strengthening of inter-sectoral and inter-regional relations; full utilization of the advantages and opportunities.

The second type of goals is associated with the priorities of the economic activity: management of the Fund owned stakes in national development institutions, national companies and other legal entities to maximize their long-term value and increase their competitiveness in the world markets; assistance in the modernization and diversification of the national economy; assistance in stabilizing the economy of the country; quick and efficient solution of issues of attracting investments in the real sector of the economy; active investment in priority sectors of the economy.

The political component, identified by us as a result of sub-strategies of nomination and positioning (a key partner in implementing the instructions of the President, the guide of the state policy), is not practically implemented by the substrategies of goal setting. The goal formulated as providing maximum assistance to the Government of the Republic of Kazakhstan, does not support the presentation of the Fund as a conductor of the state policy and as a key partner in implementing the instructions of the President. Hence, some adjustment of linguistic tools used by the developers of the site is required for the implementation of the strategy of the nomination and positioning or specification of the objectives of the company.

The predicate component of the description of the Fund supports the key assertion of the mental model of the discourse site. The most frequently used verbs are the verbs and verbal words with semantics of active physical and mental activities: providing (assistance / support), promotes, facilitates (implementation), provides, creates, builds, operates, increases (competitiveness), communicates, manages, maintains, implements, activates, and others.

These examples as a system of statements formulated by using the above predicates are consistent with the presentation of the problem, the creation of the text forms of influence on people's

minds, and resulting the creation of the content of the image of a strong, vibrant and financially fortified investment Fund.

The usage of the richest vocabulary of verbal nouns that form the cognitive image of the subject of the global economy underlines the full-bodied work of described above predicates to create the ideological portrait of «Samruk-Kazyna». The mere enumeration of verbal nouns used in the discourse works on the image properly: activation, interaction, influence, diversification, achievement, use, upgrade, maintenance, attitude, improvement, support, transformation, attraction, development, expansion, implementation of the decision, compliance, promote, increase, strengthen, management, the statement.

Attention must be drawn to the fact that there is no word in the vocabulary, creating a negative effect of the impact on the mental perception of the proposed presentation material.

The impact of adjectives, nouns and participles used as an instrument of social identification of the company when creating a mental model of the ideological discourse of the site is indisputable. Suffice it to mention some of them to get a clear idea about the successful implementation of the ideological socialization: active investment activity, have reached the best international practices, investment cooperation, innovation, industrial and infrastructure projects, intellectual attraction, a key partner, team spirit, a multiplier effect, the national economy, national wealth; regional, national and international scale, international strategic directions, the rapid innovative development, the sustainable functioning of economy, the effective system, the efficient management of assets.

The same can be said about the adverbs used in the discourse: to carry out effectively, to cooperate closely.

Based on the background of lexical meanings of the content of the site and using them as a tool for social identification of the company, it can be concluded that constructed mental model of the presentation discourse of JSC «National Welfare Fund « Samruk-Kazyna «is the ideological portrait of the company, which requires its partial modification in the formulation of goals, or nomination. On the whole, the basic tools of social identification of the company are used effectively. In the study of the background knowledge, which represents the lexical support of the discourse, as well as designing the cognitive model of the site, we can say that the texts enabling to manipulate the consciousness are considered professionally by the content creators of the site. The discursive components of the site's content are presented by bright allegations.

The analysis of the language means of expressing the site statements provide a conclusion that the basic tools of social identification of the Fund are used professionally and efficiently, the discourse constituents of the site content are a brilliant tool to influence on consciousness.

Inference

Creating similar presentation discourses of companies sites, making the analysis and the definition of communicative-cognitive errors / victories in the process of creating sites with the aim of creating ideological portraits of companies that will have an impact on visitors, of course, it cannot be done without the knowledge of experts in this field. This is confirmed by the integrative theory of discourse.

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