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**THE FUNCTIONAL ACTIONS
OF THE RHETORIC DISCOURSE**

The language function is a text function that is intertwined with other kinds of functions. Text is the basic unit of communication. People do not communicate with individual words, sentences but with texts. Though the concept of the word «text» is very old, but in the concept of terminology it appeared not so long ago.

It is also logical that along with the concept of «text» the concept of «discourse» is widely used. In the field of linguistics, text and discourse are widely studied, but since this is a very large area of study, it requires careful study from various angles. Discourse is like a language in a language. Discourse is a term that has many meanings, it is used in linguistic and psychological and historical research. The discourse acquires its full meaning only after people communicate with each other through conversation, in other words, it defines the meaning and unity, the unity of word and thought. Further development of discourse, the distinction of its types is possible only with the help of speech. They cannot be called holistic or complete. Currently, the discourse, which has received a scientific description, there are several types. One of them is the discourse of rhetoric.

Since oratory is inherently special in nature, it can be the basis of linguistic parsing as a text. The article focuses on the functional activities of rhetorical discourse and specifies their main features.

Key words: linguistics, text, discourse, discourse of rhetoric.

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Шешендік дискурстың функционалды ерекшелігі

Тіл қызметі – басқа қызмет түрлеріне сіңіскен мәтін қызметі. Мәтін – қарым-қатынастың негізгі бірлігі. Адамдар жекелеген сөздермен, сөйлемдермен емес, мәтіндермен қарым-қатынас жасайды. «Мәтін» ұғымы ертеден болғанымен, терминологиялық ұғымда бертінде қолданыла бастады.

Мәтінмен қатар дискурс ұғымының қатар жүретіні де заңды. Лингвистикадағы мәтін және дискурс жайы кең көлемде зерттеліп келе жатқан, әлі де әр қырларынан зерттеуді қажет ететін ауқымды мәселе. Дискурс – тілдегі тіл. Дискурс көп мағыналы термин, лингвистикалық, психологиялық, тарихи зерттеулерде де қолданылып келеді. Дискурс – адамдардың сөйлеу арқылы жасаған қарым-қатынасынан кейін ғана мағынасы болады, яғни мағынасы мен бірлігін, сөз бен ойдың бірлігін айқындайды. Сөйлеу арқылы ғана дискурстың дамуы өрбіп, түрлері ерекшеленеді. Бұларды толық немесе аяқталған деп айтуға болмайды. Қазіргі кезде ғылыми сипат алған дискурстың бірнеше түрлері бар. Солардың бірі – шешендік дискурс.

Шешендік сөздер табиғаты айырықша феномен болғандықтан, мәтін ретінде лингвистикалық талдауға негіз болады. Мақалада шешендік дискурстың жұмсалымдық қызметіне назар аударылып, негізгі ерекшеліктері көрсетіледі.

Түйін сөздер: лингвистика, мәтін, дискурс, шешендік дискурс.

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Функциональные особенности риторического дискурса

Функция языка – функция текста, которая переплелась с другими видами функций. Текст – это основная единица коммуникации. Люди коммуницируют не отдельными словами, предложениями, а текстами. Понятие слова «текст», хоть и очень старое, но в понятии терминологии появилось не так давно. Закономерно и то, что наряду с понятием «текст» широко используется понятие «дискурса». В области лингвистики широко исследуются текст и дискурс, но так как это очень большая область исследования, она требует тщательного изучения с разных сторон. Дискурс – это язык в языке. Дискурс – это термин, который имеет много значений, его используют и в лингвистических, и в психологических и исторических исследованиях. Дискурс обретает свое полное значение только после коммуникации людей друг с другом с помощью разговора, иными словами он определяет значение и единство, единство слова и мысли. Дальнейшее развитие дискурса, различие его видов возможно только с помощью речи. Их нельзя назвать целостными или законченными. В настоящее время у дискурса, который получил научную характеристику, имеется несколько видов. Один из них – дискурс риторики.

Так как ораторская речь по своей природе является особенной, она может быть основой лингвистического разбора в качестве текста. В статье акцентируется функциональная деятельность риторического дискурса, и указываются их основные особенности.

Ключевые слова: лингвистика, текст, дискурс, дискурс риторики.

Introduction

In modern linguistics, human knowledge and the structure of the outlook can be learned through language. Also directional researches can be seen. The the present time abundance of information, discoveries in the field of linguistics, which correspond to the demand, also the human factor and its complex connection with the language has given its fruits to a new level. As the main form of the study of linguistics in this direction, the unit of the highest stage is considered to be the assignment of a text involving a special dynamic form of science of the last century. In this regard, in order to familiarize and understand in a new format, a dynamic text, called «discourse», revealed new directions that are closely related to each other: text linguistics and discourse theory. The objects of study of these areas and their differences between them are not yet separated, because in the process of research different definitions and conclusions are revealed. In modern science, we can meet many definitions of discourse (Sadirova, 2008: 12-17).

Experiment

Text – information in oral or written form, which is characterized by the semantic and structural completeness, the author's point of view to information, its formality and pragmatic position of information.

At the same time, considering many explanations relating to the concept of text, exclusively considering the categories that are inherent in the text, we offer you several definitions of Russian text scholars. First of all, in the Linguistic Encyclopedic Dictionary «Text (from the Latin *textus* – fabric, plexus, connection) a sequence of sign units united by a semantic link, the main properties of which are connectedness, integrity» (Linguistic encyclopedic dictionary, 1990. 507). I.R. Halperin defines a text as a work of spelling process, possessing completeness, objectified in the form of a written document, ... consisting of a name and a number of special units, united by different types of lexical, grammatical, logical, stylistic connection, having a definite focus and a pragmatic attitude (Galperin, 1981: 17).

In recent years, the term discourse has appeared in the linguistic literature along with the term text (fr. Discours – conversation). Discourse is a coherent text in combination with extralinguistic factors; text taken in the event aspect; speech, considered as a purposeful social action, as a component involved in the interaction of people and the mechanisms of their consciousness, that is, it is «immersed in life» speech.

In Kazakh linguistics, some signs of discourse can be found in K. Zhubanov's research papers of the 30s, even if he did not use this term. The scientist shows: «in order to create a product the words need to know how to create it, to know all the subtleties of the material. To know the way to construct a word

is to look closely at the word that you write. Because some words are not taken into account in colloquial words. The shortcomings of words spoken aloud are complemented by gestures, facial expressions. If the speaker felt that he was mistaken, he corrects what was said, making the speech more understandable. If all this is not enough, then the interlocutor can immediately ask again. And in the written words there is not one of these mistakes. No matter how the book is written, whether it is correct or not, it will be read as it was written, so it will be understood, or will remain misunderstood. Here it will be impossible to ask again the author of the book. The mechanism for constructing the word is very important for oral speech» (Zhubanov, 2013: 87).

In all studies of communicative linguistics, the text is not only the main unit of conversation, but the language too. Language options, participating in the construction of the text of the communication process, at any level of the language, acquire new properties and functions, thereby becoming elements of the text.

Thus, the text, synthesizing the languages of different levels and variants of conversation, «unites in itself the linguistic meaning and features of the conversation. He is at the same time becoming a unit of language and a work of speech.

Not all scientists believe that the text is a work of both oral and written form. Some researchers (I.R. Halperin, L.M. Losev) consider that the text of the written form of speech, others (I.V. Arnold, O.A. Lapteva) as a work of oral speech, also

monologic works are in the main text. Some scholars perceive their intentions of any kind, including, they understand as simple conversations, they speak about the presence of texts in the dialogues.

It would be incorrect to categorically call the text only a written document. We communicate both verbally and in writing. Consequently, not only written statements (texts), but also, respectively, the recording and recording of films, which are provided to schoolchildren (students) as excerpts from artistic and publicistic works, should be the topic of discussion..

The main features of the text as a speech work:

- integrity (i.e. coherent and compositional termination);
- ending, that is, the completion of the thought (content) of the author;
- modality (the author’s opinion in relation to information, the author’s assessment and personal assessment);
- formality and pragmatic position.

According to one of the founder of textual linguistics, Dutch linguist Teon Van Dijk: the term «Discourse» is the movement of text from a static state to a dynamic one. In the 1950s, Emile Benveniste, restoring the theory of utterance, used the term «discourse», which until then had been used in French linguistics traditionally, in a new sense – as a description of the utterance inherent to the speaker. Discourse – one of the types of communication inherent in man. It is closely related to the text, but not the same (Aktanova, 2009: 19).

Discourse	Text
<ol style="list-style-type: none"> 1. Communication is from an acoustic point of view. 2. Communication is carried out using language and non-language methods. 3. Those who come in contact have the opportunity to communicate with each other separately. 4. The implementation of communication and his recollection takes place at the same time, in the same space,time and events. 5. Therefore, the discourse takes place in a certain period of time. 6. The communication is carried out between two people (talking and listening) a constant alternate shift, face to face, through live contact. 7. Discourse is inherent in the current character; it is a continuous process between communicants. 	<ol style="list-style-type: none"> 1. Communication is carried out using visualization. 2. Habitual conversational actions. 3. There is no connection between people who enter into communication.. 4. The emergence of communication and its adoption is carried out at different stages in different spaces and time.. 5. No live contact when communicating. 6. The text is a consequence of cognitive action. 7. Text – static state, position of language material. 8. Text – «finished product» for discourse.

The scientist A.Adilova below gives common signs and differences between discourse and text.:

1. Discourse is a set of language tools, which are sorted by the author’s intentions, style features.

Discourse compared with the text covers a broad concept. This is a talk trick.

2. Discourse is an integral unit with the present time, and the text exists only in the cultural space,

does not depend on time, at any time can be the basis in any second discourse.

3. The discourse cannot be expanded again, and the literary text has a property and is prone to expansion.

4. If the discourse is a way of presenting information, the text is a multi-faceted, multi-layered structure that preserves, collects information, and revives a new meaning (Adilova, 2009: 235).

Even if we consider discourse from the point of view of speech, then it is known that speech, first of all, is carried out orally. Therefore, we can say that the source, the source of speech in oratory. The ultimate example of speech culture is oratory.

In oratory pragmatics takes a special role. All words through the speaker and hearer, entering into communication, are imbued with pragmatics. The scholar D. Alkebaeva draws the following conclusions about the orator speech promotor: «Modern oratorical speech sets the goal of persuasion and argumentation, their main meaning is that they create impressions in various issues.

Results and discussion

Intelligence and erudition, the enlightenment of the speaker give reasonable answers to the questions, methods and techniques of the speaker's professional skills by the pragmatist of the speaker » (Alkebaeva, 2007: 238).

Pragmatics examines two communicative forms of human actions: oral (discourse), written (text). From the main series of questions of discourse and text, parammatics takes its place.

In this regard, the scientist Z.S. Yernazarova: in his work «Pragmatic foundations of the syntactic units of modern colloquial speech» gives the following explanations, verbally and even in writing text the conversation between the speaker and the listener, entering into communication leads to the emergence of the used goals. Non-verbal, verbal forms of communication are carried out with the help of a relationship to pragmatics between two or more people through the exchange of information. The main area of pragmatic research is discourse. Pragmatics is a text in dynamics – discourse can be called a science that studies together with the person who generates it (Yernazarova, 2001: 35).

Public speaking is a form of traditional rhetoric. In the narrow sense of the word, it is a complex subject seeking eloquence, and in a broad sense in accordance with the scientific concept, it is understood as reliable, on the other hand it affects communication.

For the theoretical and applied aspects of rhetoric, the content and its outcome are important. Thus, the rhetorical view makes it possible, on the one hand, by tracking the path «from thought to speech» (the speech that is planned to be delivered) to ensure the participation of the prosody of conveying the speaker's thought, on the other hand, to stabilize the role of prosody. Also, the influence of other levels of language increases the effectiveness of the discourse of rhetoric. Two important principles of rhetorical research come from this: the discourse of rhetoric and the demonstration of the active side of anthropoactuality. According to A.A. Volkov, the rhetoric is «a separate philosophy of language,» therefore, this is the key to understanding the various aspects of a word and language between «speaking person» and «listening person».

In accordance with these principles, the peculiarities of the prosodic series of ransom before the public, on the one hand, are connected with the speaker's rhetorical activity and such a desire to show oneself, and on the other hand, this audience's participation in action. Also, such tendencies pay special attention to such factors as «addressee» and «addresser», and from a rhetorical point of view, the problem of influence is considered simultaneously with the relationship between the speaker and the audience..

The rhetorical look draws special attention also to the creative aspect of the verbal communication of the conversation. Public speaking is a ritualistic social and cultural form, regulated in accordance with the rules of the rhetorical tradition that has been preserved for many centuries. This is a new, as well as a unique «rhetorical event», which shows the author's individuality and the uniqueness of the communication situation..

Another feature of the rhetorical view is the entire collection of extralinguistic factors (socio-historical, socio-cultural, psychological factor) that influence the content of discourse and language, covers the area of scientific research (Freydina, 2005: 205).

When a person speaks, he does not speak in detail all the information he needs. And for the listener, and for himself, he reduces as far as possible the information that is known to them, and tries to convey a maximum of two or three words. Therefore, communicators, speaking briefly, fulfill the law of economy inherent in the first condition of oral speech. This originates from the main Kazakh oratorical speech. Such a speech has a special property.

Rhetoric discourse:

- Covers specific space
- Holds active action
- There is an interactive connection.
- Based on information
- Predominant influence of the speaker over the listener, listener over the speaker
- Emotional content predominates.
- Refers to sound, rhythm, intonation
- Meet nonverbal phenomena.
- Comparison properties are shown.
- Mostly free talk
- Highlighted conversation speed
- Often used repetitions

And by the nature of the use of oratory can be divided into the following groups:

Oratory is an egocentric word. During communication, the speaker (speaking) makes his speech, given the stock of knowledge, abilities of the listener.

– Oratorical speech is a word that is understandable to the whole society, there are no restrictions on social significance.

– Oratory – a special speech, not prepared in advance.

– Discourse of rhetoric is carried out on a mandatory basis with the situation, through the formation of knowledge, showing the exact connection with the environment. Covers several periods:

1-period: sorting asked questions and information

2-period: background knowledge, choice of methods used

3-period: the following features

4-period: the answer that will be given

As it was given above in the discourse of oratory, the event will be carried out using four periods.

The first period covers the period from the sorting in the speaker's mind of a given question to its pronunciation out loud (*sorting of a given question, information*); the second edition of the methods and ways of use in connection with the implementation of the event (*knowledge coverage, choice of ways and methods of use*); the third (*the period of the next opportunity*); fourth period (*answer to the question*).

Along with the oratorical skill, such classical sections of rhetoric that we use as invention, disposi-

tion, and elocution can also be noted. These sections in the first place, can be called a period in which the thoughts of the speaker have not yet been voiced. In the mind of the speaker such questions are interpreted as the correctness of the message of thought, its correct interpretation. As a result of deep reflection, holistic wealth, a text, is born. Communication will be successful only when the listener gives a full, satisfactory answer to the question asked by the speaker.

Conclusion

Next, we analyze separately the above sections of the invention, disposition, elocution, we will show them with the help of drawings:

NOTION disposition – SUBJECT invention – WORD elokution.

Invention – screening, description in the mind of communication, which should be realized in the future, the presented information.

Disposition – covers the period from rhetoric to the spoken speech.

Elocution – as a result of the collection of overcooked oratorical speech in the mind, turns into speech, using such methods as description, presentation, reasoning, the communicative process is carried out and ends in the form of a bilateral dialogue (Zhumagulova, 2008: 17-21).

Modern rhetoric is linguocentral. Much attention is paid to language tools that are used to increase the effectiveness of the discourse of rhetoric. However, both classical and modern forms of rhetoric in relation to the phonetic aspects of speech to the public are definitely of a formal nature.

The rhetoric that describes the importance of «disclosure of information» pays special attention to such criteria as «correctness and incorrectness», «relevance or irrelevance», «effectiveness and inefficiency» of speech, which will be delivered to the public, and will be limited to listing character of the speaker.

The constituent part of phonetic speech before the public is considered as a separate period. It takes into account the thoughts that the speaker will give, the attitude to the genre, and the semantic and syntactic features of the speaker, which is the basis of speech to the public.

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