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REALIZATION OF AXIOLOGICAL SEMANTICS (on the material of the kazakhstani press)

At the present stage of development of the linguistic and linguo-didactic sciences, cognitive-functional studies are very relevant, allowing us to understand the mechanisms for implementing the deep semantics of linguistic units. This circumstance is quite explicable: if in the previous structural scientific paradigm, linguistics was aimed at obtaining an answer to the question how, then with the current, anthropocentric approach, he is interested in the question why? The impossibility of achieving this goal without the inclusion of the linguistic personality in scientific research is obvious, and therefore the need for language objectification of everything that is connected with the world perception, world outlook and world view of a person is highlighted. As it is known, one of the most important properties of being of a person is orientation to certain spiritual, moral and moral-ethical values, in accordance with which he forms a scale of positive or negative evaluation with respect to certain phenomena and processes in his surrounding reality. A person's assessment is transmitted by a complex of multilevel language units, united by evaluative semantics. Based on this, the purpose of this article is to examine the problems of the representation of axiological parameters in Kazakhstan society on the basis of the Kazakhstan press. Accordingly, the object of the article is language tools of different levels, representing axiological semantics. The subject of research in this article is to identify the representatives of axiological semantics and cognitive structures underlying them. The source of factual material extraction is the print press.

Key words: axiology, discourse, spiritual and moral, moral and ethical values, scale of values, formation, assessment.

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Аксиологиялық семантиканы жүзеге асыру (қазақстандық басылымдар материалдары негізінде)

Қазіргі тіл және лингводидактика ғылымдарының дамуында өзекті-функционалдық зерттеулер өз өзектілігін табуда, тілдік бірліктерді жүзеге асыру механизмінің терең семантикасын түсінуге мүмкіндік береді. Бұл тұрғыда оны осылай түсіндіруге болады: егер алдыңғы тілдің ғылыми құрылымдық парадигмасында қалай? деген сұраққа жауап берілсе, онда қазіргі антропоцентристік кезеңде оны неге? деген сұрақ қызығушылық тудырады. Нақтырақ айтқанда, бұл мақсатқа жету тілдік тұлғаны ғылыми зерттеуге енгізбестен мүмкін емес, бұл бірінші кезекте адамның дүниені қабылдау, дүниені түсіну және дүние көзқарасымен байланысты тілдік объективтілеу қажеттілігі тұрады. Белгілі болғандай, адамның өзінің жеке қасиеттерінің біреуі белгілі рухани-моральдық және моральдық-этикалық құндылықтарға қатысты белгіленеді, сол себепті адамда оның қоршаған ортасында орын алатын о да, бұ да құбылыстарға және процестерге қатысты оң немесе теріс бағалау шкаласы қалыптасады. Адам бағалауы әртүрлі тілдік бірліктердің жалпы бағалаудың семантикасымен біріккен жиынтығы арқылы беріледі. Осыдан шығатыны, бұл мақаланың мақсаты Қазақстан баспасының материалдарына жүгіне отырып қазақстандық қоғамның аксиологиялық параметрлерін бейнелеу мәселесін қарастыру болып табылады. Сонымен, мақаланың нысаны болып аксиологиялық семантиканы көрсететін әртүрлі тілдік деңгейдің тілдік құралдары болып табылады. Осы мақаланың зерттеу пәні болып аксиологиялық семантиканы және олардың негізінде жататын когнитивтік құрылымдардың репрезенттерін табу болып табылады. Дерек материалдарының көзі баспасөз болып табылады.

Түйін сөздер: аксиология, дискурс, рухани-моральдық және моральдық-этикалық құндылықтар, бағалау шкаласы, қалыптастыру, баға.

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Реализация аксиологической семантики (на материале казахстанской прессы)

На современном этапе развития языковедческой и лингводидактической наук весьма актуальны когнитивно-функциональные исследования, позволяющие понять механизмы реализации глубинной семантики языковых единиц. Это обстоятельство вполне объяснимо: если в предыдущей структурной научной парадигме языковедение было направлено на получение ответа на вопрос "Как?", то при нынешнем, антропоцентрическом, подходе его интересует вопрос "Почему?". Невозможность достижения этой цели без включения языковой личности в научное исследование очевидна, в связи с чем на первый план выдвигается необходимость языковой объективации всего того, что связано с мировосприятием, миропониманием и мировоззрением человека. Как известно, одним из важнейших свойств бытия человека является ориентация на определенные духовно-нравственные и морально-этические ценности, в соответствии с чем у него формируется шкала положительной или отрицательной оценки в отношении тех или иных явлений и процессов в окружающей его действительности. Оценка человека передается комплексом разноуровневых языковых единиц, объединенных оценочной семантикой. Исходя из этого, целью данной статьи является рассмотрение проблем репрезентации аксиологических параметров в казахстанском социуме на материале казахстанской прессы. Соответственно, объектом статьи являются языковые средства разных уровней, репрезентирующие аксиологическую семантику. Предметом исследования в данной статье является выявление репрезентантов аксиологической семантики и когнитивных структур, лежащих в их основе. Источником извлечения фактического материала является печатная пресса.

Ключевые слова: аксиология, дискурс, духовно-нравственные и морально-этические ценности, шкала ценностей, формирование, оценка.

Introduction

In the modern information world with a developed infrastructure of communication links the language plays a leading role in all spheres of people's life and activity, since the semantics of evaluation and its linguistic expression in media texts form a cognitive and informational plan of evaluation as an ideological tool.

Recent studies in the field of semantics have shown that evaluation is not only characteristic of all newspaper texts but it is one of the main style-forming features of newspaper speech (M. Brandeis, G. Solganik, etc.). Journalist in newspaper materials presents an axiological version of the image fragments of social life.

The theory of values explores various axiological systems and individual values of man and society in the philosophical aspect. However, the modern stage of development of science suggests syncretism of scientific paradigms in the study of phenomena of various nature. Value orientations are «ideological, political, moral and other bases of assessments and ways in which a subject can differentiate objects of the surrounding reality according to their significance for him and orientation in them; the elements of the internal

structure of the personality, secured by the life experience of the individual, by the totality of his experiences and delimiting the significant, essential for a person from the insignificant, non-essential» (Olshanskiy, 2002: 532). Values orientations, values become the subject of linguistic research.

The founder of linguo axiology, French linguist Ch. Bally, in the book «French Stylistics» wrote: «Our thought... constantly and inadvertently adds to the slightest perception an element of evaluation...; some words and expressions have... derogatory coloration, while others, on the contrary, have ameliorative...; some people say: «this is good», and others – «this is bad»; some bear a predominantly positive, and others a predominantly negative evaluation» (Bally, 1961: 183-184). Accordingly, Ch. Bally distinguishing between subjective and objective assessment, noted that «every speech fact has a logical or emotional dominant» (Bally, 1961: 183). From this statement it follows that the assessment may also be rational or emotional.

In recent decades, interest in linguistic axiology has steadily increased, as evidenced by the emergence of a large amount of research on this topic (N. Arutyunova, A. Wierzbicka, E. Volf, A. Ivin, V. Karasik, T. Markelova, G. Sklyarevskaya, etc). Increasingly, researchers followed G. Sklyarevskaya

say that «the word is not just a nominative unit of a language, but also a bunch of emotions, expression, evaluations, intentions, desires» (Sklyarevskaya, 1997: 166).

The main part

Assessment as a universal linguistic category cannot exist without a person, outside of his activity, since it is a person who assesses an object, characterizes it in terms of value / anti-value. Assessment as a linguistic phenomenon is widely interpreted in numerous scientific works of both domestic and Russian and foreign linguists. N. Arutyunova emphasizes the anthropocentricity of the assessment category: «What is being evaluated is what is needed (physically and spiritually) for man and mankind» (Arutyunova 1999: 181).

At each stage of the development of linguistic thought, the study of the phenomenon of assessment receives a new impulse, and therefore some definitions are made to the definition of this term.

So, J. Martin describes the assessment as: «the set of resources used to negotiate emotions, judgments, and valuations, alongside resources for amplifying and engaging with those evaluations» (Martin, 2003: 142).

Z. Ibadildina means by evaluation the semantic category (component), which consists in the ability of a language unit to characterize what is meant in the framework of the opposition «good / bad» (Ibadildina, 1997: 36).

D. Toktamyssova interprets linguistic assessment as «a socially fixed, socially well-established attitude of a native speaker to an extra-language object, understood in a broad sense as a person, object, reality, etc., expressed by linguistic means explicitly or implicitly. This attitude (of the subject to the object from the point of view of the opposition «positive / negative», i.e., «good / bad») acts as the usual or occasionally expressed semantic property of linguistic phenomena, called evaluations (Toktamyssova, 1996: 20-21).

In all the above definitions, evaluation is associated with the expression of a positive or negative attitude of the speaking subject, which is fixed, i.e. fixed in language means. Thus, assessment is presented in linguistic units, and the sphere of its functioning is speech.

Values can be divided into constant and variable. The first are the fundamental values passed down from generation to generation. They reflect the world perception, worldview and mentality of the ethnic group. The value specificity is determined

mainly by the nationality of a member of society, mentality, ethnic group.

The presence of variable values is due to the fact that the axiological paradigm may change due to social modifications, historical, economic and political transformations, which indicates the mobility of the scale of values.

The process of cognition certainly accompanies the evaluation activity, which allows to determine the value significance of any objects and determine their place in the linguistic picture of the world of the evaluating subject. The results of understanding, interpreting and «evaluating» the world by man can be expressed in various ways, of which the most convenient, effective and economical one is language. The assessment expressed by linguistic means (the relation of the subject to the object) becomes the semantic property of linguistic phenomena, and it is called appraisal.

Since evaluation is explicated at different levels of the language, this problem is of great research interest.

Thus, the ways of (affixation, composition, semantic derivation, morphological, syntactic, etc.) of the expression of evaluation the works of E. Volf, Z. Temirgazina, T. Markelova, T. Vendina and others are devoted.

According to T. Vendina, it is in word formation that the idea of the connection of consciousness with the structure of language is most vividly realized. Careful study of the factors of word formation can answer the question of what values and why are held by the mind, and that, in the language consciousness of the people is vital. «The word-building tools used to update the assessment signs of diverse objects and phenomena of the external world allow us to represent the picture of the value orientations of the Russian language» (Vendina, 1997: 46-47).

In the work of G. Zolotova «On the category of assessment in the Russian language» various affixes of subjective assessment are distinguished: *оньк-, -еньк-, -онечк-, -охоньк-, -ёхоньк-, -ёшеньк-, -к-, -ечк-, -оват-, -еват-* with the value of amplification, *-ок-, -ик-, -чик-, -ишек-, -ец-, -(у)ца, -ц(о)* with the value of diminution and caress (Zolotova 1982: 274)

V. Vinogradov highlighting diminutive suffixes – *ок-, -ёк-, -ик-, -чик-, -ец-*, emphasizes that «through them a variety of expressions are expressed: sympathy, irony, neglect, anger, variegated and contradictory gamut of emotions and assessments» (Vinogradov 1981: 101).

Most linguists, however, consider that the main level of expression of assessment is a lexical (V. Vi-

nogradov, T. Vendina, G. Zolotova, I. Khudyakov, E. Petrishcheva, and others) one. Nouns, adjectives, verbs, adverbs are considered as lexical means of expressing the estimated value. «The word not only possesses grammatical and lexical, subject meanings, but at the same time expresses an assessment» (Vinogradov, 1981: 21). Especially vividly estimated value is expressed by adjective. It is inherent in the adjective as part of speech, denoting a sign, property, quality of the subject, so it is present in most evaluative statements.

The works of T. Markelova, Z. Temirgazina focus on the syntactic means of expressing the category of evaluation.

Z. Temirgazina in her doctoral thesis «Evaluative Statements in Modern Russian» emphasizes that only in utterances full, evaluative semantics can be realized. According to Z. Temirgazina, the cognitive model of human consciousness – «generalized evaluation frame» is the basis for the functioning of evaluative statements. The evaluation frame is the «mental representation of objects and events contained in the memory of a person and standing between reality and its verbal content. The evaluation frame has a symbolic, symbolic character: a set of different types of evaluation frames constitutes a conceptual value model of the speaker's world» (Temirgazina, 1999: 18).

T. Markelova in her work «Possible types of realization of an assessment situation in a language» taking into account the pragmatic aspect of assessment, representing the conceptual meaning of the value (positive or negative) attitude of communicators to different realities (persons, objects, facts, events of objective reality), becoming the objects of their cynical activity, identifies three types of appraisal situation, in which 3 components of an appraisal act are taken into account:

- 1) an appraisal situation of an egocentric type;
- 2) the estimated situation of the objective type;
- 3) estimated situation of predicative type

(Markelova, 1995: 71).

According to E. Volf, «the assessment can be limited to elements smaller than a word, and it can characterize both a group of words and a whole utterance» (Volf, 2006: 6). Smaller elements include units of a word-formation level, under the words is evaluative vocabulary, which includes adjectives, adverbs, as well as names that contain an assessment, etc. The evaluative meaning, which is expressed by the whole statement, may not contain the evaluative vocabulary, if it is given in a communicative situation or in a macro context. Thus, E. Volf emphasizes that «evaluation as a value aspect of

meaning is present in a variety of linguistic expressions» (Volf, 2006: 6), while all language units at all levels can have a semantic property of evaluation.

The research material was extracted as a result of a continuous sample from the Kazakhstani mass media. Thus, the theme of the newspaper article «Женщины – опора Эры независимости», published in the Kazakhstan newspaper «Казахстанская правда» (March 5, 2018), is the role of women in Kazakhstani society.

1) At the word-formation level we have identified various affixes with evaluative sema: -ств, -ица, – ость, -ация, дис-, между-, само, все-, без -, не-

активизация, лидерство, труженица, работница, современница, периодизация, безработица, коммерция, предпринимательство, материнство, детство, институционализация, бедность, трансформация, ликвидация, дискриминация, международный, неправительственный, самоотверженный, всесторонний, всенародный, неумный и др.

2) At the lexical level it is advisable to distinguish two groups of words. On the one hand, the words that contain the evaluation as an integral element of the content, first of all:

adjectives: *крепкая, духовная, многовековая, сакральная, всенародная, истинный, славная, скромная, тонкая, добросовестная, талантливая и т.д.*

nouns: *основа, традиция, почитание, уважение, заслуга матерей, труженица полей, работница заводов, деятель науки и культуры, доброта, нежность, любовь, понимание и т.д.*

On the other hand, neutral words that acquire an estimated value in a communicative situation. Saying «Yesterday's qualified teachers, doctors and representatives of other professions, where women traditionally dominated, were forced to engage in *petty commerce*. Then this type of fishery was given a clear definition – the *shuttle business*. They did their hard work, groping their way through the wilds of the market, and participated in the formation of a new economy «is in itself perceived as a fact. However, in a situation when it comes to women, the author with the help of this replica evaluates them, admires them, their work (see Table 1).

Table 1 – Productive affixes for expressing estimated values

| No | Ways | Quantity | % | Affixes |
|----|---------|----------|------|--|
| 1 | postfix | 173 | 57,7 | -ств, -ица, -ость, -ация. |
| 2 | prefix | 127 | 42,3 | дис-, между -, само-, все -, без -, не-. |

Means and ways of expressing assessment at the lexical, phraseological level, the status of the estimated value, its relationship with other categories such as modality, expressiveness, emotionality, quality, etc., the place of assessment in the structure of the lexical meaning of words are studied in sufficient detail in works of such scientists as V. Vinogradov (1972), V. Zvegintsev (1957), N. Razinkin (1972), V. Telia (1985), V. Shakhovskiy (1987), E. Shendels (1980) and others.

Scientists focus on issues related to the status of the estimated value and its functioning in the language, their verbalization of the language.

At the lexical level – professionalisms, slangisms, jargonisms, terms, archaisms, etc., containing an evaluative component.

In most cases, the evaluation component appears as a result of a novation, which consists in changing the plan of expression of an already existing lexeme, but without much changing the plan of content. The material shell of the lexeme is changed by changing the nominative phrase into a word as a result of a word-formation transformation, *наличные деньги – наличка – нал; первичная организация – первичка*:

(1) *A тут принял больного, получил налом деньги и до свидания* (Литер, 30 марта 2019).

(1) *And then he took the patient, received cash money and goodbye* (Liter, March 30, 2019).

In this context, the lexeme *нал* means not just «cash», but a bribe, which has a negatively estimated connotation.

(2) *Мы уже более 30 лет говорим о приоритете ПМСП, о том, что главным звеном системы должна стать первичка.* (Литер, 30 марта 2019).

(2) *For more than 30 years we have been talking about the priority of primary health care, that the primary element of the system should be the primary* (Liter, March 30, 2019).

In the second sentence, all words, with the exception of the word *первичка* are commonly used, and the evaluation component is expressed implicitly. So, in the predicative center underlined by us, the main sentence (2) consists of a negative evaluative meaning, which can be interpreted as: «speak for nothing, to no avail», «the word diverges with deed,» etc.

Some preterms expressing new concepts, but not fully formed as terms, perform the axiological function. For example, the combination *shuttle business* can be considered an economic preterm in a number of well-established terms such as *hotel business, tourism business, pharmaceutical busi-*

ness, etc. This combination, the specifying member of which is the adjective *shuttle* formed from the figurative meaning of the technical term *shuttle* with the meaning: «In a loom and sewing machine: The appropriate device for filing the thread» (Lopatin, 2009: 868) has a relatively stable definition in modern Russian: *Shuttle business* is a special kind of international trade that has developed in recent years in Russia (and also in other countries of the former Soviet Union), in response to the inadequate organization of domestic trade and due to the non-existent possibility of going abroad (www.freepapers.ru). The fact that this combination is a preterm is indicated by its absence in terminological dictionaries.

The evaluative component of this term, formed by metaphorization consists in a somewhat dismissive attitude of the society towards it, rather than towards the business of institutional status. However, the combination that came into use in the 80s for each Russian speaker is familiar and it is quite possible that it will successfully pass through the terminology stage and will go into the category of economic terms. Let's give an example:

(3) *Вчерашние квалифицированные учителя, врачи и представители других профессий, где традиционно преобладали женщины, были вынуждены заняться мелкой коммерцией. Затем этому виду промысла дали четкое определение – челночный бизнес. Они своим нелегким трудом, на ощупь продираясь сквозь дебри рынка, участвовали в формировании новой экономики* (Казахстанская правда, 05.03.2018).

(3) *Yesterday's qualified teachers, doctors and representatives of other professions, where women traditionally dominated, were forced to engage in petty commerce. Then this type of fishing was given a clear definition – the shuttle business. By their hard work, by groping their way through the wilds of the market, they participated in the formation of a new economy* (Kazakhstanskaya Pravda, March 03, 2018).

Phraseological units have a huge axiological potential. For example, the following examples actively use the units already established in the Russian phraseological fund, each of which implicitly expresses a definite assessment of the people and events being described:

(4) *Объединить их – означает перевести частников на старые рельсы, откуда, в принципе, они и сбежали.* (Литер, 30 марта 2019).

(4) *To unite them means to transfer private traders into old rails, from which, in principle, they fled* (Liter, March 30, 2019).

In this case, the phraseological unit *transfer into old rails* expresses disapproval of the measures taken, implicitly means «pseudo-transformation», «take a step back». As a rule, transformations should be made in order to improve something» and not vice versa.

(5) *Каждая из девочек-школьниц (а есть еще малыши от двух месяцев до пяти лет) может дать фору любому из своих сверстников.* (Литер, 30 марта 2019).

(5) *Each of the girls-schoolgirls (and there are still babies from two months to five years) can give odds to any of their peers* (Liter, March 30, 2019).

PU in this context assesses the good abilities of the girls in question. *To give odds* is used not about the benefits deliberately given to them (girls), but in the integral seme, enclosed in the phraseological units of a whole synonymous row: *give ten points ahead, plug in the belt, give one hundred points forward, outdo, embellish, beat, eclipse, block.*

(6) *Его ждут, к нему готовятся практически все, и стар и млад.* (Казахстанская правда, 05.03.2018).

(6) *They are waiting for him, practically everyone is getting ready for it, both the old and the young* (Kazakhstanskaya Pravda, March 03, 2018).

This example is about celebrating International Women's Day. Classic PU and *the old and the young* emphasizes the importance of this holiday for society. Waiting for the holiday is evaluated positively.

(7) *Поэтому люди избегают обращаться к врачу за диагнозом, стесняются, и это еще один камень в огород относительно информированности родителей и толерантности общества* (Литер, 2 апреля 2019).

(7) *Therefore, people avoid contacting a doctor for a diagnosis, are embarrassed, and this is another stone in the garden regarding parents' awareness and tolerance of society* (Liter, April 02, 2019).

This article is dealt with children with autism. PU *stone in the garden* expresses the condemnation of society in the intolerance towards patients suffering from certain diseases that are not typical for this society.

(8) *И все же в вопросе знаний во главу угла бы поставила профессиональную подготовленность медицинских кадров.* (Литер, 2 апреля 2019).

(8) *And yet, in the matter of knowledge, I would put the professional training of medical personnel at the forefront* (Liter, April 02, 2019).

In the same context, the phraseological unit *at the forefront* also assesses the importance of «trust in specialists».

(9) *Кто скажет, что я акцентирую излишнее внимание на праздничных угощениях для народа, тот явно покривит душой.* (Литер, 30 марта 2019).

(9) Whoever says that I will emphasize unnecessary attention to the holiday treats for the people will obviously curse the soul (Liter, March 30, 2019).

PU *curse the soul* contains the score «will be insincere».

(10) *Скажите, пожалуйста, многие ли современные подростки по собственной инициативе, а не потому, что нужно выполнить соответствующее домашнее задание, штудируют Википедию, чтобы разобраться в основе морфогенеза?* (Литер, 30 марта 2019).

(10) *Tell me honestly, how many modern teenagers on their own initiative, and not because they need to do the appropriate homework, study Wikipedia to understand the basis of morphogenesis?* (Liter, March 30, 2019).

If the phraseological unit *in all honesty* calls for sincerity, the phrase «*studying Wikipedia*» contains an assessment of «condemnation of insufficiently acquired knowledge in school».

(11) *Мы понимаем, что в случае полного запрета все это уйдет в тень, и контролировать будет еще сложнее.* (Литер, 30 марта 2019).

(11) *We understand that in the case of a total ban, all this will go into the shadows, and it will be even more difficult to control* (Liter, March 30, 2019).

In this article we are talking about the gaming addiction of children, and a relatively new PU will *go into the shadow*, which appeared by analogy with the concept of the *shadow business*, expresses the unacceptability of the decision to completely ban gaming machines for children.

One of the means of expressing connotative-evaluative semantics is also stylistic tracks.

As part of this article, we will confine ourselves to confirming only examples from the Kazakhstani press.

Here are some examples:

1) impersonation:

(1) *Вот с тех пор и шагает по планете один из самых любимых в нашей стране красивых праздников, переживший различные идеологические и формационные разломы* (Казахстанская правда, 05.03.2018).

(1) *Since then, one of the most beloved holidays in our country, which has survived various ideological and formational faults, has been striding around the planet* (Kazakhstanskaya Pravda, March 05, 2018).

(2) Тоталитарная машина старательно уничтожала все попытки зарождения национальной гордости. (Литер, 22.11.2018).

(2) *The totalitarian machine diligently destroyed all attempts at the origin of national pride.* (Liter, November 22, 2018).

2) metonymy:

(1) В Стране восходящего солнца утверждают, что сердце необходимо очищать каждый день, из года в год, засыпая и просыпаясь (Казахстанская правда, 05.03.2018).

(1) *In the Land of the Rising Sun, they say that the heart must be cleaned every day, year after year, falling asleep and waking up* (Kazakhstanskaya Pravda, March 05, 2018).

(2) Затраты небольшие (которые еще и многократно окупаются), а удовольствия – море! (Литер, 30 марта 2019).

(2) *The costs are small (which also pays off many times over), and the pleasures are the sea!* (Liter, March 30, 2019).

(3) Лето машет всем рукой (Деловой Казахстан, 14.09.2018).

(3) *Summer waves with everything* (Delovoi Kazakhstan, September 14, 2018).

(4) Казахский учить – успешным быть (Литер, 30 марта 2019).

(4) *Kazakh learning is to be successful* (Liter, March 30, 2019).

(5) В двадцать четыре года он отправился в антарктическую научную экспедицию. «Эта книга о жизни не из интернета, не из ящика, не суррогатной, а настоящей», – делится автор (Деловой Казахстан, 14.09.2018).

(5) *At twenty-four, he set off on an Antarctic scientific expedition. «This book is about life not from the Internet, not from a box, not a surrogate, but a real one» says the author* (Delovoi Kazakhstan, September 14, 2018).

3) metaphor:

(1) В стране галопировала безработица, резко снизился уровень жизни, девальвировались духовные и нравственные ценности (Казахстанская правда, 05.03.2018).

(1) *Unemployment was galloping in the country, living standards dropped dramatically, spiritual and moral values were devalued* (Kazakhstanskaya Pravda, March 05, 2018).

(2) Они своим нелегким трудом, на ощупь продираясь сквозь дебри рынка, участвовали в формировании новой экономики (Казахстанская правда, 05.03.2018).

(2) *With their hard work, by groping their way through the wilds of the market, they participated in*

the formation of a new economy (Kazakhstanskaya Pravda, March 05, 2018).

(3) Информированность хромает и в поликлиниках, что отражается на качестве ранней диагностики (Литер, 2 апреля 2019).

(3) *Awareness is limping in clinics, which affects the quality of early diagnosis* (Liter, April 2, 2019).

(4) Век цифровизации за окном (Литер, 30 марта 2019).

(4) *The age of digitization outside the window* (Liter, March 30, 2019).

(5) Главное, не только желудок ликует, но и душа довольна (Литер, 30 марта 2019).

(5) *The main thing is not only the stomach rejoices, but the soul is pleased* (Liter, March 30, 2019).

(6) Сложился конструктивный разговор по двум очень важным наболевшим вопросам бизнеса – вопрос по возврату земельных участков государству и вопрос по доначислению налогов (Литер, 30 марта 2019).

(6) *There was a constructive conversation on two very important urgent business issues – the question of returning land to the state and the question of additional taxation* (Liter, March 30, 2019).

(7) И, поскольку языки, относясь к жизнеобеспечивающим факторам любого народа, становятся его высокочувствительными точками, то осуществление языковой политики требует максимальной внимательности, чуткости, взвешенности, осторожности и гибкости (Литер, 30 марта 2019).

(7) *And, since languages, relating to the life-supporting factors of any nation, become its highly sensitive points, the implementation of language policy requires maximum attentiveness, sensitivity, balance, caution and flexibility* (Liter, March 30, 2019).

(8) Самое важное – мы успели открыть двери, сблизить наши народы, познакомить людей, бизнесы для развития партнерских отношений, чтобы шаг за шагом развивалось сотрудничество (Деловой Казахстан, 14.09.2018).

(8) *Most importantly, we managed to open the doors, bring our peoples together, acquaint people, businesses for the development of partnerships, so that cooperation develops step by step* (Delovoi Kazakhstan, September 14, 2018).

(9) Астана в очередной раз была выбрана в качестве миротворческой диалоговой площадки не случайно, Казахстан с самой зарю независимости сумел наладить одинаково хорошие отношения и с Западом, и с Востоком (Деловой Казахстан, 14.09.2018).

(9) *Astana was once again chosen as a peace-making dialogue platform not by chance, since the dawn of independence, Kazakhstan managed to establish equally good relations with both the West and the East* (Delovoi Kazakhstan, September 14, 2018).

(10) *Решение Елбасы о переносе столицы из Алматы в Астану – золотая страница в истории молодого независимого государства* (Казахстанская правда, 14.12.2018).

(10) *Elbasy's decision to transfer the capital from Almaty to Astana is the golden page in the history of the young independent state* (Kazakhstanskaya Pravda, December 14, 2018).

(11) *Статья Президента Республики Казахстан Н.А. Назарбаева «Семь граней Великой степи» стала не просто важным событием, а зажгла патриотический дух* (Литер, 22.11.2018).

(11) *Article of the President of the Republic of Kazakhstan N.A. Nazarbayeva «Seven Facets of the Great Steppe» became not just an important event, but sparked a patriotic spirit* (Liter, November 22, 2018).

(12) *Я считаю Казахстан своим вторым домом, и мне особенно приятно спустя много лет вернуться в Вашу страну* (Казахстанская правда, 27.08.2015).

(12) *I consider Kazakhstan my second home, and I am especially pleased to return to your country many years later* (Kazakhstanskaya Pravda, August 27, 2015).

(13) *Вообще же для коллекционеров выставка-ярмарка стран Африки, открывшаяся в выставочном центре «Корме», является настоящим клондайком* (Казахстанская правда, 26.09.2017).

(13) *In general, for collectors, the exhibition-fair of African countries, which opened in the Kor-me exhibition center, is a real Klondike* (Kazakhstanskaya Pravda, September 26, 2017).

From the foregoing it is clear that the metaphor has the greatest appraisal. Metaphor is one of the most common ways of rethinking vocabulary, associated in most cases with the acquisition of emotional expression in a word. The metaphor, in our opinion, allows for the most figurative and convincing expression of an evaluative opinion by each individual author.

Results and discussion

The foregoing for a clearer understanding is presented in the following table and chart. The number of analyzed language units extracted from

213 articles amounted to 554.

Table 2 – Quantitative characteristics of representative-lexemes with axiological semantics

| No | Lexemes | Quantity | % |
|----|-----------|----------|-----|
| 1 | Jargons | 35 | 6,3 |
| 2 | Slangs | 28 | 5,1 |
| 3 | Archaisms | 26 | 4,6 |
| 4 | Terms | 19 | 3,4 |

The main representatives of axiological semantics in the Russian-language Kazakh press are commonly used vocabulary – 242 language units (52%), phraseological units, the number of which in 213 articles we analyzed is 105 (19%). Phraseological units have a clear estimated value.

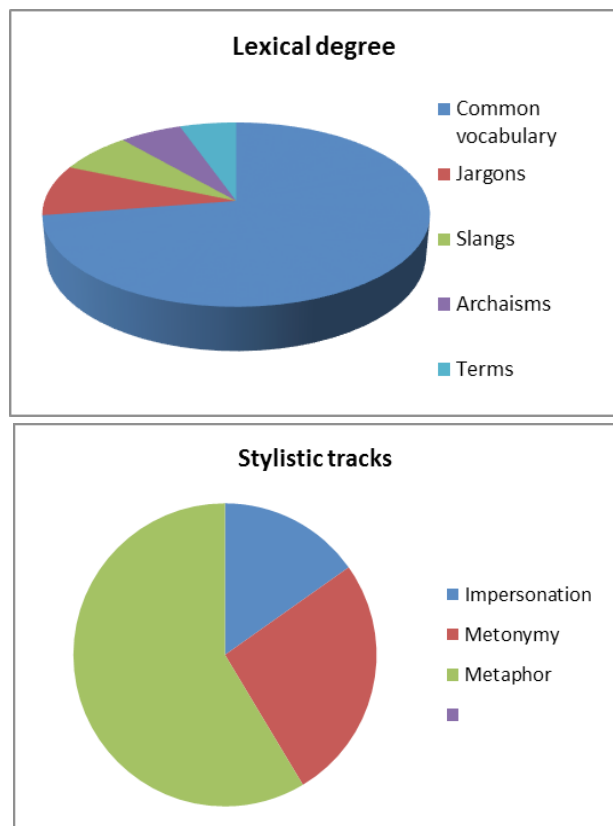
Table 3 – Representative stylistic trails with axiological semantics

| No | Stylistic tracks | Quantity | % |
|----|------------------|----------|------|
| 1 | Impersonation | 32 | 15,2 |
| 2 | Metonymy | 56 | 26,2 |
| 3 | Metaphor | 125 | 58,6 |

The analyzed newspaper material makes it possible to draw a conclusion on the expansion of the composition and function of evaluative vocabulary in modern Russian. In connection with the change of social realities and historical processes, axiologization acquires special significance, primarily in the language of the media. Under the influence of socio-political processes, lifting ideological prohibitions, changes in the economy, etc. there is an actualization of the existing in the lexicon of estimated values and the development of new ones (*shuttle business, cash, dawn of independence, digitalization, etc.*).

The axiology of the media lies in the dissemination in society of a system of world views represented by a certain set of values. The concept of *value orientations* is interpreted as a key component of the mass consciousness; «reflexively conscious», a relatively stable reflection in the consciousness of a person or any community of people of values, recognized by them as important, necessary, useful material goods and ideals, strategic life goals and common ideological reference points.

Representatives with axiological semantics given in the texts can be represented in the following diagrams



Conclusion

Thus, the interaction of media content and axiology makes it possible to systematize value information not only about the state of the language culture of society, but also about its moral status, because mass media texts as units of journalistic discourse spread tastes, life priorities, predict lifestyle, behavior including speech. Newspaper text is a type of mass-information discourse characterized by certain characteristics (information transmission channel, type of addressee, interpretative characteristics). Examples of a vivid manifestation of linguistic representation of an assessment are media texts that openly seek to shape public opinion and influence readers' minds.

Features of the intensification of evaluation in the texts of the media appear specifically. Emotional evaluation can be enhanced by the use of a number of words, expressions that carry positive or negative expression. Emotional evaluation is not only a reflection of life situations, but also an expression of a worldview. Moreover, evaluation can be used as an ideological tool. Therefore, to achieve the desired result, its goal, communicators need to properly use and own the emotive power of the semantics of linguistic units and the laws of the emotive text.

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