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LEXICO-SEMANTIC COMPATIBILITY OF WORDS IN KAZAKH

The article examines the difference between the notions of compatibility and valency and distinguishes the types of combinations in the linguistic system. The aim of the article is to investigate the functions and types of combinations as a linguistic category. The article uses deductive, inductive methods and content analysis methods. The criterion of lexical combination in the linguistic system is analyzed. The potential of the combination of Kazakh words has also been considered. The analysis of the linguistic material has led us to the conclusion that lexical word combinations with an indicative component have an appositive potential. The study of the types of word combinations led to the hypothesis that the valency can be not only structural, stylistic, functional, but also semantic. The valency of words, although extremely important, is not dominant in determining their combinatorics. More important here seems to be their position of compatibility in meaning. The valence properties of the Kazakh language are described; the distinctive features of the manifestation of valence properties are revealed. The results of the analysis of valence properties of Kazakh vocabulary can also be used in the study of the valence theory of general linguistics. When studying the valence properties of a language, the analysis of its lexical semantics and the determination of its belonging to semantic groups characterized by a field structure is at the core.

Key words: valency, compatibility, syntagma, lexical combination, semantic combination.

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Қазақ сөздерінің лексика-семантикалық тіркесімділігі

Мақалада тіркесімділік пен валенттілік ұғымдарының айырмашылығы қарастырылады. Тілдік жүйедегі тіркесімділіктің типтері ажыратылады. Мақаланың мақсаты – тіркесімділіктің қызметтері мен түрлерін анықтай отырып, оны тілдік категория ретінде тану. Мақалада дедуктивті, индуктивті әдістер, контент талдау әдістері қолданылды. Тілдік жүйеде лексикалық тіркесімділік заңдылықтарында болатын қателіктер талданды. Сондай-ақ қазақ сөздерінің тіркесімділік әлеуеті қарастырылды. Бірқатар сөздер 100-ден аса тіркес құруға әлеуетті болса, бірер сөздер талғанып тіркеседі. Қазақ тіліндегі тіркесу құбылысының стильдік, лексикалық, окказионалдық, перифразалық, атаулық ұғым қалыптастыру мақсатында жүзеге асатыны дәлелденді. Тіркес сөздердің жеке атаулық мағынаға айналу динамикасы да қарастырылды. Күрделі сөз бен тіркес сөздің аражігінде тіркесу заңдылығының өзгерісі талқыланды. Тіркесімділік жүйесінде лексикалық валенттіліктің маңызы ерекше екені көрсетілді. Сөздердің мағыналық жағынан өзара үйлесуі ғана жаңа атаудың (неологизмдер), күрделі сөздің (атаулы тіркес), бейнелі тіркестердің (перифразалар мен фразеологизмдер) тілдік қолданыстағы тұрақтылығын сақтайтыны анықталды. Мақалада ұсынылған талдаулар мен тұжырымдар қазақ тіліндегі валенттілік ұғымын зерттеуге, тіркесімділік заңын толықтыруға, тіркесімділікті категория ретінде дәлелдеуге ықпалын тигізеді. Тіркесімділік ұғымының – лингвистикалық категория екені әлемдік тіл білімінде дәлелденгенмен, қазақ тіл білімінде зерттеуді, дәйектеуді қажет етеді.

Түйін сөздер: валенттілік, тіркесімділік, синтагма, лексикалық тіркесімділік, мағына үйлесімі.

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Лексико-семантическая сочетаемость
слов в казахском языке

В статье рассматривается разница между понятиями «сочетаемость» и «валентность». Выделяются типы сочетаний в языковой системе. Цель статьи – исследовать функции и виды сочетаний как языковой категории. В статье использованы дедуктивный, индуктивный методы, методы контент-анализа. Анализируются критерий лексического сочетания в языковой системе. Также был рассмотрен потенциал сочетания казахских слов. Анализ языкового материала привел нас к выводу о том, что лексические словосочетания с признаковым компонентом обладают аппозитивным потенциалом. Изучение типов сочетании слов привело к выдвижению гипотезы о том, что валентность может быть не только структурной, стилистической, функциональной, но и семантической. Валентностная способность слов, хотя и чрезвычайно важна, не является доминирующей в определении их комбинаторики. Более значимой здесь представляется их позиция сочетаемости по значению. Описаны валентностные свойства казахского языка, выявлены отличительные особенности проявления валентностных свойств. Результаты анализа особенностей валентностных свойств казахской лексики могут быть также использованы в изучении теории валентности общего языкознания. При изучении валентностных свойств языка основным является анализ его лексической семантики, определение его принадлежности к семантическим группам, характеризуемым полевой структурой.

Ключевые слова: валентность, сочетаемость, синтагма, лексическое сочетание, смысловое сочетание.

Introduction

Compatibility is the main property of linguistic units, based on the syntagmatic connections. Syntagmatic connections are the capability of linguistic units to combine with each other in the flow of speech, in a text, in a sentence, in a word, depending on the rules of a language. Compatibility is a linguistic category, which is characteristic of all the spheres of language. The rule, which says that compatibility is the combination of words with words, of sentences with sentences is a stereotypical rule. And it is not only a characteristic of the grammatical state. Sounds of language have the ability to combine with each other as well. The affixes are added to the roots of the word depending on the rules of the language, the words are combined with each other, depending on the plan of their contents and the plan of their expression. If so, the phenomenon of compatibility is the category, which plays a big role in defining lexical, morphological and syntactic rules of language. In the present work, the concept of compatibility is equivalent to the concept of valence because valence is the phenomenon which defines the ability of all the linguistic units, beginning with sounds and ending with texts, to combine with each other.

Materials and methods

Empirical material were collected from the official and authoritative publications from the last years. The methods of selection, grouping, systematic description and evaluation were utilized to analyze the linguistic factors.

Literature overview

S.D. Kaznelson was the scientist who said that the phenomenon of valency is widespread. As he wrote, there are two types of valency in the language. The first of them is formal, and the second is content-based. The formal valency is connected to a specific word form and it is defined by the elements of synthetic morphology. And content-based valency depends on the sense and meaning of the word. The scientists who discovered this phenomenon later. (Kaznelson, 2002:).The scientists who investigated this phenomenon later also say about several times. According to Helbig, a German scientist, valency can be of three stages: the logical, the semantic and syntactic. Logical valency is understood as the extra linguistic stage of compatibility between the notions, while semantic valency is the compatibility of semantic components inside of

a word and also the possibility of those elements to be combined by their meaning. Syntactic valency is the possibility of separate words to combine. Free combinations for as a logical combinations, et cetera (He1big, 2015: 29).

Understanding of compatibility as only the category of grammatic form is now changing. It has been proved that the function of compatibility of words by their meaning. It's the basis for the formation of former semantic fields.

In the further investigations of the scientists the types and the kinds of compatibility are expanding. As V. Gak supposes, the compatibility of words show its relatedness to a specific part of speech, and lexical compatibility is the choice and use it of words related to its meaning. Semantic compatibility investigates the mutual semantic connection of two components (Gak, 2004: 89).

The scientist N.Z. Kotelova defines syntactic compatibility as a complex of the features of potential words, capable of making syntactic connections. Well, lexical compatibility is the condition for the words combination to be realized. She also says that there are two types of compatibility, the absolute compatibility and relative compatibility. The absolute compatibility is the type of compatibility, which does not require the mutual interdependence of its components. Relative compatibility is such a type of compatibility of the meaningful units which are interdependent and interconnected (Kotelova, 2018: 73).

In Kazakh linguistics, before the emergence of the theory of valency, grammatic compatibility was defined on the basis of words connections. And Balakaev defines compatibility in the following way: words combination is one of the intrinsic grammatic features of a language. Depending on their ability of being connected with each other, they can be divided into two big groups: nominal words and verbal words. The forms of connection of the words are the syntactic pillars which are the base for the word connections and which are the criteria for word classifications (Balakaev, 2013: 22).

Results and discussion

Word combinations and valency or compatibility are not equally interchangeable units, for example. In the following word combinations there are two types of valency:

Қызғыл сары орамал (light pink shawl), бойы ұзын қыз (a tall girl). Valency 1 unites the words "light pink" and "a tall", while valency 2 unites the words "pink shawl" and "tall girl".

The rules of compatibility should be studied. For example, the word "*зіңгіттей*" (enormous, grand) os a metaphorical word. So, it cannot be used with any word because at first it meant a man of a specific body type. So, it is not possible to say "a grand woman" or "a grand girl".

The next example is that both dogs and wolves can howl. But dogs can bark, which the wolves cannot do. So, there is no such a combination as at barking wolf. So, the rules of lexical compatibility need to be taken into consideration when translating from one language into another. Such concepts as living and non-living nature can be translated into Kazakh in a direct way, because for Kazakh people the word "non-living" is the equivalent of "non-moving", so the concept of dead nature, although a bit surprising, can exist.

In the same way, it is necessary to pay enough attention to the lexical word connections when translating words, which do not have the equivalent in other languages. For example, both Kazakh and Russian languages have many words, which can combine with the word "black". Black paper is the letter which says that a close person was defeated at war. This connection is the ethnocognitive concept of Kazakh people. So, it is possible to translate it literally into Russian or English. But the equivalent could be different. Another example, is that a black girl is not a black girl, but a girl with a very dark skin. Black bread is oatmeal bread. In this case, the word "black" is not always translated into Russian as black itself. At the same time, the word combination "dirty soap" – it's not dirty soap by itself, but the soap, which is meant to wash the dirtiest clothes. So, when trying to make word combinations, it is necessary to pay attention to the rules of compatibility, to the rules of semantic compatibility as well.

In Kazakh, the rules of morphological compatibility are important as well. They are necessary to be considered in making combinations which have the suffixes "ğan, -gen, -qan, -ken, – giş, -ğış, -gi, -ğı, – dik, -dıq.

For example, *сүзеген сиыр (not сүзгіш сиыр), қабаған ит (not қапқыш ит), түнгі жаңбыр (not түндік жаңбыр), тарихи құбылыс (not тарихтық құбылыс), әйелдік мейірім (not әйели мейірім)*

But there are the ways of morphological compatibility, which do not follow any rules. For example, *күзгі жапырақ (autumn leaf), күздік киім (autumn clothes); өлшегіш циркуль (measuring clothes), қысымөлшеуіш құрал (pressure measuring instrument); астарлы ақиқат, астарлық мата (underwear cloth)*

As we can see from the examples, the synonymous suffixes do not always act as basis for these genomic words. But they can be used to differentiate the words. For example, the suffix "gi" shows the words, which are close to the nature. The suffix -dik shows the season of the year.

The suffixes are added to the words by the rules of semantic compatibility.

As new worlds emerge in language, new rules are needed, and we believe that orthographic rules are needed for the words which are written together and the words which are written separately. The rules of word combinations should be discussed on all the levels of language, including phonetics, lexical level grammatic, orthography and the culture of speech. Only this way, the rules of compatibility in Kazakh language could be classified properly.

The rule of compatibility is the fruit of centuries. In language practice, switching away from a tradition. It's usually a way to mistake. For example, even if the synonym words in a language are very close to each other by their meaning, they have slight shades, which differentiate them. And those slight shades lie in the words, which they can or cannot combine with. In some cases, switching away from the traditional combining words is used by the writers of belletristic prose. And this is the stylistic instrument. But those abnormalities usually break the rules of language and they can be the result of improper linguistic education. In this case, it is necessary to study the rule of compatibility, which is extremely helpful.

The word combinations which are not inside of the rules of the language are not included in dictionaries.

The dictionary of word combinations includes the free combinations, which suit the grammatical rules, the bound combinations and phraseologies items.

The presented. Dictionary has an aim of raising the cultural language and reminding that the words and word combinations should be used properly. While compiling the dictionary, the compatibility and valency of each word were studied properly. During the process of inquiring the word combinations from qualitative and quantitative viewpoints, such connections of Kazakh language as predicative and attributive connections were studied. At the same time, during the compilation of the material for the dictionary, it was noticed that each nominal word has its limits of being connected to the verb in the predicative connection. For example: *қанат: қанат қағу, қанатынан айырылу, қанаты талу;*

*қанаты жаралану, қанаты болуы; қанатын көтеру, қанатын басу, қанатын сылап-сипау, қанатын тіреу; қанатқа ілу; қанаттары айқасу; қанатын соғу; қанаты бекіді; қанаты қатқан, қанаты қатаю; қанаты қайырылу, қанатын жаю, қанатын жинау, қанатын қырықты, қанатын қомдады, қанатын тартты; қанатымен ұшу, қанатымен су себу (*wing: flapping of wings, loss of wings, paralysis of wings; wing injury, wing presence; lifting the wings, pressing the wings, stroking the wings, supporting the wings; hanging on the wing; wings crossed; flapping wings; fixed wings; wing stiffness, wing stiffness; wings folded, wings spread, wings folded, wings folded, wings folded, wings folded; winged flight, winged sprinkling).

In the same way, there should be semantic harmony, when the main meaningful unit of the word combination is connected to a descriptive or nominal word.

For example: *қос қанат, ақ қанат, оң қанат, сол қанат, құс қанаты, үлкен қанат, кіші қанат, сынық қанат, қарлығаш қанат (*double wing, white wing, right wing, left wing, bird wing, big wing, small wing, broken wing, swallow wing). (Encyclopedia, 2013: 59)

Those connections are based on the adjective phrases.

At the same time, the dynamics of language makes it possible for the word combinations and their semantic harmony to be lost. And the words combinations may turn into single words or into the combinations which have purely nominative meaning. For example, "birdwing". This word combination in Kazakh indicates the snow, which falls when the first birds are returning home from where they have been. And in this case, these word combinations are written together. In another case, this is a special type of ornament, which is pleased on bracelets. And in this case, it is also written together.

At the same time, when trying to translate the word pilot, a pilot project, the word "kanatkakty" (wingflip) was used, and it was also written together.

The dictionary of compatibility includes the process of turning the word combinations into nominative combinations idiomatic and fixed combinations. It is possible to find such information as the syntactic relations between the words, analytical and synthetic connections between the worlds.

Among the problems to which the attention was paid there is a problem of connecting the words with the usage of genitive case.

For example: *жүрек жылуы (heart warmth), есік жақтауы* (the side of the door).

Those examples are using the genitive case, but the suffix of the genitive case is not shown. In the words themselves because of the rules of Kazakh language sometimes the suffix can be written. And those two forms are comparatively. In some words, which are terms, the use of genitive requires the absence of the suffix: *басқару жүйесі (басқарудың жүйесі), мекеме басшысы (мекеменің басшысы), хан сарайы (ханның сарайы)* – management system, head of institution, khan's palace.

As the human society develops, technology develops as well, and the readers are willing to read and perceive information faster. That is why, there are several fixed combinations which can be met in most types of mass media: *пікір алмасу, тәжірибе алмасу, жобаны талқылау, жаңа серпін, мәлім ету, өзекті мәселе, тығыз байланыс, атап өту, жылы қабылдау, сенімнен шығу* – exchange of views, exchange of experience, discussion of the project, new impetus, announcement, topical issue, close contact, celebration, warm reception, trust. Especially when the speech is given on the square, or in the scientific works or in publicist works, standard word combinations are used excessively. And language of use also contains such combinations as well. The standard word combinations are a characteristic of every language. And the usage of such words is defined by the social need.

The standard combinations also include cliche. And as they have their part in the vocabulary, cliche worlds are also included in the dictionary.

The examples of cliché expressions which include nominal words are: *еңбек тәртібі, валюта бағамы, ақша айналымы, жұмыс орны, абсолют белгісі, абсолют биіктік, абсолют шама, абсолют ылғалдылық, абыз адам, абыз би, дала абызы, автопойыз қызметі, аға буын, ағалар алқасы, ұшу алаңы, шағын алаң, алапат айқас, алапат аймақ* – work order, exchange rate, money circulation, workplace, absolute sign, absolute height, absolute value, absolute humidity, abyz man, abyz bi, steppe abyz, road train service, senior generation, brothers board, airfield, small square, catastrophic cross , disaster area.

Another group of expressions is made with the help the absence of the suffix "ty": *алапат аймақ – алапатты аймақ, абсолют ылғалдылық – абсолютті ылғалдық (disaster zone – disaster zone, absolute humidity – absolute humidity).*

Such combinations can also include components consisting of three elements. And they're also in the dictionary. The combinations consisting of four components were given as separate combinations.

Compatibility is a good instrument for making new words, new parts of speech and new terms. For example, the combination older generation consists of two words, older and generation. And these two words can be a base for creating more connections.

The combination, which belongs to this group is a nominative combination. Such productive combinations are also included in the dictionary. The adjective and known can be combined in a specific way. And when they're combined in that way, they produce a lot of cliche expressions. And since such expressions are widely used in different spheres of human life, they were also included in the dictionary.

Also, the following group of expressions produce cliches as well: the combinations of participles and verbs.

In the dictionary, the main meaningful unit of the combination was written in capital letters. And given separately, and the other meaningful unit of the combination is given in the alphabetical order.

During the compilation of the dictionary, the following types of combinations were taken.

1) Nominal combinations. Those which consist of two or more nouns.

2) Adjective combinations. The first meaningful unit is the adjective and the second meaningful unit is a noun. They can be divided into: a) noun plus noun combinations, where the first noun acts as an adjective; b) adjective and noun combinations.

3) The combinations based on participles and nouns.

Also, there are:

4) paraphrasing combinations, which have the expressive meaning and metaphorical basement: *ақ алтын (мақта), ақ халатты абзал жан (дәрігер), көгілдір экран (теледидар), көгілдір отын (газ), мандат иелері (депутаттар)* – white gold (cotton), white robe (doctor), blue screen (TV), blue fuel (gas), mandates (deputies).

5) idiomatic combinations: *қырық пышақ, қырғи қабақ, өгіз аяң* – forty knives, a cold, a bull's step.

6) the combinations, which have several components or combinations having two components of the same meaning: *арыстандай айбатты, жолбарыстай қайратты, асқар таудай* – as fierce as a lion, as strong as a tiger, as mighty as a mountain.

7) descriptive combinations: *асау ағыс, ғазиз ажар, аппақ түн* – wild stream, naive beauty, white night.

Language always connects people with the world. People have specific pictures of the world described in their minds; would they describe them with the help of language? All of these assumptions do not show the fact that a person's thinking is heavily bound to his or her native language.

The linguistic picture of the world is based on national picture on the world, social picture of the world, and individual way of thinking. That is why the linguistic picture of the world is a cultural, religious, philosophical, and scientific phenomenon. So the language itself does not describe the world, but it describes it by stages.

Kazakh language has a unique feature of being highly metaphorical. In Kazakh language, it is possible to compare the things which are otherwise incomparable. And those incompatible things often act as a base for connections in combinations. And this shows that the way that the speakers of that language think is extremely different from the rest of the world.

So, the role of paraphrasing in such case is extreme. Paraphrasing is the process of talking about the things, phenomena and objects in a different, more metaphorical way. Paraphrasing increases the idea, ideological aesthetic and metaphorical beauty of the text. Paraphrasing might later turn into a phraseological unit. Paraphrasing is coded in the thinking of people.

While compiling the paraphrasing units of mass media, many word combinations were found. To analyze them, the method of lingua textual analysis was chosen. It was only possible to define paraphrasing inside of a meaningful text.

Contemporary mass media uses paraphrasing combinations for expanding the pragmatic influence of the speech. For example, *those who hold bags, or the officials. The ordinary people like us on the stand, this and the bag holders do not.* The newspaper – Kazakhstani time. From the 25th of May, 2016. *The holders of mandates, or the deputies. The social organizations in our country, the local authorities and the professors of the universities are going to be the mandate holders.*

Those who have badges. In Kazakhstan, badge holders will be part of the presidential reserve. As say the Bright newspaper from the 6th of September 2013. *Tie wearers – the intelligence. Those who have money, and dress beautifully and wear ties, think of themselves as of Kazakh intelligence*, says Egemen Kazakhstan newspaper from the 21st of April. 2015. Those who have striped sticks – the policemen. Those who have stripes sticks and the financial workers are rubbing their palms saying, the

minister mumbles, we will have the fine, even if 10 years pass. Says the Sound of Kazakhstan from 14th of September, 2016.

Pocketed giants. Those who should have a lot of money. The pocket giants of the foreign countries are doing what they want. Young Kazakh newspaper from the 27th of August, 2015.

Here, the holders of bags, mandate holders, wearers of badges, tie wearers, holders of stripes and so on are paraphrases. Those combination paraphrases come from the associative minds of the journalists. The authorities, policemen and the ministers are imagined in a metaphorical way, which is understandable for the ordinary people.

Generally, paraphrasing works best when it uses the ordinary concepts when trying to represent complicated and sophisticated content. At the same time, an attribute of that complicated concept, such as a bag, a tie, a mandate, a pocket or a striped stick can be used to create the image in the head of the reader.

Dimensioned paraphrasing contain such bright concepts that the reader understands them without even thinking. This lies in the fact that the reader and the journalist are sharing the same knowledge. And that shared knowledge stays on the lowest stage possible – on the stage of associative knowledge.

Language is a spiritual force. Language and sign create the silhouette of what a man perceives. Through language, it is possible to express the inner world and the emotion. From this perspective, some paraphrases, which are new cannot be understood by the reader, but they can be used in a certain pragmatic goal.

For example, *those who sit on thrones*. These can be the mayors, the authorities, the officials. *Those who see it on thrones do not understand Kazakh language properly, and it is not possible to cover that problem. They will not learn the language.* As said by the newspaper The Morning of Kostanay. From the 18th of June, 2011. *Those who seat in leather chairs do not pay enough attention.* (The Young Alash newspaper from the 22nd of February, 2016: 3).

The mentioned paraphrasing combinations are also compiled on the basis of visual perception. They use specific expressions to show the negativity. The information, which comes to a person's mind through external stimuli is then expanded with the help of empirical note. At the same time, the ontological fragments of the world can also be found in the linguistic picture of that world. For example the way that thought becomes metaphorized is the

main mental activity, is the way of perceiving and expressing the knowledge about the world.

So such type of creating the metaphorical expressions is the attempt to see the new through the eyes of the old. The paraphrase referring to the throne, refers to the officials or mayors or politicians. The throne is not associated with kings anymore. Now, it is associated with the black leather chair which all these officials are sitting in. Nowadays, as a person gets a promotion and becomes an official, the first thing that people say is "congratulations on your throne" or "congratulations on your chair".

So the leather chair is the same attribute of power. Also, it is the sign, which creates the cognitive model in a person's mind. And it is the indicator of how a person sees and proceeds the actual world of reality.

In most cases, the power holders have their own cabinet and the leather chairs, which they sit in. So, in the understanding of the author and a power holder is described as a person who sits in a black leather chair. In an upright position and does not pay attention to the world around him.

Interpersonal interaction includes the evaluating process of another person. And during that process, the social stereotypes can influence the process of perception of a person, and that can be shown in different forms.

So, such a perception may include negative or positive attributes of such images as the power holder, the professional, the journalist. The mentioned stereotypes might be typical for some representatives of the society. And in most cases, such an image contains the most believed attributes as well. In contemporary social mind the officials, the mayors and local authorities are associated with ordinary attributes, such as leather chairs or thrones instead of being close to the people. Those paraphrasing combinations can be found in other forms as well (Leontovich, 2007: 368).

Those who sit in comfy chairs. Those who sit on the branches of the power. Those who settle in leather armchairs. Those who wish to be sitting on the throne.

The social mind pays extreme attention to the expressive words. Also, it pays attention to sensations. So, in order to attract the attention of the society, it is necessary to use such expressions in a specific pragmatic way. For this reason, the language should have a very extended vocabulary related to metaphors. The language should be emotionally rich, and meaningful, and expressive.

And what makes a language, a language? In this regard, the scientist K. Zhubanov said: "In order to have a language, you need time and space.

Language will not be created in one limited time, it will go through many times " (Zhubanov, 2012: 68). According to Academician G. Aitbayev, "Language is a ray of life, a mirror of social phenomena. All the various changes and innovations taking place in society, first of all, take place in the language, and then become a national heritage "(Aitbayev, 2010). According to the scientist F. Orazbayeva, "Language is the fruit of human thought and consciousness. Language is a social phenomenon " (Orazbayeva, 2019: 36). AA According to Potebnya, the maturity of thought is possible only by expressing it in words, and the word appears or becomes a word only when the thought matures (Potebnya, 2018: 56). Wilhelm von Humboldt: "Language should not be considered outside of thought, human thought, and we must not forget that there is a natural connection between them. After all, based on the preconditions of the external environment and the spirit of humanity, language creates an intermediate world of thought between man and the external environment " (Humboldt, 2008: 48)

At the same time, as N. Uali supposes, the environment is based on the person's thinking (Uali, 2007: 50). Language acts as a bridge between the person and the environment itself. Language is the creator of the actual world in a mind as well. It is very hard to create and store the knowledge about the actual reality in the mind. So, the previous knowledge needs to be classified in an individual's mind, and the new knowledge should be stored in connection to the old one.

So, a linguistic subject affects the process of the creation of cultural linguistic tradition and the creation of the ethnolinguistic cultural norms which are manifested in the way of thinking and the way of speaking.

And the language is used in accordance with the social and psychological features of the ethnic linguistic community. For a social, mind, language is first understood as a natural social phenomenon, which appeared because of the social and historical progress. Because language does not exist outside of this society and it should not exist. On the other side, society does not develop without a language. Society and language are inseparable from each other. So, during the process of the society's development, language plays a huge role. Contemporary Kazakh language is used to occasional expressive use of words, paraphrased combinations and manipulative plays of words.

Combinations and words are manifested in mass media. And all of these expressions are used to attract the attention of the readers.

The paraphrasing which is used in the mass media can be divided into following groups.

1. Precedential paraphrases. *Atymtay zhomarts (sponsors). Generous people from Kostanay will also take part in the charity event "Road to School". (Kostanay Tany newspaper, August 31, 2016: 4). Karabays (selfish officials). As a result, the number of "blacks" who plundered state property and plundered the state's property increased. (Ana Tili newspaper, September 10, 2015: 8). Zhantyk (representatives of the executive body, deputies). What they are doing is a bunch of idiots in the middle. (Halyk newspaper, August 9, 2015. 6).*

2. Metonymic paraphrases: *Karakozder – Kazakh children. Oceans overflow. There is a lot of talk about Kazakh children being sold abroad. One of them leads to a number of thoughts, and the other catches your eye. (Zhas Kazakh newspaper, May 17, 2015: 8). Karadomalaks are Kazakh children. The blacks, who learned the football alphabet at the Botafogo Academy in Brazil, have returned to the country. ("Sport" newspaper, April 20, 2015: 5). Crybabies are orphans. Crybabies in a foreign country. (Astana Akshamy newspaper, March 14, 2015:9).*

3. Metaphorical paraphrasing. The debris of gold – a child. A son of a hero, the debris of the gold, the child of the nation, let him rest in peace and find his path to heaven. ("Alash Aynasy", 12th November, 2012: 4). A steel horse – a car. A young woman riding a steel horse hit several people in a row. ("Kala men dala", 19th April 2015: 11). Black gold – oil, used to be coal. Compared to the previous year, oil buying capacity rose 8 times, and each day 460 barrels are bought. ("Kala men dala", 19th April 2015: 10). The white gold of Aral – salt. The white gold of Aral is sold to Russia and Kyrgyzstan. ("Syr boyi", 14th September 2016: 3). Bad illness – cancer. Bad illness is devouring us.

4. Occasional paraphrasing. Pocket putters – those who do bribery. To ask from the government, clear-hearted people should be chosen instead of pocket putters. ("Dat", 5th February 2015: 6). Those who have dads – those who have supporters. Those who have dads use expensive numbers for their cars. Those who have dads also have green light in front of them all the time. "Alash Aynasy", 12th June 2012: 4). Invincible drivers – drunk drivers. Invincible drivers are increasing in number, so the police is catching 800 of them every 2 days. ("Kostanay tany", 19th September 2016: 1). Those who ignore the red light – those who break the driving rules. Those who ignore red lights should be put in prison. ("Zamana", 30th October 2013: 12). Pickpockets – stealers. The number of pickpockets in busses is increasing.

5. Phraseological paraphrasing. Those who hold the ear of the pot – financial workers. Corruption in the country is almost always associated with pot ear holders. ("Turkistan", 28th April 2016: 2). Those who burnt their mouths – the deceived. People who burnt their mouths after a doctor's mistake are losing their health and their hope to live, so they visit prophets. ("Turkistan", 24th January 2013: 2). Those who turn a button into a mountain. Erlan Idirisov asks to be patient, addressing his plead to those who make buttons the mountains, searching for sensations in Kazakh politics. ("Zhas Alash", 24th December 2016: 8).

Those reaping with their mouths – people who give empty promises. As the head of the state said about the financial situation, we should trust the officials, not those who reap with their mouths. ("Zhas Alash", 20th April 2015: 9). Those who pour lies like water – those who give empty promises. As we know for now, they are pouring such lies as "I'll buy you a house", "I'll buy you some land" as water. One of them is the head of "Aruzhan-Invest". ("Halyk Gazeti", 27th November 2014. 4).

Conclusion

To summarize, the social mind tends to be eager to perceive the new paraphrasing combinations. The reason is, the combinations which make people think in a creative way are influencing their inner world to a great extent. Readers have different reactions: positive, negative, evaluative, agreeing, surprised, satisfied or offended. Contemporary mass media uses paraphrasing to portray the social and political situations more accurately.

These semantic categories are shaped by the language that they are exposed to. People continue to use perceptual and conceptual information apart from language, in order to sort, categorize, and remember. The extent to which people rely on language in such tasks depends on the precise goal on each occasion (Mirzaeva 2021: 211).

So, the types of paraphrasing which depict the reality as it is, are switching from the rare occasions to popularity. The journalists are using the techniques of satire, word play, manipulation etc. to attract the attention of the readers, and occasional paraphrasing is helpful in this case. So, the new usages of such expressions can become popular if they provoke evaluative, emotional, perceptional, and psychological reactions. So, the presented assumptions can be used to analyze and select the new usages of combinations in the social mind.

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