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## REPRESENTATION OF THE CONCEPT «ОТБАСЫ / FAMILY» IN THE KAZAKH AND ENGLISH POLITICAL DISCOURSE

The article talks about how the concept «отбасы / family» is represented in the Kazakh and English political discourse. Representative feature of the language as one of the most functional characteristics of human includes the ability to see the world and accordingly it can represent the representation of this world in its semantic and conceptual spheres. All, what is significant in the world and in the reality surrounding us cannot be but verbalized by the means of human language. In other words, it means that every pattern of language goes through the process of language nomination and find its adequate linguistic representation in different forms. The materials of the study were political speeches of the American politicians such as Donald Trump, Joe Biden and inaugural speech of the President of Kazakhstan Kassym Jomart Tokayev. We took political discourse in order to show figurative meaning and language modification of the concept of «отбасы / family». Conceptual analysis, lexical-semantic and comparative methods were used during the research. In the given article, the concept of «отбасы / family» is considered on the basis of texts of political discourse, its main representatives were analyzed and studied. As a result of such a study, it became possible, on the basis of comparative studies of linguistic units, to determine the ethnic specificity of the mentality of these peoples, to reflect the linguistic features and linguocultural nature, the specificity of consciousness and thinking of each nation.

**Key words:** concept, «отбасы / family» concept, political discourse, family values, family members, figurative meaning.

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### «Отбасы / family» концептісінің қазақ және ағылшын саяси дискурсында репрезентациялануы

Мақалада «отбасы / family» ұғымының қазақ және ағылшын саяси дискурсында қалай көрініс табатындығы қарастырылады. Тілдің репрезентативті қасиеті адамның ең функционалдық белгілерінің бірі ретінде әлемді көру қабілеті болып табылады және сәйкесінше ол осы дүниені оның семантикалық және концептуалды салаларында бейнелей алады. Дүниедегі және бізді қоршаған шындықтағы маңызды нәрселердің барлығын адам тілі арқылы сөзбен жеткізу мүмкін. Басқаша айтқанда, бұл тілдің әрбір үлгісі тілдік номинация процесінен өтіп, әр түрлі формада өзінің лайықты тілдік бейнесін табады деген сөз. Зерттеу материалдары ретінде Дональд Трамп, Джо Байден сияқты американдық саясаткерлердің саяси баяндамалары және Қазақстан Президенті Қасым Жомарт Тоқаевтың инаугурациясында сөйлеген сөздері алынды. Біз «отбасы / family» ұғымының астарлы мағынасы мен тілдік түрлендіруін көрсету үшін саяси дискурсты алдық. Мақалада «отбасы / family» концептісі саяси дискурс мәтіндері негізінде қарастылырып, оны құрайтын негізгі репрезентанттары талданып, зерттеліп отыр. Зерттеу барысында концептуалды (концептуалды) талдау, лексико-семантикалық және салыстырмалы әдістер қолданылды. Осындай зерттеу жүргізудің нәтижесінде сол халықтардың менталитетінің этникалық ерекшелігін айқындауға, тілдік ерекшеліктері мен лингвомәдени табиғатын, әр ұлттың санасы мен ойлауының ерекшелігін көрсетуге тілдік бірліктерді салыстырмалы зерттеулер жүргізу негізінде мүмкін болды.

**Түйін сөздер:** ұғым, «отбасы / family» ұғымы, саяси дискурс, отбасы құндылықтары, отбасы мүшелері, бейнелі мағына.

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### **Репрезентация концепта «отбасы / family» в казахско-англоязычном политическом дискурсе**

В статье рассматривается, как концепт «отбасы / семья» представлен в казахском и английском политическом дискурсе. Репрезентативной особенностью языка как одной из наиболее функциональных характеристик человека является способность видеть мир и, соответственно, он может представлять репрезентацию этого мира в его семантической и понятийной сферах. Все значимое в мире и в окружающей нас действительности не может не быть вербализовано средствами человеческого языка. Иными словами, это означает, что каждый образец языка проходит процесс языковой номинации и находит свое адекватное языковое воплощение в различных формах. Материалами исследования послужили политические речи таких американских политиков, как Дональд Трамп, Джо Байден и инаугурационная речь Президента Казахстана Касыма Жомарта Токаева. Мы взяли политический дискурс для того, чтобы показать переносное значение и языковую модификацию понятия «отбасы / семья». В статье концепт «отбасы / семья» рассматривается на основе текстов политического дискурса, анализируются и изучаются его основные репрезентанты. В ходе исследования использовались понятийный (понятийный) анализ, лексико-семантический и сравнительный методы. В результате проведения такого исследования стало возможным на основе проведения сравнительных исследований языковых единиц определить этническую специфику менталитета этих народов, отразить языковые особенности и лингвокультурную природу, специфику сознания и мышления каждой нации.

**Ключевые слова:** концепт, концепт «отбасы / family», политический дискурс, семейные ценности, члены семьи, переносное значение.

#### **Introduction**

Language is a system of communication, which is used by people to transmit information to each other. Language itself is being studied from different points of view: its structure, functions, history, evolution and influence on society. Language has not only a communicative function, but is also part of the culture and personality of a person. Linguistics studies language as a means of communication, as well as a way of thinking and perceiving the world and its expression can be given from different perspectives. A representative characteristic of the language can be its phonology (sound system), morphology (structure of words), syntax (structure of sentences) as well as ways of forming new words, grammatical categories and their expression, mechanism of sentence formation and their semantics. In addition, the sociolinguistic characteristics of the language, such as dialects, slang and terminology, which can reflect the cultural and social characteristics of the speakers, are also an important aspect.

The possibility of the language to show and manifest the world surrounding us through the language potential are shown and proven in every study. Language's representative feature that is considered as one of the basic aspects of human functionality, allows to perceive the world and

represent it in terms of semantics and through concepts.

Everything that holds importance in the world and the reality that surrounds us must inevitably be conveyed through human language. To say it differently, it means that every pattern of language goes through the process of language nomination and find its adequate linguistic representation in different forms by using various means of representation such as indirect references, implicit units, synonymic sets of the language, figurative descriptions that encompass euphemisms, patterns that are connected with the primary means of expressing a concept, stable expressions, phrases, units, collocations and so on.

One of the key ways of language and concept representation in the Kazakh-English political discourse is the use of appropriate terms and expressions that convey certain values and ideas. For example, when it comes to the national identity and culture of Kazakhstan, Kazakh expressions can be used to emphasize the uniqueness and richness of this culture. The important point that should be stated is that the representation of language and concepts in the Kazakh-English political discourse may depend on the context and goals of communication. For example, in different situations, different language means can be used to achieve certain goals – from persuading the audience to maintaining diplomatic relations.

## Materials and methods

The sources of the research work were texts, in particular political speeches of the American politicians such as Donald Trump, Joe Biden and inaugural speech of the President of Kazakhstan Kassym Jomart Tokayev, collected by continuous sampling from a newspaper. We took political discourse in order to show figurative meaning and language modification of the concept of «отбасы/ family».

To study the representation of the concept «отбасы / family» in Kazakh-English political discourse, the following methods were used:

1. Collection and analysis of texts: to collect political speeches, interviews, articles from newspapers that mention the concept «отбасы/ family» in Kazakh and English and to analyze the use of the units, its context and connotations.

2. Content analysis (lexical-semantic): to analyze the use of the concept «отбасы / family» in various sources in order to identify general trends and features of its representation.

3. Discourse analysis: to examine the ways in which the concept «отбасы / family» is used in political discourse in Kazakh and English, and what meanings are attached to it.

4. Comparative analysis: compare the representation of the concept «отбасы / family» in Kazakh-English political discourse, identify similarities and differences in its perception and interpretation.

The methodological basis of this work was a cognitive-discursive approach aimed at studying the role of language units in the processing and structuring of information in discourse. Conceptual analysis, lexical-semantic and comparative methods were used during the research.

## Literature review

A concept is defined as an abstract idea or a notion that expresses the basic characteristics of some object or phenomenon. In linguistics, a concept is usually considered as a unit of meaning or meaning that is connected with a certain word or expression. Concepts can be analyzed in terms of semantics (the meaning of a word or expression) and pragmatics (how they are used in communication). Both foreign and local researches employ concepts in order to clarify and scrutinize different domains of the world, testify and examine hypotheses and postulates. They can generate new concepts or use existing ones to develop research and practical

solutions. It is important to note that concepts can be the basis for the formation of scientific disciplines, methodologies and theories.

In this work we'd like to analyze the notion of concept. Concepts are represented in a form of spectrum in which all potential meanings are reflected. The restricted individual experience can cause the actualization of only a definite meaning. As the result of impact of various aspects, the boundaries of individual experience can be broadened in a positive way as the time passes and consequently new dimensions of the concept, previously unstudied, can be rationalized (Evtushok, 2004: 10). The richness and capability of the semantic scope of the concept shows the richness and colorfulness of the artistic representation of a person (Lihachov, 1997: 281). Hence, the concept is beyond the scope of the internal spheres.

Russian linguists such as N.N. Boldyrev, I.A. Sternin differentiate the key aspects of a concept structure such as the core and periphery. According to them, the core is considered as the most important and essential pattern for a speaker of a certain language, and next stand the periphery which is less important and notable for a certain language (Boldyrov, 2001: 184). Moreover, the researcher S.V. Ivanova states that cognitive, linguistic, cultural and psychological constituents form the structure of a concept. The human brain and its operation are always connected with the cognitive dimension of a language, whereas the processes of conceptualization and figurative processing of a language can be explained in terms of cultural peculiarities of a language. Furthermore, the value evaluation is vital for the formation of the concept (Ivanova, 2003: 178).

## Results and Discussion

The concept «отбасы / family» is no exception. The representation of concept is colorful, because it is a very important notion in every language. Cultural characteristics such as individualism and collectivism, low-context or high-context culture (Larina, 2009: 35-112; Dzhioeva, 2014: 136-156), are not taken into account when we speak about the concept of family and it's explained by high value of the family phenomenon in every linguoculture. «Отбасы / family» concept is one of the significant concepts that have been formed in the minds of the Kazakh people for a long time. We can consider that it is the basic concept where the main traits of the nation such as essential values, ethnic mind set, image, character, both national and cultural identities are reflected. At the same time, it's the

concept known for all languages, nations, cultures, because it is comprehensible and understandable for the universe and that's why «it can hold the universal character. However, it can be verbalized differently due to national and cultural differences» (Baizakova, Duisekova, 2023: 16). In the process of studying it, demonstrating language features and linguocultural nature it is possible only on the basis of conducting comparative studies of linguistic units reflected in two cultures. We used the means of mass media, particularly newspapers as the source of the study for the purpose of making detailed analysis of the concept «отбасы / family» in both the Kazakh and English languages.

All of us know that the phenomenon of family is inseparable from society. Family members such as *brothers, sisters, children, parents, spouses*, etc. are integral members of society without whom it's very difficult to imagine the comprehensive functioning of the country in general. However, family can be represented and verbalized differently according to differentiation in type of society, ethnic affiliation and so on. Thus the manifestation of the concept «отбасы / family» in a certain linguoculture can be various. In our study we'd like to show the representation of the concept «отбасы / family» in means of mass media, because means of mass media show dynamics of the language taking into consideration all extra-linguistic factors that may have an influence on language modification and semantic transformation. Let us turn to the features of the functioning of the metaphorical concept «отбасы / family» in the Kazakh and English political discourse.

The political text is a particular area of representation «отбасы / family» concept and the entire conceptual sphere associated with it. As the concept of family belongs to universal and cultural concept, it can be verbalized similarly in various languages using similar language patterns such as metaphors. Foreign scientists such as George Lakoff and Mark Johnson also highlighted about metaphorical and cognitive nature of language (George Lakoff, Mark Johnson, 1999: 324). Now let us analyze the features of the use of the family metaphor in American political discourse. For example, the former US President Donald Trump actively uses the tactics of accusation in order to build a negative image of an opponent – Joe Biden:

*«For 47 years, Joe Biden took the donations of blue-collar workers... Joe Biden spent his entire career outsourcing the dreams of American Workers, offshoring their jobs, opening their borders, and sending **their sons and daughters** to fight in endless*

*foreign wars»* (Trump's RNC acceptance speech, 28.08.2020).

*Sons and daughters* are children, the core of a family. The usage of patterns *sending their sons and daughters to fight in endless foreign wars*, shows that Joe Biden appeals to the most valuable thing for a human being. Here "sons and daughters" are employed in a negative connotation in a meaning of the folk or nation. Consequently, from this example we can assume that the politician creates his image as a sympathizer of the folk. By showing that he is against sending our sons and daughters, i.e. family members, to war, he shows that he cares about the interests of the people through family values.

Family values are hot topic discussion of political leaders. The former president of the USA Donald Trump in his speech addressed to the student organization Turning Point USA in Phoenix, Arizona, publicly expressed his commitment and gratitude using flattering patterns in various formats such as compliments, employment of a large number of epithets even in simple and short sentences. This is the trick done from the behalf of the politician in order be closer to the mass by urging them to place their trust on him and support his candidacy:

*«And I've said it before, you're the courageous warriors standing in the way of what they want to do and their goals and **standing up for faith and family**, God, country and freedom, freedom. Unbelievable spirit. I appreciate it. Thank you very much»* (Phoenix, Arizona Speech, 23.06.2020).

In his next speech, he emphasizes that the people are like a family and once again highlights the values related to family members. That is, people call for cooperation and unity, saying that people should love and care for each other like a family:

*«**We are one national family**, and we will always protect, love and care for each other»* (Trump's RNC acceptance speech, 28.08.2020).

From the examples given above, the politician views the people as one common family, puts forward the idea of taking care of each other as a member of that family, and tries to convey that he is close to the people. He affects the listener through values that are important to everyone.

In addition, the concept of family is associated with children, who make up the essence of the family. The child embodies the core and charm of the family. The child is the future of the family, the future of the ancestors. It's evident that all parents are concerned about their child's future. In the following example, famous politician D. Trump is trying to make his speech impressive and meaningful by using the word «children» interchangeably.



«*Together we will restore our economy quickly. We will rebuild our nation. We will revitalize our cities. We will take back our universities and colleges, and we will preserve the America we love for you and for your children*» (Phoenix, Arizona Speech, 23.06.2020).

D. Trump emotionally affects every listener, saying that we must strive for a brighter future for our children as a child is primarily associated with a bright future. Parents create their dreams together with their children. That is why all their wishes are devoted to the child. Through emotional influence, he makes himself close to the people, convinces them of his good deeds.

J. Biden also uses the same patterns of language for the purpose of making himself close to the mass and convincing the folk in his candidacy. Here America stands as a home and nation as individuals and family members. Using this tactic, the politician wants to make himself close to the people proposing to make the place you live in favorable place for people and your family all together.

«*He will wake up every day believing the job is all about him. Never about you. Is that the America you want for you, your family, your children?*» (Biden's DNC speech, 21.08.2020).

The concept “family” can be clarified and examined with the help of the meaning group “Family consists of family members”. Every family member has a lot of work and education in raising a child in every society. In particular, the role of father and mother has a great influence on the formation of a child as a person. It was also clear and comprehensible in the remarks made by the president Joseph Biden in the political discourse:

«*My dad used to have an expression. Joe, a job's about a lot more than a paycheck. A job's about your dignity, respect, and your place in the community. And I really mean this*» (Houston Rally Speech, 02.03.2020).

«*My mom taught me. She said, “Joey, look at me, look at me.” ... “Nobody's better than you, Joey, but everybody's your equal”. “That's how I was raised”*» (Southfield, MI Speech on Health Care, 16.10.2020).

Joseph Biden says that thanks to the education of his mother and father, he promotes spiritual and human values. Joseph Biden employs these tactics to persuade the addressee in truthfulness of his words. The purpose of this strategy is to get closer, and get the emotional feedback from the audience and position his image as a credible candidate by appealing to generally accepted values and he often mentions his family. At the same time, we can see

that the role of parents is huge here. In every nation, parents are associated with wisdom, intelligence, knowledge, and moral values. By citing his parents' words, the president managed to communicate to every individual his regard for society's core principles – such as personality, equality, respect, and honesty – and his commitment to incorporating them into state leadership.

In the Kazakh culture, parents are seen as the driving mechanism of the family and their role is highly evaluated. The upbringing of the children is of a great importance for every family, which is shaped by the values and teachings of their fathers, mothers, and grandparents who contribute to national education, preserving traditions and customs. Our ancestors coexisted harmoniously with nature and dedicated their finest and most instructive approaches to nurturing the next generation. Our ancestors, fathers and mothers grew up listening to fairy tales, getting acquainted with the rich treasures of our people. Hence, instructing about the legacy of forebears contributes to fostering patriotism in individuals who cherish their nation, while also cultivating a profound moral and spiritual universe. The discourse of the President of the Republic of Kazakhstan, Kassym Jomart Tokayev clarifies it. He was also able to show that he respects the wisdom of the *ancestors, the path that our ancestors* took, and that he will put it forward in governing the state in the following way:

«*Бабаларымыз қай заманда да бірлігін бәрінен биік қойған. Біз ата жолын сақтай білген, заманауи және өркениетті ел екенімізді бүкіл дүние жүзіне паш еттік. Бірлігіміздің бекемдігін тағы да дәлелдей алдық*» (Inaugural speech, 28.11.2022).

«*Көк байрағымыз, төлқұжатымыз және мемлекеттік тіліміз біздің біртұтас халық екенімізді білдіреді. Бабаларымыз біртұтас ел болып, Еуразия төрінде даңқты шежіресін ат тұяғымен жазған Алтын орда мен Қазақ хандығы сияқты мемлекеттер құрған. Сондай-ақ халқымыз ел басына күн туған күрделі сәттерде азаттығы үшін арпалысты. Әйгілі хандарымыздың, батырларымыздың және ұлт қайраткерлерінің ерлігі – осының айқын көрінісі*» (Inaugural speech, 28.11.2022).

In the mentioned inaugural speech, the president was able to emotionally impress upon the people by citing the wisdom of the ancestors, their courage, huge efforts, and their hard work. Moreover, he stated that he will serve the country's interests in a fair manner, because the country is our common home, it is left as a trust by our ancestors.

The following example shows how highly the spirit of ancestors is valued in Kazakh culture. The Kazakh people are familiar with their seven forefathers and have dedicated the Quran to honor their departed descendants, thereby garnering their appreciation. There is even a saying in the Kazakh language “the alive will not be rich if the dead are not satisfied”. Thus we can assume that the manifestation of family values in social life is one of the ways to properly regulate social issues:

*«Қазақ – ырымшыл халық. Мен биыл қасиетті Меккеге барған кезде Қазба төрінде ата-баба рухына құран бағыштап, Алладан бір-ақ нәрсе сұрадым. Ол – елдің амандығы. Шын мәнінде, еліміз аман болса, жеріміз бүтін, бірлігіміз бекем, мемлекеттігіміз мәңгі болады. Осы құндылықтарды мызғымастай етіп бекіту – қазақтың перзенті, Қазақстанның Президенті ретіндегі менің қасиетті парызым»* (Inaugural speech, 28.11. 2022).

At the same extract of the inaugural speech, we see the use of the word “child”. The president describes himself as a child and shows the state as a family. Parents have been carrying out educational work from the mother’s womb until the birth of the child. Every family attaches great importance to the upbringing of the offspring and works hard to make the child grow up as a person with strong faith and education. In turn, after the child grows up, each child has obligations to his parents. The same idea is conveyed metaphorically that the president would serve the people honestly as a child of his country.

In the Kazakh language, there are concepts of brother and brotherhood related to family. Brotherhood is a concept that expresses loyalty to kinship and brotherhood in a person. Brotherhood is a valuable quality that expresses the feeling of love, kindness, sympathy, and care between relatives (Encyclopedia, 2011: 543). Also, fraternity is not only a characteristic that can be seen only on the basis of kinship, but it is a positive sign of behavior that defines the moral qualities of a person. Being ready to help people regardless of their language, religion, or nationality is also a sign of brotherhood. It should be reflected in great values such as independence, national interest, and national honor. The following example illustrates the usage of the word “brotherhood countries” in this sense and it’s also used in the meaning of related countries, particularly the Turkic states:

*«Қазақстан өз ұлттық мүддесін қорғауға бағытталған теңгерімді және конструктивті сыртқы саясатын жүзеге асыруды жал-*

*ғастырады. Ресеймен, Қытаймен және Орталық Азиядағы бауырлас мемлекеттермен, интеграциялық бірлестіктер жөніндегі серіктестермен арадағы өзара тиімді ынтымақтастық пен стратегиялық әріптестік мәселелері басты назарда болады»* (Inaugural speech, 28.11.2022).

In the following example, it is implicitly verbalized that it is the responsibility of man to provide for parents and children. The text describes man as a hero (батыр). Because they take responsibility for the needs of the family. That is, the well-being of the family is a man’s responsibility. And a man’s work is first of all his work for his family, and in turn, his contribution to the development of the nation. The following examples illustrates the idea that the well-being and prosperity of the country starts from man’s commitment to his job and from the well-being of each family, because each family is an integral of every state:

*«...Батырлар балаларымыз бен қарт ата-аналарымыздың дастарханы ас-ауқатқа толы болуы үшін ауылда таңмен таласа оянады. Біздің батырлар – өзінің жеке кәсібін бастайтын, жұмыс орындарын ашатын, қызметкерлері мен олардың отбасыларына жаңа мүмкіндіктер тудыратын кәсіпкерлер... Олардың барлығы – халықтың мақтанышы әрі үміті. Міне, осындай еңбек адамдары – еліміз бен мемлекетіміздің тірегі»* (Inaugural speech, 28.11. 2022).

## Conclusion

The linguistic representatives that reveal the meaning of the concept «отбасы/family» are marked differently in two language cultures, and this is a natural phenomenon, because it shows the distinct lifestyles, cultures, beliefs, national traits, and identities of these nationalities. Family members such as *brothers, sisters, children, parents, spouses*, etc. are integral members of society without whom it’s very difficult to imagine the comprehensive functioning of the country in general. But representation of family members such as *brothers, sisters, children, parents, spouses*, etc. are given in the close context, because the semantic and lexical meaning of the mentioned units are universal both for the Kazakh-English political discourse.

So, consideration of linguistic, cognitive and discursive features of the concept of family allowed us to say that political discourse reflects the real nature, essence and some modification of the language, because the language of politicians represents all changes occurring in society. It leads

to speak about the importance of language of mass media, because it shows the processing of language in real time frame.

Therefore, the association of the concept «отбасы / family» is given with the help of the main concepts that form its basis, and their representation in political discourse is different. Politicians often repeat political values in their speech and tend to use them metaphorically and interchangeably. It, in turn, forms a connection between the addresser and the addressee, and is one of the methods used by the speaker to achieve his desired intention. Politicians

want to indirectly influence the addressee by using family values, and they want to present themselves as sympathetic to the people. Summing up the examples analyzed above, the main notions included in the concept of family, such as brother, parent, child, grandfather, baby, daughter, son, are used in political discourse in a variable sense, in order to affect the recipient emotionally. We did not notice significant differences in the use of the concept of family in the Kazakh and English languages. This arises from the universal and cultural nature of the concept of family.

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