

opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Linguística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

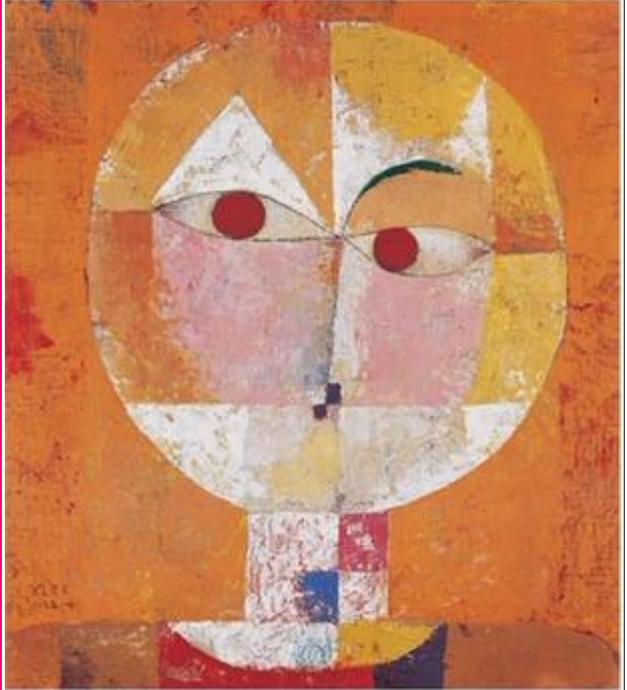
Año 35, 2019, Especial N°

23

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Representation of modernization of public consciousness in the mass media discourse

Valentina Zhumagulova¹

¹Kazakh national women's teacher training university Almaty,
Kazakhstan.
rus_yazyk@mail.ru

Gulzhan Kazhigaliyeva²

²Kazakh national women's teacher training university Almaty,
Kazakhstan.
gulnaiman@mail.ru

Aigul Onalbayeva³

³Kazakh national women's teacher training university Almaty,
Kazakhstan.
a.onalbaeva@mail.ru

Dina Sabirova⁴

dinasabirova_84.kz@mail.ru
⁴Kazakh national women's teacher training university Almaty,
Kazakhstan.

Almagul Zadayeva⁵

⁵Kazakh national women's teacher training university Almaty,
Kazakhstan.
zadaevaalmagul@mail.ru

Abstract

This article deals with the axiological and linguo-cultural aspects of the linguistic representation of the modernization of public consciousness in the Russian-language in the discourse of the Kazakh media via linguo-cognitive analysis. As a result, the lexeme people most often functions in the emotional-value context of unity and consolidation of the people. In conclusion, the potential for an influence of the modernization of public consciousness in the Kazakh Russian-language media is based on the construction of a single,

interconnected, conceptual, axiological, linguistic, and ideological model consisting of the interrelated concepts.

Keywords: Media, Discourse, Public, Consciousness, Axiological.

Representación de la modernización de la conciencia pública en el discurso de los medios de comunicación

Resumen

Este artículo aborda los aspectos axiológicos y linguoculturales de la representación lingüística de la modernización de la conciencia pública en el idioma ruso en el discurso de los medios de comunicación kazajos a través del análisis linguocognitivo. Como resultado, las personas lexemas a menudo funcionan en el contexto de valor emocional de la unidad y consolidación de las personas. En conclusión, el potencial para una influencia de la modernización de la conciencia pública en los medios de comunicación rusos kazajos se basa en la construcción de un modelo único, interconectado, conceptual, axiológico, lingüístico e ideológico que consiste en los conceptos interrelacionados.

Palabras clave: Medios, discurso, público, conciencia, axiológico.

1. INTRODUCTION

In modern linguistics, the problem of the influence of speech within mass communication is actualized. THE WORKS OF SHEIGAL (2000), NIKITINA (2006) and others, are devoted to the issues of the linguistic means of influencing consciousness in various discourse. The most prominent example of institutional discourse

having an influential function is within media discourse. The functional unity of information and influence potential allows the media to act as a powerful tool for shaping public opinion. Also, modernization of the national consciousness is one of the most urgent tasks for our country. This is also solved through the media (MARIANCHIK, 2012).

The need for fundamental changes in the consciousness of society is indicated in an article written by the Head of State, NAZARBAYEV (2017), called, looking into the Future: The Modernization of Public Consciousness, published on April 12, 2017. In that article, the president proposes taking a step towards the future by changing public consciousness in order to become a nation united by strong and responsible people (NOOR ET AL., 2018).

Public consciousness consists, first of all, of the ideas people have about society. This is a very important characteristic of society, through which it primarily expresses its own spiritual life and affects all other spheres of human activity. MATYASH (1988) defines social consciousness in the following way, Social consciousness is therefore social, because it is not caused solely by the originality of the individual psyche and the subject's ability for self-awareness and reflection. It is interwoven into the real being of people, and if this being is the same for a group of people, then its representatives will produce approximately the same content of consciousness. Therefore, public consciousness is a mass consciousness, the contents of which are both individual and universal. The consciousness of society varies

over history and under is the influence of manipulative impact. In the context of globalization, media discourse has a wide range of opportunities for verbal influence on public consciousness.

The most popular type of modern media is the Internet, which is an independent type of discourse with language and genre specificity. And, because the role of the Internet in modern communication and informational space is at the forefront together with the print media in Kazakhstan (in electronic versions), we examined the electronic discourse of the media of Kazakhstan over the past 6 years. We carried out a content analysis of a number of Kazakhstan news portals and websites: *bnews.kz*, *tengrinews.kz*, *inform.kz*, *zakon.kz*, *assembly.kz*, etc., as well as electronic versions of printed Kazakhstani media: *np.kz*, *kazpravda.kz*, *qazaquni.kz*, *exclusive.kz*, etc. The object of the study was the discourse of response to the patriot act and the idea of Mangilic El as stated in the article of Kazakhstan's president NAZARBAYEV (2017), Bolashakka Bagdar: Rukhani Zhangyru.

Media discourse is known to be closely related to political discourse. In this connection, the correspondence of political discourse within the media is highlighted. Such discourse has become an integral component of the informational life of a person and, accordingly, plays a key role in the transformation and modernization of public consciousness. In the modern world, political communication is mediated by media discourse, as politicians have minimized opportunities for direct contact with the population. Within media discourse, journalists act as intermediaries between professional

politicians and a large audience of non-professionals (GAVRILOV, 2012).

According to NIKITINA'S (2006) definition, the political discourse of the media is a complex communicative phenomenon aimed at the struggle for power through the formation of public opinion, including text as a verbal result of the speech. The context is situational and socio-cultural, and special language methods that meet the goals and objectives of discourse. Thus, here, we propose the following definition. Discourse is represented by the media for the purpose of forming public opinion through the communication of political information (PAULIENE ET AL, 2019).

Hypothesis.

The political discourse of the media in Kazakhstan plays a key role in the modernization of public consciousness. Within the mass media of Kazakhstan, there are conceptual attitudes that demonstrate a focus on the transformation of public consciousness in the language of modern media discourse, including:

- 1) The formation of a new type of national thinking,
- 2) The introduction of a system of new political concepts (Rukhani Zhangyru (Modernization of Consciousness), Mangilic El (Eternal Country), President, People, Future),

3) The creation of new, dominant ideas within public consciousness and their associative connections, such as;

- Politics: unity, united nation, Kazakhstani patriotism, consolidation, Kazakhstani way, Elbasy, modernization of consciousness, eternal country,

–Economy: business, enterprise, competitive economy, top 30 competitive countries,

–Culture: spiritual values, Rukhani Zhangyru, modernization of consciousness, Kazakh language, national culture, tolerance,

–Education: education, competence, self-development, mobility, creativity, competitiveness, successful personality, trilingualism.

Within this ideological guidance, there is both an implicit and explicit axiology which has a national-cultural specificity.

2. METHODS AND MATERIAL

Based on the semantic-cognitive approach from language to meaning as used in conceptual analysis, and also taking into account the analysis of the scientific literature on the problems of linguistic and psycholinguistic means for the influence of the mass media on public

consciousness, we identified the main concepts representing the modernization of social consciousness, defined their axiological features, and determined the means of the language representation of emotional-value attitudes.

The lingua-cognitive analysis, the study of the semantic word structure as well as the contextual, linguistic, and cultural analyses have all revealed that the majority of linguistic methods utilized in Kazakhstan's media for promoting the modernization of the public consciousness are distinguished as axiological. As is known, the axiological function of a lexeme implies the ability to represent values at the verbal level and carry out an assessment (BLAKAR, 1987).

3. RESULTS

The political discourse of the media has a direct impact on the consciousness of the addressee, as well as the restructuring of his picture of the world through the representation of evaluative concepts and their related value orientations. The linguo-cognitive and linguo-stylistic analysis of the Russian-language Kazakhstani mass media showed that the lexical methods of influence, characterized by axiology and pronounced appraisal and emotiveness, include:

- Metaphors and idioms with positive emotiveness, for example, the way which has passed the test of time: The idea of Mangilik El is the key to our national code and an honest way of life,

- Political slogan expressions with moral concepts containing high ameliorative assessment: civil equality, national unity, not to be indifferent, the dream of the Turks, the historical consciousness of the nation, etc.,
- Kazakh historical lexicon with the new ideological, cultural and emotional-evaluative value: Mangilik El, Atameken, NurlyZhol, the leader of the nation;
- Borrowed neologisms that have acquired a positive assessment in modern speech, such as trend, message, etc.

The analysis of the morphological features of lexemes with an axiological component at the level of denotation allowed us to identify the following emotional and evaluative methods with a positive moral attitude:

- Abstract nouns, as a rule, book, and political vocabulary, such as spirituality, modernization, prosperity, success, competitiveness, consciousness, patriotism, self-development, unity, rebirth, choice, and movement,

The axiology of key concepts reflecting the direction of the media towards the modernization of public consciousness is also distinguished by linguo-cultural specificity. These include all the main concepts, such as, Mangilik El, Rukhani Zhangyru, President, Future, and People. The force of impact current modernization concepts within

the Kazakhstan media is based on an emphasis on their spiritual component (ZELINSKY, 2008).

So, both the content of the spiritual act Mangilic El and the article by president NAZARBAYEV (2017) Bolashakka Bagdar: Rukhani Zhangyru and their very names represent important values of the nation which should form the foundation of the future of our country. In this connection, it can be stated that the basis of the modernization of public consciousness is the concept of a spiritual revival and economic development within the country.

The very use of Kazakh names for projects and programs has an axiological and linguo-cultural rationale. In the Kazakh worldview, names and items are given with meaning, and great importance is attached to that meaning. Therefore, even the Kazakh names themselves, used in parallel with the Russian ones, also play the role of a positive factor in influencing the consciousness of native speakers of the Kazakh language and Kazakh culture.

High positive evaluations and linguistic and cultural specifics are reflected in the nuclear components of the concept of Mangilic El, such as the Eternal People and the Eternal Country. They are connected with Mangilic El both and indirectly, at the ideological and conceptual level. Mangilic El means eternal people, eternal land, eternal country and homeland at the same time.

Our linguistic-cultural analysis of the concept Eternal people revealed that it translates into the greatness of the ancient history of the Kazakh ethnic group, as well as the concept that the greatness of the ancestors of the Kazakhs ensured today's independent Kazakhstan, which gives rise to faith in the future of the country. Mangilic El is the result of 22 years of independence, and its roots go back to ancient antiquity. (inform.kz) The axiological potential of the impact of the idea of Mangilic El on the modernization of public consciousness lies in its historical greatness (EFREMOVA, 2000).

The main value reference point, represented in the media's linguo-cultural concept Mangilic El - is the introduction of the attitude towards strengthening statehood and independence into the public consciousness. I think that the idea of Mangilik El, first of all, is connected with the unity of the people and with their most important value: independence, said M. Shaykemelev. (inform.kz). Based on the analysis of media discourse using content analysis, interpretational, and linguo-cultural methods in the structure of the concept Mangilik El, we identified the following guidelines of axiological orientation (KOVALCHUKOVA, 2019),

–The greatness of the history of the Kazakh people: Atameken, Alash, Eternal people, cultural code, Uly Dala Eli, etc.,

–Spirit: as a dominant idea for the rise and further development of the country, embodying within its tolerance, cultural mentality, spiritual values, etc.,

- Unity: united, consolidating values, one’s future, etc.,

- Education: increasing the potential of Kazakh science, quality education, competitiveness, trilingualism, etc.,

- Patriotism: citizenship, Kazakhstan patriotism, the achievements of the ancestors, the protection of the independence, etc.,

- Modernization: the idea of modernization, the strategy of national modernization, the modernization of public consciousness, etc.,

- Movement: development, the way, the Kazakhstani way, a reasonable way, Nurly Zhol, etc.

The lexical composition of the above groups shows that explicit linguo-cultural originality is expressed in The greatness of the history of the Kazakh people, which represents the conceptual and national basis of the idea of Mangilic El, and determines its influential force aimed at modernizing public consciousness. The axiological component of the concept of Rukhani Zhangyru (Spiritual renewal/modernization) is also mainly verbalized explicitly. The very name of the concept evokes associations with high vocabulary and provokes positive emotions and emotional evaluation.

The implementation of the program Rukhani Zhangyru is carried out through a number of special projects, such as, One Hundred New Faces of Kazakhstan, New Humanitarian Knowledge in 100 new Textbooks of the Kazakh Language, the transition to the Latin script, etc. The names of most projects have a direct and associative connection with the concept of new, which also has a positive assessment in the perception of ideas of spiritual modernization.

The application of the interpretation method allowed us to conclude that the attitudes of all the programs for the implementation of Rukhani Zhangyru have an impact on the public consciousness in media discourse due to their emotional value and appeal to the preservation of national values. Content analysis, the interpretational method, and contextual semantic analysis allowed us to determine that the modernization of public consciousness and the axiological component of the concept future in the media is connected with the transition of the Kazakh language to the Latin alphabet.

–The transition to Latin is Kazakhstan’s path to the future.

–I am sure that this is a necessary and correct step that will lead our country to a new level. The language environment should be competitive and meet modern realities. Latin leads in the global information space, and the transition to it will open new opportunities for every citizen of Kazakhstan. (nur.kz).

Latin in media discourse in Kazakhstan, therefore, reflects positive linguistic-cognitive attitudes, such as the way to the future, new knowledge, new opportunities, advanced technologies competitiveness, and the modernization of the Kazakh language. All the axiological concepts discussed above are united both by a common ideological setting (modernization of consciousness, spiritualism), and the subject/ object vector of modernization, which is the people. (El). The next concept is people. It is also verbalized in the discourse of the media, both at the lexical level and at the level of value judgments regarding development programs and the modernization of the country.

The lexeme people most often functions in the emotional-value context of unity and consolidation of the people. As the president noted, we will be known for our cultural achievements and the spiritual revival of our society. The unity of the people of Kazakhstan will contribute to the implementation of global tasks which the president outlined in his program's article. (vecher.kz). In addition, the axiological potential of the concept people is reinforced by its connection with the concept of value attitudes and spiritualism, such as, the most important thing is that the Rukhani Zhangyru allows for the harmonization of the traditional values of the people with the ideals of modernization. The combination of a rational approach and the people's traditional attitudes contribute to achieving the maximum effect in the development of society. (iei.kz). The use of the lexeme nation and the one-root word national creates an emotional effect background, such as,

–Rukhani Zhangyru, the program of building a new nation
(POSIDELOVA, 2014).

–Modernization and the harmonious combination of the national code within it is a complex task set for the citizens of this country. (Iei.kz)

–It is necessary to correct and revive the genetic code of the nation, to revive the architectonics of the steppe civilization with the help of folklore, ethno-culture, and folk art, and to develop the sacred heritage. Only then will it be possible, not in words, but in practice, to carry out spiritual modernization. (newtimes.kz)

In the examples above, the value significance of the concept of nation is reinforced by the context and the sympathetic compatibility. Thus, in the first example, the word construction is used in a figurative sense in the phrase construction of the nation, which contributes to the creation of a high prose style, and the phrase is complemented by the definition of a new one. In the examples the national code and the genetic code, their axiology is also based on the figurative, metaphorical meaning acquired by words in context.

The concept people, as shown by the contextual analysis, includes the notion of the future with various positive definitions. Among the markers that are used in, or replace, the context of the concept of people, the following have greatest emotional value and influential potential; our history, our historical development, and our place in the flow of history. The repetition of the possessive pronoun in the same sentence or context reinforces its emotional and value significance in perceiving relevant information. For example, the program Rouhani Zhangyru was proposed in a timely manner. At this stage of our historical development, our history

and traditions are important for us. This is especially true for young people. There are many programs such as Digital Kazakhstan, as well as the development of new technologies, but Rukhani Zhangyru is a priority for us today, as it is comprehensive and answers the main questions of our time: where is our place in the stream of history? And, are we where we want to be? (zhastar-07.kz)

4. DISCUSSION

At the moment, in linguistics, the ways and means of manipulating the public mind by the media have already been studied. But, the features of the modernization of public consciousness in the mass media of Kazakhstan and its axiological and national-cultural components within linguistics have not been given any attention.

We believe that the axiological and linguo-cultural specificity of the modernization of public consciousness in the media discourse of Kazakhstan considered here should be continued to further study the process of transforming the consciousness of society via the positive impact of the linguo-cognitive means of modern media.

5. CONCLUSIONS

As shown by our linguistic-cognitive analysis of the Russian-language discourse of the media of Kazakhstan, language methods and concepts that represent the modernization of public consciousness in the

discourse of the Kazakh media have an axiological orientation that demonstrates both the traditional national value orientations of the Kazakh people and the new, modern, Kazakhstan society. The main concepts representing the modernization of public consciousness in the Russian-language discourse of the mass media in Kazakhstan include Mangilik El, Rukhani Zhangyru, President, Future, and People.

Linguo-cultural specificity is most clearly reflected in the dominance of the Kazakh concepts and in the peculiarity of their verbalization. An important role is played by the ameliorative emotion of language articulation, as well as its national and cultural originality. Linguo-cognitive methods, reflecting the moral value reference points of the Kazakh nation, have a positive impact on national feelings and contribute to the modernization of mass consciousness. Thus, in general, the potential for an influence of the modernization of public consciousness in the Kazakh Russian-language media is based on the construction of a single, interconnected, conceptual, axiological, linguistic, and ideological model consisting of the interrelated concepts; Mangilik El, Rukhani Zhangyru, President, Future, and People.

REFERENCES

- BLAKAR, R. 1987. **Language as a tool of social power.** Language and social impact modeling [Text] / R.M. Blakar. - M. - S. pp. 88 - 124. Russia.
- EFREMOVA, T. 2000. **New dictionary of the Russian language. Explanatory and educational.** - M.: Rus.yaz. – In 2 tons. p. 1209. Russia.
- GAVRILOV, A. 2012. “The media impact on the public consciousness in the conditions of the information society”. **Young scientist.** N° 8. pp. 152-155. URL: //

- <https://moluch.ru/archive/43/5220/>(access date: 10.04.2019).
Russia.
- KOVALCHUKOVA, M. 2019. “News announcement as a speech genre of
discourse online media”. URL: //
[http://www.rusnauka.com/4_SND_2013/Philologia/7_127477.doc.
htm](http://www.rusnauka.com/4_SND_2013/Philologia/7_127477.doc.htm) (appeal date: 10.04.2019). Russia.
- MARIANCHIK, V. 2012. **Axiological function of neologisms of media-
political discourse**. - M.: LAP Lambert Academic Publishing. p.
176. Russia.
- MATYASH, T. 1988. **Consciousness as integrity and reflection**. Rostov-
On-Don: Rostov University Press. p. 78. Russia.
- NAZARBAYEV, N. 2017. “Looking to the future: the modernization of
social consciousness”. **Astana**, April 12, 2017 –URL: //
http://online.zakon.kz/Document/?doc_id=36155529. Kazakhstan.
- NIKITINA, K. 2006. **Technology speech manipulation in the political
discourse of the media (on the material of US newspapers):
diss. ...Cand. filol. sciences**. - Ufa. p. 197. Russia.
- NOOR, M., SHARIFF, M., SHABBIR, M., SHUKRI, M., & BAKAR, B.
2018. “The Mediating Role of Business Simulations on the
Relationship between University Role Entrepreneurship
Curriculum and Assessment of Teaching Approaches and
Entrepreneurial Inclination”. **International Journal of Supply
chain Management**, 7(4), 223-233.
- PAULIENE, R., DISKIENE, D., & MATUZEVICIUTE, E. 2019.
“Complex Approach on Multicultural Teams Management &
Leadership”. **Journal of Educational and Social Research**, 9(2),
8.
- POSIDELOVA, V. 2014. **Semantic-cognitive approach to the concept-
sphere of the Russian language**. Philosophy of law. N° 1 (62). pp.
34-37. Russia.
- SHEIGAL, E. 2000. **Semiotics of political discourse: diss ... doc. filol.
sciences**. Volgograd. p. 440. Russia.
- ZELINSKY, S. 2008. **Information and psychological impact on mass
consciousness**. SPb.: Publishing and Trading House SKIFIYA. p.
407. Russia.



**UNIVERSIDAD
DEL ZULIA**

opción

Revista de Ciencias Humanas y Sociales
Año 35, Especial No. 23 (2019)

Esta revista fue editada en formato digital por el personal de la
Oficina de Publicaciones Científicas de la Facultad Experimental de
Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

www.luz.edu.ve

www.serbi.luz.edu.ve

produccioncientifica.luz.edu.ve