

Assel Seidamat^{1*}, Ismet Cetin², Nazerke Tleubayeva³^{1*}Corresponding author, Doctoral student, Al-Farabi Kazakh National University, Kazakhstan, Almaty, ORCID: 0009-0001-0471-3249 E-mail: assel.seidamat@gmail.com²Doctor of Philosophy (PhD), Gazi university, Turkey, Ankara, ORCID: 0000-0002-0144-2703 E-mail: icetin@gazi.edu.tr³Doctoral student, Al-Farabi Kazakh National University, Kazakhstan, Almaty, ORCID: 0000-0003-2569-0899 E-mail: naz_96_14@mail.ru**THE RELEVANCE AND EXPRESSIVENESS OF THE WORD
IN MODERN WRITTEN COMMUNICATION**

Abstract. Written communication in modern society plays a key role, reflecting changes in the national literary norm through the dynamics of language. These changes are particularly evident in the language of periodicals, which is a significant field of written communication. The main functions of periodicals are to convey information and influence, with the influence function becoming dominant at the current stage, especially in genres focused on attracting and retaining readers' attention through artistic descriptions. To achieve this, the language of the press employs linguistic units associated with the relevance and expressiveness of words. The article aims to justify the concepts of "word relevance" and "word expressiveness" based on empirical material and scientific conclusions gathered from modern periodicals and to evaluate these phenomena from the perspective of speech culture. It analyzes and defines these concepts based on conclusions from foundational works on speech culture and stylistics in general and Kazakh linguistics. The study collects and categorizes linguistic facts from periodicals over the past decades that reflect the relevance and expressiveness of words. A more in-depth analysis was conducted through a semantic examination of linguistic facts, highlighting cases where the norms of speech culture were violated regarding word relevance and expressiveness. As a result, conclusions were drawn about the quality, relevance, and expressiveness of language in the periodical press and their connection to the denotative and connotative meanings of lexemes in the Kazakh language, word compatibility, and the norms of the literary language. The issues discussed and the results obtained in the article can be applied in future scientific and practical research on speech culture, functional stylistics, periodical language, and linguopragmatics in Kazakh linguistics.

Keywords: relevance; expressiveness; written communication; periodical press; linguistic units**Source of financing:** The article was prepared within the framework of the project of program-targeted financing of the No. BR20280984 "The potential of modernization of the Kazakh language: innovations, tendencies and processes".**For citation:** Seidamat A., Cetin I., Tleubayeva N. The Relevance and the Expressiveness of the Word in Modern Written Communication. *TiltanyM*, 2024. №3 (95). P. 174-185.DOI: <https://doi.org/10.55491/2411-6076-2024-3-174-185>**Әсел Сейдамағ¹, Исмет Четин², Назерке Тлеубаева³**^{1*}автор-корреспондент, докторант, Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ., ORCID: 0009-0001-0471-3249 E-mail: assel.seidamat@gmail.com²философия докторы (PhD), Гази университеті, Түркия, Анкара қ., ORCID: 0000-0002-0144-2703 E-mail: icetin@gazi.edu.tr³докторант, Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ., ORCID: 0000-0003-2569-0899 E-mail: naz_96_14@mail.ru**ҚАЗІРГІ ЖАЗБА КОММУНИКАЦИЯДАҒЫ СӨЗ ЖАТЫҚТЫҒЫ МЕН ӘСЕРЛІЛІГІ**

Аңдатпа. Қазіргі жазба коммуникация – ұлттық әдеби норма сипаттары мен тіл динамикасына тән жаңа белгілерді танытатын күрделі сала. Тілдегі ұлттық сипат мен жаңа құбылыстар жазба коммуникацияның беделді тармақтарының бірі болып табылатын мерзімді баспасөз тілінде айқын көрінеді. Тіл динамикасындағы ерекшеліктер мерзімді баспасөздің негізгі функциялары: ақпарат беру және ықпал ету функцияларымен тікелей байланысты. Әсіресе қазіргі кезеңде баспасөздің ақиқат шындықты көркем суреттеуге арналған көптеген жанрларында оқырманды өзіне тарту, иландыру мүддесінде ықпал ету функциясы басымдық танытып келеді. Осыған байланысты баспасөз тілінде сөз жатықтығы мен әсерлілігі категорияларына қатысты тілдік бірліктер қолданылады. Мақаланың мақсаты – қазіргі мерзімді баспасөз тілінен жинақталып, іріктелген эмпирикалық материалдар мен ғылыми тұжырымдар негізінде сөз жатықтығы мен әсерлілігі ұғымдарын анықтау және оларға сөз мәдениеті тұрғысынан баға беру. Мақалада мерзімді баспасөз тіліндегі сөз жатықтығы мен әсерлілігі ұғымдары жалпы тілі білімі және қазақ тіл біліміндегі сөз мәдениеті және стилистика салаларына қатысты іргелі еңбектерде тұжырымдалған пікірлер негізінде талданып, анықталды. Зерттеуде мерзімді баспасөзде соңғы онжылдық мерзім аралығында аталмыш

құбылыстар көрініс табатын тілдік фактілер жинақталып, тақырыптық топтарға ажыратылды. Сонымен қатар мерзімді баспасөз тілінде берілген мәселені тереңірек талдау мақсатында сөз мәдениеті тұрғысынан сөз әсерлілігі мен жатықтығы сақталмаған тілдік фактілер іріктеліп, оларға семантикалық талдау жасалды. Нәтижесінде мерзімді баспасөздегі сөз жатықтығы және сөз әсерлілігі сапасы қазақ тілінің жалпы тілдік қорындағы лексемалардың денотаттық және коннотаттық мағынасымен, сөздің семантикалық астары арқылы тіркесімділік қабілетімен, әдеби тіл нормалары, тіл амалдарын дұрыс қолдану мәселесімен тығыз байланысты тұжырымдалды. Мақалада талқыланатын мәселелер мен алынатын нәтижелерді қазақ тілтанымындағы сөз мәдениеті, функционалды стилистика, мерзімді баспасөз тілі, лингвопрагматика салалары бойынша терең ғылыми-практикалық зерттеулерде пайдалануға болады.

Тірек сөздер: сөз жатықтығы; сөз әсерлілігі; жазба коммуникация; мерзімді баспасөз; тілдік бірліктер

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Асель СейдамаТ^{1*}, Исмет Четин², Назерке Тлеубаева³

^{1*}автор-корреспондент, PhD докторант, Казахский национальный университет имени Аль-Фараби, Казахстан, г. Алматы, ORCID: 0009-0001-0471-3249 E-mail: assel.seidamat@gmail.com

²доктор философии (PhD), Университет Гази, Турция, г. Анкара, ORCID: 0000-0002-0144-2703 E-mail: icetin@gazi.edu.tr

³PhD докторант, Казахский национальный университет имени Аль-Фараби, Казахстан, г. Алматы, ORCID: 0000-0003-2569-0899 E-mail: naz_96_14@mail.ru

УМЕСТНОСТЬ И ВЫРАЗИТЕЛЬНОСТЬ СЛОВА В СОВРЕМЕННОЙ ПИСЬМЕННОЙ КОММУНИКАЦИИ

Аннотация. Письменная коммуникация в современном обществе играет ключевую роль, проявляя новые черты национальной литературной нормы и отражая их в динамике языка. Национальный характер и новые явления в языке проявляются в языке периодической печати, который является одной из престижных отраслей письменной коммуникации. Особенности динамики языка напрямую связаны с основными функциями периодической печати: передачей информации и воздействием. На современном этапе во многих жанрах прессы, посвященных художественному описанию фактов, преобладает функция воздействия с целью привлечения и удержания внимания читателя. В связи с этим в языке прессы используются языковые единицы, относящиеся к категориям уместности и выразительности слова. Цель статьи – обосновать понятия «уместность слова» и «выразительность слова» на основе эмпирического материала, собранного и отобранного из современных периодических изданий, а также оценить эти явления с точки зрения культуры речи. В статье проанализированы и определены понятия уместности и выразительности слова в языке периодической печати на основе выводов, сформулированных в фундаментальных работах, касающихся культуры речи и стилистики в общей лингвистике и казахском языкознании. В исследовании собраны и разделены на тематические группы языковые факты, отражающие уместность и выразительность слова в периодической печати за последние десятилетия. Для более глубокого анализа вопроса был проведен семантический анализ языковых фактов, где уместность и выразительность слов нарушены с точки зрения культуры речи. В результате были сформулированы выводы о качестве, уместности и выразительности языка периодической печати в тесной связи с вопросами денотативного и коннотативного значения лексем в казахском языке, смысловой сочетаемости слов, норм литературного языка и правильного использования языковых приемов. Обсуждаемые в статье вопросы и полученные результаты могут быть использованы в углубленных научно-практических исследованиях в области культуры речи, функциональной стилистики, языка периодической печати и лингвопрагматики в казахском языкознании.

Ключевые слова: уместность; выразительность; письменная коммуникация; периодическая пресса; языковые единицы

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Introduction

Throughout human history, the evolution of writing culture and the standardization of writing norms have paralleled the development of both oral and written language communication. Effective communication in any context necessitates adherence to principles that enhance the quality of language

use and the correct application of communicative elements and methods in accordance with societal norms. The accurate and proficient use of language, including the purity and precision in conveying thoughts, is intrinsically linked to adherence to the literary norms of the Kazakh language. This aspect is examined within the framework of Kazakh linguistic culture.

Written communication serves as a principal indicator of a nation's cultural and spiritual advancement. Notably, a critical area of written communication that remains underexplored is the characteristics of language units that determine word relevance and expressiveness within periodical press. The primary function of periodical language is to provide information grounded in factual accuracy, and to persuade and influence the reader through this information. Historical societal developments have altered the interplay between these core functions – information dissemination and persuasive activities. Currently, the influence function of the Kazakh press has become increasingly prominent. This shift is attributed to the press's role in facilitating a comprehensive mental evaluation of societal characteristics and stimulating the reader's awareness through the portrayal of diverse societal events.

In this context, the modern press extensively employs the expressive vocabulary of the Kazakh language. Word usages in contemporary periodicals can be categorized in terms of two key aspects: relevance and expressiveness.

The relevance of the word is explained by the principle of compliance with the norms of the literary language, the ability to correctly use language techniques in speech or writing (Uali, 1984: 8). And the concept of expressiveness of a word is characterized by a much broader, complex content. This is primarily determined by the reader's and writer's sympathy for what is written, as well as the concepts of “aesthetic quality of speech works” and “quality of semantic content” (Baitursynuly, 2013: 336).

These issues are addressed within the field of linguistics in close relation to language norms and the domain of word culture. Currently, the challenge of language use by speakers and writers is often overlooked, as attention primarily focuses on adherence to linguistic (phonetic, lexical, grammatical) norms. Additionally, there is insufficient exploration of how concepts such as correctness and the influence of words – key aspects of communicative quality – are expressed.

It can be asserted that the problem of defining the expression of concepts such as clarity, richness, purity, accuracy, and the influence of words, particularly in terms of communicative quality in both oral and written contexts, remains inadequately addressed. We propose that this issue should be examined in conjunction with the speaker's and writer's ability to effectively convey their thoughts to the listener (or reader) in a manner that is both engaging and impactful.

Materials and methods

In the research work, scientific works published in world and domestic linguistics were used as sources in order to identify the relationship between word influence and word horizontal, the complexity of the problems of similarities and differences. In order to further analyze the concepts of veracity and influence of words in Kazakh linguistics, such scientists as A. Baitursynuly, Q. Zhubanov, I. Kenesbayev, R. Syzdyq, N. Uali, A. Aldash, the scientific opinions of such linguists as B. N. Golovin, G. G. Khazagarov, E. E. Kornilova, I. V. Pekarskaya, M. R. Savova, G. Ya. Solganik, M. N. Kozhina, A. N. Vasilyeva, S. V. Bepalova were studied and formulated.

The study over the last decade collected about 100 linguistic facts from the materials of such periodicals as *Egemen Qazaqstan*, *Ana tili*, *Qazaq adebieti*, *Aiqyn*, *Zhas Alash*, which reflect the relevance and expressiveness of words in the periodical press. The expressive evaluative vocabulary collected from the materials of the Periodical Press was divided into positive and negative evaluative words and phrases depending on the type and divided into 5 main thematic groups depending on the frequency of use in the press. Also, in order to more deeply analyze the given problem in the language of the periodical press, linguistic facts were selected and semantic analysis of them was carried out, which did not preserve the relevance and expressiveness of the word from the point of view of the culture of the word.

Literature review

In Kazakh linguistics, in the process of differentiating opinions on the concepts of relevance and expressiveness of words, the complex aspects of both concepts related to the potential and culture of the

author's use of words, as well as his skill, are revealed. The teacher of the nation A. Baitursynuly assessed the problem of using the word as follows: "The art of the word is the art of using words correctly" (Baitursynuly, 2013: 239), emphasizing that "a person needs great skill to express a thought the way he thinks, imagines, feels using language" (Baitursynuly, 2013: 155). Thus, he highly appreciated the art of words, paying attention to the laws and conditions of the connectedness of words. If this is the case, then the relevance of the use of the word is characterized by compliance with the norm of the literary language. And also, along with the relevance of the word, ensuring a full-fledged and aesthetically attractive perception through a special organization of speech and text is one of the main conditions for ensuring the expressiveness of the word.

In the works of academician Q. Zhubanov, the relevance and expressiveness of the word, the author's knowledge of the language system in unity with the problem of word use, the mastery of the usual way in which words are connected and formed one after another are considered closely (Zhubanov, 2010). In this regard, in the works of academician I. Kenesbayev, we find the opinion that "as the degree of literary character of the language increases, variability decreases, a language with high culture should be unobtrusive, appropriate and weighty, expressive" (Kenesbayev, 2008: 12). The concepts presented in the science of Kazakh linguistics were studied in continuity with the language structure and language norm based on the language system within the framework of the culture of word. The systematic coverage and regulation of issues related to the culture of the word was especially influenced by academician R. Syzdyq. The scientist considers the correct use of the language directly related to the observance of the language norm. And as for the expressiveness of the word, she emphasizes that language is not only a means of understanding, but also an aesthetic means of feeling the beauty of the world, emphasizing the importance of "choosing words with strong expressiveness, impressive sentence composition, that is, the correct use of figures of speech" (Syzdyq, 2014: 6). Also, in the works of Professor N. Uali, it is clearly stated that the relevance of the word is: "the correct use of the word, compliance with the norms of the literary language and not deviation from it in an inappropriate way" (Uali, 1984: 5). Moreover, the concepts of expressiveness of the word in the works of Professor N. Uali are described in the form of observance of orthoepic norms in oral speech, and in the written text, the expressiveness of the word is characterized as the use of the word in an unusual form. The unexpected use of the word by the author here is explained by the fact that the word is used figuratively, novelty and accuracy (Uali, 1984: 58). In this regard, in order to analyze the concept of expressiveness of the word more deeply, we have reviewed research works in world linguistics.

In scientific encyclopedic works (Akhmanova, 2004: 94; Matveyeva, 1986: 88), word expressiveness is often defined as a synonym for the concept of expression. However, in the process of comparing the features of word impressionability and word expressiveness, one can notice the dissimilar features of both concepts. In particular, any expressive text may not be impressive. According to this, any impressive text is built not only on expression. In this regard, it is important to conduct a comparative analysis of the opinions of correspondent specialists in the field of language culture and Stylistics in determining the definition of the concept of "word influence" in connection with the oral speech and written text.

Professor B.N. Golovin recognizes a feature of the structure of a word/text that can hold the attention and interest of the reader and listener as word expressiveness. It also notes that any layer of language that stands out against the background of normal speech can cause "expressiveness" (Golovin, 1980: 182). For example, in the syntax layer of the language, you can achieve effect by creating different phrases, changing their places, without observing the usual grammatical order of formation of sentences. And G.G. Khazagarov and E.E. Kornilova adds to the above definition that "the expressiveness should not only attract the attention of the reader and listener, but also be preserved in the memory" (Khazagarov, Kornilova, 2018: 126). These critical comments were made by I.V. Pekarskaya's "the ability to vividly express a certain thought" (Pekarskaya, 2001: 12), M.R. Savova's "the manifestation of the individuality" (Savova, 1998: 29), Solganic's "communicative efficiency of the author's speech" (Solganic, 2005: 38), through various linguistic means as often found in research papers.

Thus, "expressiveness" is characterized by the organization of language units in such a way as to

affect the intellectual, emotional consciousness of a person. Word effectiveness as a communicative quality of language is a criterion for assessing word/text effectiveness. It should also be noted that in accordance with the qualitative property of the concept of “impressionability”, which creates a general positive impression, it can also serve as a criterion for assessing the author's speaking or writing skills. According to this, subject-oriented conditions arise for the effectiveness of the word in relation to the individual (author). Researchers indicate that the expressiveness of the word of an individual (author) is based on the following conditions.

- Autonomy of the thinking system in the human mind;
- Indifference, interest of the author of the word to the spoken or written World;
- Excellent, high level of language proficiency;
- High level of proficiency in functional (colloquial, literary, official, journalistic, scientific) language styles;
- Systematically develop and train the ability to speak or write;
- Author's desire to speak or write impressively;
- Ability to skillfully use the artistic means of the language; (Golovin, 1980: 182).

We note that the conditions under which the above individual generates verbal expressiveness are common to both oral and written communication. However, when we talk about the influence of the author's speech, it is important that we distinguish the differences between communication depending on whether it is transmitted orally or in written text. In particular, in the course of oral communication, the conditions of word impact are supplemented by such characteristics as the style of delivery, features of pronunciation, emphasis on the word in relation to the addressee. In addition to the observance of orthoepic norms, timbre of voice, style of pronunciation, special attention is paid to nonverbal actions (body movements, facial expressions) of the addressee in the description of the impact of oral speech (Buldygina, 2011: 62).

And, in written communication, the quality of word interaction is realized independently of the direct relationship between the addressee and the addressee. In particular, the writer is able to influence the perception of the reader only through linguistic means. Linguists such as M.N. Kozhina, A.N. Vasilyeva, S.V. Besspalova describes the quality of word interaction in written communication materials from the point of view of the addressee's close understanding of the information encoded by the addressee (written text) in accordance with its maximum original content. First of all, it is closely related to the problem of the ability of the reader to correctly perceive and understand the author's thoughts, feelings, and intentions of the word impression. Thus, word expressiveness is defined as a combination of such qualities as accuracy, clarity, logical correctness, expressiveness (Kozhina, Vasilyeva, Besspalova, 2003). Each of these qualities is determined at different levels of the language and directly contributes to the influence of the word. Summarizing the given conclusions, word expressiveness can be defined not as an independent individual quality in itself, but as a set of language features directly related to the author's capabilities, his ability to consciously master the language standard, the choice of the most unexpected type of language from a wide variety of resources, and their appropriate use to influence the addressee.

Results and discussions

- Relevance of the word is the clarity of the denotation and connotation meaning of the word, compliance with the lexical literary norm in the case of individual and combined use of the lexeme.
- Expressiveness of the word is the correct choice of the semantics of the word used in the text, the harmony of the denotation and connotation meanings of the words contained in the phrase. The facts of veracity of words and influence of words in modern written communication are discussed on our part in the materials of the periodical press. There are several reasons for this:
 - Periodical Press is an important item of written communication;
 - Periodicals have a wide range of writers, their educational and cognitive level is different, and therefore have a direct impact on the nature of language use;
 - The sphere of informing members of the public;
 - Standard language structures are used in the transmission of information, which means that the norms of literary language are observed;

- In the main genres of the periodical press (except for official information), information about the true reality is carried out through the function of influence (influence on the reader, attracting the attention of the reader);
- The structural specificity of the language of the periodical press is based on the exchange of standard and expression (Kostomarov, 1971: 132)
- at the present stage, the influence function is strong;
- For this reason, Language units are used that generate expressiveness;
- Based on the dynamic changes in the language, it is possible to recognize and classify new patterns in the use of words through the language of the periodical press.

Dynamic changes in the language, including the use of local language features, competitive words, neologisms, socio-political vocabulary, obsolete words, their introduction into the language, normalization are carried out through the language of the periodical press. The language of the periodical press is always a literary norm, competent writing, and an authoritative field in which language users are role models from the point of view of word culture (Syzdyq, 2014). Therefore, research on adherence to the norms of literary language and the culture of speech in the media remains consistently relevant. This is evidenced by numerous studies, including the work titled “Assumptions of mass-media contributors about sources of language norms and rules of language use (based on survey materials)” (Belova, Kropachev, 2021). Such studies underscore the importance of understanding how media professionals perceive and apply linguistic standards, emphasizing the role of codification in maintaining both linguistic accuracy and expressive clarity in public discourse. This further highlights the media's responsibility in shaping and reflecting contemporary language norms. In this regard, it is important to identify the features of linguistic units in periodicals, which ensure the relevance and expressiveness of words. The concepts of word relevance and expressiveness in the periodical press are considered primarily in close connection with the activities of the newspaper language to convey information and influence. The information function of the press is carried out due to the richness of the national language, standard linguistic units (a layer of neutral words). However, the press is not limited to reporting and describing the domestic and foreign policy of the state, ideology, economy, culture, social status, News and changes in the world and society. It also involves attracting public attention, influencing and influencing the problem through the assessment of events and facts within the framework of the above topics, reasoning from the point of view of a philosophical and worldview point of view. In this regard, expressiveness is used to implement the influence function of the press. Standard linguistic units and expressive uses alternate throughout the newspaper text. Thus, standardness in a newspaper language is understood as compliance with a linguistic norm, and standard linguistic units are understood as the use of generally understandable vocabulary that clearly tells about a certain event and phenomenon. An expression is characterized as a means of influence that forms the attitude of the addressees of the text to a specific case.

In the periodical press, the concepts of relevance and expressiveness should be determined depending on the balance of the informational and influencing functions of the press or of equal importance. Because reasoned and meaningful thought in periodicals is expressed by observing the laws and principles in the use of language, in the logical sequence of presentation, as well as in the appropriate, accurate use of expressive means that affect each reader. It should be noted once again that the relevance of the word is compliance with the norms of the general literary language, and the correct use of linguistic techniques in oral and written speech. In this regard, we pay special attention to the fact that in the language of periodicals it is possible to talk about the further expressiveness of a word only if all the conditions for the relevance or correctness of the use of the word are met.

The expressiveness of words in the language of periodicals is considered by us as a set of linguistic qualities that provide the reader with a complete understanding and correct perception of the author's thoughts, feelings and intentions. We often achieve the expressiveness of words in the language of the Periodical Press through expressiveness. Expressiveness is understood as a characteristic of a set of linguistic units that express (through the categories of emotional, evaluative, image, intensity) a person's subjective attitude to a particular event. For its part, the writer's subjective attitude to a particular object, phenomenon or event often has an evaluative value on the pages of the periodical

press. The assessment is largely determined by the author in the form of his attitude to the phenomenon and object or worldview (Momynova, 1999: 134). Thus, in the modern language of periodicals, one of the expressive means of forming a verbal impression can be called words and phrases expressing a positive-evaluative and negative-evaluative attitude.

As a result, the words and phrases indicating a positive assessment, which are often found in periodicals, are divided into the following thematic groups:

Evaluative words and phrases that arise due to the age of a person:

biikke ümtylğan baldyrğandar (children who strive for the top) (Egemen Qazaqstan, 01.06.2024), örımdei öskinder (very young, green) (Qazaq adebieti, 01.06.2024), qarşadai bala (little boy) (Aiqyn, 23.11.2023) – the meaning adolescent, callow, green, growing, immature, infant, in the springtime of life, junior, juvenile, little, unfledged, youthful etc., el aғasy (brother of the people) (Egemen Qazaqstan, 25.03.2022), el azamaty (man of the people) (Egemen Qazaqstan, 04.11.2021) – the meaning elder, head, mentor, senior etc., abyroily aqsaqal (respectable elder) (Qazaq adebieti, 25.10.2023), süiegi asyl tekti aqsaqal (aristocratic old man) (Egemen Qazaqstan, 30.09.2022), köneköz qaria (knowledgeable, sage old men) (Egemen Qazaqstan, 23.03.2020), tanym-taғыlymy tereñ qaria (more knowledgeable elder) (Qazaq adebieti, 13.05.2024), ülttyñ asyl abyzy (The precious elder of our nation) (Egemen Qazaqstan, 27.05.2024), qonaqjai keiuana (hospitable grandmother) (Ana tili, 21.03.2024), ғасыр jasaған asyl qazynaly qart (a precious, knowledgeable, century-old man) (Ana tili, 21.03.2024), danalyqtyñ altyn kiltı (the golden key to wisdom) (Qazaq adebieti, 25.10.2023), aqylman (a very smart old man) (Aiqyn, 11.10.2019) – the meaning older, aged, mature, elderly etc.

Evaluative words and phrases that characterize positive qualities in a person: kindness: jyly жүрек (warm heart) (Ana tili, 01.08.2024), үлкен жүрек pen kırşıksız köñildiñ körinisi (the embodiment of a big heart and impeccable mood) (Egemen Qazaqstan, 29.06.2017); *generosity:* jomart köñil (generous person) (Ana tili, 23.09.2021), dala myrzasy (steppe generosity) (Qazaq adebieti, 23.11.2020), mal-zhanin ayamaityn märt (magnanimous) (Qazaq adebieti, 13.03.2024); *Wisdom:* körgen-tüigeni bir dastañğa jük bolardai (from what he saw and learned, you can write a saga) (Qazaq adebieti, 13.05.2024); *Pride:* ruhy biik jandar (high in spirit people) (Egemen Qazaqstan, 27.10.2017); *Simplicity:* Joqpyñ dep jasyған, barmyn dep tasyған jan emes (He never bragged about what he had, and he never complained about poverty) (Ana tili, 29.02.2024); *Naive:* bala mnez (child behavior) (Zhas Alash, 18.05.2024), adaldyq pen tazalyqtyñ tūma būlaғы (honesty and purity) (Ana tili, 25.04.2024); *Oratory:* Tañdaiy jezden, kömeii kümısten qūiylğan (the palate is brass, the throat is silver) (Ana tili, 29.02.2024) etc.

Evaluative words and phrases that characterize socially vulnerable groups: jäuteñköz balalar (orphan) (Egemen Qazaqstan, 29.11.2023), eñbekke jaramsyz top (disabled group) (Egemen Qazaqstan, 25.01.2024), mümkindiғы शेkteuli azamattar (people with disabilities) (Qazaq adebieti, 15.03.2021), erekşe күтім qajet balalar (children who need special care) (Aiqyn, 29.05.2024), az qamtylğan otbasylar (poor families) (Ana tili, 09.02.2023) etc.

And words and phrases denoting negative evaluations, which are often found in the periodical press, can be distinguished into the following thematic groups.

Evaluative words and phrases that describe the problems of society: qūrdymğa aparatyn qūmarlyq (gambling that leads to the abyss) (Aiqyn, 30.03.2024), qūmar oiynnyñ qūrbany (A victim of gambling) (Egemen Qazaqstan, 07.12.2022); zhagymsyz adet zharga zhygady (a bad habit will lead to death) (Egemen Qazaqstan, 30.04.2024), kogam auruy (the disease of society) (Aiqyn, 04.02.2020), gasyr derti (disease of the century) (Egemen Qazaqstan, 05.04.2023) etc.

Evaluative words and phrases that describe the misconduct of representatives of politics and power: tender tengesine tis batyrgysy keletinder (people who want to steal money from the tender) (Aiqyn, 13.01.2024), shendiler (the dignitaries) (Zhas Alash, 22.08.2024), zhemkor akimder (corrupt governors) (Aiqyn, 11.10.2023), zhergilikti oligarchtar (local oligarchs) (Zhas Alash, 19.11.2021), bai-manaptar dauleti (The wealth of the rich) (Egemen Qazaqstan, 12.04.2020), budget karazhatyn zhymkыrgandar (people who stole money from the budget) (Egemen Qazaqstan, 13.08.2024) etc.

In this regard, we should not forget that evaluative words and phrases, which make up a large part of the newspaper's language, are an important group of linguistic data that demonstrate the deep

knowledge of the norms of the Kazakh literary language, stylistic norms, vocabulary, and skill of word use by journalists. Because journalists who create evaluative vocabulary in the language of periodicals, correctly using linguistic techniques in writing, realizing the meaning of the word, semantics, form the degree of relevance and expressiveness of the word. Today, among the evaluative words and phrases used in the press to describe the famous scientist, writer, and public benefactors of our country, there is an increase in the field of phrases with the word priest/abyz. In particular, *Anyz bop zhetken abyz* (*Abyz who has become a legend*) (Zhas Alash, 28.10. 2021), *Ulttyyn asyl abyzy* (*The noble abyz of the nation*) (Egemen Qazaqstan, 27.05.2024), *Adebiyet abyzy* (*Abyz of literature*) (Egemen Qazaqstan, 21.09.2023), *Zhadymyzdasyz, abyz aga* (*We remember you brother abyz*) (Ana tili, 27.06.2024), *Abyz ana, anyz ana* (*mother abyz, mother legend*) (Egemen Qazaqstan, 29.10.2011), *Ulttyk musica abyzy* (*abyz of National Music*) (Aiqyn, 27.11.2019) etc. The cleric lexeme in the structure of the given topics served as the basis for expressive phrases with the aim of encouraging, positive assessment of the personality of individuals or their merits in a particular field.

However, analyzing these uses from the point of view of relevance and expressiveness, it can be noted that some expressive uses were created without taking into account the sacred denotative meaning of the word abyz. For example, *abyz ana, abyz aga*.

In the “Short Etymological Dictionary of the Kazakh language”, published in 1966, the definition is given: “abyz is the position of people of the shaman religion, such as Mullah, Sufi, shaman” it is proved that the word abyz is found in many Turkic languages in the form of Aba, Abla, Abys, Abuz in the meaning of “poison, magic”, and it is proved that turkich is the original word (Yskakov, Syzdykova, Sarybayev, 1966). In the scientific encyclopedic literature, the following definition is indicated, which complements the fact of the name of the priest: “in ancient times, in the traditional environment, an authoritative person who guides the rites of repentance of the country, and in the conditions of hostilities, both blessing, making assumptions, predictions, well-versed in the relevant norms and principles of a long-established social order” (Alimbai, 2011). This word in other works is defined by the meanings of leadership, expertise, competence, education.

The name of the abyz is characterized by the unity of the concepts of Divine, seer, connoisseur, wise, which has long been associated with the divine faith in the traditional Kazakh knowledge. The image of the priest described in the poems “Qorqyt ata”, “Yenlik Kebek”, which is found in the works of folk literature, confirms our arguments.

Over time, the original meaning of the abyz lexeme was expanded to figurative semantics and was used to assess the position and activities of prominent individuals in society. National characteristics of the Kazakh literary language (provided that the literal meaning of the word is preserved) there are phrases that prove the appropriateness and the expressiveness of the word through this word: *Ulttyq musica abyzy* (*abyz of National Music*), *Adebiyet abyzy* (*Abyz of literature*), *Ulttyyn asyl abyzy* (*The noble abyz of the nation*) in the examples become synonymous with the names of people who have accumulated knowledge and skills in each field to serve the nation and form models of national stereotypes.

We also pay attention to the following issues from the point of view of the national character and literal meaning of the word. The process of democratization of language, explained by the concept of “freedom in writing//speech”, which has become widespread in the use of language in recent years, has demonstrated changes in the meaning of the informational and influencing function of language in the periodical press. Scientists claim that there are much more expressive means in the modern language of the press compared to the 1970s and 80s, which increases the activity of the influence of the press (Aldash, 2015: 5). In order to attract the reader, the press provides examples of the use of words without taking into account the semantic content, this may lead to a violation of the relevance and expressiveness of the author's speech.

In this regard, it is important to note several features of linguistic units (phrases), first proposed by the author, in order to create expressiveness in written communication. Firstly, the registration of any language fact allows you to track changes in the language system. Secondly, among the phrases that are particularly expressive, there are also one-time phrases. Single use is one of the signs that language is always in motion. The question of whether a single use proposed by a writer, which initially has a

strong impact, can expand the vocabulary of a literary language, replenish the ranks of expressive word usage or contradict the laws of the national language, this question should be interpreted by revealing its semantics. Thus, the facts of the interaction of words in written communication allow us to substantiate them from the point of view of communicative objectivity, the communicative quality of the word.

The phrase of *Kaiystai kazhyrly karia* (*Tireless old man*) (Egemen Qazaqstan, 30.09.2022) formed by the word tireless, which is used to determine the quality of an individual selected from the materials of the periodical press, is single use. The factor that creates the expressiveness of a word is, of course, alliteration, consonance of consonants in the first syllables of words. However, Academician R. Syzdyq pays special attention to the problem of “correct use of the word” in such uses. In the dictionary of the Kazakh literary language, the word *kariya* is interpreted as: “an old man is an elderly man who has seen and done a lot” (Ybyraim, Zhanabekova, Rysbergenova, 2011: 178). Also in ethnographic encyclopedic works it is clearly indicated that the word *kariya* (old man) means “an elderly person who has come to a respectable, respectable mature age to the people” (Alimbai, 2011)

And the semantics of the word *kazhyrly* (robust), which defines the word “old man”, is characterized by the meanings strong and energetic. In this regard, it is known that in folklore, in the songs of batyrs, the word tireless is often used to describe the hero.

Come on, Baby, Come on,
I'll give you a blessing, just your hand.
Even if I want a thousand enemies,
You will not lose if you fight
You will be a giant hard worker

Translit:

Qaneki, balam, berı kel,
Bereim bata, qolyñ jai.
Myñ dūşpanym kelse de,
Äl bermessiñ, alyssañ,
Bolarsyñ alyp qajyrly
(Babalar sozi, 2008: 16).

Then there are a number of questions related to the use of a given word in relation to an older person. In the epos “Orak-Mamai”, Yer Qosai, who has reached the age of ninety, remembers his past, as well as tells about his present, when he sings the following:

Oh dear, come to me,
Ah, when there are days,
I lost my strength
Oh, When you step on the Karaulek,
You say this word

Translit:

Äi, Qymbat-au, keldiñ qasyma,
Äi, bir künder bolğanda,
Qajyrym qaityp boymnan,
Äi, Qaraülekpenen basqanda,
Aityp tūrsyñ bül sözdi
(Babalar sozi, 2007: 455)

In order to enhance the meaning of the word “strong”, this phrase complements the words *Kaiystai* (*Like rawhide*). If so, then the phrase “*Kaiystai kazhyrly*” is used to denote the character of a strong, patient person with great strength.

Relying only on the alliteration function when creating the expressiveness of a word, without paying close attention to the meaning of the word, you lose the meaning of individual words in the phrase. Such phrases should be considered primarily in terms of the relevance/expressiveness of the word.

For example, the phrase “*Tomiris turpatty arular*” (*beauties of the Tomiris type*) (Egemen Kazakhstan, 16.10.2023) is used in periodicals to describe and evaluate a person's appearance. The

word Tomiris, used in this phrase, is a precedent name that affects the historical consciousness of the Kazakh people. Precedent names are often used in communication in order to compare them with people who are known for a certain quality, or to describe them with the same personality trait. Queen Tomiris is a symbol of courage, fortitude, perseverance, patriotism, and pride in the people's minds.

And the word “*turpat*” (*type*) is characterized by the meaning of image, appearance, shape, and in the function of a typical adjective it means that the type is similar to someone, something. Then the phrase “*Tomiris turpatty arular*” (*beauties of the Tomiris type*) should be used to describe strong, persistent, courageous girls.

From this point of view, when analyzing linguistic data concerning expressive use that arose in connection with the increased influence of the periodical press under the influence of the process of democratization of language, the positive and negative aspects of this moment in relation to the culture of speech in the press are highlighted. In particular, the positive aspects of freedom of the press language allow each journalist to demonstrate his writing abilities, form his own image of each press, strengthen his influence, while the negative aspects can lead to non-compliance with the norms of the literary language, to the development of ineffective and illiterate texts that damage the culture of speech.

Conclusion

Currently, one of the key aspects of written communication that defines the quality of speech and word interaction is the language of the periodical press. The press language heavily employs standard language units and expressive elements to provide information and exert influence, aligning with its core function. In crafting evaluative and expressive means, the press utilizes linguistic models, elements typical of regional linguistic features, archaisms, historical terms, idiomatic expressions, and a flexible use of morphological and syntactic constructions. Consequently, the relevance of examining the author's word usage in written communication becomes clear, particularly in terms of word relevance and expressiveness, in close connection with linguistic culture, literary norms, orthography, and stylistics.

In periodicals, the relevance and expressiveness of a word hinge on the denotative, semantic, and connotative flexibility of lexemes within the general linguistic corpus of the Kazakh language. This also includes the word's ability to harmonize its semantic background with the national language's overall nature and literary norms, emphasizing the importance of meaning and the correct application of linguistic techniques.

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