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FEATURES OF USAGE OF PHRASEOLOGICAL UNITS IN MODERN NEWSPAPER TEXTS

Abstract. Language is a social phenomenon that is constantly changing, developing and replenishing. All the changes and innovations taking place in society are brought to life through language. In connection with the transition into circulation and the formation of new language applications, the press service performs a special function. The acquisition of sovereignty and independence by our country, the acquisition of the status of the state language led to a new development of the Kazakh press. In order for the press to find innovations in the development of speech, we must, of course, systematically study its language.

Taking into account the above, the article considers the issues of formation and development of the Kazakh literary language, the language of the press from the point of view of a new stage since the acquisition of sovereignty by our country, where, in particular, the previously expressed theoretical considerations and collected materials on the use of phraseology in the media are analyzed. Phraseological units were collected from the newspapers «Zhas Alash» and «Ontustik Kazakhstan», the features of their use and occasional forms were determined. As a source for our article, the numbers of these newspapers published since 2010 are taken. Scientific conclusions on the use of phraseological units in the modern press were presented.

The article is written on the basis of a research project on grant funding «Written heritage and text studies: orthograms, word formation and linguopoetics of a literary text in journalism of the early twentieth century».

Key words: linguistics, phraseology, the language of the press, mass media, newspaper texts, occasional forms.

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ҚАЗІРГІ ГАЗЕТ МӘТІНДЕРІНДЕГІ ФРАЗЕОЛОГИЗМДЕРДІҢ ҚОЛДАНЫС ЕРЕКШЕЛІКТЕРІ

Аннотация. Тіл – үнемі өзгеріп, дамып, толығып отыратын қоғамдық құбылыс. Қоғамда болып жатқан өзгеріс, жаңалықтардың бәрі тіл арқылы таңбаланып өмірге еніп жатады. Өмірге келіп жатқан жаңа тілдік қолданыстардың айналымға еніп, қалыптасып тұрақталуында баспасөздің атқаратын қызметі ерекше. Еліміздің егемендік алып, тәуелсіздік тұғырына көтерілуі, тіліміздің мемлекеттік тіл мәртебесіне ие болуы қазақ баспасөзінің де жаңа арнаға түсіп, жаңаша дамуына алып келді. Баспасөз дамуындағы жаңалықты сөз ізденістерді тап басып көрсете білу үшін алдымен, әрине, оның тілін жүйелі түрде зерттей, зерделей түсуіміз керек.

Мақалада жоғарыда айтылған жайттар ескеріле отырып, қазақ әдеби тілін қалыптастырып, дамытудағы баспасөз, баспасөз тілі еліміз егемендік алғаннан бергі жаңа кезең тұрғысынан қарастырылып, мұнда, әсіресе, фразеологияның баспасөздегі қолданысына бұрын айтылған теориялық ой-пікірлер мен жиналған материалдарға талдау жасалынып, зерттеу жүргізіледі. «Жас Алаш», «Оңтүстік Қазақстан» газеттеріндегі фразеологизмдер жиналып, олардың қолданыс ерекшелігі мен окказионалдық түрлері анықталды. Аталған газеттердің 2010 жылдан бері шыққан саны мақаламызға дереккөз ретінде алынды. Қазіргі газет мәтіндеріндегі фразеологизмдердің тақырыптық топтары анықталды. Атап айтқанда, жұмыссыздық, дағдарыс, білім, сайлау мәселелеріне қатысты фразеологизмдер жинақталып, сара-ланды. Газет мәтіндеріндегі фразеологизмдердің аймақтық қолданысқа қатысты ерекшеліктері де мақала мәтнінде талданды. Қазіргі баспасөздегі фразеологизмдердің қолданысына қатысты зерттеулерге сүйене отырып, ғылыми тұжырымдар ұсынылды.

Мақала «Жазба мұра және мәтінталдау: XX ғасыр басы публицистикасындағы орфограмма, сөзжасам мен көркем мәтін лингвопоэтикасы» атты гранттық қаржыландыру бойынша зерттеу жобасының негізінде жазылды.

Тірек сөздер: тіл білімі, фразеологизм, баспасөз тілі, БАҚ, газет мәтіндері, окказионал қолданыстар.

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ОСОБЕННОСТИ УПОТРЕБЛЕНИЯ ФРАЗЕОЛОГИЗМОВ В СОВРЕМЕННЫХ ГАЗЕТНЫХ ТЕКСТАХ

Аннотация. Язык – это общественное явление, которое постоянно меняется, развивается и пополняется. Все происходящие в обществе изменения, новшества воплощаются в жизнь посредством языка. В связи с переходом в оборот и формированием новых языковых применений, пресс-служба выполняет особую функцию. Обретение нашей страной суверенитета и независимости, обретение статуса государственного языка привели к новому развитию казахской прессы. Для того, чтобы прессе удалось найти новшества в развитии речи, мы должны системно изучать ее язык.

В статье, с учетом вышеизложенного, рассматриваются вопросы формирования и развития казахского литературного языка, языка прессы с точки зрения нового этапа с момента обретения суверенитета нашей страной, где, в частности, анализируются ранее высказанные теоретические соображения и собранные материалы по использованию фразеологии в СМИ. Были собраны фразеологизмы в газетах «Жас Алаш» и «Оңтүстік Қазақстан», определены особенности их употребления и окказиональные формы. В качестве источника нашей статьи взяты номера данных газет, вышедших с 2010 года. Выделены тематические группы фразеологизмов в современных газетных текстах. В частности, были обобщены и дифференцированы фразеологизмы, касающиеся вопросов безработицы, кризиса, образования, подитических выборов. Особенности регионально употребляющиеся фразеологизмы в газетных текстах также были проанализированы в статье. На основе исследований, касающихся использования фразеологизмов в современной прессе, были предложены научные выводы.

Статья написана на основе исследовательского проекта по грантовому финансированию «Письменное наследие и текстоведение: орфограммы, словообразование и лингвопоэтика художественного текста в публицистике начала XX века».

Ключевые слова: языкознание, фразеологизм, язык прессы, СМИ, газетные тексты, окказиональные формы.

Introduction. Any media is aimed at the listener and the reader, to understand the thoughts and language of the general public, and to meet their needs. The types of sentences inherent in the language of the newspaper are differentiated and sorted in such a way that the vocabulary allows to achieve the same goal. It restricts the use of language, which does not comply with its laws, when it is difficult for the general reader to receive information. That is why the peculiarities of the language of the newspaper are socially based and serve a specific purpose. In short, the vocabulary of the newspaper is socially evaluative, generally communicative, purposeful expressive.

The vocabulary of the newspaper is constantly changing, evolving, obsolete and updated. The vocabulary of the newspaper, even from an evaluative point of view, does not show the same level, it has a periodic nature. This is because some adjectives in the following dictionary have neutral meaning and change. Similarly, this notation for words marked «new» has been removed from newly created dictionaries. Even some newspapers became obsolete and were not included in the new dictionaries. There are various social reasons for the words not being included in the language of the newspaper. The position of the newspaper is directly related to political views. Thus, the social aspect of the newspaper vocabulary becomes clearer. At the same time, the vocabulary of the newspaper is directly subordinated to its activities, in particular, the delivery of information, propaganda.

In addition, newspaper vocabulary contains a number of words that reflect the image and relief of each age. They inform about the spirit, structure and various other conditions of their time. Sometimes, due to various campaigns in the society, certain words, names, phrases in the language of the newspaper become more active. For example, in connection with the election campaign of the President of the Republic of Kazakhstan, the candidate, candidate, proxy, election, democratic election, vote, future, prospect, direction, program, meeting, support group, finance, counter-vote, pro-vote, alternative election, etc.

b. It should be noted that the frequency of words has increased and is widely used in all publications. This also shows a peculiarity of the newspaper's vocabulary, informing that there are factors that form its system.

Frequently used words in newspaper texts can be divided into two groups.

General newspaper words. These words are not considered in connection with a particular topic or genre in a newspaper, a specific newspaper. For example, country, people, state, democracy, politics, cooperation, nation, group, society, international situation, opinion, achievement, contribution, crisis, etc. The names occur in all newspaper headlines, in all genres.

A specific topic, a group of words considered in connection with a particular genre. These words make up the optimal names used in the text to convey ideas. For example, if there are articles on a scientific topic, the term will have a large number of words. This group of newspaper vocabulary includes elements of spoken language, dialectisms, social dialects elements. The peculiarities of this group of words remind us that it is impossible to determine the number of frequently used words inherent in the title of the whole newspaper by statistical counting in a single text, which leads to one-sidedness.

While the social activity of the newspaper is reflected in the elements of socio-political vocabulary, the author's attitude to the event, the situation is expressed in a series of evaluative vocabulary.

A significant part of the newspaper vocabulary belongs to the neutral vocabulary. This type of vocabulary includes the place, time and date of the event.

The functional function and vocabulary structure of the newspaper are considered in close connection with other levels of language, especially semantics. (Momynova, 1999: 79-83).

It is known that a large part of our language is phraseology, that is, regular expressions.

“Phraseology is a phenomenon that exists in all languages, and they can be said to be a unique element of language, inexhaustible juices and juices. The richness of the language, the beauty of the language, the sharpness of the language are the most striking features of these phraseologies. These are the school of learning to express ideas ...

Regardless of what kind of work a writer is from any country, you can find a number of these folk elements of the language. That is, any writer seeks to use the folk form of speech. Hence it is easy to understand that the problem of phraseology in science is the most interesting, the most difficult problem. If we filter out the juice from various works that consider them as scientific problems, we can see what the problems are ”(Aitbayev, 1975). According to Aytbaev, it is necessary to identify and study the issue of phraseology in the press.

Due to the independence of our country and the increase in the use of our language, the increase in the number of publications has created competition between them. Therefore, in order to attract more readers, journalists began to pay more attention to effectively communicating something. At the same time, the importance of phraseology, proverbs, and regular expressions increases, which «enliven the word, give the language sharpness, give it a national accent» (Balakayev, 1974).

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Phraseologisms are a storehouse of expressions that enhance the culture of the language, create the power of speech, reveal the style and content of the language. «The world of phraseology is a unique element that characterizes the richness and imagery of the language» (Syzdyk, 1997).- said academician R. Syzdyk.

Any of the phraseologies is formed on the basis of the spoken language of the people. Therefore, they cover all aspects of life and are very rich in content. Phraseology, first of all, means a person's notion of life, outlook, intellect, thoughts, emotions. Phraseological idioms are a unique tool that enlivens the word and gives our language a sharp character, national clarity, emotional and expressive color. Regular expressions mean more in less words, increase the stylistic quality of the language.

Research works on phraseology in Turkic studies began to be published after the 40s of the last century. One of the first contributors to this was the Kazakh scientist was I.Kenesbayev. After the 1950s, a great deal of research began in Turkic studies in the scientific solution of many problems in the phraseology formation as a separate discipline in linguistics. At the same time, a review of the published works shows that there are significant results in Turkic studies. First of all, there is a direction of identification and analysis of the basis of regular expressions of each nation in its own language. This is evidenced by studies published by scientists over the years. Right after the beginning of Kazakh phraseology, regular expressions in the Uyghur language - Ch. Saifullin, Azerbaijani phraseology - A. Bayramov, Problems

of Uzbek Phraseology - Sh. Rakhmatullayev, idioms in the Turkish language - A. Dolganov, idioms in the Turkmen language - K. Babayev, idioms in the Kyrgyz language - Zh. Osmanova, on phraseology in the Kumuk language - K. Daibova, phraseology in the Karachay-Balkar language - Z. Zharashueva, phraseology in the Bashkir language - Z. Uraksin, phraseology in the Chuvash language - M. Chernov's research and published (Smagulova, 1996).

The special theoretical study of phraseology in Kazakh linguistics began in the middle of the twentieth century and continues to this day. Our scholars who study phraseology note that there were three schools: Moscow, St. Petersburg, Samarkand, which formed the field of phraseology as a separate subject of linguistics, made theoretical conclusions in determining its objects, place and nature in the language, research methods.

In our review of the Kazakh phraseology study, there are representatives of three schools that are involved in the formation and development of the doctrine of Kazakh phraseology, that is, the research is conducted in the following areas: Kaliyev and M. Sergaliyev's students conducted research on the use of phraseology in the works of individual authors. Kopylenko's students compare phraseologies in national languages and study their transmission in other languages. Academician A. Kaidarov's students are doing ethnolinguistic research on phraseology.

Materials and methods. Since the issues covered in the article are related to the field of phraseology of linguistics, in our research we used the comparison, narration, scientific analysis methods.

One of the most frequently used ethnographisms in the modern Kazakh press, which is a very broad semantic unit, is shanyrak. For example, "It does not seem to be free for Kazakhstan to be a sovereign state. I mean, the independence of the allied republics is directly connected with the «December 1986» uprising in this dark shanyrak («Field of Literature», 11.12.2008, №50). «Recently, on the occasion of the 75th anniversary of Abai University, one of the first educational institutions in Kazakhstan, the sacred black shanyrak was a chess tournament with the participation of professors and teachers of many universities» («Teacher of Kazakhstan», November 8, 2003). «It is 35 years since the opening of №122 Russian-Kazakh secondary school in Auezov district, one of the sights of the southern capital» («Teacher of Kazakhstan», October 18, 2003).

It is known that the use of kara shanyrak, kieli shanyrak, sacred kara shanyrak, shanyrak in these examples is the same as in the ancient Kazakh dictionary. will be found. The meaning of this ethnography in these passages is not far from the definition in the dictionary. Thus, the language of the newspaper, which uses ethnocultural concepts and names, not only reflects the culture, social structure, worldview of the people, but also is an important tool in the formation of the next generation, an effective information tool, preserving the cognitive socio-cultural content of the ethnos.

Today, the place of artistic approaches in our language in the media, including in the daily press, and the specifics of their use are very important.

In general, we are pleased to see regular expressions and proverbs in any area of the modern press. In this regard, if we pay attention to the articles and regular headings in the press to focus on them, we will notice a desirable search. Today, «The gold thing was lost», «It disappeared from sight», «The end of the fraudulent director», «Drink with a burning mouth», «Rescue from poverty», etc. You can find phrases that have been the subject of many articles. This is a testament to the growing enthusiasm for the dialogue when our country gained independence and our language gained state status.

Literature review

The article provides an overview of the works of M. Balakaeyev, R. Syzdyk, B. Momynova, G. Smagulova.

Results and discussions. To understand the topic of any newspaper headline or article, the author and the reader must have national-cultural, background knowledge. These background features are unique to each individual nation. It forms the cultural fund of the language. Therefore, the topic not only informs the reader, but also provides information about the author and the reader. If the author demonstrates his cultural potential, ie sociality, through the text, the reader must be able to demonstrate his linguistic competence by accepting it.

In this paper, we focus on the specifics of the phraseology used in the articles published in the national and regional newspapers on the topic of unemployment.

The regional newspaper «South Kazakhstan South Kazakhstan» and the republican newspaper «Zhas Alash» contain the following materials on unemployment.

This will not only ensure the retraining and permanent employment of people who can not find a job, but also increase the amount of loans for those who want to start their own business.

The New Message has given confidence to each of us.”



«Especially the care and assistance to the young people who will lead the country of tomorrow» (KTFS «took the reins» - came to power; the will came into its own).

Representatives of our generation grew up experiencing the bitter taste of life in their youth.

- “We have already seen that our wise leader foresaw the future” (KTFS “saw” – convinced, convinced of the truth).

- “These meetings have borne fruit and the first investors have started to come to our region” (KTFS “saw the fruits” – the result has come).

- “In a word, it is illogical for the heads of these institutions to receive the same salary” (KTFS “makes sense” – convenience, order).

- “If the patient’s condition worsens or he dies, the salary of the doctor will be reduced” (KTFS “died” – died, died).

- “It seems that the day when cattle were once found by mass speculation is gradually falling behind” (KTFS “found cattle” – died on its own).

If you are lucky, this problem will be solved “(KTFS” lucky “– it’s time, it’s time).



- «Wouldn’t it be sad to find menial work in the current era of business closures?»

- «One end of the stick touches investments and new initiatives and pushes them out of the market» (KTFS «hit the stick» – the fight was reprimanded, turned away).

I was happy to know that a special program will be created for it «(KTFS» pleased «- was happy, pleased).

A massive layoff of work has now been added to the cost of a fistfight” (KTFS “Fistfall for Falling” – sor has been added to the pump and a new disaster has been added to the old one).

Here is the first batch of those who fell into the trap of this «optimization» and are now gradually being fired «(KTFS» caught in the trap «- caught in the net).

However, he says that it is impossible to find a shovel for two hands elsewhere.”

- «Of course, if you look at the official statistics, you will be happy» (KTFS «looked» - reviewed; «pleased» – was happy).

«Because the global crisis has taken its toll on the people, and in November we are pouring money into the EXPO” to give; «gone to the wind» – wasted, wasted).

As we can see from these examples, the publication «South Kazakhstan» supports the

proposal of the President to address the problem of unemployment. It will be more impressive for the readers of the regional edition to show the «unemployed» people in this issue with the phrase «not finding a shovel in both hands», and the business people with the phrase «dragging up» their future plans.

In his Address, the President focused on one of the threats to the country, the crisis and ways out of it, and strategies to combat it. We can see it in paragraphs II and III of the Message.

This is Nursultan Nazarbayev's 21st message to the people. It is like a business plan of our country. That is, the ways to move forward despite the crisis are clearly stated in the strategic document. Now is not the time to waste money. Therefore, President demanded to reconsider government programs and stop their ineffectiveness. Then he ordered the ministers and governors to immediately move to austerity without cutting the budget.

«Even the strongest countries have not been able to break the deadlock» (KTFS).

«It is also said that the mutual sanctions of the superpowers have put the world in a deadlock» (KTFS).

• *In his Address, the President identified specific ways to overcome this impasse and outlined ways to overcome the difficulties* “(KTFS).

«In any case, the state fulfills its social obligations without exaggeration.»

It was noted that the effective use of these funds is very important, not to squander every tenge of the state treasury «(KTFS) did not squander «- did not leave in the lurch, did not scatter).

«However, it is no secret that now not only we, but also the world economy is under pressure from the financial crisis» (KTFS «was under pressure» – was pressured, suffered).

«Because it is not very noticeable that the economic crisis is causing a stir among ordinary people» (KTFS «got into a commotion» – overcrowded, exhausted).

« And now they will open their mouths and drink our money for the budget ”(KTFS“ opened the door” – thirsty, anxious;

• «Now it is wrong and inefficient to come and spend this money only to repair the budget gap.»

• “Then how to overcome the crisis that has overwhelmed the authorities” (KTFS “someone ran away” – impatient, impatient; panicked, scared, frightened).

• «Expensiveness has taken people away from me»

• «And if the cost of housing does not correspond to the market price, your other property has been confiscated»

From these examples, we can see that in the regional media, the most frequently used phrases in the articles on the crisis, which are the main message of the President, were «stuck» and «do not make a fuss.» Given that the word «deadlock» is given in the «Explanatory Dictionary of the Kazakh language» – forward, dead end [7, 837], we can say that the phrase «deadlock» fully reveals the theme of the crisis, and the phraseology «did not make a fuss» did not scatter. The phrase «lying down» is often used to refer to animals. For example, «There is a lot of bloodshed, there are a lot of animals,» but the phrase was used in the press to mean that the state fulfills its obligations to the people. And in the republican edition «Zhas Alash» it is difficult to reveal this topic, it is difficult to use the phrase «Zhan alkym aldy» instead of the simple word, and instead of the words «tap» and «zharmasty» he uses the phraseology «auz saldy».

In our opinion, the phraseology of the newspaper «South Kazakhstan» made the topic of the crisis more impressive than the newspaper «Zhas Alash».

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the crisis more impressive than the newspaper «Zhas Alash».

The most published articles in these newspapers are directly related to the topic of elections. It is known that on March 20, 2016, the fifth election of the Majilis of the Parliament of the Republic of Kazakhstan was dissolved and early elections were held in the country. Phraseological idioms used in articles on this topic are often found in the newspaper «South Kazakhstan».

- «Representatives of many nationalities live in harmony in the city with the same purpose, like the inner thread of a tone» (KTFS «like the inner thread of a tone» - very close, like their own person).

- «I think that the voice of the people is due to the fact that some good deed is the result of that unity, the unity of intentions» (KTFS «knelt down» - united, showed organization).

In the city, people of many nationalities live together in harmony, with the same purpose, like the inner thread of the tone» (KTFS «like the inner thread of the tone» - very close, like a man).

- «I think that the voice of the people is due to the fact that some good deed is the result of that unity, the unity of intentions» (KTFS «knelt down» - united, showed organization).

In his articles calling on the people to take part in the elections, the author used the phrases «like an inner thread», «kneeling and uniting» instead of the words «let's unite, let's lift together». The deputy should not be left out of the comprehensive development of social life «(KTFS» Umbilical cord and laundry «- place of birth, homeland). In this example, if the phrase «the place where the umbilical cord blood is stained and the laundry is washed» is an exaggerated phrase,

- «Therefore, it is necessary to listen to the concerns of the people of the region where they were born and live» (KTFS «listened» - listened, paid attention, listened).

- «Doesn't such hardships affect the attention of our constituents?» (KTFS «obeyed» - paid attention, paid attention). Those who took up this business are not without success» (KTFS) took over «- started).

In these examples, candidates use the phrase «listen, pay attention, take action» instead of listening, paying attention, and opening words when looking at unresolved issues in the lives of the people and writing about the need to address them. Instead of the word he used the phraseology «to the last detail» in the Kazakh language.

- «The leader of our old and new Turkestan is a citizen full of the details of this region» (KTFS «to the last detail» - in detail). «It covers all the issues in detail» (KTFS «in detail» - in detail).

In the pages of the newspaper «Zhas Alash» journalists use the following phraseology to cover this topic:

«So there is little need to look for the cause of this silence.»

«We remember that the initiators of the Assembly of Peoples of Kazakhstan, when it became» constipated «, could hardly go and» let me down «(KTFS» constipated «- does not fit, can not speak).

«But in the minds of many, doubts have not dissipated» (KTFS «got rid of suspicion» – no doubt, mistrust dissipated). «Because it has become a habit to bring the president to the» bottom «after making a false statement and» putting the president aside «(KTFS» did it unilaterally «- it's over, it's over).

«In short, this is the fourth case of» suicide «in the Majilis» (KTFS «attacked» – used violence, tortured).

«This is a nonsense that does not exist in any other country.

«It is not surprising that the end of the grandfather has ruined the honor of» your grandfather «»

- «Now all the parties in parliament do not have a face to speak in front of the country!» (KTFS «no face» – rude, obscene, outspoken).

In these examples, the newspaper «South Kazakhstan» expresses confidence in the elections and has high hopes for the work of deputies, while the newspaper «Zhas Alash», on the contrary, shows a lack of confidence in the elections to the Majilis. This mistrust is reflected in the phraseology used by journalists, which means «to be disturbed», «doubt is not dispelled», «to bring down», «disgrace», «faceless». means.

There are many articles in the newspaper «South Kazakhstan» on political topics other than elections. The use of phraseology in these articles requires attention.

- «Wasifi praised the height and strength of this fortress to the fullest» (KTFS «raised to the sky, delivered» – glorified, honored, exaggerated).

- It is common for some sultans to disobey him, disobey the khan's authority, and be divided by their son » (KTFS) did not listen «- did not understand, ignored, did not listen).

Thirty-seven famous and glorious sultans were martyred in that battle. The word «martyr» in this example itself means a person who sacrificed for his country and his people, and the phraseology «martyrdom» is an ephemeral phrase meaning death.

- The phrase “to be ashamed” was used instead of the words “to be ashamed” in the example of “he cried for a long time because of his fate” (KTFS “was ashamed” – he was sad, upset).

- «Don't be fooled», this crazy woman has robbed the market of its prosperity «

- «I begged him to take the woman out of the way because of his actions» (KTFS «blood boils» - angry, very upset).

For example, when a person is sad, his cardiovascular system changes, and when he is happy, his breathing changes. As a manifestation of such physiological movements in the language, journalists used the phrase «blood boils.»

- «This is the age when health is at stake at any time.» «He also avoided participation in the Customs Union» (KTFS «avoided the foundation» – did not go, walked away).

- “I am satisfied with the work done by the livestock workshop “ Tulkubas Ata ” in order to ensure sanitation in rural areas” (KTFS “took over” - started, “satisfactory” – pleasant, successful).

- «It is well known that members of parliament are interested in» pain in the kidneys «(KTFS) pain in the kidneys «- quarreled over something trivial, spoke inappropriately).

The following phraseological phrases are found in the materials of the republican newspaper «Zhas Alash» on this topic:

- «But staring» (KTFS «sneezing» – sitting quietly doing nothing).

Here, the correspondents of the republican edition used the phrase «shake hands» to give an impressive meaning instead of the word idle. The following phrase also conveys the son's continuation of his father's work in the Kazakh language with the phrase «pressing the heel».

- «The son, who followed in his father's footsteps and was a deputy before, hopes to continue his term» (KTFS «heels» - refers to people of similar age).

- «The city of Turgai in the region has fallen into disrepair over the years of independence and instead of renewal»

- “Initially, when we repeatedly asked why the maternal mortality rate had increased, they did not provide information and took away their horses” (KTFS “took away their horses” – it was annoying and took their heads away).

«Even if they go, it is possible to keep everything under control and imprison those who do not give in to temptation» (KTFS «succumbed to temptation» - he said, but he was comfortable).

- «I think they are destroying witnesses» (KTFS «destroyed, destroyed» - completely destroyed, disappeared).

- «We hurried to a remote area with an employee who would take my hair if he asked me to do it» (KTFS means «if you want to get a haircut» - in the sense of a shepherd, a thief).

- «Everyone's heart is sweet, it protects itself until the head of the branch is like a measure»

- «Rakhat Shoraz, who has no grass where he goes, is now shouting at Malta» (KTFS «Let there be no grass where you go!»)

- «Kazakhstan's flesh seems to be dead» (KTFS «flesh is dead» - obedient, obedient, obedient).

- «So, the words of officials about economic efficiency have been blown away» (KTFS «blown away» - wasted, wasted).

- «The number of those who openly support the truth is small, only a handful.»

- «They decided to test their abilities in the forthcoming maslikhat elections, not to give up if they were threatened with expulsion» (KTFS «tested the garden» - decided to take a risk; «decided» - decided to start, really started).

Conclusion. The publication «South Kazakhstan» supports the proposal of the President to address the problem of unemployment. It will be more impressive for the readers of the regional edition to show the «unemployed» people in this issue with the phrase «not finding a shovel in both hands», and the business people with the phrase «dragging» their plans for the future. The meaning of the phraseology «one shovel in two hands» (find, not find) is to do any kind of work. We have noticed that this phrase is often used in newspapers. Because this phraseology is directly related to work. The rest of the phrases «pull up», «find livestock» reflect the impact, cause and nature of unemployment.

As for the second crisis and inflation, in this regard, the South Kazakhstan newspaper often used the phrases «inability to get out of a deadlock», «to get out of a deadlock», «overcoming a deadlock» due to the similarity of figurative aspects of the words «crisis» and «deadlock». In our opinion, this is a successful, rationally used phraseology. And in the republican edition «Zhas Alash» in the opening of this topic uses the phrase «took the soul» rather than the simple word that he had difficulty with the crisis and the cost, and the phraseology «put the mouth» instead of the word «hit».

In our opinion, it is impressive in both newspapers. However, the phraseology in the newspaper «South Kazakhstan» made the topic of the crisis more serious than in the newspaper «Zhas Alash». There is nothing too emotional here. The newspaper «Zhas Alash» is full of emotions, imagery and art.

As for the election, the South Kazakhstan newspaper expressed confidence in the election and had high hopes for the work of deputies, while the Zhas Alash newspaper, on the other hand, expressed distrust in the Majilis elections. This mistrust is reflected in the phraseology used by journalists, which means «to be disturbed», «doubt is not dispelled», «to bring down», «disgrace», «faceless». means.

In articles on everyday life and corruption, South Kazakhstan correspondents often use the phrases «flea,» «dog,» «handcuff,» and «ax to the root.» Phrasal verbs such as «attract,» «Friday look,» «look at the shot» are more commonly used.

Conclusion. In comparing the national and regional media for the period under review, we identified similarities and differences. It is obvious that the Kazakh press has got rid of the

old «rigid rules» and allowed freedom of thought. Using the freedom of thought, the modern Kazakh press has a special role in expanding the use of our national language, developing the lexical and grammatical system, replenishing our language with new uses. Since language is a social phenomenon relevant to life, it is important to study its development through the language of the press.

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