

The semantic features of political media discourse in the English language and related to them communication problems in the sphere of international terminology

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Abstract. *The article is devoted to the lexical and semantic features of social and official discourse in English. The author shows decisive problems in intercultural universal cooperation in the field of international cooperation. The problems of terminology and terminology in the field of social and legal vocabulary of the English language are considered.*

Keywords: *socio-political discourse, intercultural communication, lexemes, term, terminology, terminography, aphorisms, concepts.*

Problems of intercultural communication in the middle of the twentieth century, boiled down scientists to learn a foreign language. Interest in the linguistic component of intercultural communication is fully justified. Language is considered one of the most important categories of culture, the transmission of cultural information depends on the language. At the same time, the language can be called a kind of code that serves as a barrier for a person who does not own the language system.

Proficiency in speaking was and is an important component part of the success of many professional fields. Since ancient Greece, oratory has been considered an inherent quality of leaders, heroes and leaders. In ancient times, the teaching of rhetoric and methods of dialogue was made mandatory. Since then, verbal communication has been key element of human society. And artistic possession of the voice, his timbre, tonality, the ability to place accents sometimes becomes more important the content of the message. In addition, different shades of voice form in the minds of the audience image communicator. The effectiveness of verbal communication is largely determined by how well the communicator owns oratory, as well as its personal characteristics.

Speaking today is the most important professional component of any educated man, and even more so a manager of any level and policy. In the practice of speaking in public, it should not be forgotten that just the substantive part of communications is crucial for creating an atmosphere of trust, building positive social relations for the organization. That is why PR-specialists spend a lot of time preparing articles, press releases writing speeches. You need to see the difference between text and verbal communication. The text has its own structure, different from others. Verbal communication affects the audience not only the content part of the message, but also in other planes (timbre, volume, tonality, physical features, etc.).

In addition to voice features in the formation of verbal communication of great importance is the correlation of the positions of the listeners and the speaker, the distance between them. Knowledge of such details is undoubtedly important in the construction of verbal communication. More importantly, the choice of verbal strategy the impact of the communicator on the audience. The strategy includes a set of personal qualities of the communicator, its knowledge of the fundamentals of the psychology of the audience, the ability to determine the values close to it, as well as follow the necessary rules for compiling and transmitting information. The message is built in accordance with certain requirements:

- speech should be simple and accessible;
- appeal to the audience should be based on simple and understandable human values;

- It is desirable to avoid frequent use of new, little-known and foreign words.

The reaction of the person listening to the news varies depending on the context in which he hears the message. About the same in the book "Linguistic Lie" W. Weinrich wrote: "There is a privileged field of literary lies. Love, war, sea travel and hunting have their own language - like all dangerous activities, because it is important for their success" [2, p. 114].

So, verbal communication forms the main characteristics of the strategy of "Public Relations". It helps to create messages that are perceived and understood by a wide role-playing audience, significantly influences the response last.

The problem of intercultural communication acquires independent significance in international political, economic and business relations. Considering the problems of political and managerial discourse, it is necessary. Firstly, consider the concept of terminology dealing with special vocabulary.

Terminology is a young integrated scientific and applied discipline that emerged in the era of scientific and technological revolution at the intersection of linguistics, logic, semiotics, computer science, the general theory of systems and a number of subject sciences. In its development, terminology has gone through a series of stages: from isolating general linguistics, lexicology, sociolinguistics theory and text style to a section, to forming its own methods and applying them in many areas of science, technology, production and management. First terminological studies were written not only by linguists, but also by professional engineers, which left a special imprint on the development of Russian terminology.

A major role in the development of domestic terminology was played by the work G.O. Vinokur 1939 "On some phenomena of word formation in Russian technical terminology." It is belonging merit staging questions about the linguistic nature of the term, the nature and organization of terminology, the relationship between the nomenclature and terminology - those questions which today are the focus of linguistic analysis.

In the 50-60-ies. XX century terminological problems were discussed in the writings N.D. Andreeva, O.S. Akhmanova, V.V. Vinogradova, T.L. Kandelaki, N.P. Kuzkina, R.G. Piotrovsky, A.A. Reformed and other linguists. However, most terminological works had as their object not a term and terminology, and the linguistic behavior of the term in literary texts: "Lexically artistic texts are associated with tropes, expressive expressions, idiomatic phraseology - in general, with stylistics in direct and any sense this word. Even terms falling into this context, are "lit" stylistically" [1, p. 29].

In domestic linguistics, the term "terminology" was multivalued and was used in two meanings:

1) terminology as a collection of words and phrases that call special objects and express special professional concepts;

2) terminology - a section of linguistics that studies set of terms, their grammatical organization and laws of functioning.

Thus, in the domestic terminology, the term “terminology” preserved only the first meaning of the combination of words and phrases, expressing especially professional concepts [6, p.96].

As mentioned above, a feature of term science as a science was that its formation coincided with the period of formation and streamlining of industry terminologies, so the lexicography has become one of the leading and rapidly developing areas of terminology. Traditional terminology, concentrating on processing fixed data, remained in the framework of the static aspect of the study of language units. One of the problems of terminography is “the need to reflect such a dynamic phenomenon as language in static forms of the dictionary” [3, p.67], and for a long time the term was studied only as a purely utilitarian object, i.e. analyzed from the point view of building efficiency and ability to meet once and for all created rules of term construction.

We can distinguish the following theoretical problems of terminology, which appear relevant in the light of the issues addressed:

1) analysis of the role of terminology in communicative processes;

2) determining the place of terminology in the language system;

3) the study of semantic originality of terms in comparison with common vocabulary words and free and stable phrases;

4) analysis of the grammatical organization of simple (words) and compound (phrases) terms;

5) study of the specifics of terminological phrases in comparison with free and phraseological phrases;

6) specification of the term “terminological system” and development of methods for analyzing and describing term systems.

An interesting point of view is the nature of the term, which supposes that “the term -

this word to which this or that definition is artificially, consciously attributed, connected with this or that scientific concept” [3, p.67], i.e. terminological meanings are established in the process of conscious deliberate agreement. All this testifies to the impact of the development of scientific and technical knowledge on philological, i.e. language units that convey this knowledge, while there is a tendency to simplify their structure, making them more accessible for carriers of professional sublanguages in the process of both writing and verbal communication. However, as the analysis of translation activity and communication with specialists shows, the above-described interdependence of philological and technical sciences as a manifestation of the influence of extra-linguistic factors on the formation of language units, i.e. terms conveying objects, phenomena and concepts require the streamlining and systematization of terminological units for the constant updating and processing of dictionaries of scientific and technical terms [2, p.114].

- in-depth study of the formation and development of both the whole terminological systems and individual terms;

- identify trends in the development of terms from national to international and transnational;

- identifying trends towards the globalization of terminology;

- identify ways of forming terms, their productivity at the present stage and development trends in the future;

- identify new linguistic phenomena in the expression of scientific and technical objects, phenomena and concepts for the purpose of their timely fixation in the thematic dictionaries with the corresponding multilingual equivalents;

- training translators and specialists in the field of secondary and higher vocational education on a terminological basis;

- special attention to terminology, which should become the main object of research in both philological and technical sciences and be reflected in scientific newsletters, special journals, conference materials and congresses. Without solving the problems of terminology, innovative projects and new technologies cannot be developed, for terminology is a tool mastering the specialty, the source of the receipt and transmission of information to the further development of science and technology, mutual understanding and international cooperation.

In studying the characteristics of political discourse, one can see that aphorism reflects its existence in the unity of two sides – material (events and phenomena inherent directly in the sphere of politics) and abstract philosophical, reflecting the realities of human existence. On the one hand, political aphorisms, like aphorisms of other groups, characterize culturally significant concepts common to all mankind, form a positive attitude to world spiritual values, on the other hand - reflect the specific perception of the reality of political discourse [6, p.96].

An analysis of the vocabulary of political aphorisms allows us to conclude about the peculiarities of the vision of the picture of the world of the participants in political discourse, about their value system and how to implement it.

The concept of the world of politics is realized in the minds of the participants in the political discourse in the system of concepts. “The central concepts that form the basis of public institutions have great generative power in that the plan that a vast sense area concentrates around them, for the description of which it is necessary to compile a rather voluminous dictionary” [4, p.228].

As indicated by “A brief dictionary of cognitive terms”, “the concept of concept responds to the idea of the meanings with which a person operates in processes thinking and which reflect the content of experience and knowledge, the content of the results of all human activity and the processes of knowledge of the world in the form of “Quanta” knowledge. Concepts reduce the variety of observable and imaginary phenomena to something single, bringing them under one heading; they allow you to store knowledge about the world and turn out to be building elements of a conceptual system, facilitating the processing of subjective experience by summarizing information under certain categories and classes developed by society” [5, p.163].

The term “semantic field” is also closely related to the term “concept”, which is explained as a collection of words and expressions that form a thematic series and covering a certain range of values. Note that in the mind of a native speaker, reality is divided into two interconnected sides: the material, materially tangible world and the world of abstract concepts and phenomena. The reflecting individual (in our case, the politician and the manager) are equally important

to both parties, and he seeks to comprehend and define reality in its many-sided connections with a person.

Each category in the lexical composition of aphorisms is embodied in a specific lexical-semantic set [4]. In particular, a significant number of lexical units are represented by the actual category "policy", as well as the categories that include lexical units denoting such concepts, as "state", "nation", "ideology", "law", "society", "power", "right", "economy", "democracy", "public health", "election", "crime", "corruption", "war", etc. The concept of "politics" is considered in the political aphoristic from several angles:

a) the activities of public administration, reflecting the public system;

b) the direction of the state (foreign and domestic policy);

c) course of action, strategy,

Wed: *Politics depends on our ability to persuade each other common reality* (B. Obama); *The first rule of politics: there are no rules. You make your own luck* (T. Blair).

Thus, the term "power" is presented as:

1) political dominance:

Sometimes it's a little bit more than a tackle (T. Blair);

2) governing bodies, government:

In an opportunity to society, as opposed to the old welfare state, the government does not dictate; it empowers (T. Blair);

3) the right, the ability to dispose of:

Power concedes nothing without a demand (B. Obama, cit. F. Douglas); *There are many, not the few* (T. Blair).

The lexeme "election" also refers to the specified semantic field and presented in political aphorisms with words like pre-election campaign, campaign, voter, parties, guarantees, promises:

It is not the heartlands of the world. Our core vote is the country (T. Blair).

A large group of political aphorisms are formulas that include such lexemes as leadership, leader, governor, government, administration, and are part of the semantic field "leadership":

Lead the lead who deliver it (T. Blair).

This group includes both aphorisms devoted to abstract or abstract concepts (*The rulers are the people* (T. Blair)) and specific situations or personalities:

The reason they don't because they think it is a problem (B. Obama);

... the fewer rights you have (B. Obama).

The authors of political aphorisms reflect not only on what the leadership must be, but over how the politician comes to power becomes the leader. Therefore, in the composition of aphorisms are found tokens. Named factors shaping the personality of a worthy leader:

And there are the hard bits of leadership. There is no doubt which is preferable. But true leadership means doing both (T. Blair).

If you refer to the lexemes for more specific content, you will notice that special attention is paid to the character traits and personal qualities of the leader, who is part of the ruling party, or a politician who plays a significant role in the country. The lexical content of such aphorisms are lexemes, reflecting:

a) moral essence: nobility, arrogance, decency, decent, honesty, honest, responsible, honest, responsible:

The power of being through the ages (T. Blair, quotation by S. Baldwin);

b) the ability of a manager to fulfill promises and achieve goals:

... a promise made is a promise kept (B. Obama).

c) the head's attitude to himself and others: *arrogance, pride, dignity, complacency, selflessness, self-confidence, vanity, confidence, selfishness, goodwill, kindness, kindness, goodness (goodwill), humanity, defender*:

Enrich well-connected tool friends of the lobbyists American (B. Obama);

d) volitional qualities of the leader: *heroism, cowardice, masculinity (courage)*

Religious leadership need not accept such wisdom in counseling their flocks, but they should recognize this wisdom in their politics (B. Obama).

Intellectual actions are important for the authors of aphorisms and the states of the leader, represented by the token's *imagination, stupidity, knowledge, idea, truth, opinion, thought, memory, mind, reason, consciousness, abilities*.

An obligatory factor characterizing a leader is his attitude to work, which induces the authors of aphorisms to use the lexemes of *honesty, idleness, idle, labor, diligence*.

The portrait of a leader in aphorisms is created not only by describing him personal qualities, but also relationships with other people. Political aphorisms clearly carry out the idea of activity, which is reflected by the presence in their composition units denoting not only the total activity, but also more private, although also generalizing concepts: *practice, business*,

do (make), work, ministry (service):

Now let's get out and do it (T. Blair).

The nation is represented in political aphorisms and as an ethnic community people, and as synonymous with the basic word-concept "state":

America is great because Americans are good (B. Obama).

In turn, the state in political aphorisms is considered and as a form of organization of society, and as a separate country:

It's a long way back (T. Blair).

The dictionary of the spiritual culture of a nation in the broad sense of the term is presented in the political aphoristics by the following lexical set: *culture, science, art, religion, faith, education, enlightenment, upbringing, knowledge, thought, literature, language*.

Couldn't Abraham, Jesus and Mohammed have be born in? (T. Blair).

It is necessary to note that "faith" occupies one of the most important places among the vocabulary of this semantic field and is understood by the authors not only as part of culture, but is also accepted in a religious, biblical sense:

Religious faith has a profound role to play (T. Blair); *And only through God comes grace; grace that is unique* (T. Blair).

A large group of aphorisms pronounced by politicians include lexemes calling universally recognized values and anti-values:

- general philosophical: *life, death, immortality, time, nature, good and evil, truth, happiness, freedom and slavery, justice, hope*:

The values require steadfast convictions (T. Blair); *It is true for nations* (B. Obama);

- religious: *faith, trust (faith), God, soul, salvation*:

Nothing is more transparent than inauthentic expressions of faith (B. Obama); *Faith doesn't mean that you don't have doubts* (B. Obama);

- personal: *courage, justice, responsibility, understanding; work on oneself (self-cultivation)*

Don't lose heart from that; take heart from that (T. Blair);

- social: *society, state (country), progress, civilization, peace and war, crime, tyranny, democracy, unity; family and marriage*

One World, One Dream (T. Blair);

- interpersonal: *love - hatred, friendship – enmity, understanding, mutual assistance, solidarity*:

Where there is ignorance, there is distrust, and sometimes hatred. Understanding is a great healer (T. Blair); *He is a friend* (T. Blair);

- intellectual: *education, science, mind (intellect), wisdom: They are learned* (B. Obama).

In conclusion, it should be noted that the specificity of perception of reality in political aphoristic is not set directly by using the aforementioned lexemes in aphorisms and aphoristic expressions. Thanks to these words you can only determine which concepts attract the attention of politicians as authors of aphorisms. Aphorisms undoubtedly reveal the rich cultural experience of every nation. The intensity of the appeal to individual concepts indicates the peculiarities of the political world's perception of the world.

To recapitulate, it is important to note that issues related to the formation of the image of a country are of independent importance abroad, also related to intercultural communication issues.

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