

The Linguistic Personality of Abish Kekilbayev in the Context of Political Discourse (Based on the Material of Public Speeches)

Kuralay Iskakova*

Aktobe Regional University named after K.Zhubanov, Aktobe, Kazakhstan

Gulmira Kushkarova

Aktobe Regional University named after K.Zhubanov, Aktobe, Kazakhstan

Baktygul Kurmanova

Aktobe Regional University named after K.Zhubanov, Aktobe, Kazakhstan

Saule Sadykova

Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan

Raykhan Zholmurzaeva

Aktobe University named after Bayishev, Aktobe, Kazakhstan

Abstract—The article examines the communicative strategies and communicative tactics of political discourse based on the material of public speeches by Abish Kekilbayev during the meeting of the commission "A" of the Geneva OSCE Meeting on National Minorities in June 1991, at the closing of the II session of the Supreme Council of the Republic of Kazakhstan of the XIII convocation on December 27, 1994, as well as an interview given to journalist V. Paramonov and published in the magazine "Thought", No. 12 in 1994 under the title "This hard parliamentary bread". The article provides a brief overview of the research of Kazakh and foreign linguists in the field of the study of discourse, political discourse, communicative strategies and tactics, as well as their various classifications. Political discourse is considered in its broadest sense as a discourse in which any speech formations, subject, addressee or their content belong to the sphere of politics, according to the definition of E.A. Sheigal. Communicative strategies are understood as a set of verbal and nonverbal actions aimed at achieving communicative goals, and communicative tactics are one or more actions that contribute to the implementation of the strategy (according to O.S. Issers). The analysis of communicative strategies and communicative tactics demonstrates the possibility of using this approach in the study of political discourse, as it allows to identify both explicit and implicit intentions of the author.

Index Terms—political communication, linguistic personality, communicative strategies, communicative tactics

I. INTRODUCTION

The anthropocentric paradigm of the modern science of language, which should be considered as "a natural starting point" for all humanities (Maslova, 2001), presupposes an all-sided study of linguistic phenomena taking into account the "human factor", and, accordingly, the study of the text as a result of human activity, reflecting individual characteristics and a specific picture of the world. This approach requires researchers to consider the text as one of the functional manifestations of its creator, aimed at self-realization as a "linguistic personality" and making contact with others (Sternin, 1989). The phenomenon of "the linguistic personality" is multifaceted. Studies of linguistic personality contribute to the solution of such fundamental problems as language and speech activity, language and personality, language and consciousness, language and society, language and culture. As a result, the concept of "linguistic personality" becomes one of the central concepts in linguistics of the beginning of the XXI century. Having been introduced into linguistic science by J. L. Weisgerber and V.V. Vinogradov, this concept still remains in the circle of research interests of modern scientists and causes scientific disputes, including regarding the definition. In our article, we adhere to the point of view of Karaulov (2010, p. 38), who considers a "linguistic personality" as a personality expressed in language (texts) and through language, a personality reconstructed in its main features on the basis of linguistic means.

* Corresponding Author, Email: kuralay2008@mail.ru

Based on the position that the choice of the object of research of a real linguistic personality from a historical retrospective is determined by its scale and significance (Ivantsova, 2008), the object of our research is the linguistic personality of the outstanding writer and public figure Abish Kekilbayev in the context of political discourse.

II. RESEARCH METHODS AND MATERIALS

The main method of research in this scientific work is the analysis of the discursive space of Abish Kekilbayev in order to identify the linguistic and pragmatic features of the writer's linguistic personality. Along with the main method, methods of reconstruction of political discourse in written texts, an inductive method, including analysis, comparison, as well as description and interpretation of linguistic phenomena, are used.

The research material was the texts of public speeches by Abish Kekilbayev (1996) presented in the book by A. Kekilbayev "Zamanmen sukhbat oi tolgamdar" (Conversation with time: thoughts, reflections - translated by IK (the author of the article)), as well as in the media.

III. RESULTS AND THEIR DISCUSSIONS

The study of the problems of the linguistic personality is considered incomplete without analyzing the discourse in which the linguistic personality is immersed and which is a complex structure, the components of which, among other things, are knowledge about the world, knowledge of the attitudes and specific goals of the speaker (Luchinskaya, 2002).

Currently, scientists are paying close attention to the issues of discourse in general, and political discourse in particular. The ideas of the cognitive-discursive direction in linguistics were developed in the studies of S.E. Isabekov, A.V. Karlinsky, M.R. Sabitova, Zh.G. Musataeva, Zh.G. Amirova, L.V. Eshkimbayeva, K.K. Sadirov, N.D. Arutyunova, E.S. Kubryakova, V.A. Maslova, etc. As an object of research, political discourse is included in the circle of scientific interests of both politicians and political scientists themselves, as well as specialists in other fields of activity: historians, journalists, sociologists, philosophers, as well as linguists. The latter, due to the versatility of the object, explore political discourse from the standpoint of: as a form of expression of linguistic consciousness (Akhatova, 2006), the realization of the linguistic personality of an American politician (Arataeva, 2010), from the point of view of gender-specific communicative behavior of a female politician (Nurseitova, 2007), pragmatic features of newspaper dialogic genres in political and creative discourses (Omarov, 2009), etc. Linguists analyze political discourse in a culturological aspect. For example, they study the forms of the realization of irony in political discourse, as well as the feuilleton, caricature as genres of political discourse (Veselova, 2003; Istomina, 2008; Artemova, 2002), categorization in signs of political discourse (Sheigal, 2000), the image of a politician and his role embodiment in political discourse (Bakumova, 2002), a linguocognitive analysis of political discourse is undertaken (Gavrilova, 2005), the phenomenon of political correctness in modern political discourse is investigated (Kuznetsova, 2017), a comparative study of dysphemia in modern Russian and American political discourse (Shishova, 2017), means of modeling power relations (Sattarova, 2019), issues of metaphors in political speech (Trichik, 2014), Lakoff (1993), Cienki (2005, 2008), features of the impact of the new political logic on both the vocabulary of political discourse and its rhetoric, based on examples from the texts of the European Commission are considered in the study Corinne Gobin (2011) and many other works. Such a wide range of research supports the thesis that political discourse and the realization of a linguistic personality in it remains at the center of research interests of scientists to this day.

As mentioned above, the object of our research is the linguistic personality of the writer, public and political figure Abish Kekilbayev. First of all, A. Kekilbayev is known to the world as a writer, a master of artistic expression. His works are rightfully included in the golden fund of literature of Kazakhstan. In different years, the writer, in addition to his main creative activity, was engaged in active political activity and made an invaluable contribution to the formation of sovereign Kazakhstan. As a political figure, Abish Kekilbayev was chairman of the Presidium of the Central Council of the Kazakh Society for the Protection of Historical and Cultural Monuments, and headed the Department of Interethnic Relations of the Central Committee of the Communist Party of Kazakhstan. After being elected in 1991 as a People's Deputy of the 12th convocation of the Supreme Soviet of the Kazakh SSR, he headed the Committee on National Policy, Culture and Language Development. With his direct participation, the Laws of the Republic of Kazakhstan "On the Press and other mass media", "On the protection and use of historical and cultural heritage", "On Freedom of religion and religious associations" and others were prepared and adopted. While serving as the State Adviser of the Republic of Kazakhstan and at the same time being the Deputy Chairman of the National Council for State Policy under the President of the Republic of Kazakhstan, Abish Kekilbayev carried out a lot of work for the formation and development of Kazakhstan as a sovereign, independent state, for the ideological consolidation of multinational Kazakhstan. In different years, he was elected Chairman of the Supreme Council of the Republic of Kazakhstan, headed the Committee of the Majilis of the Parliament of the Republic of Kazakhstan on International Affairs, Defense and Security, worked as Secretary of State of the Republic of Kazakhstan (Kazakhstan Encyclopedia, 2020). Throughout his career, the writer successfully combined government activities with creative work.

Within the framework of this article, we analyze the features of Abish Kekilbayev's public speech as a political figure in the context of political discourse, identify the main features of the politician's speech behavior.

Political discourse in the broadest sense is a discourse in which any speech formations, subject, addressee or their content belong to the sphere of politics (Sheigal, 2004, p. 28). Researcher E.A. Repina, after analyzing the scientific literature on the problems of political text/discourse, notes the following features:

1. The political text functions in the field of politics;
2. The political text has a certain theme related to various political issues;
3. A political text is created by a person engaged in political activity;
4. A political text has, as a rule, a collective author and a multiple addressee;
5. The political text is aimed, first of all, at influencing to obtain a very specific result (Repina, 2017).

If we talk about the spheres of speech interaction of politicians, in which all aspects of political communication are implemented, then, according to scientist Yudina (2001, p. 8), the following stand out: parliamentary speeches, party congresses and meetings, election campaigns, international meetings, conferences and forums.

The peculiarity of political communication is its high pragmatic orientation. First of all, it is a means of fighting for power, aimed at promoting certain ideas, views, emotionally affects the recipient of communication in order to encourage action or influence political beliefs. That is why, as researcher Tsutsieva (2014) notes,

the language of a politician should, in accordance with the chosen communicative strategies and tactics, be bright and pragmatically significant: a modern politician must masterfully master the system of visual and expressive means in order to influence the audience, influence it; assessing events, be able to count on a response in the assessment (p. 140).

The scientist identifies universal signs that distinguish the speech activity of a politician from the speech activity of other linguistic personalities, as well as individual signs, their own strategies and tactics (Tsutsieva, 2013).

The material of this study, as mentioned above, was the public speeches of Abish Kekilbayev: the closing speech delivered at the closing of the II session of the Supreme Council of the Republic of Kazakhstan of the XIII convocation - December 27, 1994; an interview given to journalist V. Paramonov and published in the magazine "Thought", No. 12, 1994, entitled "This hard parliamentary bread"; speech at the meeting of the commission "A" of the Geneva OSCE Meeting on National Minorities in June 1991.

As a result of the analysis of the text material, we have identified a number of speech strategies and tactics, characteristic linguistic techniques that allow us to have a strong emotional impact on the addressee.

In this article, we adhere to the definition of communicative strategies proposed by O.S. Issers, who considers them as a set of verbal and nonverbal actions aimed at achieving communicative goals, including planning the process of speech communication depending on the specific conditions of communication and personalities of communicants, as well as the implementation of this plan. The scientist defines communicative tactics as one or more actions that contribute to the implementation of the strategy (Issers, 2008).

The range of studies devoted to communication strategies and tactics includes questions and their classifications. For example, the linguist Charles Yu. Larson (1995), in his book "Persuasion: Perception and Responsibility", which, by the way, has been reprinted many times with additions, identifies two main strategies: intensification/strengthening, which means focusing on other people's shortcomings and highlighting their merits, and downplaying/lowering, i.e. softened representation of their shortcomings and belittling other people's merits. Dutch linguist, one of the pioneers of text theory, speech act theory and discourse analysis, Ten van Dijk (2013, pp. 238-246) similarly identifies two strategies: positive self-presentation and negative opponent presentation. Linguist O.L. Mikhaleva points out that politicians generally adhere to three types of strategies: to increase, to decrease, and a strategy of theatricality. Each strategy is carried out with the help of certain tactics (Mikhaleva, 2009, p. 57).

TABLE 1
CLASSIFICATION OF COMMUNICATIVE STRATEGIES AND TACTICS OF POLITICAL DISCOURSE BY O.L. MIKHALEVA

No	Strategy of Political discourse	Pragmatic goal	Tactics
1	Downgrade strategy	Discrediting a political opponent in order to form a negative opinion about the subject of communication and destabilize a competitor	Tactics of "analysis-"minus" Tactics of accusation Impersonal accusation tactics Denunciation tactics Offensive tactics Threat tactics
2	Strategy to increase	The desire to elevate yourself with the goal of giving more importance to your status	Tactics analysis-"plus" Presentation tactics Tactic of implicit self-presentation Self-justification tactics Tactics of deflecting criticism.
3	The strategy of theatricality	In order to attract a larger audience and capture the attention of the audience (the addressee-observer)	Tactics of warning Tactics of inducement Tactics of cooperation Disengagement tactics Tactics of informing Tactics of promise Tactics of forecasting Tactics of irony Tactics of provocation

It should be noted that the division into these strategies and tactics is very conditional, other variants of names and distributions by groups are possible.

Let's consider the application of the strategies and tactics mentioned above on the example of the political discourse of Abish Kekilbayev (based on the classification of O.L. Mikhaleva).

In June 1991, Abish Kekilbayev, while serving as Chairman of the Committee of the Supreme Soviet of the Kazakh SSR on National Policy, Language and Culture Development, took part in the meeting of Commission "A" of the Geneva Meeting of the Organization for Security and Co-operation in Europe (OSCE), made a report. Touching upon important issues of national policy, the use of the tactics of "we- forms" (and the deictic forms of the pronoun "we" - us, our) is particularly highlighted. Through the use of this tactic, A. Kekilbayev demonstrates the desire for unity with the world community, encourages joint efforts for peaceful coexistence, for "harmonization of interethnic relations" (from the speech).

Все мы быстрее достигли бы этого, если бы исходили из того, что не только благородностью побуждений, но и трезвостью и соразмерностью предпринимаемых шагов с реальными возможностями смягчили, а не усугубляли не всегда легкоквалифицируемые коллизии в этой деликатной сфере.

(All of us would have achieved this faster if we had proceeded from the fact that not only by the nobility of motives, but also by the sobriety and proportionality of the steps taken with real possibilities, we mitigated, rather than aggravated, not always easily qualified collisions in this delicate area. - Here and below is the translation made by the author of the article)

The speaker uses the form "our" when representing the country of Kazakhstan, on behalf of which he speaks, thereby demonstrating ideas, visions not of his own personal, but of the whole republic.

В целях поддержания предпринимательства населения часть приватизируемого имущества раздается без денежного возмещения всем, независимо от этнической принадлежности. Этим, на наш взгляд, можно сократить различие стартовых возможностей людей при переходе на рыночные отношения...

В решении проблем национальных меньшинств вступаем в контакты со всеми союзными республиками, зарубежными государствами, чьи диаспоры имеются в Казахстане.

(In order to support the entrepreneurship of the population, part of the privatized property is distributed without monetary compensation to everyone, regardless of ethnicity. This, in our opinion, can reduce the difference in the starting capabilities of people in the transition to market relations ...)

In solving the problems of national minorities, we enter into contacts with all the Union republics, foreign states whose diasporas exist in Kazakhstan.)

The same trend is observed in the Final Speech delivered on December 27, 1994, at the closing of the II session of the Supreme Council of the Republic of Kazakhstan of the XIII convocation. At that time, the young independent state of Kazakhstan was just building its legislative system. Standing at the origins of the formation of the first professional parliament of the state, as Chairman of the Supreme Council, A. Kekilbayev emphasizes the high importance of the ongoing processes, fully identifying himself with the audience, with representatives of the legislative body of the country, and sharing with them the common responsibility for the activities of the parliament to society.

Итак, наша многомесячная сессия подошла к концу. Это почти совпадает с завершением текущего 1994 года. Как помните, мы его встречали, вступив в трудный предвыборный марафон, а проводим, все глубже погружаясь во всеусложняющиеся парламентские заботы. Тем самым, уходящий год, в основном, знаменует собой рождение первого профессионального парламента Казахстана. Это составляет содержательную страницу в биографии и нашего молодого независимого государства, и каждого из нас.

Мы все свидетели того, что выборы в Верховный Совет нового типа резко активизировали переосмысление обществом происходящих процессов, настойчиво актуализировали их рационализацию.

И нам не раз приходилось выслушивать нарекания...

А у нас, не говоря об общественности, даже сам парламент лишен такой возможности.

Однако у нас есть уже все основания для констатации того, что наши депутатский корпус в достаточной мере располагает не только политическим задором, но и гражданским благоразумием и выдержкой...

Только максимально рационализируя свою деятельность, мы сможем повысить качество и действенность принимаемых законов.

(So, our multi-month session has come to an end. This almost coincides with the end of the current 1994 year. As you remember, we met him, having entered a difficult election marathon, and we are seeing him off, plunging deeper and deeper into the increasingly complicated parliamentary concerns. Thus, the outgoing year basically marks the birth of the first professional parliament of Kazakhstan. This makes up a meaningful page in the biography of our young independent state and each of us.

We are all witnesses of the fact that the elections to the Supreme Council of a new type dramatically intensified the rethinking of the processes taking place by society, persistently updated their rationalization.

And we have had to listen to complaints more than once...

And in our country, not to mention the public, even the parliament itself is deprived of such an opportunity.

However, we already have every reason to state that our deputy corps has sufficient not only political enthusiasm, but also civil prudence and self-control...

Only by rationalizing our activities as much as possible, we will be able to improve the quality and effectiveness of the laws adopted.)

In an interview with journalist V. Paramonov, published in the magazine "Thought" in No. 12 of 1994, Abish Kekilbayev, as Chairman of the Supreme Council of the Republic of Kazakhstan, shares his ideas, views on how the legislative power should function in the country. What difficulties had to be overcome and what problems have yet to be solved. What successes have already been achieved and what we should strive for. Using the same tactics, A. Kekilbayev emphasizes that this is not his personal merits, but the result of the joint work of a large team.

Конечно, в преодолении кризиса многое зависит и от нас, парламентариев.

Прежде всего, совершенствуем процесс разработки законов...

Мы вынуждены спешить, наверстывать упущенное, ибо реформы пошли вперед без серьезного законодательного обоснования.

... мы до сих пор вынуждены действовать по временному регламенту.

Рассчитываем, что с учетом всего этого, а также при условии взаимодействия с правительством, парламент в течении двух-трех месяцев сможет значительно ускорить рассмотрение пакета законов...

Сверяем свою работу и с соседями...

Налаживаем методическую, юридическую помощь.

Существенно укрепляем информационный центр.

(Of course, a lot depends on us, parliamentarians, in overcoming the crisis.

First of all, we are improving the process of developing laws...

We are forced to hurry, to catch up, because the reforms have gone ahead without serious legislative justification.

... we are still forced to act according to temporary regulations.

We hope that with all this in mind, and also subject to interaction with the government, the parliament will be able to significantly speed up the consideration of the package of laws within two to three months...

We compare our work with our neighbors...

We are establishing methodological and legal assistance.

We are significantly strengthening the information center.

In some cases, the use of the "we - form" tactic to emphasize the unity of the participants in the conversation, the politician seems to count on his full understanding of the stated provisions.

Нам с вами ясно, о чем идет речь.

Мы с вами понимаем насколько важны эти процессы для развития общества.

(It is clear to us what it is about.

We understand how important these processes are for the development of society.)

Moreover, the tactic of "I - form" is present more in conversation than in public speeches. Conversation as a genre involves a more intimate form of thought exchange, where the interlocutors more openly express their personal position, their personal experiences, personal assessment. Based on the definition of E.A. Sheigal, given above, that any discourse "in which any speech formations, subject, addressee or their content belong to the sphere of politics" can be considered within the framework of political discourse, we also consider this conversation in our study.

Верю, что консолидация внутри парламента по мере углубления своей деятельности будет нарастать, и это будет способствовать его результативности.

Я бы не стал излишне драматизировать обстановку.

...меня подчас обвиняют в пропрезидентских позициях.

...убежден, не надо ударяться из крайности в крайность.

Моя семья претерпела все коллизии нашего века.

Мальчишкой мечтал стать геологом.

Кредо? А почему бы и нет? Хотя я и не люблю подобных громких слов.

Мне сейчас очень сложно. Литературную работу пришлось отложить. Характер мой требует отдаваться делу всецело

(I believe that consolidation within the parliament will increase as it deepens its activities, and this will contribute to its effectiveness.

I wouldn't overly dramatize the situation.

...I am sometimes accused of pro-presidential positions.

...I am convinced that it is not necessary to go from extreme to extreme.

My family has undergone all the collisions of our century.

As a boy, I dreamed of becoming a geologist.

Credo? And why not? Although I don't like such big words.

It's very difficult for me right now. Literary work had to be postponed. My character demands that I give myself completely to the cause).

Along with the above tactics, K. Kelbayev uses the tactics of "accusation" in his speech, implementing a strategy for lowering in order to cause a negative attitude from the audience (or the interlocutor in the case of an interview or conversation). The politician in these examples blames his predecessors, pointing out their mistakes, emphasizing this by using expressions such as "little work experience", "lack of culture of discussion", "who would lose", using words with a negative connotation.

...есть взаимопонимание, но есть и трудности. Они не в последнюю очередь связаны с тем, что правительство (я говорю здесь о прошлом его составе, поскольку отношения с новым только складываются) имеет мало опыта работы с оппозицией, а кое-кому из оппозиционно настроенных депутатов недостает культуры дискуссий.

Спрашивается, кто бы проиграл, если бы этот опыт был взят на вооружение нашим правительством? Был бы только выигрыш.

(...there is mutual understanding, but there are also difficulties. They are not least connected with the fact that the government (I am talking here about its past composition, since relations with the new one are just taking shape) has little experience working with the opposition, and some of the opposition-minded deputies lack a culture of discussion.

The question is, who would have lost if this experience had been adopted by our government? There would only be a win.).

The tactics of "analysis-plus", which contributes to the implementation of the strategy for improvement, involves analyzing the situation with the expression of the speaker's positive attitude to the described situation. In this example, A. Kekilbayev emphasizes the high importance of holding the meeting in Europe and the high status of the OSCE and its role in the world community.

И глубоко закономерно то, что мы на такой разговор собрались именно здесь, в сердце Европы, где в разные времена разрабатывались самые разные гуманистические концепции гармонизации мирового порядка.

(And it is deeply natural that we have gathered for such a conversation right here, in the heart of Europe, where at different times a variety of humanistic concepts of the harmonization of the world order were developed.).

The tactic of deflecting criticism is used by the speaker to prevent possible criticism of the country he represents, referring to its experience in resolving national issues. Obviously, Kazakhstan has its own experience, and it is not indisputable, but it deserves attention.

И тут я не могу не сослаться на, возможно, не совсем бесспорный во всем, но заслуживающий внимание своей проблематикой, конкретный опыт Казахстана.

(And here I cannot but refer to, perhaps not entirely indisputable in everything, but deserving attention for its problems, the specific experience of Kazakhstan.).

Reporting on the activities of the Parliament for a certain period A. Kekilbayev emphasizes that this is not easy work, and there are some shortcomings that deserve objective criticism, but which at times was clearly undeserved. And then, resorting to the tactics of inducement, he calls for consolidating efforts to improve work efficiency.

Оттого и парламент с первых же дней своей деятельности стремился к оправданию ожиданий электората. Но достичь желаемого никогда не было легким делом. Тем более в наше сложное переходное время. И нам не раз приходилось выслушивать нарекания. Нередко справедливые и объективные. Подчас явно тенденциозные и неприкрыто злобствующие. Порою даже явствовало намерение воспользоваться неискушенностью неокрепшего еще парламента.

Однако у нас есть уже все основания для констатации того, что наш депутатский корпус в достаточной мере располагает не только политическим задором, но и гражданским благоразумием и выдержкой, чтобы энергию парламентаризма, в основном направить в конструктивное русло, работать с еще большей отдачей для самореформирующегося общества.

(That is why, from the very first days of its activity, the parliament sought to justify the expectations of the electorate. But achieving what you want has never been easy. Especially in our difficult time of transition. And we have had to listen to complaints more than once. Often fair and objective. Sometimes they are clearly tendentious and openly malicious. At times, there was even an intention to take advantage of the inexperience of the still weak parliament.

However, we already have every reason to state that our deputy corps has sufficient not only political enthusiasm, but also civil prudence and self-control to direct the energy of parliamentarism, mainly in a constructive direction, to work with even greater impact for a self-reforming society.).

Using the tactics of presentation, followed by the tactics of "cooperation", the politician represents the country of Kazakhstan and cites Kazakh proverbs, which clearly decorates his speech, adding theatricality, attractiveness to it, and thereby counting on universal acceptance and approval with a call for mutual understanding and agreement in achieving peace.

Я в составе делегации СССР представляю Казахстан, республику, расположенную на стыке двух материков – Европы и Азии. И у нас говорят, что нет в мире горы, какой бы высокой она ни была, чтобы защитила от всех ветров, что нет реки, какой бы глубокой и полноводной она ни была, чтобы надежно преградила путь всем врагам, что поэтому следует рассчитывать во всем только на людское взаимопонимание, ибо мало кто не хотел бы жить в мире и согласии с другими.

(I am a member of the USSR delegation representing Kazakhstan, a republic located at the junction of two continents - Europe and Asia. And we say that there is no mountain in the world, no matter how high it may be, to protect it from all winds, that there is no river, no matter how deep and full-flowing it may be, to reliably block the path of all enemies, that therefore one should count on human understanding in everything, because few people would not like to live in peace and harmony with others.).

For objective presentation of information about the country represented by a politician at an international meeting, the speaker, using the tactics of informing, provides data presented in figures. Thus, A. Kekilbayev confirms his words about the multinational composition of our state.

Казахстан – это миллионов мужчин и женщин, представляющих почти 130 народов Советского Союза. Из них казахи составляют 40%, русские – около 38%, немцы – около 6%, украинцы – 5 с лишним %, узбеки – 2%, татары – 2%, уйгуры – 1%, белорусы – 1%, корейцы – 0,6%. Остальные меньшинства исчисляются от десятков тысяч до сотен людей.

(Kazakhstan is made up of millions of men and women representing almost 130 peoples of the Soviet Union. Of these, Kazakhs make up 40%, Russians - about 38%, Germans - about 6%, Ukrainians - more than 5%, Uzbeks - 2%, Tatars - 2%, Uighurs - 1%, Belarusians - 1%, Koreans - 0.6%. The remaining minorities number from tens of thousands to hundreds of people.)

Implementing a strategy of theatricality in order to impress and attract attention, the politician uses tactics of prevention and tactics of cooperation. The politician emphasizes that universal peace cannot be achieved if we do not unite in its creation.

И здесь, как нигде, легче нам осознать, что никакой континент сам по себе не может стать всеобщим мирным домом для своего населения, если таковым не станет вся наша планета.

Все мы быстрее достигли бы этого, если бы исходили из того, что не только благородностью побуждений, но и трезвостью и соразмерностью предпринимаемых шагов с реальными возможностями смягчили, а не усугубляли не всегда легкоквалифицируемые коллизии в этой деликатной сфере.

(And here, more than anywhere else, it is easier for us to realize that no continent by itself can become a universal peaceful home for its population if our entire planet does not become such.)

All of us would have achieved this faster if we had proceeded from the fact that not only by the nobility of motives, but also by the sobriety and proportionality of the steps taken with real possibilities, we mitigated, rather than aggravated, not always easily qualified collisions in this delicate area.)

As the analysis of the political discourse of the linguistic personality of A. Kekilbayev shows, the politician skillfully combines various communicative tactics and strategies in order to convey information, arouse the interest of the audience and attract it "to his side".

It should be noted that the definition of an expression for a certain type of strategy or tactics is very conditional. It is possible to consider them from a different point of view. It depends on the context and some extralinguistic factors, such as the communication situation, the level of training of the communication participants themselves, etc., as well as on the interpretation of speech phenomena of political discourse by the researcher himself.

From the point of view of vocabulary, lexically, the political discourse of Abish Kekilbayev is as close as possible to the official speech. The politician easily operates with special terminology (*political maximalism, collisions, demographic proportion, the principle of balanced interests, state-legal and socio-economic rationalization of relationships, the electorate, the legislative process, investment policy, democratization, etc.*). Being at the same time a writer, a master of the artistic word, he widely uses metaphors, proverbs, various stylistic constructions (*The situation in the economy is too difficult, she does a lot of zigzags; entering a new role; The Speaker is ... not a coach, not a goalkeeper, not a defender, but a referee on the field who runs freely with all the players and fixes all the moments of the game, helping to ensure that it goes flawlessly; it is not necessary to go from extreme to extreme; Parliament is the tuning fork of many phenomena in life; To me, our multinational society resembles a mosaic picture, and it is only necessary to knock out one stone from it, as the whole mosaic can crumble, etc.*). The study of political discourse demonstrates the presence of precedent textual units in it (*... this is the Achilles heel of the previous parliament; the Charter of Paris and the Copenhagen Document; the works of Aristotle and Plato, Montesquieu and Locke; to mitigate the effect of an undesirable phenomenon under similar circumstances, called by F. Nietzsche no other than resentment – "envious bitterness" and others*).

IV. CONCLUSION

Summing up, we note that the study of the political discourse of the linguistic personality of Abish Kekilbayev vividly demonstrates a wide range of communicative techniques.

Political discourse is considered in its broadest sense as a discourse in which any speech formations, subject, addressee or their content belong to the sphere of politics, according to the definition of E.A. Sheigal. Communicative strategies are understood as a set of verbal and nonverbal actions aimed at achieving communicative goals, and communicative tactics are one or more actions that contribute to the implementation of the strategy (according to O.S. Issers). Based on the classification of O.L. Mikhaleva, we have established that as a politician, he uses strategies to reduce, to increase, and a strategy of theatricality, which are implemented by a number of tactics. Abish Kekilbayev, being a master of the artistic word, skillfully combines them, thereby achieving his goals. The analysis of communicative techniques and communicative tactics demonstrates the possibility of using this approach in the study of political discourse, as it allows to identify both explicit and implicit intentions of the author.

In the future, special attention should be paid to the study of metaphors in the political discourse of A. Kekilbayeva, which will complement the picture when describing the writer's linguistic personality.

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Kuralay Iskakova was born in Tselinograd region, USSR in 1967. She received her master's degree in Pedagogical Sciences from West-Kazakhstan State University, Kazakhstan in 2014.

She is currently a doctoral candidate in Philology at the Department of Russian Philology and Intercultural Communication in Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan.

Her current scientific interests include general linguistics, linguopersonology, discourse studies, pedagogy, and methods of teaching foreign languages.



Gulmira Kushkarova was born in Aktobe, USSR in 1966. She received her degree of a candidate of philology from Kazakh Ablai Khan University of International Relations and World Languages, Kazakhstan in 1999.

She is currently an associate professor at the Department of Foreign Philology and Translation Studies, Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan.

Her current scientific interests include pragmalinguistics, discourse studies, and methods of teaching foreign languages



Baktygul Kurmanova was born in Aktobe, USSR in 1966. She received her degree of Doctor of Pedagogy from Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan 2011.

She is currently a professor at the Department of Russian Philology and Intercultural Communication, Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan.

Her current scientific interests include sociolinguistics, linguodidactics, and pedagogy.



Saule Sadykova was born in Aktobe, USSR in 1980. She received her PhD degree in linguistics from Ministry of Education and Science of the Republic of Kazakhstan, Kazakhstan in 2019.

She is currently an associate professor at the Department of Foreign Philology and Translation Studies, Aktobe Regional University named after K. Zhubanov, Aktobe, Kazakhstan.

Her current scientific interests include linguistics and education.



Raykhan Zholmurzaeva was born in Temir, Aktobe region, USSR in 1963. She received her master's degree in pedagogical sciences from Baishev University, Kazakhstan, 2019.

She is currently a senior lecturer at the Department of Foreign Language and Literature, Aktobe University named after Bayishev, Aktobe, Kazakhstan.

Her current scientific interests include general linguistics, translation theory.