

opción

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

Año 35, diciembre 2019 N°

90-2

Revista de Ciencias Humanas y Sociales

ISSN 1012-1537/ ISSNc: 2477-9385

Depósito Legal pp 198402ZU45



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Pragmatic discourse of the comments on Facebook in the Kazakh language

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Abstract

The article aims to consider the most frequent linguistic and non-linguistic discourse pragmatic uses of ‘subjective hybrid texts’ of the majority of individuals via comparative qualitative research methods. As a result, the peculiarity of the comments in the Kazakh language is in the specificity of the national language, and in the use of traditional stereotypes of the language picture of the world of the national cognitive worldview. In conclusion, considering the pragmatics of the comments of the Facebook users in the Kazakh

linguistics, studying them in anthropocentric terms, and revealing their linguistic nature enables us to understand its pragmatic specificity.

Keywords: Internet, Anthropocentrism, Communication, Factor, Stereotype.

Discurso pragmático de los comentarios en Facebook en idioma kazajo

Resumen

El artículo tiene como objetivo considerar los usos pragmáticos del discurso lingüístico y no lingüístico más frecuentes de los "textos híbridos subjetivos" de la mayoría de las personas a través de métodos comparativos de investigación cualitativa. Como resultado, la peculiaridad de los comentarios en el idioma kazajo radica en la especificidad del idioma nacional y en el uso de los estereotipos tradicionales de la imagen lingüística del mundo de la cosmovisión cognitiva nacional. En conclusión, teniendo en cuenta la pragmática de los comentarios de los usuarios de Facebook en la lingüística kazaja, estudiarlos en términos antropocéntricos y revelar su naturaleza lingüística nos permite comprender su especificidad pragmática.

Palabras clave: Internet, Antropocentrismo, Comunicación, Factor, Estereotipo.

1. INTRODUCTION

The process of globalization is taking place all over the world, and the languages of the world are experiencing the age of change and evolution. This process is clearly observed in social networks of the multi-functional Internet. The informants from various social and demographic layers fill the information space by leaving comments on

specific topics on social networks. Various opinions of the society on any topic have become a powerful tool influencing the public consciousness and attract personal attention in relation to social and practical value of the topic. Some important categories of comments on some topics and are considered the product of discourse activity (speaking by thinking). The comments are studied as a part of the text, as well as a small genre of texts. The pragmatics of comments is directed at anthropocentric approach in linguistics, the interconnection pragmatics between the sender and the recipient (DMITRIYEVA, 2010).

Formation of a specific point of view, opinion of the recipient about the information on the topic, and the ability of targeted impact is the pragmatic potential of the discourse of comments. Not only the increase in the public consciousness in information space, but also the actuality of the issue pluralism on the Internet related to the analyzed topic have put forward the novelty of discourse analyses. During the pragmatic analysis of the comments of the users of social networks their intentions, points of view, comprehension, knowledge, and linguistic skills are considered. The commenting bodies have started to make conclusions on social events, and discuss the credibility issues of the topic. The Internet comments are creating hybrid texts consisting of oral speech and written text. The knowledge, linguistic potential, and cognitive schemes of the social group that makes comments is considered in new terms.

2. METHODOLOGY

A comment is one of the word genres. BAKHTIN's (1986) definition of the genre has not lost its importance today, in particular, one of the main issues of the theory of genres is that the first genres include novels, dramas, prose, and the second ones are presented in the form of small texts in daily communication. Other researchers also claim that the genre of speech is obtained from ontological basis. Because of the presence of human factors in all genres, the ontological basis is common to all genres and types. Hybrid text, i.e. comments on the Internet, consisting of new forms of the genre, the requirements of oral and written discourse, rapidly accepting and interpreting processes in society, is also being studied in an ontological basis.

A comment is a multidimensional text written in the targeted and non-targeted form, expressing the point of view and opinion of the sender on the topic discussed, with the communicative effectiveness of the discourse. All of the previous traditional discourses were adapted to the Internet in its space and then began functioning with new forms and criteria. A comment is a reflection of the word or discourse on the net, thematic communication between communicators, the frequently-accessible active field for dynamic and societal factors. On-line communicators share their thoughts, arguments, and motives by expressing their ideas, their own subjective views. One can clearly see the public opinion and cognition, cultural, social, political, and other features of the nation by means of comments (DONDUKOVA, 2013).

As there are limited features of all spheres of communication, the comments are also subject to these features. It involves the purpose of communication, the use of linguistic means between the sender and the recipient, and other factors. It is important to show the truth in the language in showing the main types situations modeled in a particular language. It means to see how active the language is or how slow it is. All linguistic and non-linguistic objects interact and influence one another. Because of the intensity of Internet communication, the text of the comments in the Kazakh language began to be formed. They are small, their distribution may be linguistic/non-linguistic, and they also have symbolic, illustrative, and other features (RASOOLI & ABEDINI, 2017).

Since pragmatism is a relationship between language and man, the comments in the Kazakh language include all linguistic and non-linguistic objects. Peculiarities of spoken speech, simple words, gratitude and cursing categories, emotional-expressive words, non-verbal actions, various graphic lines, symbolic characters are used in a positive/negative sense. Applying only the function of linguistic symbols on linguistic objects narrows its meaning. Linguistic objects are further divided into linguistic and non-linguistic factors. According to purpose of writing and features of linguistic objects in the comments they can be linguistic and extralinguistic factors. Non-linguistic objects are involved because language-specific activities are subject to humans. Non-linguistic objects include mental health, language competence, background education, social status, life experience, etc.

of the individual. Linguistic and extra-linguistics factors in the comments make a complex structure. Comments in the Kazakh language, regardless of their short existence, focus on their content-information potential in linguistic and extralinguistic terms.

Comments are proven by reviewing frequently observed word defects in linguistic and non-linguistic objects. The key notions in the comments are linguistic, extralinguistic factors that are grouped as follows:

- 1) The dominance of oral word elements (non-officiality, abbreviating, change of place of collocations, abundance/lack of vocabulary, slang, dialect, jargon, abbreviations by saving method);
- 2) Written textual samples, a variety of reasons for their non/preservation, direct and indirect connection types, attention, different reactions, commentaries, the tendency of strengthening relationships, indifference to the linguistic features of written text, stylistically spoken shortened words, simplified syntactic structures, abbreviated words, abbreviations by saving method);
- 3) New forms of written text (words without meaning, adding the elements of the national language into the elements of well-known languages, they can be made of elements of one or two languages);
- 4) Thought factor (low level of thought factor, staying behind, being in a hurry);

- 5) The factor of speed of time (dependence of an individual on time, free time of individuals, dependence of the modern world on time);
- 6) Use of several alphabets within the state (Kazakh, Russian, Latin alphabet, various variants);
- 7) Non-verbal actions (likes\dislikes, different paintings, drawings, symbolic characters);
- 8) Technical reasons (use of other alphabets on the mobile phone, non-use of Kazakh alphabet), etc.

Linguistic mistakes, mistakes, in general, are often within the focus of linguists. PASTUKHOVA (2010) divides the linguistic mistakes into spelling, punctuation, lexical, phraseological, word-formation, morphological, syntactic, stylistic mistakes. In the Kazakh linguistics, ALKEBAYEVA (2014) emphasizes that there are non-linguistic mistakes in speech communication along with logical, factual mistakes. The mistakes in the comments in the Kazakh language are not subject to this classification. The comments in the Kazakh language include all elements of modern Internet communication.

Moreover, they are experiencing various changes like linguocreative methods to varying degrees, such as language play, word formation, deliberate distortion, non-compliance with spelling, punctuation, the construction of linguistic elements of a particular

language, writing with several alphabets (in relation to in-country languages, misapplication of another language alphabet). Statistics have been applied to linguistic mistakes of three comments on different topics posted on Facebook. They are «Әйелді құлпыртатын еркек» (=It is a man who makes a woman beautiful), «Әлімбиімізді әдейі қате жазып, арандатушылардан сақ болайық!» (=Let us beware of provocateurs who deliberately misuse our alphabet), «Оғыз Доған» (=Ogyz Dogan) (related to the trial of the Turkish citizen on speaking in Kazakh at the airport). Statistics of spelling, lexical and grammatical, syntactic, and punctuation mistakes in Internet communication

Comment	Correct	Wrong
Ogyz Dogan, 1225	169	1056
Пайыз	13,80%	86,20%
It is a man who makes a woman beautiful, 332	1	320
Пайыз	1%	99%
Let us beware of provocateurs who deliberately misuse our alphabet! 69	11	58
Per cent	3,32%	96,68%

For example, Оте дурыс айтты маган катты унады рас бул мен 100% косылам брак ширкин кыз баласыда акылды миримди болса Онда тамаша адеми болар еди(Facebook «It is a man who makes a woman beautiful») These sentences are not written in the

Kazakh alphabet. The reason is that they are written on the mobile phone without Kazakh-specific letters. One more reason is the saving method. As this method is often used in a dialogue, the oral speech elements are applied in full.

The main issue is that if the comment of the author is on a problematic topic of the social and political life of the society, the number of linguistic mistakes is statistically less, because such authors are usually specialists who often review and sort information, news, changes, and post their subjective point of view without making any mistakes. The mistakes on the topic «It is a man who makes a woman beautiful» (332 comments) mean that the gender policy is very important in society. As the topic is related to men and women, may conflicts do arise. Both men and women can participate in the discussion, and can freely post their opinions. Psychologically, in order to quickly express their point of view on the topic in opposite dialogue communication, they make a lot of mistakes. The reasons for linguistic mistakes can be of great variety (MILEVSKAYA, 2002).

The main reasons are that the authors of the comments do not use a personal computer, but a mobile phone with a sensor screen, they do not switch to the Kazakh keyboard, save their time, do not respect their language, do not bear responsibility, and are not careful. The linguistic mistakes are also made because of applying several scripts in one country. Tanzharyk Berdykululy Bul jerde masele bireuge uksauda emes, durys bagyt bagdar bere bilude. Bekbolat agamyz uksasa

nemese Bekbolat agamyzdai akyl aitar agalarymyz kop bolsa nesi aiyp!? (Facebook «It is a man who makes a woman beautiful») The simultaneous existence of international languages in the Kazakh language also directly affects the occurrence of linguistic mistakes. The linguistic mistakes appear at various levels. In the modern information age rare uncultured linguistic mistakes are often used. They are entering the language standards, the linguistic mistakes are also considered in such spheres as linguistic culture, linguistic ecology. On the one hand, they mean the accumulation of trendy linguistic laws of various languages, and on the other hand they mean the weakening of linguistic laws of the national language.

Moreover, the existence of various variants, failure to follow the norms of the language, failure to consider the norms, and the absence of an individual's personal responsibility are being noticed nowadays. Non/following the linguistic norm in the comments is also within the linguistic competence of the individual. The number of participants in commenting leads to a decrease in its quality. That is why one should consider the linguistic mistakes through thinking-language-speech-communication. The comments in the modern Kazakh language are of various types. Earlier, there were a great number of pronunciation mistakes. As the comments have accumulated the features of oral speech within themselves, oral speech norms are quite frequent (intonation to the word related to the mood affected the punctuation marks, parasitic words, the change of word order, collocation the words which cannot collocate).

We can conclude that the spelling norms of oral speech have transferred to punctuation marks. In oral speech the emotions are expressed by intonation, while in written comments they are expressed by using the punctuation marks a lot. Comment: Оооо!!!! ҚҰТТЫ БОЛСЫН!!!!К.Керемет!!!!!! Рахмет!!!!!! Аййй сауууу болшы ОҒЫЗ. ..керемееет әрине... Не жеңіс мынау?????? (Facebook «It is a man who makes a woman beautiful»). As the comment is written in a dialogic speech, the writer expresses his/her emotions with the help of extra use of punctuation marks. These punctuation marks (exclamation mark, question mark, sometimes elision marks) lead to mistakes in the written form of the comments when the individual cannot hide his/her emotions or wants to express them.

3. RESULTS AND DISCUSSION

One of the main directions of linguistic research paradigms in modern linguistics, anthropocentrism field is growing rapidly. The comments on the Facebook website, which can be attended by any community representative as a language user, pragmatic research that takes into account the human factor that reflects the cognitive background in person's consciousness and spiritual and cultural values in his mind are of particular interest in linguistics. Disclosure of pragmatic aspects of the comments is based on the principles of anthropocentric paradigm. Discourse research, pragmatics has become a major research object for domestic and foreign scholars. F. de

Saussure distinguished between language, langue, and parole, while Van Dijk called the discourse analysis of daily communication language and it comprises heterogeneous, extralinguistic factors (VAN DIJK, 1985).

AUSTIN (1976) and KRESS (1985) have greatly contributed to making pragmatics a separate field in linguistics. According to KRESS (1985) Discourse is a social category, and text is a linguistic category. The discourse is visible in the text. However, there may be several controversial and complete discourses in one text. This opinion is confirmed by the conclusion that Internet communication is the subject of discourse. All of these comments are directly related to comments posted online. Although the definitions and scientific conclusions that scientists give to the term discourse are varied, there is a common point. This is a dialogical nature of the discourse, and it is a speech activity that is performed according to a situation. In Kazakhstan, a number of studies by domestic authors are devoted to discourse.

They include YERNAZAROVA (2001), ALKEBAYEVA (2014), UALI (2007), SADIROVA (2008), YESSENOVA (2007) and many other scientists. ALKEBAYEVA (2014) says that pragmatics is the relationship between communicators and their personal relationship with the text taking into account their communicative intentions and the circumstances of the interview (ALKEBAYEVA, 2014), and SADIROVA (2008) says that discourse is densely connected with communicative, cognitive, and other fields

(SADIROVA, 2008). Having concluded the scientific formulations about the discourse, the discourse-used text, i.e. the function of the language of speech in having real communication, is based on the use of cognitive, linguistic, background knowledge, pragmatic possibilities of real-life events, taking into account the context of the discourse-communicators.

Studying discourse in sociology, psychology, cultural studies, etc. reflects the integrative process of linguistic development, expressing the need for a linguistic understanding of the results obtained in the field. The object of the research is a hybrid text, which is a small genre of text in Internet communication, often written on the Internet, and the number of authors of which is constantly rising. All spheres of human life witness the use of rapidly developing comments, which are the basis for the present analysis. The pragmalinguistic potential of oral speech has been transferred to written comments. Communication of people with comments has intensified new forms of interaction of language users have appeared. Internet communication, meeting the modern requirements, is at the forefront of demonstrating the language's dynamic potential.

Controlling the features of and changes in the dynamic behavior of the language's natural laws in Internet communication, trying to save them, and making scientific predictions of the specific nature of the speaking and writing paradigms are the most effective solutions to studying this area. Scientific consolidation of linguistic studies related

to comments in current social networks is topical. The studies of these phenomena on the Internet with particular emphasis on the problem of the English language have been presented in major scientific papers of foreign scholars as Richard Dawkins (England), Francis Heylighen (Belgium), and Susan Blackmore (England) (KANASHINA, 2016).

4. CONCLUSION

Modern anthropocentric and Internet linguistics paradigm of linguistics leads to new research that is important in the era of global and integration processes. In the last decades, the development of science and technology has brought not only the development of Internet communication but also its new products. The article outlines the level of manifestation of anthropocentric nature of types and discourse pragmatics of the comments on social networks in the Kazakh language in content and communicative terms. Social networks not only have become an indispensable reliable partner of Internet consumers. Their pragmatic purpose is clearly seen among the informants consisting of social and demographic groups. A social network is not just a web site that links people to one another, but also a field that develops society's language, vision, and global culture in social, economic, political, spiritual, and cognitive terms, and identifies the pragmatic purpose of linguistic actions used.

The peculiarities of the speakers' perception of the specific subject matter, reflection in the linguistic cognition by means of the comments, the level of understanding, and the pragmatic actions are considered. According to the types and structure of the comments written by the Kazakh language speakers in relation to a specific topic, the true/untrue forms of their linguistic and non-linguistic pragmatics have been identified. The pragmatic features of the changes in linguistic phenomena happening in the linguistic consciousness of the informants are identified. Considering the pragmatics of the comments of the Facebook users in the Kazakh linguistics, studying them in anthropocentric terms, and revealing their linguistic nature enables us to understand its pragmatic specificity. Therefore, a lot of issues of the pragmatics of the comments in linguistics will find their solution.

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**UNIVERSIDAD
DEL ZULIA**

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Revista de Ciencias Humanas y Sociales

Año 35, N° 90-2 (2019)

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

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