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## **Publicistic Discourse: A Cognitive-Axiological Interaction**

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### **Abstract**

Purpose of the article: to show the mechanisms of interaction between cognitive and axiological components and the methods of communication in the verbal and mental process on the example of the Kazakhstan publicistic discourse. Scientific and methodological basis which has a complex, interdisciplinary character, is made up of the fundamental works of both domestic (R.A. Nurtazina) and foreign (T.A. van Dijk, D. Schiffrin, E.S. Kubryakova, A.A. Kibrik and others) scientists in the field of research discourse. Methods of comparative, functional and stylistic, conceptual analysis of publications of Kazakhstani newspapers on the subject were used at different stages of the research. In the process of working with the text, methods and techniques of facts observation, their typological generalization, etc. were used. This method of work has helped to establish that the changes of the situation in publicistic discourse are dynamic, as they are related to the functional interaction of the subjects engaged in active influential activities. The method has also contributed to the consideration of three mutually determined spheres of activity: cognitive-functional, value-semantic, emotional-evaluative.

The axiological context of the discourse as a set of innovative ideas and assessments is recreated in the mind of the individual as a result of actualization of cognitive experience and is due to the actualization of ideological, intellectual and aesthetic values in the mind of the addressee. It is noted that discursive activity provides the implementation of a number of cognitive-axiological capabilities and abilities of the addresser. The research made it possible to understand the process of language functioning, as a means of reflecting thinking processes, and to determine communicative perspectives. Conclusions and recommendations can be used in the courses “Journalism Skills”, “Publicist Skills”, the elective course on the theory of journalistic discourse, as well as for scientific and educational purposes. The journalistic texts of Kazakhstan “qualitative press” have been analyzed. The language means used to emphasize the dominants of the discourse have been revealed. The examples of the use of social-evaluative vocabulary in Kazakhstan periodicals have been given.

Key words: publicistic discourse, communication, cognitive components, estimation, Kazakhstan periodicals.

## **Discurso Publicitario: Una Interacción Cognitiva-Axiológica**

### Resumen

Objetivo del artículo: mostrar los mecanismos de interacción entre los componentes cognitivos y axiológicos y los métodos de comunicación en el proceso verbal y mental sobre el ejemplo del discurso publicista de Kazajstán. La base científica y metodológica que tiene un carácter complejo e interdisciplinario está compuesta por los trabajos fundamentales de científicos nacionales (RA Nurtazina) y extranjeros (TA van Dijk, D. Schiffrin, ES Kubryakova, AA Kibrik y otros) en el campo de discurso de investigación. Se utilizaron métodos de análisis conceptual comparativo, funcional y estilístico de publicaciones de periódicos kazajos sobre el tema en diferentes etapas de la investigación. En el proceso de trabajar con el texto, se utilizaron métodos y técnicas de observación de hechos, su generalización tipológica, etc. Este método de trabajo ha ayudado a establecer que los cambios de la situación en el discurso publicitario son dinámicos, ya que están relacionados con la interacción funcional de los sujetos que participan en actividades influyentes activas. El método también ha con-

tribuido a la consideración de tres esferas de actividad mutuamente determinadas: cognitivo-funcional, valor-semántico, emocional-evaluativo. El contexto axiológico del discurso como un conjunto de ideas y evaluaciones innovadoras se recrea en la mente del individuo como resultado de la actualización de la experiencia cognitiva y se debe a la actualización de los valores ideológicos, intelectuales y estéticos en la mente del destinatario. Se observa que la actividad discursiva proporciona la implementación de una serie de capacidades cognitivas-axiológicas y habilidades del direccionador. La investigación permitió comprender el proceso del funcionamiento del lenguaje, como un medio para reflejar los procesos de pensamiento y para determinar las perspectivas comunicativas. Las conclusiones y recomendaciones se pueden utilizar en los cursos “Habilidades de periodismo”, “Habilidades publicistas”, el curso electivo sobre la teoría del discurso periodístico, así como con fines científicos y educativos. Se han analizado los textos periodísticos de la “prensa cualitativa” de Kazajstán. Los medios del lenguaje utilizados para enfatizar los dominantes del discurso han sido revelados. Se han dado ejemplos del uso del vocabulario social-evaluativo en las publicaciones periódicas de Kazajstán.

Palabras clave: discurso publicitario, comunicación, componentes cognitivos, estimación, publicaciones periódicas de Kazajstán.

## 1. Introduction

Information and knowledge are of paramount importance in the modern world. The society has made new demands on media representatives and stimulated the search for new forms and models of work with the readers, television audience and radio listeners. With the advent of social networking, the nature of media communication has become multilateral.

Today, publicism in the Republic of Kazakhstan acts as an eclectic reflection of our life, an indicator of the national and cultural worldview, an integral part of spiritual product, where the publicistic discourse is considered as the core of the effective process, a high-performance conductor of traditional and new socio-cultural values. Being the object of study for many scientific schools, publicism attracts the attention of experts in different fields of knowledge for its complex structure.

In the media system of the Republic of Kazakhstan, publicistic discourse is influenced by a variety of processes that take place in the world. The major ones include the flow of information that freely crosses the borders, the competition of mass media, the distribution of the commercial component at the local and national levels. In addition, the latest developments

of Internet technologies are of paramount importance due to access to any source of information, the integration of different cultures, the spread of knowledge and innovative technologies in different spheres of social life. It should be noted that the issues of interaction of cognitive-axiological features of Kazakh publicistic discourse from the perspective of cognitive processes underlying the mental activity of an individual have not been sufficiently studied by Kazakh scientists so far.

The conceptual basis of the study is the interpretation of discourse as a phenomenon, being formed under the influence of cognitive, linguistic, ideological, social and cultural factors in the various spheres of human life such as politics, psychology, linguistics, etc. We see publicistic discourse as a phenomenon brought into being by the certain situation and specific phenomena associated with global events and existing within time and space. It takes into account various strategies underlying the extra-linguistic situation, characteristics of participants in communication including language personality.

Scientific-methodological basis which is defined by fundamental works of both domestic and foreign scientists having complex and interdisciplinary character based on the trinity of philosophical principles, linguistic theory and systems of scientific research methods. The research methodology has systematic approach in the study of the most important aspects of modern theory of discourse; it has been implemented in accordance with the general scientific principles of objectivity and reliability. At different stages of the research we have applied comparative-contrastive, conceptual, functional-stylistic and structural-semantic analysis of publications in the Kazakh periodicals related to the topic. This methodology enables to establish the fact that the changing situation in the publicistic discourse is dynamic, for it is connected with the functional interaction of subjects. This approach to the study helps us highlight three key spheres of activity such as cognitive-functional, value-semantic and emotional-evaluative ones that are interrelated.

## 2. Results and discussion

There is a plethora of opinions on the essence and specific characteristics of discourse. An American linguist, Zellig Harris, who was the first to use the term 'discourse analysis' in 1952, dedicated to the language of the advertisement, entitled as a «flow of information», «a sequence of utterances, a chunk of the passage longer than a sentence» (Harris, 1952).

The Oxford Advanced Learner's Dictionary of modern English defines the

term ‘discourse’ as a unit of written or spoken language, the use of spoken or written language with a view to create meaning” (Oxford University Press. 2013).

According to a Dutch linguist, professor of Amsterdam University Jose van Dijk, one of the pioneers of discourse analysis, ‘discourse’, in a broader sense, is a communicative act that occurs between a speaker and a listener (observer, etc.) in the course of communication in the certain temporal, spatial and other context. This communicative action can be verbal or written, comprising verbal and non-verbal components;

- in its narrow sense, there is only verbal component of a communicative action and it is treated as a ‘text’ or ‘conversation’ (Teun, 1998). The structure of discourse consists of two components:

- linguistic, representing systematized linguistic units: a word form and a sentence;

- extra-linguistic, accounting for a number of factors: situational, social, pragmatic, sociocultural, psychological, cognitive-axiological and others (Teun, 1998).

A representative of the modern French language philosophy Patrick Serio, majoring in the field of discourse system analysis claims that “the term discourse has a number of usage:

- 1) the equivalent of the term “speech”, i.e. any specific statement;
- 2) a language unit that is longer than a phrase;
- 3) its impact on the recipient, taking into account the situation of the utterance;
- 4) conversation as the main type of utterance” (Serio, 2001).

Thus, the discourse is defined as a tool of cognition with a great potential going far beyond the linguistic framework, as a communicative interaction that comprising the socio-cultural and cognitive aspects. In the traditional interpretation, it is a consistent development of thoughts, judgments, confirmed by evidence. It is common notion that every human activity has its own type of discourse: political, scientific, legal, economic, etc. through which people use their communication skills. There is no doubt that every type of discourse mentioned above has its own approach to the problem. This also refers to such recently appeared areas of knowledge as artificial intelligence, computer-based linguistics, communication studies. The concept of discourse is a new cognitive-discourse paradigm of linguistic knowledge.

According to modern discourse theories, represented by different research traditions, ontological concepts, disciplines, trends and methods of analy-

sis generally fall into the following categories:

- core subjects;
- subjects of study;
- pertaining to popular trends, etc.

Let us identify some of the fields of research. Russian scholars A. Kibrik and P. Parshin have been considering this topic for a long time, and have identified three main classes where this category works, bearing in mind the long-term scientific contributions of many authors to the study along with various national traditions (Kibrik, Parshin,).

The first class includes the linguistic use of the term “discourse” when speech is considered in a particular situation, so it is a category with a clearly expressed cognitive and social content. In our estimation, N.D. Arutyunova has suggested the most appropriate interpretation of the concept: ‘Discourse is a speech immersed in life; speech phenomenon chosen in unity with the communicative situation’; ‘a coherent text in conjunction with extra-linguistic, pragmatic, socio-cultural, psychological and other factors’ (Harutyunova, 1999).

Our study shows that the category related to the first class of discourse interpretation is traditional and common for English linguistic science. Thus, John Schotter emphasizes the fact that communication is not just the process of transferring ideas from the head of one individual to the head of the other one. A specific statement in a certain sphere is a link in the chain of speech communication. At the same time, people participating in a dialogue try to influence each other (Shotter, 1993). Other his compatriots (Potter J., Wetherell M. etc.) examined how people assign meaning to events and actions, which linguistic and cultural resources, cognitive-discursive actions are used by the narrator to convince listeners, etc. Attention is not given only to the content of the stories, but also to the form of reflections, values, evaluative judgment, views of the narrator in direct communication, etc. (Potter, Wetherell, 1995). While describing the features of English discourse, Ronald Carter presents an extensive comparative analysis of different styles of the English language ranging from casual conversation to advertisements, poems, jokes, metaphors, stories, children’s writing, highlighting the axiological aspects of the communicative situation (Carter, 1997).

James Paul Gee believes that in the publicistic discourse one can reveal the concept of personality represented in a certain way under particular circumstances, that is, to show “the ways of representing and identifying personal characteristics and activities, the ways of managing people,



including objects, tools, technologies, time and place' (Gee, 2005). In addition, as the scientist rightly argues, this discourse reflects knowledge, thinking, the system of personal values.

The second class in the systematization of the above-mentioned Russian scientists (Kibrik, Parshin), displayed that our analysis of the scientific works on the topic, is represented by the French structural-semiological school. A number of researchers (A. J. Greimas, P. Seriot, M. Pecheux, etc.) specifies the notion of 'style' in the classical sense, where the emphasis is on the individual linguistic style of the author. Gerard Genette states that "there is no discourse without a style, as well as a style without discourse: whatever the discourse is, the style is its aspect, and the absence of aspect is a clearly meaningless idea" (Genette, 1998).

Having noted the dynamic nature of discourse, a French philosopher and culturologist Michel Fouco, defines the term 'discourse' as the unity of the uttered and pronounced stuff as the systematization of the language which generated specifically, nationally and historically conditioned mentality. He notes that discourse productions are objective and do not depend on a man, They are created by society and controlled by them'. M. Fouco states that our mind is a diversity of discourses, our history is a diversity of times, our ego is a diversity of masks (Fouco, 2004). The scientist defines the dominant role of the author with his own individual style, ability to discuss a wide range of problems that associated with cognitive and mental activity, with the interests of the subject and society, with the ability to evaluate the situation. According to M. Foucault's theory, discourse reveals the effects of ideological and axiological meanings.

The third class (Kibrik, Parshin) is associated with the fact that the concept is regarded based on different opinions, points of views and judgments. This class, as we have found out, were extremely popular among many German scientists. For example, a philosopher and sociologist Jurgen Habermas claims that discourse is more than a conversation where the interlocutors do not care about following the rules of culture of speech. It is sooner a dialogue where in our utterances due to facts, arguments, judgements, evaluations the essential, the important determined by competency. The scientist believes that "discourse is not any dialogue, but the one which has reached a certain stage of maturity. The discourse is an ideal model of communicative competence. It is a language activity giving access to science and technology, art and labour (Habermas., 1993).

Summarizing the existing theory, Deborah Schiffrin indicates the following directions in the interpretation of the notion "discourse":

- discourse is defined as a language as a higher level than a sentence or phrase from the standpoint of formally or structurally oriented linguistics;  
 - functionally, it is a language in a social-cultural context;  
 - it is a statement, as a set of functionally organized language units from the point of view of the interaction of form and function' (Schiffrin, 2007).  
 In contrast to the Western European tradition, we want to stress on a special type of Russian language media sources, including Kazakhstani ones, possessing their lexical system, grammar structure, syntax and word usage. TV discourse, film discourse, advertising, etc. is of undoubted interest. The given types of media play a dominant role when expressing social interests. It can be argued that regardless of the national scientific school or theoretical direction, the internal organization of publicistic discourse has been used by many scholars with communicative-cognitive approaches, axiological strategies that take into account an extra linguistic situation, and the characteristics of communication participants, and strategies that combine "what to say" and "how to say".

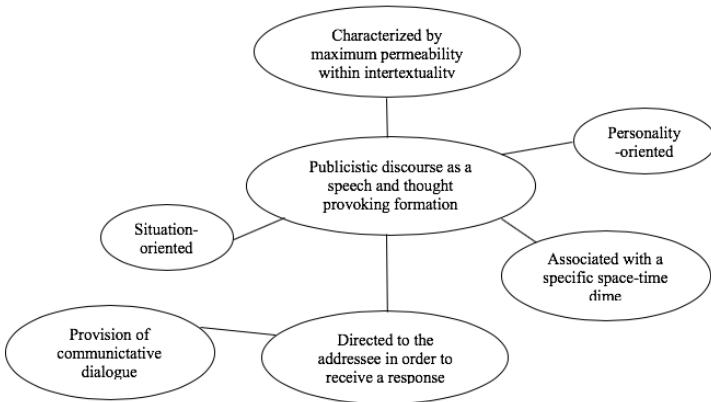


Figure 1. Publicistic discourse as a speech and thought-provoking formation

At the post-soviet period we are witnessing essential changes in the content and formal-linguistic aspects. I.A. Sterlin claims that modern Russian publicistic discourse in contrasting to publicistic discourse reconstruction period represents a new type in itself (Abisheva, Mazhitayeva, 1997). Kazakh researchers A.R. Zulkarnayeva and I.N. Kuznetsov hold the same opinion. They note that the unilateral nature of media communication is replaced by multilateral forms and established forms are replaced by new

ones (Zulkarnaeva, Kuznetsova, 2018). According to Yeskendirova modern communication is conditioned by the following factors: who speaks, to whom, what, about what, using what language means, why, in what situation, with what effect, presenting the information via mass media, the author of the publicistic style claims to change the convictions of the addressee or his/her behavior. To understand the utterance means not only to define its content but also its pragmatic essence (Baigarina, 2012). G.P. Baigarina draws attention to the 'author's intention in the publicistic discourse, so it is characterized by bright semantic modus. Modus appears as a system of ways to identify the speaker's position (Nazarbayev, 2018).

The publicistic type of discourse involves not only the use of different strategies for providing general information, new information, judgments about current events, the impact on the recipient, it also performs the function of cognitive reflection of reality, thus, it acts as a source of different types of knowledge. As a result, every radiobroadcasting, TV channels, news media has its own style, ideology and thematic focus. In this case, the ultimate goal of the author is not only the transmission of message but also its active perception by the audience.

The first President of the Republic of Kazakhstan Nazarbayev's work 'Seven sides of the great steppe' elicited a keen response from the citizens (21 November, 2018) (Nurtazina, 2015). The publicism of the National Leader is considered to be as the factual documentary in the historical aspect. The work contains features of dispute: colloquial, emotional, direct appeal to the readers, self-analysis, anecdotes from his own life. Firstly, it brings the author closer to the audience, and secondly, stimulates the development of dialogue, invites readers to the discussion; thirdly, it enriches the addressee with new knowledge, triggers thoughts and feelings.

The cognitive function of the media is an integrated approach to knowledge transmission. The addressee, perceiving and comprehending the text of the analytical article, extracts information that helps to broaden their horizons. This is how the contact between the reader and the author of the article is established. Cognitive approach to communication allows to analyze the whole set of factors that are related to the process of communication and affect it. The worldview of the addressee may depend on the features and quality of the publicistic discourse that performs the impact functions. At the same time, one can observe two plans for the embodiment of the intended persuasion:

- explicit - as an open action affecting the mind;
- implicit, as connotative meaning to influence the subconscious mind.

It is important to note that axiology as a doctrine of values is a theory of universally valid principles that determine the direction of the subject, the motivation of actions that give meaning to human actions. By axiological orientation one notes social, evaluative stereotypes that are formed under the influence of two undergoing factors: one's personal experience and the one controlled by the state together with family, school involvement as well as media influence on personal and social consciousness.

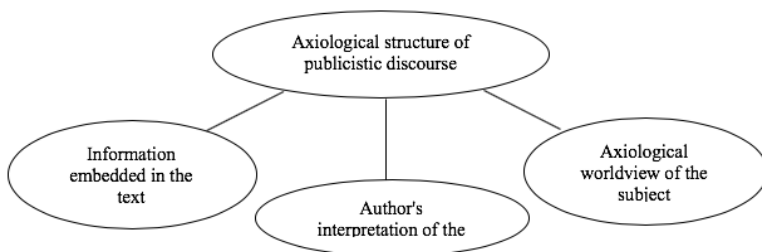


Figure 2. Axiological structure of publicistic discourse

The category of values has positive significance, importance, ideological, spiritual guidelines for a person or a social group. The publicist, with the help of various methods of persuasion, argumentation, and sometimes manipulation seeks to bring about a certain reaction of the addressee. When speaking of publicistic discourse, Kazakh professor R. A. Nurtazina claims that “it has the ability to transform, stabilize, enrich (or impoverish) society, thereby preserving and cultivating state and national values, meaningfully implement the interaction of the peoples of the country or to counteract their mutual understanding. The organization of the Kazakh media should be based on the historical and traditional values of this country... “. In this regard, there are the following tasks for journalists to tackle, especially at the beginning of the career:

- 1) to know what principles to follow to cover a particular issue, how to determine the value, importance and moral priorities;
- 2) to be able to combine socially significant values: political, historical, moral, ethical, aesthetic - with the values that they represent for society, a group of people, a specific individual;
- 3) to take into account the fact that values are not inherent in the subject by nature, they are associated with human activity and changes that take place in society.

Consequently, the axiological context of publicistic discourse is not only a set of valuable innovative ideas that contain creative meaning, but also a set of evaluations where an object is assigned positive or negative properties. Evaluation of the subject, phenomenon contributes to the degree of their importance, strengthened in the memory of the subject as an axiological concept or evaluative element. Any evaluation as a subjective category always has an emotional component. Clear evaluation, as a means of developing axiological orientation, in the reconstruction of the image, socially important facts, phenomena and events is considered to be the one of the basic features of publicistic discourse.

Language and speech cannot but be influenced by social groups of the population. Being stipulated by the authors or fiction characters' views, expressive means serve as the axiological core for publicistic discourse. It is achieved mostly by the necessity to define, not just name the object or phenomenon. For example, stylistic devices in publicistic discourses are of special value in terms of functionality, not in their artistic or stylistic power to create images. Along with other lexical and stylistic means of language, stylistic devices enable the addressee to activate the intellectual perception, to critically evaluate everyday reality. Metaphor includes two essential components: meaning and image, representing both a way of decorating the language, and a tool of cognition, and a means of interaction with the addressee. It can act as a kind of specific scientific thinking, and as a cognitive mechanism of communication processes. Metaphor has universal features and a unique quality to identify the criteria of some objects through the prism of many others representing a set of information about the phenomena of the real world and forming the addressee's certain views and attitudes. In publicistic speech, the purpose of metaphor is not only and not so much imagery as comprehensive information, creating an evaluative effect to activate thinking and the process of communication. Cognitive approach determined its status as a multi-lingual means of language. The effectiveness of their impact on the addressee largely depends on the proper usage of figurative and expressive means of language for emotional coloring, evaluative vocabulary and phraseology.

## 1. Conclusion

The analysis of the Kazakh press as the most important source of information and knowledge, influencing the formation of the worldview and values of society, enabled to explore the mechanisms of interaction between cognitive and axiological components of publicistic discourse - a complex

communicative phenomenon that has its own structure and the relevant principles of organization in unity with socio-cultural, psychological and other factors. As an impacting type of discourse, it has a powerful effect on the addressee. As a result, radio broadcasting, TV channels, news media have their specific style. The cognitive-axiological context of discourse is not only a set of value innovative ideas that contain creative meaning, but also a set of values that are presented in the work and recreated in the consciousness of the individual as a result of the actualizing personal experience. Evaluation is an effective means of influential speech manifests itself in the selection and classification of new knowledge, facts and realia. The criteria are the relevance of problems, the status of the audience, the style of presentation, design of publications, the nature of knowledge, etc. Publicistic discourse is inextricably linked with the perception of the world, the thinking process, acts as a source of different types of knowledge, and performs cognitive-axiological function. The worldview of certain social strata of the population may depend on its features. Over time and within scientific thought development, the concept of discourse expands and transforms, and new aspects arise for further study.

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