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HISTORY OF TELEVISION LANGUAGE RESEARCH IN KAZAKH LINGUISTICS

Annotation. The article examines the history of the study of official TV shows in the Kazakh language in the linguistic and stylistic direction. The authors reviews the history of television language research in Kazakh linguistics.

Television broadcasts are a synthesized work of art, its means of information dissemination: language is the main means of information dissemination, video material is the main feature of television information dissemination, and audio-information is an auxiliary means of influence.

The language of TV news is a two-way process of a monologue type based on a dialogical, discursive character, a special type of mass communication that is officially spoken in a cool voice.

Various literary lexical units used in the language of telecasts affect the vocabulary of the receiving group, form their linguistic character, and supplement their vocabulary and composition.

Final news is a collective product, its subjects are complex communicative individuals.

Linguistic patterns caused by taking into account some extralinguistic factors affecting the language of telecasts are a feature of the language of telecasts in information dissemination.

Mass information is delivered to the addressee in various genre forms. There are three types of traditional journalistic genre: analytical, informational and art-publicistic. Breaking news belongs to its informative genre.

Broadcasting is a special product of electronic mass media. Its main difference from other types of mass media is that it is possible to watch (visual) and listen (audio) TV broadcasts, thus it is possible to get the most important information quickly, and it will remain in people's memory for a long time. Here, the main features of newspapers and radio are summarized in one place.

Linguistic communication in breaking news belongs to the universal type of journalistic discourse, which is called the language of mass communication. Language communication here is oral, formal, monologue, dialogic, public, mass, communicative.

Keywords: kazakh linguistics, the language of TV news, TV journalism, mass media.

Introduction. Texts of mass media have been studied in Kazakh linguistics for a long time. In particular, only periodicals and the language of radio are considered scientifically recognized and have become the subject of research in various fields of science.

Studies of the language of television are limited to articles published by journalists in the press, reports of scientists at scientific, theoretical and practical conferences. There is little

scientific linguistic research in this area. In particular, the scientist who studied the language of television in the linguopragmatic aspect G.A. Mashinbaeva mentioned: «The scientific research work written in this area is still only one. D. A. Gabbasova's comparative analysis of the television dialogue in a talk show in Kazakh and German [1], the consideration of the television language within only one genre, is the first step in the study of the television language» [2, 3]. Therefore, learning the language of television is one of the most popular topics in society.

The difficulty of mastering the language of television and the small amount of research in this area compared to other types of media, this may be due to the late introduction of television into public life, as well as various factors related to the general structure of television and the specifics and complexity of its language. This indicates that the texts of the series have a number of features that have not yet been fully studied.

The peoples of the world are also aware of the level of development of the «New Kazakhstan in the new world», in general, the Kazakh people, their culture, mentality, language, politics through electronic media, including through official TV shows, i.e. official news in the information genre. In addition to expanding the worldview of humanity, official TV shows equip them with knowledge, show samples of literate, cultured speech, change some habits that people are used to, or vice versa. Therefore, a TV journalist has a great responsibility. And «Language culture is the most important factor in the professional qualification of TV journalists» [3].

Research methodology and methods. Although television appeared after newspapers and radio, it is a synthesized art form that now stands on a par with each of them and embodies all the features of these media. Of course, this is the result of more than one day and a year, every talent in the history of television contributed to this.

Television journalism deals with the specifics and models of information produced and distributed through television, as well as its relationship to other media, culture and audience. The science of television explores ways to prevent social and psychological difficulties between people, that is, between the transmitter of information – the source of information – the recipient of information. Functions and principles of television; thematic and genre structure and orientation of TV programs; features of the impact on the viewer through television; interaction of television and other media; feedback from the TV and its audience, i.e. response, etc. All this forms the theoretical basis of television. These are extralinguistic factors affecting the language of television. Without them, it is impossible to study the language of television in detail, because the text of TV shows is compiled in accordance with the features that make up that TV program. Therefore, in addition to the language of broadcasting, i.e. the linguistic aspect of TV journalism, the works of a number of journalists and scientists who studied various issues of TV journalism in general and their need to study the language of broadcasting were considered. This is due to the fact that the ideas and conclusions of specialists working in the field of television journalism, to a certain extent, contributed to the study of the language of television. A scientist who has studied the development of Kazakh media based on new technologies A.A. Beysenkulov notes that there are many studies on Kazakh TV journalism: «Among them are the works of Professor Marat Barmankulov. A large school of scientists has been formed in the Republic, which was at the origins of television, combining its theory with everyday practice and developing it in parallel, and today its students work fruitfully in various fields. M. Barmankulov comprehensively revealed the theory and practice of television journalism, including the classification and classification of technologies» [16,110]. M. Barmankulov's research is at the forefront of research in the field of television journalism. The scientist M. Barmankulov considered journalistic information and their criteria, features of interviews and reports, as well as common features of the press, radio and television and characteristics of each of them, genre forms of journalistic information.

To the question «What are the current capabilities of Kazakh television, which has more than sixty years of history, and what are your wishes regarding the work of your current followers who work as TV presenters?» Lyaziza Aimasheva, the first TV presenter of the Almaty TV studio, established on March 8, 1958, answers as follows: «The technical equipment of modern television is amazing! In our time, cameras were ugly and unattainable... «I don't know» he said. Everything is regulated by computer equipment. My followers, who work in such a wonderful studio, are also bright, charming, energetic young people. I have always been interested in them. I just want to say to these young guys and girls: I want our native language to be read on TV naturally, gently, clearly. Because in the series of TV reports and news on the blue screen, the language is broken. Text sentences sound harsh to the ear. You should not try to read like letters printed on paper. It is better to focus on the law of harmony. Then everything will be natural. My wish is this» [4, 8].

Soviet Masgutov, Kadyr Dautov, Marat Barmankulov, Sultan Orazalin, Kusman Iginov, Amangeldy Dzhaksybekov, Gadilbek Shalakhmetov, Saat Ashimbayev, Sherkhan Murtaza, Zhanna Akhmetova, Nurtleu Imangalievich, Kynabay Aralbayev, Serik Baykhonov, Beibut Kusanbek were among the leaders of the development history of Kazakh television. The scientists studied the current issues of the past time. Lyazzat Aimasheva, Lasker Seitov, Mariyam Aimbetova, Tynys Utebayev, Vsevolod Ivanov, Bakytjamal Ermanova, Janyl Tokpanova, Abdirali Bulebayev, Rabiga Amanjolova, Makpal Tulegenovna, Janat Halkov formed the school of television and continued to work directly on the air.

The breakthrough in the study of the television language in Kazakh linguistics began in the years of independence. Although scientific articles and opinions about the language of television appear periodically, there is almost no serious and systematic scientific research. This is noted by the scientist G.A. Mashinbaeva: «Despite the fact that there are no linguistic studies written specifically for the study of the language of television in the Kazakh language, we find articles by scientists studying the Kazakh language that address some problems of linguistics related to television programs. The vast majority of articles on the language of television broadcasts in the media have been increasing since the second half of the 1990s. The first reason for this is the close penetration of electronic media into the lives of ordinary people. Secondly, due to the fact that our country became a sovereign state after the 90s of the 20th century, the national language received the status of a state language» [5, 62].

Discussion and observation. Fundamental research in this field is mainly carried out by Academician M.S. Sergaliev in articles such as «Words from the blue screen or some thoughts about it» [6], «About the harmony of thought and word or some shortcomings in the language of television broadcasts» [7], as well as «About the language of radio and television broadcasts» [8], which were published in 1994 in such publications as «People's Council», «Sovereign Kazakhstan», «Native language». Later, in 1999, an article was published «On the style and language of the Khabar program» [9], published in the collection «State language: terminology language of office management and mass media». The textbook «Culture of the Kazakh language» [10] published jointly with M. Balakaev in 2004 was supplemented and published. In addition, the collection of materials of the scientific and practical Republican conference «Problems of terminology of the Kazakh language and culture» published an article by M.S. Sergaliev on the topic: «Vocabulary and language culture of television programs» [11]. In these scientific works, the scientist M.S. Sergaliev shares his thoughts and views on the language of television and the culture of the language as a whole, on the laws and peculiarities of the use of words.

G.A. Mashinbaeva, a scientist who has deeply studied the language of television programs of a linguopragmatic nature, defended his PhD thesis on the topic «Linguopragmatic aspects of the television language» in 2007 [2]. G.A. Mashinbaeva in the first chapter of the

study «History and theoretical concepts of Mass Media Research» investigated pragmatic studies in linguistics, the history of television, the study of the language of media, the concept of key terms in the language of media, the concept of «informational», the formation of the concept of «media communication», terms in the media, mass media, media, mass medium, and also the concept of genre in television. Before stating the level of knowledge of the language of television, the scientist focuses on the history of the study of the language of periodicals and explains: «...features and use of words in the language of radio and television, which are subsequent means of information dissemination, are based on the language of this periodical. But here we avoid the idea that the language of periodicals and electronic media is the same. The peculiarity of using the language is due to their ability to use it, their dependence on time» [5, 62].

In the second chapter of this research work «The use of language units on television for pragmatic purposes», the scientist makes a functional and pragmatic analysis of the topics of TV programs, focuses on the features of information programs, shows the language features of talk shows and TV shows commercials.

As a result of his research on the above topic, the scientist analyzes the formation of key terms in the Kazakh language in relation to the types of carriers; determines the presence of «language models» that form public opinion through the language of television; Compares the similarities and differences between audio and audiovisual types of media and classifies the linguistic means that determine the evaluation category of advertising text.

As a result of scientific research, the scientist comes to the conclusion that in addition to the features of the journalistic style in the language of television there is «the style of literary language, its genres, scientific style, office, paper style, oral style, as well as its various genres» [12, 3].

Scientist N. Uali in his doctoral dissertation on the topic «Theoretical foundations of Kazakh speech culture» (2007) studied cognitive and linguoculturological aspects of speech culture, linguoecological aspects of speech culture, cultural and linguistic competence of a linguistic personality, as well as types and types of pragmatic deviations from linguistic and non-linguistic norms, journalistic discourse, artistic discourse, business culture and speech discourse.

N. Uali focuses on the history of the development of the culture of speech in the «Soviet and post-Soviet period» and connects it with the problem of the «development of linguistic thought» in Kazakh linguistics. When considering the communicative aspect of speech culture in this study, the scientist noted that «in the theory of communication, communication consists not only of the speech period, but also of the pre-communicative period, the post-communicative period, including the verbal period before the formal language structure, as well as the stages before and after communication [13, 9].

The scientist considers «word objects as a fundamental category» in language communication and pays special attention to the «status of the subject of speech», i.e. the positions of the addressee and the addressee. According to the scientist, in order for both to reach the level of a communicative personality, they need to clearly understand each other's thoughts. Therefore, «the content of linguistic symbols and non-linguistic factors should be understood and understood in both senses» [13, 12].

N. Uali named one chapter of his research work as «Journalistic discourse and culture of speech», a dep atap, which examines the media and their language, communicative norms, means of expression, features of the topics of radio and television: communicative factors and journalistic discourse [14, 205-240].

Scientific works of the Kazakh scientist R. Syzdyk «Words speak» (From the history of word usage (1980), «The word clay. Norms of correct pronunciation of a word» (1995), «Language norm and its formation» (2001) are a good example of colloquial speech. thanks to

the intonation features and spelling norms of the television language, they can be put at the forefront of research. In these works, the scientist draws conclusions about the intonation and spelling norms of television.

Results. In 2010, the young scientist D.D. Bismildina in her teaching manual «Language of official TV news» (According to the final news of the «Khabar" TV channel)» [15] considers the level of knowledge of the language of official television by Kazakh linguistics in his work aimed at showing the linguistic and stylistic nature of the final news of the TV channel «Khabar» and the information and analytical program «Seven days» as one of the official TV programs; tries to reveal the nature of the language of TV shows and determine the requirements for them; as well as the analysis of intonation features and spelling norms of oral fiction in the official final news; to show the features of the use of active, passive words, including regular expressions in the language of TV shows; determining the role of the language of television in the creation of terms; systematization of the speaker's language and the language of the special correspondent and the solution of such problems as the prevention of linguoecological problems in official TV shows. The author describes, stylistically analyzes, summarizes, groups, compares linguistic factors in the official final news as a result of preliminary video shooting, and then transcribing on paper the final news and information materials of the information and analytical program «Seven days», which is broadcast on the Republican TV channel «Khabar». Using the above methods, the young scientist D.D. Bismildina shows the linguistic and stylistic features of the official TV shows of 2005.

Television journalism deals with the specifics and patterns of information produced and disseminated through television, as well as its relationship to other media, culture and audiences. The science of television explores ways to prevent social and psychological difficulties between people, that is, between the transmitter of information - the source of information - the recipient of information. Functions and principles of television; thematic-genre structure and orientation of TV programs; features of the impact on the viewer through television; interaction of television and other mass media; feedback from the TV and its audience, response. All this constitutes the theoretical basis of television. These are extralinguistic factors that influence the language of television. Without them, it is impossible to study the language of television in detail, because the text of television programs is compiled in accordance with the features that make up that television program. Therefore, in addition to the language of television broadcasting, linguistic aspect of television journalism, the works of a number of journalists and scientists who studied various issues of television journalism in general and their need to study the language of television broadcasting were considered. This is due to the fact that the ideas and conclusions of specialists working in the field of television journalism, to a certain extent, contributed to the study of the language of television.

Thus, focusing on the problems of Kazakh TV journalism, common ways of studying the history of the television language, we see that the studies of the official television language in Kazakh linguistics, their stylistic features still need to be supplemented and detailed research.

Conclusion. Based on the results of the research, the following conclusions can be drawn:

The difficulty of learning the language of TV programs depends on various factors: genre ambiguity, flexibility to the TV channel, mixing of spoken and written language, etc

A number of extralinguistic factors affect the creation of the final news as a whole product and its language. They are: the policy (ideology) of the TV channel, time constraints, video, facilitating audience perception, etc. External factors affect the sorting of the event, and the policy of any television channel affects the creation of the programs shown there.

According to the visual (viewable) feature of TV broadcasts, any image, visual video complements the speech of the TV journalist, so the language of TV broadcasts should convey

more meaning with fewer words. However, it is necessary to take into account the correspondence between the words of the TV journalist and the picture shown, that is, the picture is shown side by side while the news is being broadcast.

At the same time, the factor that affects the creation of news announcements and the choice of language units is the audience's ease of acceptance of the text. Since the time factor is in the first place in TV broadcasts, the news is presented in short and version-form sentences, in which clichés and regular expressions are used a lot. Texts of periodicals have a title, this title gives a lot of information to the reader, it contains the purpose, idea, etc. of the text. If it is shown, the announcer regularly tells the information about what issues and events will be reported in the evening news at the beginning of the news. This is an effective method used in order to facilitate the reception and systematic presentation of information.

The text of telecasts is considered not only as a purely linguistic product, but also as a product before linguistic communication, during linguistic communication and after linguistic communication within the framework of «addressee – text – addressee».

When considering the language of telecasts within the framework of cognitive linguistics, the language is defined as a cognitive tool used for the purpose of understanding and comprehending the information received from outside, news, and the hidden information provided by language units. The cognitive role of the information space in TV broadcasts is special. Before the media text, which is a media product, some thought, non-linguistic structures are formed in the mind of the TV journalist, he has a plan, a goal, and with the help of those non-linguistic methods, the structure of the text is developed. The text created by the TV journalist at the stages of sorting, selection, and collection is communicated to the viewer. Understanding and analysis of the information provided by the text depends on the audience's perception. In order for the language of mass communication to be effective, the consciousness and level of thinking of the communicative persons participating in it should match.

Today, television broadcasts, including final news, are a powerful means of influencing the public consciousness through language on political-social, cultural, historical topics, religious issues that make up the worldview of members of society.

When the language of telecasts is considered from a pragmatic point of view, its text is taken together with the knowledge base and level of knowledge of the subjects.

Viewing the information transmitted through TV broadcasts in an anthropocentric direction means studying it in relation to the human factor and society. It is known that the TV journalist who creates the information image of the world and reports it, and the audience that receives that information are the human factor, members of the society, so the series of information reported in the final news also includes issues related to the human race, where the issue of human values is raised.

Considering the language of telecasts from a psycholinguistic point of view is to determine such issues as the influence of the television journalist on the viewer through the text, the psychological influence of language tools, and the information perception of the viewer. At the same time, the text is considered as a socio-psychological phenomenon.

Television broadcasts affect the viewer's mind by creating an emotional and expressive mood. First of all, it is carried out in connection with the correct use, proper use, skillful use of language units.

Paralinguistic consideration of the language of telecasts is carried out in terms of the influence of non-verbal language features (mimicry, gesture, etc. - sign language) on the language norm and the viewer. In this case, paralinguistic units are considered to be an additional aid to the linguistic units of information delivery by the TV journalist and reception of information by the viewer.

There are a number of requirements for TV announcers and correspondent journalists

making special reports. The language of telecasts includes «clarity of thought», «accuracy of words», «purity of words», «correctness of words», «expressiveness of words» (M. Sergaliev) or «correctness», «accuracy», «expression», «logicalness» (N. Signs of the communicative quality of the word, such as Wali), as well as the requirements of linguistic and ethical norms, as well as the clarity of the communicator's goal, the social composition, education and cultural level of the addressee, the formality of the language of mass communication, or its informal nature, the one-sided nature of language communication. non-linguistic requirements are set, such as a two-way process. All this contributes to the successful implementation of language communication in TV broadcasts.

Since the official final news of the «Khabar» TV channel and the informational expert program «Seven days» broadcast in all regions of the republic are a vivid example of the oral literary speech in the journalistic style, it is necessary to convey it to the audience in the oral literary language along with the appropriate use of words by the announcers and reporters making special reports. detailed attention to intonation features will contribute to a comprehensive study of issues related to the language of television broadcasts.

Among the final news on the «Khabar» TV channel, the announcers who carry out the news happening in the society and the state report the information in a cool, monotonous voice in a serious manner, where the official character prevails; and the voice intonation of the correspondents making a special report is not too cold like that of the announcers, as they report the information from the place where the event took place, they vary their voice intonation depending on the event. In a word, voice intonation and speaking style of reporters are more variable and melodious than announcers; and the emotions of sports news anchors and reporters making special reports can be clearly seen from their words, tone of voice, and manner of speaking. More specifically, the language of sports news has an emotional-expressive character. Final news on «Khabar» TV channel and «Zhety Kun» information expertise program will retain their own intonation features.

Fluency is for all self-improvement people, including television workers and others. must. Language culture and skills are a mandatory requirement of a person's professional qualification. A clear, understandable speech and a correct tone of voice are respect for the interlocutor. Good diction attracts other people just like a person's good manners and ability to dress properly. For this, it is necessary to master the phonetic and phonological features of the language, to keep the body relaxed while speaking, and to rest properly. Then the sounds in the oral cavity are made correctly, pronounced and heard well. The orthographic norms of the language of telecasts are not observed even now. To this day, news is read and read by writing. If the orthographic norms of the language are not taught to a person at school, then it is very difficult to learn these norms. Because it takes a long time to change something that has been instilled in a person since childhood.

The news happening in the society is given through the lexical meaning of the commonly used words in the language of television broadcasts. Active words have an unlimited range of use and distribution, so everyone understands it, it is distinguished by its universality and wide distribution range.

In sports news, along with sports terms, there are other journalistic and official style terms such as «channel», «reportage», «journalists», «spectator», «agenda», «complaint». One of the differences between the announcers and reporters who carry out sports news from the announcers and reporters who report the events happening in the society, the state, and official news is that they convey information in a cool, calm, non-official manner, but in a simple language that is very understandable to the people. related attitude, emotional mood is given.

In other words, the language of TV journalists conducting sports news has an emotional and expressive character. At the same time, the main function of the language - the

communicative function - can be clearly understood from the sports news and they can be classified as good examples of spoken language.

The language of telecasts should be expressive and figurative in accordance with the literary norms of spoken language. Therefore, since phraseological units have their own peculiarities in terms of age, identity, meaning stability, and style, it is better to learn the peculiarities of their appropriate use. It is necessary to avoid stylistic errors arising in the combination of fixed phrases and similes in the language, which are associated, firstly, with the change of the lexical and grammatical person of the phraseological unit, and secondly, with the distortion of its figurative meaning.

The language of mass communication in breaking news is distinguished by its own character, structural features, and its own system. The structure of the final news consists of the announcer's speech, a special report of the reporter (the interview is considered as part of the report), sports news and information about the weather. They have their own style and linguistic features.

In order for mass communication in telecasts to be effective, its subjects must reach the level of communicative personality.

The main communicative persons who communicate with the public during the reporting of breaking news are TV journalists who act as announcers and make special reports. «The structure of a mass communicative subject is very complex. The author of a message is an individual-collective subject, that is, the author expresses not only his own point of view in a certain message, but also the opinion of the television and radio broadcasting team, newspaper and magazine editors, and gives a collective assessment. The main activity of the announcers conducting the evening final news is to provide information to the public about a certain fact, event, or problem. The announcer does not express his personal subjective opinion while giving information, does not analyze the event, he only narrates the event by giving specific facts. Due to these features of the announcer's activity, his speech to the addressee also has its own characteristics.

In the final news of the «Khabar» TV channel, the report has a big place. Reportage is a genre of journalism; an impressive report of a journalist who was close to a certain event and saw it with his own eyes, from the point of view of his observation and intuition, his own point of view and assessment. The language of the special report made by the reporter is short and variant. The report shows the time and place of the incident and its result, etc. It begins with a few free-form sentences of the reporter.

Speaking on the TV screen is a synthesized art form that has certain laws and features, and at the same time requires mastering the main aspects of several art forms. Television, like other forms of art, requires the preservation of small elements, signs that are considered insignificant, and their strict implementation. In order not to make any linguistic and stylistic mistakes, TV journalists should always remember and fulfill the requirements set for them.

They do not forget how our language is developing in everyday life, with which words it is enriched and beautified, and the need to mix each word with a meaningful thought, in accordance with the laws of airtime, they preserve the established vocabulary, terminology, orthography-orthography rules and grammatical-phonetic laws, and literary must adhere to the language norm. Only then will the language of TV broadcasts have a high-level qualitative indicator of speech culture. Kazakh-language mass media play a key role in the development of the Kazakh language, expanding its scope, as well as increasing the literacy of the population.

The final news of «Khabar» TV channel is shown everywhere in the republic at the specified time, regardless of time and space factors. Information disseminated to the public through telecasts should be carried out with the help of exemplary forms of speech. Therefore, in the course of mass communication, a telejournalist should use the language tools that allow to achieve the communicative goal correctly, based on the oral norms of the literary language, while maintaining the ethics of wording.

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ТЕЛЕХАБАРЛАР ТІЛІНІҢ ҚАЗАҚ ТІЛ БІЛІМІНДЕ ЗЕРТТЕЛУ ТАРИХЫ

Аңдатпа. Мақалада қазақ тіліндегі ресми телебағдарламалардың лингвистикалық-стистикалық бағытта зерттелу тарихы қарастырылған. Авторлар қазақ тіл біліміндегі телехабарлар тілі бойынша зерттеулердің тарихына шолу жасайды.

Телехабарлар – синтезделген өнер туындысы, оның ақпаратты тарату құралдары: тіл – ақпарат таратудың басты құралы, бейнематериал – телеақпарат таратудың негізгі ерекшелігі және дыбыс-ақпарат – көмекші әсер ету құралы.

Тележаңалықтар тілі – диалогтік, дискурстық сипатқа негізделген монологтік

типтегі екіжақты үдеріс, бұқаралық қатынастың ресми түрде салқынқанды дауыспен айтылатын ерекше түрі.

Телехабарлар тілінде қолданылатын әр алуан әдеби лексикалық бірліктер қабылдаушы топтың лексикасына әсер етіп, тілдік сипатын қалыптастырады, олардың сөздік қоры мен құрамын толықтырады.

Қорытынды жаңалықтар – ұжымдық өнім, оның субъектілері – күрделі коммуникативтік тұлғалар.

Телехабарлар тіліне әсер ететін кейбір экстралингвистикалық факторларды ескеруден туындаған тілдік қалыптар телехабарлар тілінің ақпарат таратудағы ерекшелігі болып табылады.

Бұқаралық ақпарат адресатқа әртүрлі жанрлық формада жеткізіледі. Дәстүрлі журналистік жанрдың үш түрі бар: аналитикалық, ақпараттық және көркем-публицистикалық. Қорытынды жаңалықтар соның ақпараттық жанрына жатады.

Телехабарлар – электронды бұқаралық ақпарат құралдарының ерекше өнімі. Оның БАҚ-тың өзге түрлерінен негізгі ерекшелігі мынада: телехабарларды көруге (визуалды), тыңдауға (аудиалды) болады, осылайша ақпараттың аса маңыздыларын жылдам алуға мүмкіндік туады және ол көп уақытқа дейін адамның есінде сақталады. Мұнда газет пен радионың негізгі ерекшеліктері бір жерге жинақталып берілген.

Қорытынды жаңалықтардағы тілдік қарым-қатынас публицистикалық дискурстың әмбебап түріне жатады, ол бұқаралық қатынас тілі деп аталады. Мұндағы тілдік қарым-қатынас ауызша түрде, ресми сипатта, монологтік типте, диалогтік сипатта, қоғамдық, бұқаралық, коммуникативтік сипатта болады.

Тірек сөздер: қазақ тіл білімі, телехабар тілі, тележурналистика, бұқаралық ақпарат құралдары.

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ИСТОРИЯ ИССЛЕДОВАНИЯ ЯЗЫКА ТЕЛЕНОВОСТЕЙ В КАЗАХСКОМ ЯЗЫКОЗНАНИИ

Аннотация. В статье рассматривается история лингвистико-стилистического исследования официальных телепередач на казахском языке. Авторы рассматривают историю изучения языка телепередач в казахской лингвистике.

Телевизионные передачи представляют собой синтезированное произведение искусства, имеют самые различные средства распространения информации: язык (является основным средством распространения информации), видеоматериал (главная особенность распространения телевизионной информации), аудиоинформация (вспомогательное средство воздействия).

Язык теленовостей представляет собой двусторонний процесс монологического типа, основанный на диалогическом, дискурсивном характере, особый тип массовой коммуникации, официально проговариваемый нейтральным тоном.

Различные литературные лексические единицы, используемые в языке телепередач, влияют на словарный запас принимающей группы, формируют их языковой характер, дополняют их словарный запас и состав.

Итоговые новости является коллективным продуктом, а субъектами – главные коммуникативные личности.

Лингвистические закономерности, обусловленные учетом некоторых экстралингвистических факторов, влияющих на язык телепередач, являются особенностью языка телепередач при распространении информации.

Массовая информация доносится до адресата в различных жанровых формах. Различают три вида традиционного журналистского жанра: аналитический, информационный и художественно-публицистический. Экстренные новости относятся к информативному жанру.

Теленовости является особым продуктом электронных средств массовой информации. Главное отличие телепередач от других видов СМИ в том, что их можно смотреть (визуально) и слушать (аудиально). Таким образом, можно быстро получить самую важную информацию, она надолго останется в памяти людей. В данной статье собраны основные характеристики газет и радио.

Лингвистическая коммуникация в экстренных новостях относится к универсальному типу журналистского дискурса, который называют языком массовой коммуникации. Языковое общение здесь бывает устным, формальным, монологическим, диалогическим, публичным, массовым, коммуникативным.

Ключевые слова: казахское языкознание, язык теленовостей, тележурналистика, средства массовой информации.

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