

ANNOTATION

**for dissertation to get the degree of Doctor of Philosophy (PhD) on the topic
" Pragmatics of speech style in business communication"
in the specialty 6D021300 - "Linguistics"
by Shokhayeva Karlygash Nurlanovna**

Research topic: The pragmatics of speech style in business communication

The purpose of the study is: To define the type, stylistic features, pragmatic criteria of speech in business communication based on the patterns of speech linguistics.

Research objectives:

1. To identify the characteristic features and positions of business communication;
2. To consider the business communication in continuity with professional speech;
3. To reveal the activity of rhetorical categories characteristic of business communication;
4. To define the study of speech in business communication based on the integration of linguistics, psychology, culture;
5. To reveal the differentiation of the style of speech in business communication from a communicative and pragmatic point of view;
6. To reveal the pragmatistic features of speech in business communication in the socio-functional aspect.

Research methods: When studying the topic, general logical methods were used – the method of analysis, generalization, modeling; from the methods of linguistic research – semantic, descriptive, normative-stylistic, discursive methods and morphological, syntagmatic, prosodic, stylistic techniques.

The main provisions (proven scientific hypotheses and other conclusions that are new knowledge) submitted for defense:

1. Speech in business communication is classified into journalistic words (written) and eloquent words (oral) based on intellectual values demonstrating professional qualifications in communication in a social, economic, political, cultural, educational environment, etc.

2. The basis for determining the specifics of speech in business terms is also indicative, significative, nominative (nominative), cognitive (gnostic) functions of speech, and intraindividual and interindividual, socio-social, literary language norm and evidentiary (argumentative), linguopsychological, linguocultural, linguopravic, linguosocial, linguopragmatic positions determine the characteristic features and determine the features in business communication.

3. The dynamic characteristic of speech in business communication is determined by the presence of linguistic units of a motor trait; a psychological trait is the ability to understand those entering into communication; the ability to differentiate (inference); the ability to carry out mental operations; a cultural trait is determined by ethical norms.

4. The pragmatic purpose of speech in business communication is to convince the recipient, motivate his thoughts, impress, arouse interest, and the emotional purpose is to evaluate, express, adjust, apply emotions.

5. Identify an important node of thought in business communication, a specific argument (argument), motivate, be active - the category of logos; be able to choose a style of speech, know the culture of communication – reveal the content of the topic at a deep, medium, light level - the category of ethos; inspire, encourage, inform, ask, etc. causes positive emotions - the category of pathos.

6. Psychoemotional, expressing positive emotions in business communication, indicative, reflecting the possibility of using linguistic units, expressing open or hidden transmission of information, signification, denoting nominative (nominative), cognitive (gnostic) activity dominant in the expression of thought, reflecting cultural tradition, determines the ways to achieve successful communication.

Justification of the novelty and significance of the results obtained and their compliance with the directions of scientific development of government programs:

The validity of the scientific result reflects the study of theoretical sources, review and research of scientific literature. The content of the dissertation corresponds to the decree of the Government of the Republic of Kazakhstan dated December 31, 2019 № 1045, paragraph 2.1 of the state program for the implementation of language policy in the Republic of Kazakhstan for 2020-2025 "Expanding the functions of the Kazakh language in the field of education and improving the culture of its use", paragraph 2.4 "Regulation of the use of the state language in the field of culture, public services, mass media and business, increasing its social prestige."

Theoretical and practical assumptions and conclusions in the research work contribute to the competent and cultural improvement of business communication in Kazakhstan, increasing its pragmatic potential. This makes it possible to determine methodological approaches to the complex and individual study of the rhetorical, communicative, pragmatic, stylistic aspects of business communication. The results of the study, in which theoretical and practical problems are systematized in a clear sequence, can be widely used in special courses for university students in the disciplines of "Business Communication", "Communicative Grammar", "Rhetoric". The main idea of the research contributes to scientific research in the field of pragmalinguistics, discourse, sociolinguistics, linguoculturology, linguistics, pragmatilistics, intercultural communication, lexicology of English and Kazakh languages.

The results of theoretical and practical research on the dissertation meet the requirements aimed at solving the tasks specified in the state mandatory standard of education and other state regulatory documents, the Law of the Republic of Kazakhstan "On Education".

The novelty of research work

1. The signs, forms of speech in business communication, communicative and social essence, speech positions are determined;

2. The rhetorical categories defining the essence of speech in business communication are defined, the types of functional analysis are shown;

3. The culture of speech and speech ethics in business communication are defined as factors determining the culture of communication;

4. Psychoemotional, indicative, significant, nominative (nominative), cognitive (gnostic) functions of speech in business terms are defined;

5. Pragmatic and stylistic criteria of speech in business communication are defined;

6. The pragmastylistic features of the types of speech (oral, written, bilingual) in business communication are determined.

Description of the doctoral student's contribution to the preparation of each publication (the share of the author of the dissertation is indicated, measured as a percentage of the total volume of the publication):

Based on the results of the study, 15 papers were published, including 2 in an internationally peer-reviewed journal included in the scient metrics database Scopus.

1. Features of word formation of new vocabulary in English language

X-Linguae. 2023 Vol. 16, e-ISSN 2453-711X ISSN 1337-8384 p155-164 Publisher: Slovenska Vzdelavacia a Obstaravacia S.r.o. Q1, in 2021, language and linguistics (co-authors: A. Auyelbekova G. Shomanova, S. Dutbayeva, M. Zhapanova, 20%), the share of doctoral student is 80%;

2. Linguistic and communicative aspects of argumentation in the business field of communication // Opción, Año 36, Regular No.91 (2020):684-702 Publisher

Venezuela. ISSN 1012-1587/ISSNe:2477-9385 Recibido:20-12-2019, Aceptado:20-02-2020 (co-authors: M. Zhunisova, G. Orinkhanova, Zh. Zhunisova, 20%), the share of doctoral student is 80%.

In the publications recommended by the Committee for quality assurance in the field of education and Science of the Republic of Kazakhstan were published 4 articles.

3. Іскери қарым-қатынастағы сөйлеу стиліне тән ерекшеліктер // «The Science and Life of Kazakhstan» International journal. ISSN 2073-333X. № 4(81) Astana, 2019. p.312-316, the share of doctoral student is 100%;

4. Кәсіби тіл мен іскери қарым-қатынастағы сөйлеу тілінің ара қатынасы // Bulletin of KNU named after Ualikhanov, «Philological series», №4. 2019. ISSN 1608-2206. P.112-117, the share of doctoral student is 100%;

5. Жазбаша формадағы іскерлік қарым-қатынас құралдарының коммуникативтік сипаты // KazNPU named Abai. «Philological Sciences», ISSN 17-28-78-04. № 1(71). Almaty, 2020. P.178-184 (the share of doctoral student is 100 %;

6. Іскерлік қарым-қатынас хаттары-жазбаша дискурс құралы // Bulletin EGU «Philological series» ӘОЖ 81:1 № 4. 2020. Astana. p.238-244, the share of doctoral student is 100 %.

In the materials of international scientific and practical conferences, including the far and near abroad, 8 articles were published:

7. Pragmatics of speech style in business communication as a tool for development of modern Business Linguistics // Humanities and Social Sciences Reviews // eISSN;2395-6518, Vol 8, №4 2020, P.1535-1548 <https://doi.org/10.18414/SSR/HSSR/VOL8/ISS4/1535-1548> India (coauthors: N.Otegen., E.Asembaiylu., 20%) the share of doctoral student is 80 %;

8. Functional Stylistic features of business letters in French and Kazakh languages//Materials of the international scientific and methodological conference titled by «Innovation and Global Issues Congress». P.338-346, May 02-04, 2019, Ankara, Turkey, the share of doctoral student is 100%;

9. Іскери қарым-қатынастағы сөйлеу тілінің прагматикалық ерекшеліктері // Materials of the international scientific and practical conference. Antalya, Turkey 2018. P.324-328, the share of doctoral student is 100%;

10. Іскерлік қазақ тілінің қалыптасуы мен дамуы//Materials of the international scientific and methodological conference "Formation of speaking skills in the Kazakh language and rational practices of mastering a professional language". Almaty, 2018. P. 432-440. ISBN978-601-246-656, the share of doctoral student is 100%;

11. La psychologie du langage de la communication d'affaires //Materials of the international scientific and methodological conference Philological sciences of the XXI century titled «National code and artistic cognition» Almaty, 2018.P. 392-396. ISBN 978-601-04-3760-9., the share of doctoral student is 100%;

12. Сөйлеудің прагматикалық көрінісі //Materials of the international scientific and practical conference titled «The translation world of Al-Farabi and the transformation of intercultural studies in the aspect of foreign language proficiency». Almaty, 2019. P. 73-78 ISBN 978-601-04-3941-2, the share of doctoral student is 100%;

13. Іскерлік қарым қатынас этикеті // Materials of the international scientific and practical conference. ISBN 978-601-298-667-9, Almaty, 28 February, 2018. P. 442-446, the share of doctoral student is 100%;

14. Іскери қарым- қатынастағы сөйлеу мәдениеті//Materials of the international scientific and practical conference titled «Modern innovations and technologies in foreign language education», ISBN 978-601-214-393-5 «Turan University», Алматы, 2018. P. 77-81, the share of doctoral student is 100%.

Manual:

15. «Communicating in business language» ISBN 978-601-08-0018-2 Almaty, «Print» KazETU edited in 2020.

Copyright certification:

«Communicating in business language».

National Institute of Intellectual Property of The Republic of Kazakhstan. №34718 dated 17.04.2023y.

The structure of the dissertation research. The research work consists of definitions, abbreviations and notations, an introductory part, two chapters and a conclusion and a list of references.