

## ANNOTATION

Thesis for the degree of Doctor of Philosophy (PhD) in specialty 6D020500 –  
"Philology"

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**“Function of the transformed phraseological units in headings of Kazakhstan’s  
newspapers and news websites”**

**The relevance of the dissertation research** is caused by cumulative role of mass media in the life of society, by increasing importance of news texts as the kernels of the qualitative press and by cardinal changes in language of the modern information space and ways of its formatting. These circumstances have defined the necessity of the complex analysis of the transformed phraseological units in headlines – key elements of news information.

It is important to investigate the active processes of the use, reconsideration and transformation of phraseological units – headlines in the news texts of newspapers and websites. This is the only way to notice and describe the living processes of the modern Russian speech, particularly the use of special and specific rhetorical methods of attracting and keeping readers’ attention.

The processes of transformation of phraseological units can be realized by means of various resources and their combinations – so new correlations of reality, its reconsidered identification and secondary nominations - phraseological units appear. The universal associative nature of person’s thinking is their basis. The secondary nomination establishes associations on similarity and/or contiguity and correlates them with reader’s background knowledge or internal form of the phraseological unit.

**The theoretical-methodological bases** of the transformed phraseological units in the headlines of newspaper article and news websites were the concepts and ideas of the following local and foreign scientists, who studied the language of newspaper (Z.Zh. Amanbayeva, B.A. Akhatova, N.E. Bekher, Z.D. Bliskovsky, V.A. Vompersky, E.V. Gorin, A.S. Zhumatova, T.P. Zorina, G.K. Ikhsangaliyeva, L.G. Kayda, V.G. Kostomarov, G.S. Kusainova, E.A. Lazareva, A.S. Podchasov, B.H. Raimbekova, N.V. Rachuk, S.K. Roshchin, G.Ya. Solganik, G.A. Soltanbekova, A.T. Tatkenova, Fatina, I.M. Filipova, M.J. Adams, N. Bagnall, A. Bell). The authors, who analyzed the phraseology (Yu.Yu. Avaliani, A. Amanzholov, G.N. Amosov, V.L. Arkhangelsky, K.H. Akhanov, Z.K. Akhmetzhanova, A.M. Babkin, D. Balakova, Sh. Balli, V.V. Vinogradov, S.T. Gavrin, D.O. Dobrovolsky, A.S. Eleshova, M.E. Esimzhanova, R.E. Zhaysakova, V.K. Zhukov, Zh.K. Ibrayeva, S.E. Isabekov, A.T. Kaydarov, S.K. Kenesbayev, M.M. Kopylenko, A.M. Kunin, B.A. Larin, E.V. Mikhaylova, V.I. Mishchenko, V.M. Mokienko, A.I. Molotkov, A.T. Nazaryan, S.N. Ojegov, Z.D. Popova, A.D. Raykhstein, L.I. Royzenzon, M.T. Sabitova, G. Smagulova, V.N. Thalia, B.H. Chasanoff, N.M. Shansky, A.M. Emirova, W. Fleischer). The authors, who studied the functional and structural aspects of headlines’ designing (V.G. Admoni, P.V. Verkhovsky, E.M. Galkina-Fedoruk, S.I. Gruzdeva, I.A. Kanshin, O.S. Tolomasova). Authors’ works devoted to typology of mononuclear nominative and incomplete sentences in the headlines (B.P. Ardentov,

L.Ya. Biyatenko, F.K. Biyatenko, F.K. Buzhenik, S.G. Ilyenko, A.S. Popov, N.I. Tarabasova, N.A. Fedotova, N.Yu. Shvedova, V.P. Shutova, etc.). The authors, who wrote about phraseological nomination (Yu.A. Gvozdarev, L.K. Zhanalina, S.E. Isabekov, A.K. Kairzhanov, M.M. Kopylenko, V.M. Nikitevich, Z.D. Popova, V.N. Thalia, T.V. Shevyakova).

**The aim of research** is to identify the features, types and specificity of the transformed phraseological units functioning in the headlines of newspapers and news websites of the Kazakhstani mass media. The aim of the research identified the following **specific tasks**:

- to provide theoretical generalization of different views in local and foreign linguistics on phraseological units, their role in the processes of secondary nomination;

- to research the structural and semantic characteristics of phraseological units' transformations in the headlines of news texts of newspapers and websites;

- to reveal and describe the types of phraseological units' transformations in the headlines of news texts of newspapers and websites;

- to establish the classification of functions of transformed headlines - phraseological units according to types of their transformation;

- to characterize a correlation of the transformed phraseological units - headlines with news texts of mass media from the point of view of the developed criteria defining the degree and a character of their correlation;

- to carry out expert poll for detection of existence or absence of correlation between types of transformations of regular phraseological units – headlines and features of their adequate interpretation by readers.

**The object of research** is a transformed phraseological unit, used as a headline of news texts of the Kazakhstani newspapers and websites in Russian.

**The subject of research** – peculiarities and characteristic features of different types of the transformed headlines - phraseological units functioning in newspapers and news websites in Russian.

**The scientific novelty** of work is that for the first time on the basis of integrative approach, the transformed headlines - phraseological units of news texts of the Kazakhstani newspapers and the websites are analyzed.

1. On the basis of independently formulated definition of the headline, the complex system assessment of transformation of phraseological units - headlines of news texts is carried out. It is confirmed that creative updating of a functional and semantic basis of phraseological units in the headlines creates a special communicative situation and an expression.

2. The wide range of the semantic relations created between the transformed phraseological units – headlines and content of the news text is revealed. Participation of the transformed phraseological units in the processes of the secondary nomination forms both new meanings, and new sign functions, showing the general semiotic nature of the phraseological unit. It is proved that transformations of phraseological units in the headlines is an objective regularity

from the point of view of economical and rational use of nominative units of language fund.

3. The sources and ways of phraseological units – headlines' transformation are found and described, their types, which are often found in the Kazakhstani newspapers and websites are systematized.

4. The frequent types of phraseological units' transformations in the headlines of the Kazakhstani mass media are found and described: converting, reconsideration, combination, replacement of components, reduction or expansion of structure.

5. Communicative and pragmatic functions of the transformed phraseological units – headlines are described and illustrated (nominative, emotional and evaluative, figurative and ironical).

**The empirical material of research** is represented by 644 transformed phraseological units – headlines of the texts of different functional loading retrieved by continuous selection and intentional analysis of the news websites. We are listed 156 headlines in the appendix, and the remaining 488 are analyzed in the dissertational study (137 are the headings of sites, and 351 are headlines).

**The sources** for collecting of the transformed phraseological units – headlines with their texts were Russian-language Kazakhstan newspapers 2014-2017:

– Kazakhstani newspapers of 2014-2017 years: "The Kazakhstani Truth", "Business Kazakhstan", "Evening Almaty", "Evening Astana", "The Akmola News", "Time", "Business Week", "New Generation", "Freedom of Speech", "Express K", "Moskovskiy Komsomolets in Kazakhstan", Komsomolskaya Pravda, "Tribune", "Liter", "Caravan", "Cursive", "Megapolis", "Teacher of Kazakhstan", "Sport", "Pro sport"; news websites: [www.vlast.kz](http://www.vlast.kz), [www.zakon.kz](http://www.zakon.kz), [www.tengrinews.kz](http://www.tengrinews.kz), [www.stan.kz](http://www.stan.kz), etc., which are on Russian language. The topics of the analyzed articles were unlimited, however the biggest part of materials covers political and cultural events.

**The methods and techniques of collecting and analysis of the material:** descriptive method, semantic analysis of dictionary definitions, cognitive operations of an introspection and inference for the reconstruction of author's intensions and prediction of headlines perception by readers. The contextual analysis, comparison, generalization and a typology of the transformed phraseological units and ways of their transformation in headlines; transformational method of search and specification of the original phraseological unit; method of expert poll.

**The basic propositions to be defended:**

1. The lack of the explicit term for "headline" among adjacent terms ("title" and "name") has demanded its complex identification. The headline of newspaper texts and news websites as the most readable component of any mass media, becomes a quintessence of the whole content of the text; the semiotic unit representing different types of cultural texts. It is a meta text unit, which is directly (very often at the level of associations) correlated with the text it identifies; primary or secondary (in case of precedent texts and transformation of phraseological units) nominative unit. It is a unit coding prospective (involving the reader into the content of the text) and decoding retrospective (allowing to comprehend the content of the text after the reading it). It is a multifunctional unit supporting thematic and esthetic integrity of

the text, realizing communicative, informative, appellative / impacting, expressive-emotional, advertising, integrative, graphic-visual and other functions; the multi intentional unit capable to express referent (the title → reality), creative (the text → author's communicative set) and receptive (the text → recipient's perception and experience) functions. This definition is methodologically important issue for the analysis of the phraseological units – headlines' transformation.

2. The transformations of phraseological units in the headlines of newspaper texts and news websites are the operations with ready-made and steady language blocks for the identification of their potential values, emotional filling and creation of new communicative situations. The headline presented by the transformed phraseological units is an effective means of creating, attracting and keeping of readers' attention in the newspaper. They are used as the author's speech units created on a certain model, which are correlated with the content of the whole article informing about the topic of the article and establishing contacts between the journalist and the reader.

3. The frequent types of phraseological units' transformations in the headlines of the Kazakhstani mass media are *converting* (replacement of one or few components, the reduction of the lexical structures or new words introduction) – 56%, *reconsideration* – 72% and *combination* (the replacement of the component and reconsideration, the replacement of the component and reduction or addition of the meaning) – 17%.

4. The secondary nomination in the headlines of newspapers and newswebsites appears by means of reconsideration of the semantics of a word or expression; as a result, new, significant component is added to its basic meaning. The core of all types of secondary nomination is the associative nature of human thinking, which promotes the correct interpretation of the transformed phraseological units, presence or absence of correlation between given types of transformations. According to expert poll, the identification of the new phenomenon arises from the designation of associations on similarity or contiguity between properties of the nominated phenomenon and properties of the phenomena, which have already received the designation in the language earlier on the basement of background knowledge of the native speakers about realia or internal form of the meaning.

**The theoretical importance of research** is defined by the fact that the results of investigation give an opportunity of further analysis of phraseological units' functioning in the headline complexes. The solution of the problem – the transformation of phraseological units as the secondary indirect nomination based on associative and semantic knowledge of the world, author's interpretation and assessment can be used for the modeling of new concepts in consciousness of native speakers with the help of language means. The materials of research also promote the formation of precise ideas about opportunities and limits of phraseological units' transformation in different genres and, respectively, expand the borders of functional and semantic investigation of phraseological units, media text and text linguistics.

**The practical importance of research** is determined by the use of theoretical propositions and results of the thesis in teaching university courses of phraseology, theory of nomination, analysis of language of the modern press and culture of speech;

in writing practical manuals, recommendations about the theory and practice of journalism. The findings about character, opportunities and limits of transformation and variation of phraseological units allow to realize deeply the features of their semiotic and functional organization and functioning.

**The approbation of research.** Basic propositions and results of the thesis were reported during scientific and methodological seminars for PhD candidates, during the meeting of Russian Language and Literature Department in Abai Kazakh National Pedagogical University (September, 2014 – May, 2017). The results were introduced at the international and republican scientific conferences. The basic aspects of the research have been published in the journals recommended by the Committee of Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan and in the foreign scientific press. The total number of scientific publications according to the theme of the thesis is 18.

The main propositions of the thesis are reflected in Scopus database: Man in India ISSN 0025-1569 (2017, No. 97 (21); in the materials of Congress MAPRYAL XIII "Russian Language and Literature in the Space of World Culture" (RINTs, Granada, Spain, 13-20 September 2015). In the materials of the V International Academic Congress "Fundamental and Applied Studies in EU and CIS Countries" (Cambridge, England, UK, 14-16 October 2015). In the materials of international conferences and seminars: 15th International Scientific and Practical Conference "Problems of Philology, Culture and Art Criticism in the Light of Modern Researches" (RINTs, Makhachkala, Russia, December 13, 2015). International scientific and practical seminar "The Current State of Education and Change of Paradigms in terms of Multilingualism" (Astana, 8-9 February 2016). VI International scientific and practical conference "Science in the Modern World" (Kiev, Ukraine, February 19, 2016). XLV International philological conference (St. Petersburg, Russia, 14-19 March 2016). International scientific and practical conference "Phraseology and Word in Art, Publicist, National and Colloquial Discourses" (Kostroma, Russia, 18-23 March 2016). International scientific-theoretical conference XIX "Akhanovsky Readings" "Language as a Soft Power" (Almaty, April 29, 2016). The international scientific conference "Russian Language and Cultural Space of Europe and the World: Person, Consciousness, Communication, Internet" (Warsaw, Poland, 5-9 May 2016). In the journals recommended by the Committee of Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan "Bulletin of ENU after L.N. Gumilev" (Astana, 2015, No. 5), "Bulletin of Abai KAZNPU " Philological Series" (Almaty, 2015, No. 4), "Bulletin of KGU after Sh. Ualikhanov" (Kokshetau, 2016, No. 1). International popular scientific journal "Science and Life of Kazakhstan" (Astana, 2017, No. 1). In the international scientific journals: International scientific journal «Media linguistics" (RINTs, St. Petersburg, 2016, No. 3), Applied Linguistics(2016, No. 37), American Journal of Philology (2016, No. 137), Series of "Philological Sciences" Izvestiya Kazakh Ablai Khan University of International Relations and World Languages (Almaty, 2016, No. 3), LinguisticaJuvenis (Yekaterinburg, 2017, No. 19). In the section of "Sources of Newspaper Headlines (the materials of the Kazakhstani mass media)", collective monograph "Slavic

Phraseology in Modern Media (a publicist discourse)" / under the editorship of H. Walther, V.M. Mokiyeiko, Zh. Fink. –Ernst-Moritz-Arndt-Universität Greifswald, Germany, 2017.

The aim and the tasks of research have defined the **structure and content of this work**.

*In introduction*, the topicality of the chosen theme is justified; the aim and tasks are formulated; object and subject, methodology and methods of research, scientific novelty, theoretical importance and practical value of the thesis are defined.

*In the first chapter*, the main achievements of local and foreign scientists in analysis of headlines are considered, similarities and differences between printed and electronic mass media are defined, the basic concepts of phraseology connected with the use of phraseological units as headlines are analyzed.

The sources of transformation of headlines-phraseological units, ways of their implementation are presented *in the second chapter*. In addition, the main functions of the converted headlines-phraseological units and transformations.

Main sources of transformed phraseological units in headings are the following: fiction– 25%, proverbs and sayings – 22%, phraseological units - 16%, folk and pop songs – 17%, feature, documentary, animated films, TV and radio programs - 10%, speech clichés - 8%, biblical expressions–2%. Functions of headings has been generalized as follows: *general speech functions* - nominative, referential, phatic, informative, communicative, actually pragmatic functions (those affecting the public consciousness and creating appropriate world views in social medium); *functions of transformed phraseological units in headings are*: expressive-describing, emotionally-evaluative and intellectualizing, satirical / humorous effect creation function, function of saving language resources and specifying function.

*Third section* covers the results of conducted expert survey on compliance of heading with the text of the article: a) transformed phraseological units in headings have been recognized by experts better than by control group (93% vs. 78%); philology experts have shown more professional results than expert-journalists (40% vs. 38%); b) recovery of original source of transformed phraseological units in headings caused difficulties in both groups (expert group – 78% vs. control group – 58%); c) prospective-retrospective links between heading and text of the article have been established as follows: full compliance has been determined by 58% of expert group and 46% of control group; partial compliance – 28% of expert group and 42% of control group; complete discrepancy – 14% of expert group and 12% of control group. Revealed communicative failures should warn against reckless use of transformed phraseological units in headings by authors of articles in Kazakhstan`s newspapers and news websites.

*In conclusion*, the main results of the thesis are formulated and the prospects of further development of the problem of the thesis are designated.

The questionnaire of expert poll, examples of the transformed headlines-phraseological units and analyzed articles are presented *in Appendix*.

Basic results of the PhD research confirmed importance and relevance of comprehensive analysis of functioning transformed phraseological units in headings of Kazakhstan`s newspapers and news websites.

Using phraseological units in changed and unchanged form in heading is a significant instrument of audience impact, making heading vivid, eye-catching and allows expressing their own evaluation of published information in imaginative manner. Expression for which such headings are used is based on their common knowledge. Lexical and phraseological methods of creating expression in headings of newspapers and news websites are varied (introduction of standard phraseological units, author's neologisms, periphrasis, various transformations of linguistic units, etc. into heading).

Personal characteristic of reader, availability (or absence) of general cultural background and competence similar to the author's one and level of his erudition in general plays significant role in perception of transformed phraseological units and impact they have, as seen in the research. Data obtained during experiment convince us that the author needs to know full surely which audience he should expect for, who is recipient of heading and the article itself, whether the reader has sufficient level of general cultural background and whether he has required functional (reader's) literacy.