

S.A. Sadykova * , Zh.B. Uspanova 

K.Zhubanov Aktobe Regional University, Kazakhstan, Aktobe

*e-mail: _sauleda@mail.ru

THE ROLE OF USING THE LANGUAGE OF FEELINGS AND EMOTIONS IN MASS MEDIA TEXTS

This article examines the phenomenon of feeling, defines how it manifests in the linguistic aspect of the person and analyzes the types of emotional aspects found in mass media texts. Research purpose is the comparative study of linguo-cultural characteristics of emotional vocabulary in Kazakh and English. The main goals and objectives of scientific research are as follows: to determine the volume and composition; to define the lexical and semantic features; to reveal the national-cultural function; to determine cultural-national connotation; to address issues of national acculturation of words that express feelings in English and Kazakh mass media texts. The functions of language are considered in conjunction with its sensory functions, the meaning of language as the general tool for this purpose is comprehensively revealed. A person's worldview is defined, different emotional states of feeling, the world of art and the language of national identity are presented. The findings of the study broaden the possibilities for presenting new knowledge of the world through the media. A significant research result is the study process of the features of the expression of feelings and emotions. Research methods used: content analysis, continuous sampling method, method of linguistic analysis. Research value is the importance and scientific significance of comparative analyses in English and Kazakh feelings vocabulary, which is a new and quite promising direction of linguistics. The study of this phenomenon gives writers, poets, linguists, journalists and other creative professionals the prerequisite for the development of feelings vocabulary.

Key words: feeling, emotions, phenomena, mass media texts, language aspects, genres, the notion of feelings.

С.А.Садыкова, Ж.Успанова

Қ.Жұбанов атындағы Ақтөбе өңірлік университеті, Қазақстан, Ақтөбе қ.

*e-mail: _sauleda@mail.ru

Бұқаралық ақпарат құралдарында сезім және эмоциялар лексикасын қолданудың рөлі

Бұл мақалада эмоционалды лексика құбылысы қарастырылады, оның тұлғаның тілдік аспектісіндегі көрінісі сипатталады және осы процесте көрінетін ерекшеліктер талданады. Бұқаралық ақпарат құралдарының мәтіндерінде кездесетін эмоционалды аспектілердің түрлері қарастырылады.

Зерттеу мақсаты – қазақ және ағылшын тілдеріндегі эмоциялық лексиканың лингвомәдени сипаттамаларын салыстырмалы зерттеу.

Ғылыми зерттеудің негізгі мақсаттары мен міндеттері: БАҚ-тың ағылшын және қазақ мәтіндеріндегі сезімдерді білдіретін сөздердің көлемі мен құрамын анықтау; БАҚ-тың ағылшын және қазақ мәтіндеріндегі сезімдерді білдіретін сөздердің лексикалық-семантикалық ерекшеліктерін айқындау; БАҚ-тың ағылшын және қазақ мәтіндеріндегі сезімдерді білдіретін сөздердің ұлттық-мәдени функциясын анықтау және олардың мәдени-ұлттық коннотациясын көрсету; Ұлттық аккредитация мәселелерін жүйелеу.

Тілдің функциялары оның семантикалық функцияларымен бірге қарастырылады, тілдің осы мақсаттар үшін ортақ құрал ретіндегі мағынасы жан-жақты ашылады. Адамның дүниетанымы анықталады, сезімдердің әртүрлі эмоционалды күйлері, өнер әлемі және ұлттық бірегейлік тілі ұсынылған. Зерттеу нәтижелері бұқаралық ақпарат құралдары арқылы әлем туралы жаңа білімді ұсыну мүмкіндіктерін кеңейтеді. Зерттеудің маңызды нәтижесі – сезім мен эмоцияны білдіру ерекшеліктерін зерттеу процесі. Пайдаланылатын зерттеу әдістері: мәтінді іздеу, үздіксіз іріктеу, лингвистикалық талдау. Зерттеудің құндылығы лингвистиканың жаңа және болашағы зор бағыты болып табылатын ағылшын және қазақ лексикасындағы салыстырмалы талдаудың маңыздылығы мен ғылыми құндылығында жатыр. Бұл құбылысты зерттеу жазушыларға, ақындарға, лингвистерге, журналистер мен басқа да шығармашылық қызметкерлер үшін сезім лексикасын дамытудың алғышарттары болып табылады.

Түйін сөздер: сезім, құбылыс, тіл аспектісі, бұқаралық мәтін, тіл жанрлары, сезімдер сипаты, эмоция.

С.А. Садыкова, Ж. Успанова

Актюбинский региональный университет им. К.Жубанова, Казахстан, г. Актобе

*e-mail: _sauleda@mail.ru

Роль использования лексики чувств и эмоций в текстах средств массовой информации

В данной статье рассматривается феномен эмоциональной лексики, описывается его проявление в языковом аспекте личности, изучаются особенности данного процесса. Анализируются типы эмоциональных аспектов, встречающихся в текстах средств массовой информации. Цель исследования - сопоставительное изучение лингвокультурных характеристик эмоциональной лексики в казахском и английском языках. Основные цели и задачи научного исследования: определить объем и состав слов, выражающих чувства в английских и казахских текстах СМИ; определить лексико-семантические особенности слов, выражающих чувства в английских и казахских текстах СМИ; выявить национально-культурную функцию слов, выражающих чувства в английских и казахских текстах СМИ и определить их культурно-национальную коннотацию; рассмотреть вопросы национальной аккультурации. Функции языка рассматриваются в совокупности с его смысловыми функциями, всесторонне раскрывается значение языка как общего инструмента для этих целей. Определяется мировоззрение человека, представлены различные эмоциональные состояния чувств, мир искусства и язык национальной идентичности. Результаты исследования расширяют возможности представления новых знаний о мире через средства массовой информации. Значимым результатом исследования является процесс изучения особенностей выражения чувств и эмоций. Используемые методы исследования: метод поиска текста, метод сплошной выборки, метод лингвистического анализа. Ценность исследования заключается в важности и научной значимости сопоставительного анализа в английской и казахской лексике чувств, что является новым и весьма перспективным направлением лингвистики. Изучение этого явления дает писателям, поэтам, лингвистам, журналистам и другим творческим работникам предпосылки для развития лексики чувств.

Ключевые слова: чувства, явление, тексты средств массовой информации, языковые аспекты, языковые жанры, сущность чувства, эмоция.

Introduction

Not only the internal laws of language, but also the different conditions in society and the state influence the formation of certain areas of research in linguistics, the emergence of new direction and of various research works. Although it is a non-linguistic factor, the use of language tools in a particular style, contributes to the formation of features of consumption and the identification of features of the functional style. This phenomenon is called extralinguistic factors in linguistics (Aitchison, 1987) There are almost no works in linguistics dedicated to revealing the nature of non-linguistic phenomena that affect the function of styles, the formation of the specifics of the use of language tools, their stylistic function, differentiation according to their place, highlighting their features. There is no doubt that modern linguistics needs research in this area. R. Syzdykova in her work "Sozkudireti" emphasizes the role of extralinguistic factors, their role in the development of language styles (Syzdykova, 1997). In an article on some stylistic concepts and categories, M. Sergaliyev writes (Sergaliyev, 1997): "The non-linguistic factor plays a leading role, rather than the linguistic factor, for the fulfillment of the function of style." The scientist attributes extralinguistic factors to the sphere of relations, types of social activity and social consciousness.

The role of emotional and expressive tools in linguistics, including metaphors and precedent language units in the text of mass media today requires special study. Mass media is the most accessible broadcaster of the country's political news in a timely manner. Mass media text is a special indicator of the function of the text, so the research in this area has its own peculiarities. The main purpose of the text of mass media, a special feature is to clearly convey to the audience the situation in the world, the problem. Various socio-political changes taking place worldwide in recent years, in turn, are reflected in the language, including the language of the media.

Material and methods

The urgency of considering the role of expressive language of feelings in media, including metaphors and precedent language units in the text of the newspapers, TV-programs, journals and etc. is due to the changing priorities of the modern mass media. Towards the end of the twentieth and the beginning of the XXI century, the dominant methods among the stylistic branches of the literary language gradually became the study and special attention to journalistic style, rather than the style of fiction primarily because today is the age of information. Today, almost every day in different parts of the world

there are meetings of heads of state, various official gatherings and historical events. Every country which has become an integral part of the world community, is not left out of the complex issues of international relations. There are a lot of changes and events taking place in the country, as well as a wide range of issues. In such a difficult period, the flow of information is endless, the role of the media is very high. The media plays a key role in the formation of any form of public consciousness, especially cultural, political, civic and legal consciousness. It is not only one of the driving forces of globalization, but also the main tool for shaping public opinion.

The media plays a leading role as an important tool for the dissemination of operational information, promotion and implementation of state positions. Information is the generator of an open society. In today's society, the newspaper and journals are the most effective and influential force. Now the new language tactics of communication with the reader has given up normal thinking, polyglot, dry language. In modern mass media, the author's creative pursuits, the desire to update the language tools, the use of new approaches to attracting the reader's attention, the presentation of modal-evaluative features are all reflected. (Cool English Magazine, 2008) All this requires a new study of media texts, including political texts, in linguistic and methodological terms.

Scientific methodology

The need for new scientific research is due not only to the fact that metaphors and precedent linguistic units have not been studied in terms of perception and understanding (Izard, 1991), but also to the emergence of new uses in the texts of mass media in recent years. Although linguistics has conducted research on the linguistic features of the media, especially periodicals, the types of media text activities, language units that are active and purposeful in the text, emotional and expressive tools in modern newspaper and journal articles have not yet been studied. Although a number of works deal with the issue of emotional and expressiveness in the style of fiction and oral speech (Danes, 1987), but the issue of modern journalistic style and its emotionality and expressiveness is one of the new topics.

The journalistic style of the new period and the multifaceted description of its emotionality and expressiveness is one of the cognitive aspects of intertextualization of world mass media language (Goleman, 1997). There is no doubt that the development of scientific conclusions as a form of research is of great theoretical importance for the linguistics

in general. To supplement the main features of the journalistic style of modern world linguistics with the results of research in new scientific areas and to clarify the definition of media text; identify the main linguistic and stylistic changes in the text of the modern newspaper; definition of the concepts of evaluation and emotionality, expressiveness in the media text language; identify the means of expression in the text of the modern mass media are the tasks showing the specifics of modern political metaphors and precedent linguistic units and determining their role in the journalistic text (Diller, 1992).

Literature review

Metaphors and precedent texts are linguistic tools for modern mass media texts that express feelings and emotions. Recognition and understanding of metaphors and precedent utterances in the text of the modern mass media as units of background knowledge is one of the necessary conditions for the correct perception of information by the reader. They are reflected in the text of the newspapers and journals as an important linguistic unit. According to researchers, information and advocacy services are very important for journalistic style texts. The interrelation of these two activities gives the linguistic features of the journalistic style. According to V.G. Kostomarov (Kostomarov, 1965), the combination of standard and expertise in journalistic speech is associated with the duality of newspaper journalism: information-content and influence. While the information function is associated with standardization, the activity of exposure saturated with emotional elements is associated with expressiveness.

The works devoted to the genres of journalistic style mainly distinguish three groups of genres: *informational*, *analytical* and *artistic-journalistic*. In the information genre can be seen: *reportage*, *interview*, *report*; to the analytical genre: *analytical dialogue*, *article*, *correspondence*, *opinion*, *review*; *fiction* and non-fiction genres include: *essays*, *feuilletons*, *pamphlets*. The last fifteen years have seen significant changes in the genre system of the mass media. The spread of genres such as essays, commentaries and predictions was influenced by the strengthening of the process of individuality. The evolution of the system of genres as a whole is observed: some genres have merged, some have changed and others are interacting and synthesizing.

In the past, the addressee was considered an inactive form of management, but today the addressee is an "independent person" who can analyze the information provided. In the past, in journalism, the addressee was an ideologically homogeneous group,

but today this concept refers to a group of people with different views, feelings and different information requirements. In the post-Soviet period, a new type of addressee was formed: a new creative person, not a bureaucrat. If in the past the expressive vocabulary of feelings of a journalist was limited to certain formulas that became the standard, today a publicist is seen as “a person who speaks on his own behalf, defends the ideals of development and democracy, can express himself through free emotional speech” (Gallois, 1993).

The active process in modern journalism is also explained by the addition of “foreign style” elements to the language of the mass media. From simple words in oral speech to non-literary language tools, the process of “expansion” has become very large-scale and intense. The stylistic norm of journalistic speech has changed, it has turned to freedom, openness and eloquence. G. Smagulova in her article “The impact of the language of the media on the mentality of the nation” analyzes the use of words on the pages of the newspaper “ZhasAlash” from April 20, 1999. On the first page of the issue (this is the paradox of the main article at the time) when the sentences “*Bizde oz yerkimen otstavkaga ketu degen zhok-au, sira. Mindetti turde bireu ket deu kerek, ket degenshe ketpeidi. Kresloga kotenii kleilenip kalgandai*” are read, first of all, as a reader, it calls a feeling of satisfaction to find out the bitter truth. After a while, if the pages of a similar newspaper language continue to grow, what will happen tomorrow if other people, especially teenagers, start using the language how they want? (Smagulova, 1999). In the pages of modern periodicals, the means of speech of all language levels are used in various genres, changing the linguistic and stylistic image of journalism. Words and utterances of literary language are placed along with non-literary utterances, limited lexical units such as simple and slang words are used in all spheres of communication and book-like constructions are mixed with structures typical of spoken language.

The struggle and competition between the media for the audience has also created negative language processes. The rudeness of speech, the violation of ethical norms of communication and general human moral norms can be seen in the pages of the modern press. In the above-mentioned article, G. Smagulova emphasizes the importance of the culture of speech, avoiding the direct utterance of calm, polite words and some of the uses of words in the modern media.

Expressiveness and emotionality can be distinguished as a distinctive feature of the mass media text. Analysis of language material shows that

in the texts of modern media there is a qualitative and quantitative accumulation of new expressive and emotional tools and techniques, which are then widely used in the “light press”, including tropes and speech figures, master pencils and occasionalisms. Addressing is formed on the basis of using a direct pronoun “*you*” towards the reader, regular expressions, allusions and parodies are used rationally. The syntax is particularly expressive, as it includes parcels, ellipses and other techniques. Some newspaper texts are very special. The peculiarity of the “light” press is in its advertising “weapon”, i.e. the game of changing meanings. The purpose of the language game is to attract the reader’s attention through humor, wit and sharpness. The distinctive feature of modern journalistic texts is the use of precedent language units and their methods of quotation, allusion, paraphrase and parody to form additional associations in the reader. Irony is a leading feature of modern media language, as all emotionally-expressive tools give an ironic assessment of a newspaper text (Oatley, Johnson-Laird, 1987).

Let’s move on to the dynamic part of the concept based on the analysis of publications in the Kazakh press, in which the content of the concept “woman” is realized. This concept in three languages reflects a contradictory attitude towards women as rude and polite: on the one hand, the role and place of women in society are belittled, the negative traits of women’s character are emphasized; on the other hand, the belittling of her role is condemned, the dignity of a woman is noted. Of course, since the paremia is edifying in nature, it implicitly expresses the vision of the ethnos about what a woman should or should not be.

Let’s consider this by the example of various problems occupying the cognitive space of Kazakhstan and reflected in the language of the press.

One of the problems occupying the mental space of Kazakhstan is the low demographic growth of the population. Of course, attempts are being made at the state level to solve this problem by legislative means, but these solutions do not always find support in the social strata of the population. So, for example, in the newspaper “DAT” (beginning in No. 24 (200) of 27.06.2013, ending No. 25 (201) of July 4, 2013, p. 12) an article was published: “Deputies told women to work and give birth” by A. Burabayeva about the ban on abortions in Kazakhstan. Such keywords of these articles like the hateful “concern” of portfolio holders, the terrible reality, discriminatory measures, and lack of the right to choose - more than eloquently express the negative attitude of the part of society whose interests are represented by

the author of the article. The reasons for the unfavorable demographic situation: the lack of decent maternity payments and social benefits, threatening consequences, criminal abortions. A red thread runs through the thought expressing the concern of society, in connection with teenage pregnancy, the way to solve this problem is seen in the active education of young people. In this article, one of the representatives is the phrase the weak half of our society (there seems to be no limit to the “hateful” concern of “holders of portfolios in the Kazakh government and parliament about the weak half of our society...”).

And at the same time, the Kazakh society understands that it is necessary to revive the traditions of families. A lot is being done for this purpose. For example, republican contests “UlgiliOtbasyn” and others are held, state support is provided to young families with many children. The article “Qatynym” was published on the website “jasqazaq.kz.” The words were written as follows: Qatyn - “bagym” or “yrysym,” the term “Qatyn” sounds vulgar, rude and impolite. Married girls in Kazakhstan are referred to as “Qatyn.” However, many of us associate this word with negative connotations. “Qatyn” is a native Kazakh word that means “qutym” (bagym, yrysym) which sounds more optimistic and encouraging. First of all, the headline of the article attracts attention, an extraordinary example when a colloquial word “qatyn” appears in a socio-political newspaper. In Arabic, the word “Katun” means “dawn light,” and in Persian, “Katun” means “night delight.”

Let’s consider the semantics of the qatyn representative, marked in dictionaries in two meanings: 1. Zhalpyayelataluy, ergetigenayel // expr. zhagymysz. Tomenetek, kogamdaornyzhok, uidedauysyzhok, soziotpeytinaiel. 2. Zayyp, zhar, zhubai, translated as “wife, lover, spouse // korkak, suzhurek, yerkekemes, translated as coward, not a man (*Alpeisova K, 2006*). In translation: 1. “The general name of a woman, a married woman” // expr. : expr. disapproval. A woman who has no place in society and no voice at home. 2. “Wife, lover, spouse // coward, not a man. As we can see, this word in its basic meanings “woman in general” and “wife, lover, spouse” is recorded in the dictionary without stylistic droppings indicating a decrease. Nevertheless, in everyday life, this word (like the Russian “baba”) is used mainly as a colloquial with a negative connotation that has nothing to do with the social and family status of a woman. As a rule, this refers to a woman who has negative qualities: rude, scandalous, dishonest, etc. This is reflected in the premissa and phraseology, for example: Bayyyesiktenshyksa, katyny-

tesiktenshygady - translated: if the husband leaves through the door, then the wife “leaks” through the crack (about a lightminded woman). Doly (uriskak, shaipau) katyn - in translation, a rude, angry and scandalous woman.

Let’s analyze a small excerpt in the form of direct speech from the text:

«Meanwhile, there are problems that women face while attempting to balance work and family life,» Romanovskaya told EdgeKz. ... I went to Astana after my husband died, and it was difficult to maintain my image as a professional lady while still fulfilling the roles of a caring parent and a concerned housemaid (“web-journal “Edge.kz”). “Anyway, if a woman tries to combine career and family,” says EdgeKz S. Romanovskaya, “a lot of problems come on women’s shoulders.” In this interview, the concept in question is presented: 1) the use of the word “woman” in the first meaning; 2) a female proper name; 3) the phrase “successful woman”; 4) the phrase “loving mother”; 5) the phrase “caring hostess”. Lady is a polite version of a concept “woman”.

Let’s analyze a small excerpt in the form of direct speech from the text:

Let’s consider another material by the same author, M. Witt, entitled “Beshbarmak: Five Finger Food” (literally “Beshbarmak: food of five fingers”). In the article, the journalist narrates in the first person: “Once, under the strict supervision of a Kazakh girlfriend, I cooked beshbarmak” (*web-journal “Edge.kz”*). (“I once prepared beshbarmak under the attentive observation of a Kazakh friend”). The concept in question is represented here by the phrase “a Kazakh girlfriend”. This phrase has got different meanings: 1) Kazakh girlfriend (meaning female friend, girlfriend, Kazakh by nationality); 2) a Kazakh girlfriend (in the meaning of a Kazakh girl with whom a romantic relationship is associated); 3) a Kazakh acquaintance (in the meaning of a friend). What exactly the author meant remains unknown – no additional information is extracted from the context. Based on the Kazakh mentality, the reader is free to exclude romantic relationships and assume that we are talking about a Kazakh girlfriend (meaning a female friend, girlfriend, Kazakh by nationality).

Another similar example is the sentence: “Ejelgi zamannan beri beshbarmaqty jaqsy daıyndaityn qyz óziniń turmys quru týraly alańdamaidy dep sengen” (*web-journal “Edge.kz”*). The analyzed concept of “woman” is represented by the word “qyz”. It is also unclear from the context which is the dominant one, especially if we take into account the fact

that in ancient times early marriages were common among Kazakhs: girls were given in marriage at the age of 14-16. But here another point is important, emphasizing the concern for the proper upbringing of the girl - the future mistress, wife, and mother.

A key feature of the Kazakh mass media language used to express feelings and emotions is that it is recognizable mainly on the Internet resources. The texts here seem to be of a neutral nature and the very mention of some specific group of people such as ethnic groups, even with offensive nicknames and epithets, easily fits into the usual turns of everyday speech. For example, “kara kytai” (“black Chinese”), “orys katyn” (“Russian woman”), “fool-Turk”, “ozge ult kelimsekteri” (“newcomers of a different nationality”), etc.

Compared to other language news sources, it is much less common to mention one’s own ethnic, linguistic or other group in a derogatory tone on Facebook of some Kazakhstani authors (4 publications of Alisher Yelikbai, Kairat Kudaibergen, Gulmira Abikai and Amirzhan Kosanov). The main difference of this type of emotional speech is that its object is not “other”, but “own” group. A typical example is the laments of the authors about the unpleasant, unacceptable features of their people - “netken bishara elmiz” (what kind of helpless people we are). Speculation on this topic is in great demand among the audience. A post by one author who described his fellow citizens as “gloomy and disgruntled” (“our national trait is an eternally dissatisfied scoreboard”) gained about 2,000 likes.

Results and discussions

The evolution of journalistic style at the turn of the century requires consideration of the category of author and addressee causing linguistic changes in modern mass media texts. The main features of modern journalistic style at the intersection of the XX-XXI century are the desire to find its rightful address, the dialogue of media texts and the desire to create a dialogue between the author and the reader. A modern journalist can use the new opportunities of dialogue created by the social situation, to establish direct contact with the reader, to adapt to his perception and to establish a dialogical relationship.

Another feature of modern language development is the use of common language elements. For example, the words as *consensus*, *manager*, *marketing*, *rating*, *image*, *summit*, etc. in the mass penetration into the world language (mainly from English) is associated with the openness and integration of today’s society (McCarthy, O’Dell, 2002).

One of the most important issues for today’s linguistics is the individual consideration of the in-

terrelated concepts of content, style, genre and pragmatics of the text. Since the influential properties of language units are reflected in the consumption, the pragmatics of the text include language communication, syntax, stylistics, language culture, psycholinguistics, ethnolinguistics, sociolinguistics, etc. considered in close connection with disciplines.

As a result of this assumption it can be pointed out that the concepts of “feelings”, “expressiveness” and “emotionality” are mainly used as means of expression in the text of the modern newspaper. They were considered as the main tools of expressing feelings in the modern media text. The category of feeling is used both narrowly and broadly from a linguistic point of view. In the first case, the division is considered as “good, bad”, in the second case, the division is divided into “large, small” or “narrow, wide” on other properties. The study of mass media texts should take into account not only the axiological nature of the feelings, but also the rational and emotional factors that affect it.

In our opinion, I.V. Arnold gave a full understanding of expressing feelings and emotionality: “In the concept of feelings, we see the ability of a text or part of a text to convey meaning with intense emotionality. It gives the inner state of the speaker, it may or may not be an image, it is an emotional and logical reinforcement” (Arnold, 1975). That is, expressing feelings and emotionality are each a separate phenomenon.

The language of feelings and emotions is a complex concept that is difficult to conceptualize as a social, psychological or linguistic phenomenon that manifests itself in the form of text, image, speech or other form.

If we proceed from the goals of public policy, then here a more practical task is set to expand the possibilities of presenting new knowledge about the world through the media and the Internet, through the use of the vocabulary of feelings and emotions and the development of an alternative narrative, etc. Based on this understanding of working with the language of feelings, we can recommend the following.

Firstly, it is very important to develop a relevant methodology for recognizing and fixing the language of feelings and emotions in the media, the Internet and social networks, taking into account the Kazakh and foreign cultural context. This requires a preliminary comprehensive research work based on quantitative and qualitative research methods. After the initial testing of the methodology and confirmation of its relevance, it is recommended to carry out regular monitoring of social networks, web pages

and the media with open publication of the results.

Secondly, the language of feelings and emotions is incorrectly used for negative purposes, often from a misunderstanding of the consequences of discriminatory statements, replication of emotionality and intolerance against certain groups of the population. Therefore, it is very important to raise user awareness of the direct link between emotional speech and emotional tolerance. Opinion leaders, in particular, should be clearly aware of their responsibility for the growth of inequality or hostility in society along ethnic, religious and other social lines.

Third, efforts to prevent and counter the language of feelings and emotions in the media must be institutionalized. Of no small importance is cooperation with international organizations that have experience in studying the problem of the language of feelings and emotions in the media (Council of Europe, UNESCO).

Fourthly, the emphasis on the Kazakh-speaking segment of the Internet space and other media, where the level of emotional statements is noticeably higher, is of particular importance. This requires a set of measures aimed at increasing the culture of media consumption and the level of tolerance towards various minorities. In particular, it is desira-

ble to conduct special trainings for popular journalists, bloggers and authors so that they can neutralize emotional discussions on their branches and direct the discussion in a constructive direction.

Conclusion

Expressive means of feelings in mass media texts are focused on the depth of perception and therefore require a high level of activity and creativity of the reader. The pages of modern periodicals also give the reader the opportunity to evaluate themselves. It can be concluded that the general methodological framework of the modern mass media encourages the reader to come together and think. The anthropocentric trend leads to a certain dialectic of mass media language activity: now information services and communication services are in competition.

Today, the amount of information in the information space of the world exceeds the levels of human capacity. Due to the important role of journalistic style in the life of society, the history, language, style, role, genres, etc. problems of linguistic, philosophical, pragmatic, historical, etc. should be studied in depth, research on the language of the press in linguistics should be supplemented with new works in a new direction.

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