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SCIENTIFIC AND PUBLICISTIC STYLES OF SPEECH, ITS LINGUISTIC AND STRUCTURAL FEATURES

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Abstract: Scientific style is one of the book styles that is used in scientific works, textbooks, educational and reference literature, and in speeches on scientific topics. Science is a sphere of human activity, one of the forms of social consciousness. The concept of "science" includes both the activity of obtaining new knowledge (research, study), and the result of this activity – the sum of scientific knowledge obtained, forming a scientific picture of the world. Publicistic style has a special place in the style of literary language, because in many cases it incorporates information already reflected in the scientific or official-business style. Using the information from the fields of science journalism focuses on the intellectual reflection of reality, and texts created in the framework of legislation, suggested the socio-political, civil tone. The article is devoted to the study of scientific and journalistic styles

Түйіндеме: Ғылыми стиль-бұл ғылыми еңбектерде, оқулықтарда, оқу және анықтамалық әдебиетте, сондай-ақ ғылыми тақырыптарда қолданылатын кітап стильдерінің бірі. Ғылым-адам қызметінің саласы, қоғамдық сананың бір түрі. "Ғылым" ұғымына жаңа білім алу қызметі (зерттеу, зерттеу), сондай – ақ осы қызметтің нәтижесі-әлемнің ғылыми бейнесін қалыптастыратын алынған ғылыми білімнің жиынтығы кіреді. Публицистикалық стиль әдеби тіл стилінде ерекше орын алады, өйткені көптеген жағдайларда ол ғылыми немесе ресми-іскерлік стильде көрсетілген ақпаратты өзіне алады. Ғылым салаларынан алынған ақпаратты пайдалану Журналистика шындықты интеллектуалды көрсетуге бағдарланады, ал заңнама шеңберінде жасалған мәтіндер қоғамдық-саяси, азаматтық Үнді болжайды. Мақала ғылыми және публицистикалық стильдерді зерттеуге арналған

Аннотация: Научный стиль - это один из книжных стилей, который используется в научных трудах, учебниках, учебной и справочной литературе, а также в выступлениях на научные темы. Наука - это сфера человеческой деятельности, одна из форм общественного сознания. Понятие "наука" включает в себя как деятельность по получению новых знаний (исследование, изучение), так и результат этой деятельности – сумму полученных научных знаний, формирующих научную картину мира. Публицистический стиль занимает особое место в стиле литературного языка, поскольку во многих случаях он вбирает в себя информацию, уже отраженную в научном или официально-деловом стиле. Использование информации из областей науки Журналистика ориентируется на интеллектуальное отражение действительности, а тексты, созданные в рамках законодательства, предполагают общественно-политический, гражданский тон. Статья посвящена изучению научному и публицистического стилей

Index terms: Scientific style, Journalistic style, linguistic features, structural features, media, scientific articles.

The reason of the choice of the given topic is determined by an increasing interest in the subject. I was always interested in stylistic devices and expressive means, but I wasn't

able to identify them correctly. It was always difficult to find metaphors, similes, epithets, etc. This is probably the main reason why I chose this topic. In the future I'm going to be a translator and interpreter and I must know all these important things.

The relevance of the topic: is predicated by that fact that in modern world mass media – newspapers particularly – shape public opinion and create the general worldbuilding. The reader's conclusions which he will make after reading an article depend on the way of presenting the information. The information provided for a recipient can influence his consciousness and thoughts. That's why it is important to analyze, verify and investigate the contents; it's necessary to know which language, stylistic and grammatical methods are used by journalists while writing articles. Nowadays mass media gains global development and is not only the method for provision of information, but also a powerful tool to influence on masses of people. [1,2]

Scientific research is based on scientific facts, which are based on facts, allow you to put forward hypotheses, find explanations, find methods of verification, confirm, comprehends the general system of scientific knowledge. A scientific text implies the author's desire to rationally present information at a generalized address. The scientific style has a number of common features that manifest themselves regardless of the nature of the sciences themselves (natural, exact, humanitarian) and the genres of utterance (monograph, scientific article, report, textbook, etc.), which allows us to talk about the specifics of the style as a whole. It is characterized by a logical sequence of presentation, an ordered system of relations between parts of a statement, the authors' desire for accuracy, conciseness, unambiguity of expression while maintaining the saturation of the content. [2,66]

In a Publicistic style the function of influence finds its embodiment. This publicly available language function, put forward in accordance with the principles of interaction and interaction, is aimed at influencing public opinion. life - social, social, cultural, scientific, spiritual, economic. [4,13]

Among the texts of mass communication, the journalistic text occupies a rather strong position. In this connection, an in-depth study of the features, genre varieties of texts of a journalistic style is of interest to researchers and practitioners. However, if there is no particular disagreement when considering the specifics of the functioning of these texts, then when studying genre varieties, one may encounter some contradictions, since the position of scientists on the genre differentiation of journalistic-style texts is not as unambiguous as it might seem at first glance. Therefore, it seems to us that it is important to have a theoretical base reflecting the problems of differentiation of journalistic texts. [3,45]

Speech styles are a system of language ways and means of organization that have historically been developed and are being used in any particular sphere of human communication, its social life: the sphere of verbal and artistic creativity, science, business relations, agitation-mass activity, everyday communication.

The characteristics of scientific language are: clarity, precision, brevity, conciseness, fluidity and simplicity. Scientific style avoids: long sentences, a lack of connectors, syntax errors, redundancies, barbarisms, foreignisms, false friends, colloquial expressions, cacophonies, slang, too many gerunds, too many abbreviations, too much use of the passive voice and spelling mistakes, etc. [10,37]

The target audience is a relatively small group of professionals who are well acquainted with the issue in question.

The tone of the scientific text should be formal, impersonal and objective. Only standard variety of language is used. The whole text is predominantly written in the third person. The only place where the author can be heard and she/he can express her/his opinion is the conclusion. In order to follow the logical structure, the text usually consists of introduction/background, argument, conclusion and bibliography. To make the text credible,

all the important statements in the text should be supported by references. The hierarchy of the whole text is also given by its organization into chapters, sections and subsections. In addition, the information is provided not only verbally but also with the help of illustrations, tables or graphs. Nowadays, more and more different media and modes are employed in the text in order to construct the meaning of the text, but also to make it more comprehensible and attractive to its recipient. Therefore, scientific texts become hybrid in their nature because they do not consist only of one type of style and discourse. An example might be some of the scientific articles presented in Wikipedia.

As far as the language is concerned, the most striking and visible style marker is in the use of professional expressions and the so-called terms-of-art, which are typical features of this style. The word term is understood as the word with clearly defined fixed meaning and can be easily identified without any context. Generally, the terminology has a tendency to internationalisms, for instance, chat, e-mail or manager. Besides the fixed terms, the scientific prose style uses half-terms or the subject-neutral vocabulary that is shared by all sciences, such as process, effect or feature. Another set of words characteristic of this style is bookish/archaic words, e.g. negligible or propagate.

The first 100 most frequent words of this style comprises the following units:

- a) prepositions: of, to, in, for, with, on, at, by, from, out, about, down;
- b) prepositional phrases: in terms of; in view of, in spite of, in common with, on behalf of, as a result of; by means of, on the ground of, in case of;
- c) conjunctive phrases: in order that, in case that, in spite of the fact that, on the ground that, for fear that;
- d) pronouns: one, it, we, they;
- e) notional words: people, time, two, like, man, made, years.

A huge amount of connectors shows that the main purpose of the scientific prose texts is the logical sequence of utterances with clear indication of their interrelations and interdependence. [1,53]

Journalistic texts are often materials on foreign language lessons, including Russian Language as foreign. It is caused, first of all, by two main functions of journalistic style: message and influence. Journalistic texts contain a large amount of actual information (that facilitates the informative purpose of training), and also have impact on a valuable picture of the world of students (the educational purpose of training is realized) as the journalism considers topical issues of political life and moral problems of modern society. Besides, texts of mass media reflect the current state of a language, and working with them on the lesson directly promotes realization of the communicative purpose of foreign language training. The journalistic picture of the world is supplemented, changes daily and is montage by its nature. In this regard the journalistic text is irreplaceable material for foreign language lessons.

Researchers note that use of modern journalistic texts on foreign language lessons promotes creation of the differentiated educational and communicative situations which reflect a condition of modern Russian Language and feature of its functioning. [5,24]

A distinctive feature of the journalistic style, which was later widely developed, is the peculiarity of lexical compatibility, that is, a combination of words that are incompatible in their semantics or in their emotional-stylistic coloring. Many words assume a newspaper-journalistic connotation when they are used in a metaphorical sense. The metaphor is also peculiar to the newspaper and journalistic style and represents the use of words in figurative meanings in order to create a vivid image, expression of appreciation, emotional attitude to the subject of speech; it is designed to influence the addressee of the speech, for example information in the palm of your hand; universities that chemistry with student lists. [2,18]

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THE THEORY OF LEXICAL CHANGE IN ENGLISH LANGUAGE

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Аннотация: Статья посвящена роли изменений лексического корпуса в фильмах. Она посвящена изучению изменений в лексике, как время влияет на словарь фильмов разных времен.

Ключевые слова: диахроническая лингвистика, словарный запас, фразеология, лингвистика, лексикология, язык, значение, прикладная лексикология, семантический сдвиг, расширение, сужение, улучшение.

Abstract: The article is dedicated to the role of changes in lexical corps in films. It is devoted to the study of changes in the vocabulary, how time affects the vocabulary of films of different times.

Index terms: diachronic linguistics, vocabulary, phraseology, linguistics, lexicology, language, meaning, applied lexicology, semantic shift, *broadening, narrowing, amelioration, pejoration.*

Түйіндеме: Мақала фильмдердегі лексикалық корпусстың өзгеру рөліне арналған. Ол лексикадағы өзгерістерді, уақыт әр түрлі кезеңдегі фильмдердің сөздік қорына қалай әсер ететінін зерттеуге арналған.