

ANNOTATION

dissertation on the topic «Linguistic and cognitive aspects of Kazakh-language media texts» (based on the material of children's TV programs) for the degree of Doctor of Philosophy (PhD) in the specialty 6D020500 «Philology» by Akabayeva Madina Otanovna.

The language of television programs is studied by science in the modern fields of philosophy, psychology, stylistics, sociolinguistics, and pragmalinguistics, and is examined from various aspects. The majority of research on media texts in Kazakh linguistics is dedicated to the analysis of press texts, while linguistic studies of Kazakh-language television texts are very limited. Therefore, in contemporary linguistics, comprehensive research of television texts within the framework of mediallynguistics plays a significant role in shaping public opinion and increasing public awareness.

In modern linguistic research, there is a tendency to pay special attention to the human factor. In both traditional Kazakh linguistics and structural grammar, more attention is being paid to concepts such as human and language, language and cognition, language and thought, language and consciousness, which previously did not hold much significance, as this allows for the recognition of new unstudied aspects of language.

The dissertation is dedicated to the linguo-cognitive study of texts of children's TV shows in the Kazakh language (2010-2024) within the framework of an anthropocentric paradigm. The anthropocentric paradigm, studying the language of humanity in connection with the systemic-structural paradigm, aims to reveal its functions as a means of communication, as well as a code reflecting the spiritual and cultural characteristics of the nation. It considers linguistic data that preserve the entire spiritual heritage of the nation, in unity with the history of the people, their culture, worldview, and psychology. The study of the language of children's TV shows in the Kazakh language in a cognitive aspect within the framework of the anthropocentric paradigm is a very relevant task at the present stage of linguistic development.

The dissertation systematizes texts of Kazakh-language children's TV shows, conducts their thematic-content and genre analysis. For the first time, the texts of children's TV shows in the Kazakh language have been studied in the linguocognitive aspect.

Research goals and objectives

The main goal of the research is to identify the system of cognitive models and concepts in texts of domestic television programs for children in order to reveal the nature of contemporary Kazakh media texts as a code reflecting the spiritual and cultural characteristics of the nation.

To achieve this goal, the following **objectives** are set:

1. Analyze theoretical concepts aimed at studying the concept of "media text" in linguistics, and determine the methodological foundations for considering media texts in a cognitive aspect within the anthropocentric paradigm.
2. Conduct thematic-content and genre classification of media texts for children, determine their linguistic features.
3. Determine the cognitive role of idiomatic expressions and conceptual metaphors in television texts in shaping the Kazakh media space.
4. To analyze the anthropocentric characteristics and national code of modern Kazakh media texts based on the metaphorical and idiomatic language of children's TV shows.
5. To determine the linguo-cognitive motivation of symbols in media texts as cognitive-informational tools.
6. To create metaphorical models of the concepts "homeland", "friendship", "childhood", reflecting the national-cultural perception of the world by children, and to identify mental characteristics of these concepts through the analysis of their conceptual content in the media space.

Research Methods. In writing the dissertation, such methods of scientific research as methods of systemic analysis, conceptual analysis, cognitive interpretation method, metaphorical modeling, frame analysis, content analysis, statistical analysis, and survey were used.

The main rules (proven scientific hypotheses and other conclusions that constitute new knowledge), description of the main research results. As a result of the study of Kazakh language television programs for children in a linguistic-cognitive aspect, the following conclusions were drawn:

1. Cognitive, pragmatic, linguacultural, ethnolinguistic, and other types of media texts. A comprehensive study in different directions is the task of modern media linguistics. Problems studied by medially linguistics: the influence of media texts on the formation of language awareness, functional and stylistic features; pragmatic function; the relationship between media text and media discourse; cognitive nature of media texts; conceptual system of media texts.

2. Key features of media texts: mediality, informativeness, openness, cultural determinism. Media texts for children possess mediality (informativeness), fascination (attractiveness), multimodality, axiological, pragmatic, integrative, interpretive characteristics.

- 3 Media texts for children are classified depending on age characteristics: for toddlers (0-3 years); for preschool children (3-7 years); for younger school-age children (7-11 years); television programs for teenagers (11-15 years). Genre types include educational, informative, entertaining show programs, sports-entertainment show programs, and artistic media.

4. Media texts are the main factor creating the media image of the world. Symbols, conceptual metaphors, regular phrases in television programs for children contribute to creating the media image of Kazakhstan.

5. The study of proverbs and folk sayings in an anthropocentric context opens the path to understanding them as a national code.

6. The concepts of "dala", "shanirak", and "kamschy" represent Kazakh national perception and traditional way of life through models that reflect cultural characteristics. Metaphorical models and frame structures of the concepts "balalyq shaq" (childhood), "tuğan jer" (home country), "dostyq" (friendship) in media texts reflect the national-cultural perception of the world by children.

Justification of the novelty and significance of the obtained results.

The results and conclusions of the research make a significant contribution to theoretical issues in media linguistics and cognitive linguistics of the Kazakh language:

- for the first time in the dissertation, a study of media texts for children in the Kazakh language has been conducted within the framework of the anthropocentric paradigm, examining their linguo-cognitive aspects.

- a classification of types of media texts for children has been carried out, their distribution into genre-theme groups, and linguistic-media features have been defined.

- the cognitive role of units such as symbols, conceptual metaphors, and fixed expressions in television texts in shaping the Kazakh media space has been studied.

- national code found in proverbs in media texts helps to gain a deeper understanding of cultural and national characteristics.

- for the first time, the mental characteristics of concepts reflecting the national-cultural perception of the world by children have been revealed based on texts from domestic children's TV programs.

- cognitive models of the concepts "childhood" (БАЛАЛЫҚ ШАҚ), "native land" (ТУҒАН ЖЕР), "friendship" (ДОСТЫҚ) have been created and their conceptual fields in media texts have been defined.

Alignment of scientific research with the directions of science development or government programs. The dissertation corresponds to the directions of development of linguistic science and the state program for the implementation of language policy in the Republic of Kazakhstan for 2020-2025. It is aimed at implementing the resolution of the Government of the Republic of Kazakhstan dated October 16, 2023, No. 914 "On the approval of the concept of development of language policy in the Republic of Kazakhstan for 2023-2029."

The contribution of the doctoral student to the preparation of each publication. At all stages of the research, the doctoral student actively participated in collecting bibliographic materials, their selection, and analyzing language data from the perspective of cognitive linguistics. The contribution of the doctoral student was also evident in the preparation of publications reflecting the research results. The main results of the dissertation research were published in scientific papers that fully corresponded to the dissertation topic:

In scientific publications recommended by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, 6 articles were published.

In the materials of international scientific conferences, 5 articles were published.

Thus, each stage of the research and preparation of publications is the result of the direct contribution of the doctoral student to the overall scientific achievement.