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**POLITICAL AND MEDIA DISCOURSE
 IN THE PARADIGM OF CDA**

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Abstract. In this article we have made an attempt to use the different approaches to work carried out in the field of critical language study that are most relevant to this thesis will be outlined. The terms ‘discourse’ and how it is used both within Critical Discourse Analysis (CDA) and traditionally in wider linguistic disciplines will be discussed. The critical discourse analysis has been used to study the mass media and how CDA has been used to examine social change will be examined.

Key words. Critical discourse analyses, media discourse, paradigm, pragmatics, cross-disciplinary studies.

The term ‘discourse’ has been much used within sociolinguistics and discourse analysis, not always with a consistency of intended meaning across the different branches of the disciplines. Discourse, according to Fairclough (1989) is language as a form of social practice and this is the general meaning of the term that Fairclough uses throughout his work. This view of discourse implies that ‘language is part of society and not somehow external to it...that language is a social process...and that language is a socially conditioned process, conditioned that is by other non-linguistic parts of society’. Fairclough’s meaning of ‘discourse’ implies then, that evidence of social trends, such as oppression of minority groups, prevalent in language use is indicative of such oppression (or trends) being present within society.

The investigations have been completed in the framework of CDA and exist the main three approaches:

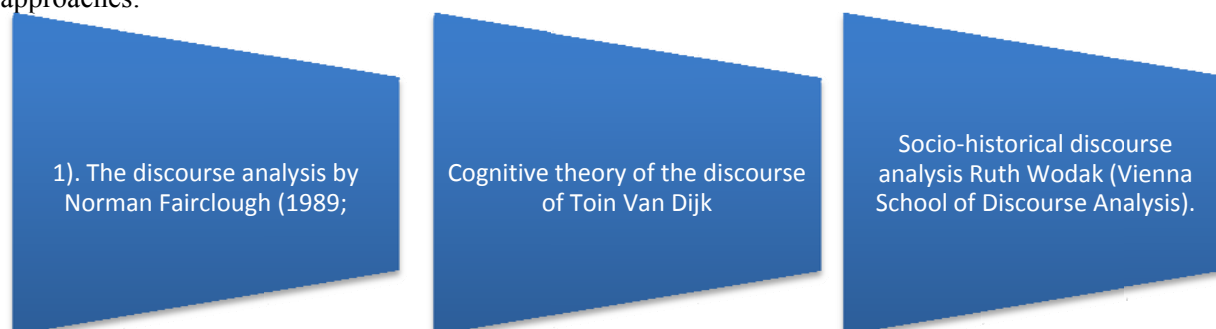


Table1- the main schools of critical discourse analysis

1). The discourse analysis by Norman Fairclough is a direction based on the poststructuralism of Michel Foucault and the social semiotics of the M. Halliday. The peculiarity of the approach lies in an in-depth study of intertextuality and interdiscursivity, as well as in focusing on differences in the perception of the same communicative event by different audiences. N. Fairclough and his followers usually refuse to use cognitive methodology; language and semiosis are considered by them primarily as social, rather than cognitive phenomena, and the main task of the study is the analysis of the social effects of a certain discourse (the discourse of globalization etc.).

2). The cognitive theory of the discourse of Toin van Dijk is oriented towards revealing, through discourse analysis, those cognitive structures in the public consciousness that consolidate the legitimization of social inequality, racial, ethnic and other prejudices and prejudices. According to the theory, between discursive and social structures there are mediating cognitive formations (models and schemes) that determine the creation and perception of texts. Models are based on the social representations stored in memory (knowledge, attitudes, individual and collective ideologies) that determine non-verbal actions of the group - for example, discriminatory practices. Cognitive analysis is applicable both to everyday knowledge, which is transmitted through the media, everyday communication, school, family, etc., and to the knowledge that is produced by different sciences.

Van Dijk (1990) has discussed, a cross disciplinary focus upon discourse studies has a tradition dating back to the founding of sociolinguistics in the 1960s. Alongside this was an increased interest in conversation analysis and politeness theory in the 1960s and 1970s. Similarly, a focus upon language in use – pragmatics – as opposed to the study of language in its abstract form, also dates from this period. As Van Dijk comments, 'somewhat hesitantly at first, linguistics and grammars dared to go beyond their self-imposed barriers of the sentence to discover a rich field of discourse constraints on grammatical rules'. Text, or discourse, was proposed as the 'proper unit of grammatical analysis'. "Discourse Analysis" could therefore be described as a cross disciplinary tool designed to examine the social and interactional element within texts at a level above the sentence. As Van Dijk (2001) points out, much of these formal paradigms, such as conversational analysis, were 'asocial' or 'uncritical'.

3). The concept of R. Vodak and the Viennese group uses a number of ideas from the Frankfurt school, especially the critical theory of Jürgen Habermas. The analysis of the discourse of anti-Semitism led R. Vodak to developing an approach that is defined as a sociohistorical or discursive-historical method and is aimed at identifying indirect negative judgments in judgments, identifying and identifying codes and allusions that contribute to creating prejudiced opinions in discourse (Vodak 1997: 15). This method attempts to "systematically integrate all available background information in the analysis and interpretation of all levels of written or verbal text." According to the theory of R. Vodak, language not only reflects social processes and social interaction, but also constitutes them. Discourse is always historical, that is, it is always synchronic and diachronically linked to communicative events occurring at the present moment or occurring before. Focusing attention on the socio-historical context of discourse in the process of explanation and interpretation is a feature that distinguishes this approach from discourse analysis by T. van Dijk and brings it closer to the ideas of intertextuality in the discourse analysis of N. Fairclough. However, R. Vodak to some extent shares the ideas of T. van Dijk, pointing to the lack of prospects for critical discourse analysis, used in isolation from cognitive methodology.

The cross-disciplinary studies within pragmatics, sociolinguistics, conversational analysis and other paradigms in discourse analysis were asocial in the sense that they were either not attempting to link the texts being analysed with the social world which created them, or, in the case of sociolinguistics, 'positing a simple deterministic relation between texts and the social' (Wodak, 2001:3). The focus of the studies was on description of the language in use, whereas a critical study goes beyond description to assess the power relations present in the text, place a text in its historical context, and uncover how dominance structures are legitimated by ideologies of powerful groups (Wodak, 2001).

The first of the key findings is related to the analytical framework – that newspapers construct positive or negative identity positions for the subjects of their editorials that are the direct result of the political ideology held by the specific newspaper. In so doing, the newspapers are constructing identity positions for themselves along party-political, rather than purely ideological, lines.

The second, related, key finding, is that the identity positions are constructed for politicians and newspapers (and therefore the ideological stances of the newspapers) primarily through the use of rhetorical questions, epistemic and deontic modal auxiliaries, choice of manifest intertextuality (direct quotation) and categorical assertions.

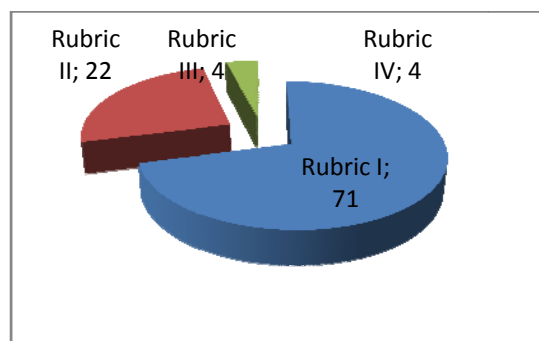
The analysis of discourse has an outlet in hermeneutics and the pragmatics of communication, another branch of this tradition leads to structural linguistics. In structuralism and post-structuralism, various techniques for analyzing discourse are used. Proceeding from this point of view, political discourse (PD) is viewed, on the one hand, as social action and interaction, in which people communicate in a real social situation, on the other hand, as a certain construction of reality, as knowledge clothed in a peculiar form.

This approach echoes the position of N.Fairclough, set forth in his study of discourses, traditional for the mass media.

The analysis of Political Discourse, integrated into the study of ideology and involving the consideration of the use of language as an instrument for exercising power and control, has access to such areas as "language and thinking," "language and culture," and, more broadly, "language and society."

In the media discourse, information is converted into meaning (the construction of knowledge), the transfer of knowledge from one level (for example, institutional) to another (for example, everyday), the fusion of information of various types (for example, political and entertainment, event and advertising) or creating special knowledge, which relates only to media reality. Let us note the relative nature of this kind of knowledge: its "truth" or "significance" is determined by the linguo-social, sociocultural and - more broadly - historical and civilizational contexts that are also necessary for describing the media discourse. Indeed, there are different names for the media discourse: massmedial discourse [6, p. 38-47], the discourse of the mass media [Kochkin, Sheigal, p.24], mass-information discourse [5, p.5-20]. These definitions are often used as synonymous. The mass medial discourse is of an indirect nature, that is, there is a distance between the addressee and the addressee - spatial and / or temporary "[2, p.14]. Today, the activities of the media are considered not only as information, but also as cognitive-discursive; as a means of explaining and popularizing, transmitting specially treated, prepared and presented information to a special - a mass - addressee with the purpose of influencing it.

In modern Kazakhstan Media discourse, as well as in the last century, relative to all of its manifestations the most in the following cognitive model is obvious - anthropocentrism of interpretation, which in many respects ensure fast acceptance, solutions, memories and reconstruction, evaluation. The medial space of Kazakhstan in recent years, especially official media, demonstrates the obvious. This is best described as the consequence of manipulating public opinion. I have analyzed editorial block of articles of the magazine «Expert of Kazakhstan» (January 2016- January 2017). This magazine is considered as one of the important magazines in the press of Kazakhstan. It includes the following parts: Politics and economics, Business and Finance, Science and technology, People and events. This magazine includes the following rubrics and in the diagram we can see the results of analyses of editorial block articles.



Editorial block articles

1. Rubric- Politics and finance- 71%
2. Rubric- Kazakhstani business- 22%
3. Rubric- Culture- 4%
4. International business- 4%

As the results of analyses the most of the articles are devoted to economics than politics and culture, journalists are aware more of economic events than political and international issues.

In conclusion, I would like to say media professionals in general are able to write or speak in authoritative ways about the world, making claims to know what other people feel or what is really happening which few others in society could get away with. Ideology of solidarity, present in the Kazakh media discourse. The medial space of Kazakhstan reflects the real speech and social situation of our time. Within the editorials the constructed identities of politicians therefore serve to assist in the construction of shared group identities. These constructed groups in each newspaper comprise of ideal readers, the

newspaper itself, and the positively appraised subjects of the editorials. Negatively appraised politicians function as part of an outgroup against which newspaper ingroups are formed (in accordance with group identity theory, see Tajfel and Turner, 1979).

This thesis, then, has positively contributed to the fields of sociolinguistics and critical discourse analysis both by utilising a unique, modified version of CDA, and by offering new insights into the discursive practices and the discursive expression of stance in newspaper editorials.

Therefore, modern society needs to raise the level of competence and form a scientific way of thinking, as these qualities will increase the critical approach to the perception of information and reduce the psychological manipulative impact. We can say that the modeling of the mechanisms of linguistic understanding is possible on the basis of the theoretical principles of cognitive linguistics. Cognitive space and information systems are equally aimed at storing and restoring information. Cognitive space defines how human experience is expressed in the relationship between concepts that are formed, developed and modified in the process of cognition. The medial space reflects the real speech and social situation of our time.

Б. Ә. Сопиева

Абылайхан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті, Алматы, Қазақстан

CDA ПАРАДИГМАСЫНДАҒЫ САЯСИ ЖӘНЕ МЕДИА ДИСКУРС

Зерттеу ҚР Білім және ғылым министрлігінің қолдауымен № АРО 513 30 19 «Қазіргі Қазақстанның мәдени кодексі (әдеби және медиа дискурс)» гранты бойынша жүзеге асырылды

Аннотация. Осы мақалада біз сыни лингвистикалық зерттеу саласында жүргізілетін жұмыстарға әртүрлі тәсілдерді қолдануға тырысамыз. Терминдер «дискурс» және оның Critical Discourse Analysis (CDA) ішінде де, дәстүрлі түрде лингвистикалық пәндерде де қалай пайдаланылатынын талқылайды. Сыни дискурстық талдау бұқаралық ақпарат құралдарын зерттеу үшін және әлеуметтік өзгерістерді зерттеу үшін CDA қалай пайдаланылғаны қарастырылады.

Түйін сөздер. Сыни дискурстық талдау, медиа дискурс, парадигма, прагматика, пәнаралық зерттеулер.

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ПОЛИТИЧЕСКИЙ И МЕДИА-ДИСКУРС В ПАРАДИГМЕ CDA

Исследование проводилось по гранту № АРО 513 30 19 «Культурный код современного Казахстана (литературно-медийный дискурс)» при поддержке Министерства образования и науки РК.

Аннотация. В этой статье мы попытались использовать различные подходы к работе, выполненные в области критического изучения языка, которые наиболее актуальны на сегодняшний день. Обсуждаются термины «дискурс» и их использование как в рамках Critical Discourse Analysis (CDA), так и традиционно в более широких лингвистических дисциплинах. Критический дискурсивный анализ был использован для изучения средств массовой информации, а также CDA используется для изучения социальных изменений в обществе.

Ключевые слова. Критический анализ дискурса, дискурс СМИ, парадигма, прагматика, междисциплинарные исследования.

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