gradually loses the force of its impact on the healer, and he himself begins to resemble a conveyor belt full of indifference to what is happening.

Medical slang is a dynamic and diverse form of communication. Slang can be an effective assistant in the lives of doctors, promoting more productive communication between professionals, but doctors and health workers should be able to clearly maintain a balance and not allow themselves to speak disparagingly about the patient or offend him with their comments containing slang. If this balance is taken into account, then slang can continue to serve as an indispensable assistant in the life of a doctor.

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Yessenova K.

Some ways of accentuation (emphasis) in Media discourse

*Abai Kazakh national pedagogical university
(Kazakhstan, Almaty)*

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Abstract

The article deals with some ways of accentuation in media discourse. It discusses several definitions given to the term “accent” and offers examples from Auezov’s works. It also analyzes the ways how accent can be expressed in the journalistic texts. In M.Auezov's journalism, the emphasis on the writer's point of view is contradictory in the same sentence, either in the form of separate words and grammatical figures that come between sentences. Transitions, linking words, coordinators and sentence structure will help to gain reader’s attention and the writer may make accentuation using each of them. Studying the theoretical issues of accent can help to determine the function and nature of the language fully and accurately. According to scientists, research in this field will influence the development of textual linguistics and communicative functional theory.

Key words: accent, emphasize, attention, internal language structure, communicative-functional system, speech act, linking words, sentence structure.

Аннотация

В статье рассматриваются некоторые способы акцентирования в медийном дискурсе. В нем обсуждаются определения термина «акцент» и приводятся примеры из работ М. Ауэзова. Также анализируются способы выражения акцента в журналистских текстах. В журналистике М. Ауэзова акцент на точку зрения писателя противоречив в одном и том же предложении, либо в форме отдельных слов и грамматических фигур, которые находятся между предложениями. Переходы, связывание слов, координаторы и структура предложений помогут привлечь внимание читателя, и писатель может сделать акцент на каждом из них. Изучение теоретических вопросов акцента может помочь полностью и точно определить функцию и природу языка. По мнению ученых, исследования в этой области будут влиять на развитие текстовой лингвистики и теории коммуникативного функционала.

Ключевые слова: акцент, ударение, внимание, внутренняя языковая структура, коммуникативно-функциональная система, речевой акт, связующие слова, структура предложения.

Language function is under the influence of two different systems. One of them is the internal language structure and the other is a communicative-functional system based on extralinguistic factors. This system is often mentioned in general linguistics lately. It was Amirov.R, who used it as a term [1, 87]. Communicative-functional system is expressed in a speech act, that is, in the use of language (in speech). In other words, language units gain a new quality during a speech act. Its feature is also related with speaker's subjective attitude, which appears in certain statements with the actual message.

In spite of the fact that the quality nature of the speech act depends on a variety of factors, M.K. Kozhina classifies them into specific categories and tries to consider them in one system. The scientist names such categories as the functional-semantic stylistic ones.

Indeed, the structural system of language units does not convey just one function, and does not have just one form, but, it has acquired verbal subtleties depending on the speaker's various intrinsic intentions and characters, as well. There are many tasks, which are put forward stylistics, such as to define the quality, the forms, and systematize them. According to R. Syzdykova: "linguistic elements (whether they are neutral or typical of one style) are motivated by the style of a particular target style, and their laws are not studied on the theoretical basis. Of course, the point here is not about the search of single facts, but it must be about application of language phenomena." [2, 169].

We have already stated that one of the main goals of journalism is an **emphasis**. This goal implies the writer to choose language units, grammatical units, and to identify their necessary forms.

In each statement the writer's (speaker's) subjective attitude is shown. Subjective-modal significance is diverse. One of them is the **accentuation**.

We can consider the accent as a separate category in different semantic tones through different language units. Language units are not united by common character in their grammatical meanings, but by targeted use.

The goal is to form a context style, in other words, it is always necessary to take into account the eccentric factors when determining the **accent** of language units.

As style types are defined by social factors, **accent** is defined by extralinguistic causes. The accent is typical to journalism. The reason is that, if the writer aims to convince the student to believe that his point of view is correct, then this target has nothing to do with the structure of the language system.

Studying the theoretical issues of **accent** can help to determine the function and nature of the language fully and accurately. According to scientists, research in this field will influence the development of textual linguistics and communicative functional theory. Scientists are given a lot of questions on text linguistics, as it is a new direction in linguistics. Many of them have not yet found a solution. For example, we can not definitely say that there are some consistent patterns to identify the types of texts, as a text-stories, text-essays, text-reportings. It is also early to conclude that the interrelationship between the style, semantic, structural and lexical aspects of the text has also been fully understood. While studying semantic, structural, functional, pragmatic peculiarities of the text, it will help to realize the textual mechanism and theoretical conclusions about the text.

Theoretical formulation of the **accent** category is also necessary to teach Kazakh language as a second language. Kazakh language learners can express their point of views, if they learn the accent.

In this regard, there are E.S Skkoblikova's, G.M. Nikolaeva's, and I.I. Sushinsky's works connected with this matter.

Accent has not been a subject of special research in the Kazakh linguistics, so it is not clear whether it relates to established institutions or concepts in stylistics. We are talking about issues like emotion, expressiveness and relapse, because these notions as emphasis, attention are also mentioned.

The reason, why we pay attention to it, firstly, because the main feature of journalism is the fact that, as the writer is inclined to influence his reader, and secondly, to continue our initial point taking into account the author's attitude. In our opinion, such direction is likely to help to define syntactical and grammatical structures peculiar to basic characteristics of the publicistic text.

In determining the mainstream approach to the **accent**, we were guided by the sentence, content, semantics of the text. We called the main part of it the "a listener", "a person, who pays attention".

In M.Auezov's journalism, the emphasis on the writer's point of view is contradictory in the same sentence, either in the form of separate words and grammatical figures that come between two sentences. First, take a separate sentence.

In spite of the fact, that the mine №31 was in a debt having a variety of reasons, they fulfilled their norm with dignity and encouragement. (Mukhtar Auezov., selected work. V8., p80).

In the first and third sentences, expressions **in spite of the fact** attracts reader's attention to the phenomenon that is contrary to what is happening, but the expression **among** aims to clarify it separately.

Thick clouds of smoke from chimney do not make people surprise. But, five-storeyed stone houses, are not even new towns today (Mukhtar Auezov., selected work. V8., p68).

Words with negative meaning give the students an opportunity to realize the writer's intention rather than the words, which have grammatical meaning. Separation, personalization and exclusion of other phenomena ensures that the main object is distinctive.

A cube track and an electric locomotive were ready, it is likely to be pressed, having railway carriages (Mukhtar Auezov., selected work. V8., p77)

*The demands of **this** strike are different. (Mukhtar Auezov., selected work. V8., p109)*

At the same time, there is an aim in the use of pronouns **it** and **this**. The author compares the concept with his own object, which he observes, and he points to its individuality.

In the given examples, the author do not show the phenomena openly, while putting accent and attention, instead he contrasts the second phenomena. Contrast possess semantics of separated words and the content of the whole sentence.

In the following sentences M.Auezov pays attention to the main aim, contrasting the contents of two sentences.

He is not just a skilful man. Important and cultural bolshevik (Mukhtar Auezov., selected work. V8., p46).

Not only Zhalgyz, the Mitrophanovs. There are five sites that have been extensively mobilized since the war began in the shaft of the mine (Mukhtar Auezov., selected work. V8., p55).

In these examples, the writer's message is to stimulate students' interest and make readers find out answers to the questions, understand the main aim.

In general, while making analysis M.Auezov's journalism, we have noticed that the writer negates a thing (phenomenon, substance), diminishing it, but in the background he shows peculiarities and individuality, and it is the writer's style-based usage.

The following group of sentences are based on the principle of contradiction, attracting a reader's attention by using words, which have antonymic features in their lexical meaning. They can be classified as phrasal antonyms.

According to Zh.Musin: «...there can be phrasal antonyms among word combinations...there are definitely core words in combinations, which are peculiar to phrasal antonyms» [3, 84].

Courage used to be recognized by force earlier, but now courage is recognized by heart (Mukhtar Auezov., selected work. V8., p83).

Today, yesterday's neighboring shepherds under Zhanai, are having fun in desolate rolling hill (Mukhtar Auezov., selected work. V8.,p83).

These are high-spirited young men, who were brought up by the Red Army, and now there are still many men, who have shown their ability in many various spheres (Mukhtar Auezov., selected work. V8.,p85).

M.Auezov does not contradict phenomenon, or object, he tries to pay readers' attention and accent to the concept, to the changes, which are described by the words of movements (time, phenomenon, abstraction, concept). The writer emphasizes the qualitative difference in terms of the time. Due to the accents in M.Auezov's journalism the following ones can be used.

Beginning from Babur till the fall of Bahadurshah, the Crown of India was in the hands of the royal descendants for 332 years (Mukhtar Auezov., selected work. V8.,p344).

Some of the kings who ruled the most part of India during 330 years called themselves as great Mogul race in the world history (Mukhtar Auezov., selected work. V8.,p344).

Isolated words can be belonged to grammar categories that recognize the phenomenon of accent, their grammatical nature are related to speech and participation. They perform various tasks related to the different moods of the person. According to R. Amirov, "Parenthesis are used to introduce a person, who is being described highlighting peculiarities to the listener" [4, 97].

Linguistic units, which aims to emphasize are often used in M.Auezov's journalism.

- ***Especially**, those countries will be decorated, which got Independence, thanks to the Great October and have had hard and dark times (Mukhtar Auezov., selected work. V8.,p15).*

- ***Especially**, machine guns are dangerous in protection (Mukhtar Auezov., selected work. V8.,p109). During the hard times in the War, Amankeldi was the heroic pride and dignity for the whole representatives Kazakh people, being **especially** respected (Mukhtar Auezov., selected work. V8.,p100).*

This is necessary, **especially** for inaccessible area as Ayagoz with bad transport and well-behaved people (Mukhtar Auezov., selected work. V8.,p142).

The usage of parenthesis, as **especially** in different positions in sentences is defined by general context of the sentence, by proposition and characteristic of modal value. When it comes at the beginning of the sentence, it has the function of personalization, isolation, but, in the middle position of the sentence, it is used to intensify and accelerate.

To keep the line of thought, M.Auezov pays the reader's attention to the main idea in the above-mentioned examples, which illustrates the reasoning and explanatory relationship between sentences. You can see it, reading the next passage:

Language difference, the age difference, and gender difference have never made difference, when it concerned heroism. That's why, a man is always respected and honorable among kin, friendly, huge community...In this case the Kazakh people is one of the most nations, who really appreciate heroism and dignity (Mukhtar Auezov., selected work. V8.,p75).

In M.Auezov's publicity, the word, **here** is often mentioned to attract reader's attention. **Here**, this character, this secret is Amankeldy's specific characteristic (Mukhtar Auezov., selected work. V8.,p101).

Here, Akzhol has worked for 30 years in the mine (Mukhtar Auezov., selected work. V8.,p45).

The word, **here** is used to refer to different speech situations. In the first one, M.Auezov as a journalist uses this word to refer to his observation, what he sees, and, in the second one, it is used to conclude, to formulate.

In M.Auezov's publicity, the next word as an accent tool is the word **the next** Much of the accent on the content of M.Auezov's journalism is related to the word.

The next is a low, unpleasant, quiet movement. The hill, the loose rectum will find now a good rhythm (Mukhtar Auezov., selected work. V8.,p77).

It is clear that the lexical meaning of the word is the continuation of a single movement that begins with itself. But what kind of continuation? With this word, the writer delivers the normalized process as an observer. Let's see the passage from the text to make it clear.

*This trough has **peculiar characteristics**. There are some exceptions to this rectangle. Inside the narrow lava, there are **knocks, rattles and much noise**. In the background one can hear "take shovels, add coal, be quicker". There are electric locomotives and wagons are waiting outside. He will find his rhythm as if he were in a trance, as if he were protesting the barrier* (Mukhtar Auezov., selected work. V8.,p77).

In M.Auezov's journalism, there are uses of the newspaper language - a combination of words and phrases. Depending on the different styles of journalism (articles, essays), structures familiar to readers help them find necessary information quickly.

Due to the increase of readers' attention, it is not just a matter of narrative, but it draws attention. It is not impossible not to have special uses in the works of the masters, such as M.Auezov.

New thoughts, excitements, new emotions - are unique. It is impossible to fit them into the established norms. M.Auezov's main feature the feeling of fullness and coolness, deep thought, complement to each other. It really gives M.Auezov's works a full description. M.Auezov is a publicist, who reaches his students by teaching, attracting their attention and making them think .

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