

Annotation
on the dissertation thesis completed by Bakhtiyarova Raigul Muratovna
for the degree of Doctor of Philosophy (PhD) in the specialty
“6D021300 – Linguistics” on the topic
“The concept of “business woman” in modern media discourse”

Research topic: The concept of “business woman” in modern media discourse.

The aim of the research is to determine the content, structure and means of linguistic representation of the concept of “business woman” in modern media discourse based on media materials in Kazakh and French.

Research objectives:

- to identify the features of modern media discourse, the role, activities in the formation of the image of a “business woman” in the language images of the Kazakhs and the French;
- definition of the model of the concept “business woman” as a frame structure, description of the content side of the slots and subslots of this structure;
- analysis of the semantic structure of the concept “business woman” in the media discourses of Kazakh and French languages; description of ethnic characteristics through the system of cognitive stereotypes that determine national views on the “business woman”;
- to identify and analyze the main language approaches that represent the concept of “business woman” in the media discourse.

Research methods: the work used the methods of mass selection when collecting data material, the method of conceptual analysis when considering the contents of the concept; descriptive-analytical method, consisting of interpretation, analysis and classification of the results obtained, observation of linguistic phenomena; methods of frame modeling of the concept, as well as methods of sociolinguistic research (questionnaires, observation, etc.).

The main findings of the dissertation to be defended:

1. The concept of “Business woman” - the formation of the image of a business woman in the field of business communication, as well as the female role and stereotypes in this process, is a complex mental structure consisting of various cognitive-specific elements based on certain views and opinions in the mass consciousness.

2. The cognitive model of the concept “Business woman” is organized as a stepped dependent frame, consisting of several slots (“service environment / profession”, “moral and psychological characteristics and business abilities”, “personal life and appearance”, “social environment and the material world”), each of which is typical for business women in its own way and is a structure classified into microslots that define various features of the concept.

3. The reasons why gender stereotypes and values occupy a different place in the Kazakh mental lexicon are as follows: a) identifying distinctive features in the field of entrepreneurship for women in society compared to men; b) the backlog of women in our society in terms of numbers in the sphere of business, in the sphere of government and in other management bodies; c) the historically established degree of gender inequality based on mentality.

4. Linguistic means within the framework of the actualization of the concepts of “woman” and “man” in the process of cognitive processing “business woman” in the Kazakh and French media discourse: abilities inherent in a business woman, habitual ideas and ideas about reality, a combination of the image of a business woman in accordance with cultural -historical traditions, the process of forming the image of a business woman in the media discourse is a value characterized by a significant structure.

The scientific novelty is defined by the following:

- for the first time in domestic (Kazakh) and foreign linguistics (French), the concept of a business woman as the most important part of the image of the concept has been comprehensively studied;

- approaches of the concept “business woman” in the language picture of the world are analyzed on the basis of materials of media subjects;

- main cognitive stereotypes structuring this concept in the language cognitions of the two countries are characterized, which determine the main typical approaches to business women in the Kazakh and French linguistic cultures;

- structural and content units of the concept “business woman” are defined.

Justification of the novelty and significance of the results obtained:

The validity of the first scientific result is confirmed by the study of theoretical sources, a review of scientific literature and our observations, determining the role of the media in shaping the image of a "business woman" in society.

The validity of the second scientific result lies in the analysis of newspapers and magazines “Zhas Alash”, “Egemen Kazakhstan”, “Women of Kazakhstan”, “Le Monde”, “Madame Figaro”, “Marie Claire”, identifying common and distinctive features of the implementation of the concept “business woman” in the

Kazakh and French-language press.

The validity of the fourth scientific result was determined by the peculiarities of the formation in the linguistic consciousness of the image of a “business woman” in modern society, the results of a survey in which 300 respondents took part.

The validity of the third scientific result lies in the fact that in the Kazakh language consciousness a business woman is, first of all, a dear mother, pious wife, a person who accompanies family and business. It has been established that the basic representatives of the concept “business woman” consist of the words and phrases “business woman”, “woman entrepreneur” and “woman in business”.

Compliance with the directions of development of science and state programs:

The main idea of the research finds its application in theoretical and practical courses in media linguistics, sociolinguistics, linguoculturology, intercultural communication, lexicology of the Kazakh and French languages. The main practical conclusions, results and language material of the dissertation (texts that form the basis of the media discourse, materials that characterize the components of the concept) can be used in the training of specialists in the educational process. The requirements aimed at solving the problems specified in the state obligatory standard of education at all levels of education and other state regulatory and legal documents approved by the Minister of Education and Science of the Republic of Kazakhstan, in connection with the development of the education system, improving the quality of training of competitive specialists, comply with the Law of the Republic of Kazakhstan “On education”. The dissertation work was carried out within the framework of the joint program of the Ministry of Education and Science of the Republic of Kazakhstan and the Ministry of Foreign Affairs and Europe of the French Republic “Abai-Verne”.

Contribution of a doctoral student to the preparation of each publication (the share of the author of the dissertation is indicated, measured as a percentage of the total volume of the publication):

The content of the dissertation is reflected in 8 scientific papers.

- Publications included in the international Scopus database:

1. The concept of “Businesswoman” in French linguaculture and media discourse [Le concept de “femme d'affaires” dans la linguaculture et le discours médiatique français] // XLinguae. 2021 Vol. 14, Iss. 4. - P. 94-112. DOI:10.18355/XL.2021.14.04.07. Publisher: Slovenska Vzdelavacia a Obstaravacia S.r.o. Q1, in 2020 (language and linguistics 90%, linguistics and language 89%) http://www.xlinguae.eu/files/XLinguae4_2021_7.pdf (co-authors: Yessenova K.

U., Zheltukhina M. R., Privalova I. V., Ponomarenko E. B., the share of doctoral students is 80%).

- Articles published in publications recommended by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan:

2. Бұқаралық ақпарат құралдарындағы медиалингвистиканың рөлі // Bulletin of Al-Farabi Kazakh National University. Series "Philology". - Almaty, 2018. - № 4 (172). - S. 49-54 (share of doctoral student is 100%);

3. Медиа-мәтін және медиадискурс ұғымдарының арақатынасы жайында // science and life of Kazakhstan. International scientific journal. - Almaty, 2020. - No. 4/2. pp. 264-268 (co-author: Yessenova K. U., the share of doctoral student is 90%);

4. Relationship between the concepts “Business woman” and “Successful woman” // Bulletin of the Karaganda university philosophy series. Karaganda, 2021. № 3 (103) pp .48-54 (co-author: Yessenova K. U., the share of doctoral student - 90%).

- Articles in collections of materials of international conferences, including foreign ones:

5. Медиадискурстағы «іскер әйел» концептінің тілдік репрезентациясы мен прецеденттік феномендердің жұмсалым ерекшеліктері // “Young Researcher: Challenges and Prospects”. Collection of articles based on the materials of the clix of the international scientific and practical conference. - M.: Internauka, 2020. - № 12 (159). - pp. 135-143 (co-author: Yessenova K. U., share of doctoral student 90%);

6. L'image de la femme dans les proverbes kazakhs // Regards croisés France-Asie centrale : l'enseignement des langues étrangères à l'université, Cahier de MIMMOC de l'université de Poitiers. France, 2021. № 25. <https://doi.org/10.4000/mimmoc.9123> (100% doctoral student share).

- publications in collections of scientific articles:

7. Медиадискурс түрлері жіктелімінің белгілері // 10th Eurasian Conferences on Language and Social Sciences. - Almaty, 2020. - pp.306-313. E-ISBN 978-625-409-847-5 (co-author: Yessenova K. U., doctoral student share - 90%).

- teaching aids:

8. Медиадискурстың әлеуметтік лингвистикалық тұрғыдан зерттелуі // Almaty, 2021. P. 54 (doctoral student share - 100%).

In addition, the following presentations were made:

- Within the framework of the seminar “Langue et Civilisation. Connaître un

pays à travers sa constitution et ses lois” (“Language and civilization. Get to know the country through the Constitution and laws”) a report organized by the University of Poitiers on the topic: “L’égalité des droits du travail et les opportunités offertes aux femmes au Kazakhstan” (“Equal labor rights and opportunities for women in Kazakhstan”) 11.07.2019;

- Report on the topic: “«Іскер әйел» және «табысты әйел» ұғымдарының ара-қатынасы» at the international research Turkological symposium organized by the University of Van Yüzüncü Yıl (Turkey)" 25.11.2020.