

written down, they could only be conveyed orally and that required the listeners to be extremely attentive to the details of the fairytales. The epic poems were easier to memorize because of the rhythm and the rhyme that they utilized. Various studies show that memorizing prose is more complicated than memorizing the poem. An epic poem or a song created a specific commemorative effect for the listener, which helped him or her memorize every line and transmitted to the next generation with higher accuracy. In the case of fairytales, the situation was more complicated because they needed to remember not only the words themselves, but also the plot, the character, the morality, and the motives. The motives in this case resembled the bus stops which the listeners kept in mind and predicted the plot by them.

Perhaps, a fairy-tale is the only example of folkloric units which can be so rich in variables. While proverbs, sayings and even epic poems stick to a single variant, the tales can be told anywhere with minor distortion because of the widespread and even international character of most of the motives.

This shows us that a fairytale retold by a number of listeners could gain or lose some kind of details, which the listeners perhaps found unnecessary for the plot, or they wanted to add something to make the tale easier to keep in mind. As Propp notes in “The historical roots of a magical fairytale”, sometimes the motives and the traditions narrated in the tales could seem illogical for the listeners and narrators themselves. So, they might have wanted to bring some kind of logical basics for those motives, for instance, the motive of bringing children to the forest was at first a tradition of making those children turn into adults. However, the true sense of the motive was lost, and new, less archaic, less illogical senses were invented for the motives.

The study of motives was and is a challenge for folklorists regardless of the field they are working in, be it stylistic folkloristics or prosodic folkloristics. It is difficult to define whether the intonational patterns surrounding the motive are related to the crucial role of it or to the importance of the correspondent word in the utterance. Further research is necessary in this field, taking into consideration the fact that motives appear to be the most important part of the tale: its “skeleton” which then creates the “flesh” of sayings, stereotypes, and plotlines.

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### **COMMUNICATIVE FUNCTIONS OF AGGRESSIVE NOMINATIONS IN THE INTERNET DISCOURSE**

**Koshmakhan Assel Myrzakhankyzy**

Communication is an integral part of society, which can serve as a delivery process to many communicators. Obviously, the main tool of communication is language: verbal, non-verbal, signs. Nowadays, the most available place for communication is the Internet, where many users spend their time every day. Internet is a big worldwide system, in which we find flow of information that we need. Users who interact with the help of the Internet share their thoughts, experiences, life hacks, their daily routine, also they can promote their business through the Internet.

There is a question: what is the reason of the sharp development of the Internet?

First reason is- easy accessibility and availability. Because you don't have to go somewhere, waste time to talk to your friend or relatives, by one click you send messages to whoever you want.

Second reason is- no limitation, no rules (age, gender, or social status). Any people can easily create account and send millions of messages to whoever they want. They are free to introduce what their opinions and ideas.

The Internet entered the Kazakhstan space at the end of the 20<sup>th</sup> century and the domain "kz" was given to the usage at the same time [1]. As soon as everyone understand that with the help of the Internet there are many open doors in the future, Kazakhstanian authority started to give a lot of strength to the improvement of the digital mediated world. To stay enough competitive with other developing countries, many outstanding supporters, initiated work with the literacy of Kazakhstanian citizens with the information technologies.

Nowadays, every second person knows how to use Internet, and this is reflected in our way of living life, starting with our daily life, and ending with our private space, because virtual reality has a strength to build or destroy anything. In other words it is not only technological invention, but also social phenomenon.

According to Y.N. Karaulov and V.P. Neroznak the discursive space of the Internet cannot be analyzed without human and language studies in which integration of anthropocentrism and humanitarian studies go together [2, p. 112-116].

Academician G. Essim said that the factor that determines the content of our society in which we live is information. In other way, we call it the information society. The whole world will fit into your home. The Internet, the e-mail system, and mature communications are becoming a whole world. As before, not every country can keep its "secret". The event will be published tomorrow on the pages of publications in the languages of the world. All this makes qualitative changes in the way of thinking, feelings, character, and life of Kazakhstanian" [3]. This statement gives even more prominence to the term "the Internet".

A. Abishev concerns about the way which teenagers use the Internet. They tend to write and read sentences and words incorrectly, as on social platform they shorten words, sends emoji instead of an ordinary word. He argues that young people don't search for anything, they just sit and scroll up and down on their devices [4, p. 17].

Considering the Internet as a source for scientific community is still disputable. One thing is obvious that complex and sought-after communicative form of the communication system finds its own place as every science must deal with its communicative field. On one hand the Internet is dynamically developing issue, on the other hand the theme of Internet and the Internet discourse is least studied issue [5, p. 4].

Kazakhstan people use many social platforms such as: Twitter, VK, Facebook, Instagram, web-sources like: Google, You Tube, Amazon, National geographic. Here, we see that we lack Kazakh-

speaking websites. Most of the Kazakh academicians believe that Kazakh people don't know how to use the Internet beneficially. Because, by the Internet, we can develop and show our language and culture in a high level. But ignorance may cause many problems like misunderstanding, violence, aggression, invasion to the addressee`s private life, even lead to minor or huge criminals.

If we take major and trending issue of the Internet communication, everyone can easily define it. It is aggressive nominations which play a crucial role in the modern Internet discourse.

First, bearing the importance of this direction, last few years aggression became the object of careful attention of many domestic and foreign linguists. This is explained with the speech activity. Since aggression is such a crucial phenomenon for modern society both physically and verbally, individual forms of aggressive behavior of a person can be found in communicative behavior and speech activity. Also, if verbal aggression is not physical, but even the "low level" of aggression, when it accumulates, can turn into a "high" level [6, p. 186].

The "Stylistic Dictionary" provides the following definition of speech aggression: using language tools to express hostility, insulting someone's honor, dignity. Speech aggression is manifested in the areas of speech [7, p. 340]. On social platforms we notice both verbal and non-verbal aggression in speeches or comments when we read some articles.

According to A. K. Tausogarova and R.D. Karymsakova speech aggression can be expressed in the form of a special intention:

- the desire of the addressee causing damage to the second addressee in a communicative way (humiliation, insult, ridicule)

- thoughts to realize their interests (self-expression, self-defense) in any "forbidden" ways" [8, p. 152].

According to Gulim Chukunaeva the initiation of verbal aggression in the science of language has different social factors:

- unsteadiness of sociological issues like: increasing number of crime, appearance of deviant characters, positive acceptance of verbal aggression by minor groups in the society.

- the decline of values in the public consciousness. In modern society, violence is becoming the norm thing to do.

- there is a lot of propaganda of offensive factors in the media [9].

In online communication and in mass media verbal aggression is manifested in different ways [10]:

- active direct aggression (demanding immediate submission, threatening with unpleasant consequences, verbal insulting or humiliation of a particular person)

- active indirect aggression (spreading fake information, gossiping)

- passive direct aggression (ignoring the opinion or to stop arguing with the opponent)

- passive indirect aggression (rejection to give exact explanation or clarification).

So, in communication, aggressive nominations play a role as a delivery or compensative part of the users. Because they get a compensation to their needs. Aggressors tend to get more attention in the Internet rather than in real life. For help, they get aggressive nominations and solve their problems through online platforms using invective lexicon.

For example [11]: <Jana Kazakh>- *Мына берілген ашқан, жүргізген адамдарға АЛЛАНЫН лағынеті жаусын.* Here, relying on Big psychological dictionary, we define this aggression as direct aggression, as aggressor directly showing and ticking at the victim. From linguistic point of view, there is mixture of Kazakh and Russian languages, which is concerning issue for modern linguistics.

Another example on the same site [11]: <Eljas Kuatyli>- **Ж\*\*\*П ЕКЕНІҚ КӨРІНГЕН ЖАС БАЛАМЕН КЕТЕ БЕР ҰЯТСЫЗ САҒАН АЙТАРЫМЫЗ ЖОҚ!** The user used big font and invective lexicon while he was exasperated. Big type exaggerate situations as aggressor shows his

emotion. Also, exclamation mark at the end of the sentence make sentence even more aggressive, as exclamatory mark is used for surprising or shocking also for disappointing message. We refer this comment to direct aggression.

Moreover, interactions on the Internet developed the lexical system of communication. Communicative function of the verbal aggression can be seen in the lexical system as, semantic meaning of the words delivers the intention of the aggressor. So, there are three communicative-pragmatic types of speech aggression.

Scheme 1. Communicative-pragmatic types of aggression by T.A.Voroncova [12]:

Types	Definition
invasion to the addressee`s speech	Speech aggression as an invasion to the addressee's speech space, takes place in interpersonal communication. The subject of aggression in this case is the sender, the object is the addressee, because the object of speech aggression is a participant in communication. The sender`s goal is to impose his own communicative scenario.
invasion to the addressee`s axiological space	Speech aggression as an invasion to the addressee's axiological space, can be represented in any type of communication. The essence of such an invasion is the aggressive imposition of a negative attitude towards the addressee, the referent of the utterance. In this type of aggression, affective and pragmatic vectors are directed at different objects. The object of speech aggression can be specific individual, or a group of individuals united by some attribute.
invasion to the cognitive space	Speech aggression as an invasion to the cognitive space consists in the fact that the addressee seeks to effect negatively to a certain concept and, as a result, change its place in the addressee's worldview. In this case, the objects of speech aggression cannot objectively participate in the communication process since they represent a kind of backsliding with a "blurred" meaning and exist in the mass consciousness at the level of concepts.

So, let`s take other text which consists of aggression, to define other communicative and pragmatic functions of the aggressive nominations. The given examples are taken from websites “ZonaKz” and “9news.com”.

Aggressive texts	Communicative-pragmatic descriptions of
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	verbal aggression
<p>Петр СВОИК – «Реформы в Казахстане: идя сквозь ад, главное – не останавливаться» — Потрясшие Казахстан январские <i>события</i> стали эдакой <i>событийной</i> воронкой, которая теперь, расширяясь и углубляясь, втягивает в себя по все более широкому кругу политику и экономику и вообще все значимые процессы в стране. Противостоят этому уже не получится, поэтому задача, отдаваясь непреодолимой втягивающей силе, не дать затащить себя на дно, не захлебнуться в мутной воде и мусоре поднятого общественного гвалта, а, используя инерцию ускоряющегося водоворота <i>событий</i>, выгрести на чистую воду [13].</p>	<p>Firstly we define aggressive nominations: “<i>Реформы в Казахстане: идя сквозь ад, главное – не останавливаться</i>” Even this headline shows aggression comparing reforms in Kazakhstan to the hell. It is an open aggression, that can influence or change everyone’s opinion. The main communicative function of the verbal aggression served as a call other to follow him. The repetition of the words “события” meaning occasions in English also serves as a exaggeration or high level of aggression. The phrase- “не захлебнуться в мутной воде и мусоре поднятого общественного гвалта” has metaphorical meaning. For example, “мутная вода” meaning muddy water, gives huge sense that there are unknown things that we can get lost in it.</p>
<p>"Such people who by their very nature, are mentally located there, and not here, are not with our people, not with Russia," Mr Putin said, mocking them as the type that "cannot live without oysters and gender freedom." "But any people, and even more so the Russian people, will always be able to distinguish true patriots from scum and traitors, and simply spit them out like a gnat that accidentally flew into their mouths, spit them out on the pavement," he said [14].</p>	<p>This is the words of the president of Russian Federation. We find some aggressive nomination in his speech as following: the type that "cannot live without oysters and gender freedom. He uses mockery to say that there are people who can't endure problems, who are coward. scum and traitors- it is direct aggression. And straightly directed to the people who left Russia during a war. spit them out like a gnat that accidentally flew into their mouths, spit them out on the pavement. Here, the author used anthropomorphism- in which human being is comparing human characteristics to an animal or non-human creatures. This aggressive nomination refers to active direct aggression because author openly shows his aggression and explains the unpleasant consequences and threatening.</p>

So, observing aggressive nominations in the Internet discourse, we conclude that the main types of aggression are:

- active direct aggression
- active indirect aggression
- passive direct aggression
- passive indirect aggression

Every type of aggression has its communicative function when it comes to communication process in the Internet discourse. The communicative functions of the verbal aggression as the followings:

to deliver thoughts and emotions directly

to give opportunity openly share opinions on online platforms for users

to form debates which can attract many users

By analyzing examples of aggressive nomination in the text, in linguistics, the use of verbal aggression causes many issues that are debatable nowadays. For example, Internet users don't limit the way of their speech and use of invective lexicon. They give negative influence on teenagers even to older users of the Internet. So, aggressive nominations go towards the cultural traditions of the society. As the result it creates many conflicts between people of same and different culture, which develops many problems.

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