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Concept Of "Modernization" In A Political Discourse Of Modern Kazakhstan: On The Example Of Messages Of The President Of The Republic Of Kazakhstan To The People Of Kazakhstan

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Abstract

Any policy is institutionalized mainly through the constitution, laws, acts and annual Messages to the people, etc. As a result of it the political communication presented by such genre as the message of the president, has huge impact on public consciousness and formation of political dispositions of citizens. "Modernization" in texts of Messages of the President of Kazakhstan allows to state the discourse analysis of a concept carried out by us: first, the carried-out content analysis testifies to an increasing role of political communication where a concept "modernization" can be discoursed. Secondly, use of this concept in texts of messages achieves the communicative objectives, in other words it serves to the idea of association of society. Thirdly, concept use "modernization" in texts of Messages is designated by the main priorities of development of Kazakhstan which become a basis for realization of a task of entry of the Republic of Kazakhstan into number of top 30 developed countries of the world.

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1. Introduction

This article-is a research of a concept of "modernization" in relation to the political phenomenon which is connected with a chain of political, economical, and culturological changes. This concept is analyzed from the point of view of its conceptual sphere, reflected in a discourse of Messages of the President of the Republic of Kazakhstan.

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Modern economical, political and cultural realities of Kazakhstan had impact on development of world economy in a certain degree. The created modern Kazakhstan community, changes it quicker, than all discoveries of former centuries. Speed and depth of changes throw down a challenge to abilities of a person and mankind to be guided in a surrounding world, and demand to designate coordinates of an endured stage, as appropriate to adapt the consciousness. Promptly changing world finds its reflection in a language picture of the world.

Attempts to explain the value of a concept of modernization appear in politics, sociology, history and other social sciences.

The purpose of the work is: research of a concept of modernization and its sphere of concept according to the materials of annual Messages of the President of the Republic of Kazakhstan.

Subject of this research is the modernization concept. Research methods: cognitive and discourse approach which is connected with the conceptual, and frame analysis. As the main method we used the quantitative content analysis of the word chosen by us in all messages from 1998 to 2014. The quantitative amount of nouns and adjectives was analyzed, however verbs, participles weren't taken into account because of a high probability of their use in different contexts.

Object of the research – is the discourse presented by contents of Messages of the President of the Republic of Kazakhstan to the people of Kazakhstan.

These contents of Messages of the President of the Republic of Kazakhstan to the people of Kazakhstan represent a discourse as they are always modern and dynamic and are perceived by participants of communication in a context of occurring events.

In political communication language is the tool used to understand political phenomena. One of such tools is – a concept. Modern researcher Maslova has analysed some definitions of a concept, and allocated its following invariant signs. First, the concept is the smallest unit of human experience in its ideal representation. It's put into words and has a field structure. Secondly, it is one of the main forms of processing, storing and transferring knowledge. Thirdly, concept has mobile borders and specific functions. Fourthly, concept is socialized, its associative field causes its pragmatics. Fifthly, it is an integral part of the culture. This means that concept is an idea of the person about surrounding world which, in turn, forms conceptual system and is coded in the word of this system (Baranov, Mikhaylov, Satarov, Shipova, 2004).

On one hand concept covers both denotation and the connotation contents of the word, on another hand it reflects ideas of carriers of this culture about character of this phenomenon. Thus the meaning behind the word, is taken in variety of its associative communications. The concept depends on a point of view of the speaker.

Each power can be given its language characteristics. Therefore, in the process of studying a political discourse the most important is the analysis of "power language", or "a power discourse".

In dictionaries the term "message" is explained as "written address of the statesman (or public organization) to another (or to other organization) on any important political question". The genre of the message of the president gained distribution in a modern history of Kazakhstan. This genre has institutional character. A speaker "acts as the representative of a certain social institute and as the carrier of a certain social status that predetermines observance of the established status, role and situational and communicative standards" (Chudinov, 2012)

1. Concept of "modernization" in a modern political context. The concept of modernization defines two types of society: traditional and new (modern society). A process of transition from traditional to modern is called modernization (Chilkot, 2014).

The idea of modernization relies on the idea of progress. If we use the word "modernization", certainly, we mean a certain forward process. As a rule, the word "modernization" associates with the following definitions: development, growth, evolution. It is one-semantic system of concepts. Therefore, when we speak about an unconditional positive of modernization, we rely on very important basic approach. We agree with the idea that human society develops, progresses, evolves, grows and everything becomes better and better.

In a political discourse "modernization" is a peculiar linguistic code. By means of it in mass consciousness the ideas of main objectives of the state transformations in the sphere of economy, policy, social security are accentuated. The "modernization" code allows to transfer multidimensional content of reformatory provisions for the perception of a simple citizen to the plane of the relations in society – the state without the change of a cultural code, without denying national identity.

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