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#### МЕМЛЕКЕТТІК УНИВЕРСИТЕТІНІҢ РЕКТОРЫ С.Ғ.Д., А. А. ӨРСАРИЕВТІҢ АЛҒЫ СӨЗІ С. ТОРАЙҒЫРОВ АТЫНДАҒЫ ПАВЛОДАР

## Құрметті қонақтар мен зиялы қауым!

конференциясына кош келдіңіздер! тілдік тосқауылдарсыз» атты халықаралық ғылыми-практикалық университеті қабырғасында өтіп жатқан «Білім жәпе ғылым Сұлтанмахмұт Торайғыров атындағы Павлодар мемлекеттік

беру - бүгінгі заманның талабы. қабілетті маман болуына септігін тигізуде. Демек, көптілді білім бағдарламалары студенттеріміздің заман талабына сай бәсекеге тілдердің үштұғырлығын міндеттеп отыр. Көптілді білім беру тілдерін еркін меңгерулері кажет» деп білім беру жүйесінде үрпағы кем дегенде үш тілді білулері тиіс: қазақ, орыс, ағылшын Елбасымыз Нүрсүлтан Назарбаев «Қазақстандықтардың жас

мұралар мен әлемдік озық ойлы жаңалықтармен үштастырған сапалы білім алуына жол ашады. азаматтарды өсіріп, білікті мамандарды даярлау үшін үлггық рухани университеті мемлекетіміздің болапіағы өресі биік, кемел білімді Сүлганмахмүт Торайғыров атындағы Павлодар мемлекеттік

#### Dear participants of the conference! Dear guests

polylingual education within the walls of PSU named after S. Toraigyrov international research and practical conference "Education and Science: has become a good tradition already. No Language Barriers". Holding events devoted to the issues of From the bottom of my heart I greet you at the opening of the

modern world will open for each citizen of our country new boundless learning the English language. The ability to use this "lingua franca" of should be encouraged on the level of state. We must make a lunge in polylingual education, active implementation of foreign languages in new political course of successful state", he notes the necessity of the programme of teaching at educational institutions. "Trilingualism Nazarbayev to the people of Kazakhstan "Kazakhstan-2050" Strategy: In the Message of the Republic of Kazakhstan President Nursultan

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have pointed that they want to speak more with native speakers, watch films and make presentations in English and Russian classes.

from Mongolia (1 person), Vietnam (4), China (7). There was one 5 year Twelve respondents are studying in the fourth course. They came

student from China. Personal assessments of knowledge of the Russian and the English

The list of academic disciplines: mathematic modeling, software

and operating systems. Ten students use the Russian language in person's spare time. Eight

students speak English in their spare time. news by themselves. They also want to speak more with native speakers. Students have pointed that they want to read more science articles and Russian writing skills and English listening, writing and speaking skills. In conclusion, it is recommended to pay attention to the low level of Three respondents are getting Master's degree from Vietnam. There

were two PhD students from Vietnam and Egypt. The list of academic disciplines: philosophy, jurisprudence, political

students speak English in their spare time. Four students use the Russian language in person's spare time. Two

skills. Students have pointed that they want to travel for a work with of Russian writing skills and English listening, writing and speaking In conclusion, it is recommended to pay attention to the low level

critical thinking and desire for knowledge of the material on their own Russian native speakers. of writing skills in the Russian language, as well as listening, writing, with native speakers. It is also need to pay attention to the low level increase each academic year. Foreign students realize that for improving speaking skills in the English language the knowledge of the Russian language they need to communicate more Analysis of the data shows that the level of consciousness, self-

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### TRANSFORMED PHRASEOLOGICAL UNITS IN NEWSPAPER HEADLINES

graduate student, Innovative Eurasian University, Paviodar candidate of philological science, associate professor, Innovative Eurasian University, Pavlodar NURSEITOVA M. R KRIVENKO G. A.

encourage listeners or readers to certain decisions and actions, to affect is designed to not only to give some content, to explain it, but also to morphological and syntactic). In publicistic works, "the speaker or writer their will and feelings, to convince them" [1, p.86] the nature of the use of linguistic resources in it (lexical, phraseological, literary language stands out among the rest by the goal of saying and by Publicistic style as one of the functional styles of modern Russian

to avoid clichés, as in these cases, in addition to features inherent in itself, and aphoristic nature. Changing of phraseological units allow journalists artistic features of traditional phraseological units such as figurativeness of phraseological units. However, changed phraseological units preserve is a tendency to a particular change of semantics or renewal of structure components in finished form, in the newspapers, on the contrary, there feature of phraseological units is the stability and reproducibility of their the means of phraseological units transformation. Although the important usage, special expressiveness and evaluativity, which can be achieved by Its specificity consists of content saturation, conciseness, accuracy of phraseological units receive new, expressive features. Newspaper language is one of the kinds of modern publicistic style.

material, catch the interest of the reader, to direct his attention. It is found always maintained by expressive means - phraseological units, proverbs and that evaluation, expressed in the headline, and then throughout the text is their use in this position helps to set the projective assessment of further Headline is a typical position for the phraseological units, because

colloquial vocabulary [2, p.97]. According to many researchers, newspaper headline is a strong, accented position, because it is the headline in the fluturns attention of any reader who has taken a newspaper. For achieving the goal — to attract the reader's attention and make him read the text—I the necessary to come up with interesting, original headline for the article. In the regard, journalists use method of renewal of well-known language structures Headlines-phraseological units, which are the subject of this article, given authors the greatest scope for creative transformation.

article tells about the severe frosts in the Republic of Kazakhstan, не тетка in the newspaper "Express K" № 17 (17856), 31.01.2014." units in the newspaper headlines. Pay attention to the headline Xo. contextually synonymous in Russian, component "He Terka" (not an aunt will not give a patty". The headline makes the reader to think about strong hunger which forces any action. Initially, Hunger is not an aur origin of the phrases" by N. M. Shansky, V. I. Zimin, A. A. Filippo unit Голод не тетка (English equivalent - hunger breaks stone wall Russian Federation and the United States. In this example, phraseolog consonance of original and replacing components. Replacement in transformed phraseological unit draws attention by the means something non-native, which ensures the preservation of meaning the cold weather. Components "голод" (hunger) and "холод" (cold [3] the original phraseological unit has the following meaning "About phraseological dictionary of the Russian language: The meaning ar has undergone transformational change. According to the "Scho We will consider the cases of transformation of phraseologic

The headline Mon xata B herripe of the article in the newspaper "Express K" Me 9 (18087), 17.01.2015 is a transformational model of phraseological unit Mon xata c kpaio (English equivalent – I am not my brother's keeper). According to "The great dictionary of Russian proverbs" by V. M. Mokiyenko and T. G. Nikitina [4] the original phraseological unit means "It does not concern me, it is not my business". The structure of the phraseological unit has undergone a change: the component "c kpaio" (on the fringe) was replaced by the component "B herripe" (in the centre). The article tells about the national Kazakh house yurt (round felt-lined dwelling) which became home to an American couple. It follows therefrom that transformed phraseological unit is different from the original not only by the structure but also by the meaning.

Next headline with transformed phraseological unit in its composition — Бабочка надвое сказала. The article of the newspaper

Inferent kinds of butterflies in Kyzylorda regional museum. Original hunce in a thousand, or even your grandma wouldn't know whether it'll hunce in a thousand, or even your grandma wouldn't know whether it'll hunce in a thousand, or even your grandma wouldn't know whether it'll hunsian language. Meaning. Use. Cultural commentary" [5] means "It is hunown how it will be. The expectation of the alleged events or cases; huknown how it mprobability of correspondence of any information to the hots are meant". Consequently, the phraseological unit has undergone (transformational change – replacement of the component "6a6onka" (butterfly), which changed to the structure of phraseological unit and its meaning, and the meaning

Onsider the headline I олубев высокого полета in the newspaper Consider the headline I олубев высокого полета in the newspaper "Karavan" № 48, 11.29.2013. It originates from the phraseological unit muna высокого полета (English equivalent — high flier) which in the phraseological dictionary of Russian language under the editorship of phraseological dictionary of Russian language under the editorship of phraseological dictionary of Russian language under the editorship of position in society". This headline has following changes in the structure: position in society". This headline has following changes in the structure: position in society". This headline has following changes in the structure: position in society". This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in society. This headline has following changes in the structure: position in the whole of Ranks that is the tennis player Andrey but the semantics is preserved, since Kazakhstan tennis player Andrey had the semantics is preserved, since Kazakhstan tennis player Andrey had the semantics is preserved, since Kazakhstan tennis player Andrey had the semantics is preserved, since Kazakhstan tennis player Andrey had the semantics is p

Formation a lexical new version on the model of commonly used phraseological unit is a patent example of journalists' use of Russian language phraseology resources. According to N. M. Shansky, rephraseological innovations are formed using both separate elements of commonly used phraseological units and using only their structure" of commonly used phraseological units and using only their structure in the new phraseological units with a completely different meaning. Mentioned transformation units with a completely different meaning. Mentioned transformation method is often used by journalists in the headlines of Kazakhstan newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Дареной сове в клюв не newspapers. For example, the article headline Dapenov con present which tells the story of the five most unusual gifts that you can present to your loved ones in Kazakhstan for the New Year. One of these gifts to your loved ones in Kazakhstan for the New Year. One of these gifts

Astana. The prices range from 20 to 200 thousand tenge depending on the species of the birds. In the present case on the model of phraseologular unit Дареному коню в зубы не смотрят (English equivalent — Dout look a gift horse in the mouth) new phraseological unit was formed New phraseological unit resembles the original only schematically. But the meaning of the transformed phraseological unit, as can be seen by reading the article, is far from bringing back to the meaning of original phraseological unit which is "one should not complain about, or look to faults in, something that is freely offered or received as a gift".

старушку бывает ловушка. In her article in the newspaper "Express analogy with the commonly used phraseological unit is a headline I street and took her to Taraz, where she was kept for a month and a h in Shymkent. Law breakers stole 78-year-old woman's apartn documents, issued a fake letter of attorney on apartment sale. When t No 38 (17877), 03.01.2014 Irina Temina tells about a crime commi audience to the problem of old woman fell in a trap of law breakers. by this transformed phraseological unit - to draw attention of newspape eventually were caught, but the main purpose of the headline expresses the criminals who committed analogous crimes several times before unit is partly similar to the meaning of original phraseological unit sine person makes mistakes too". The meaning of the new phraseologic phraseological unit И на старуху бывает проруха (English equivale criminals. Transformed phraseological unit was formed on the model called the police. During the investigation, police managed to arrest the and suddenly a new tenant began to live in her apartment, the neighbor Having noticed that the old woman for a long time did not appear at hou found buyers, the criminals grabbed an elderly woman walking on The best cloth may have a moth in it) which means "an experience Another example of the formation of new phraseological unit

Thus, the analysis of the newspaper language made by the authors shows that the use of transformed phraseological units is a frequent occurrence in the headlines due to the ambition of journalists to make text more colourful, more emotional, to give it richness and originality. Transformation of phraseological units can return the effect of surprise and freshness of viewpoint, to highlight vivid set expressions in the context of everyday speech again.

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# NATIONAL-CULTURAL CHARACTER OF ENGLISH AND KAZAKH PROVERBS

#### ORAZBAI ZH.

graduate, L. N. Gumilyov Eurasian National University, Astana

The national-cultural semantics of any languages is interesting. It reflects specific cultural characters of a nation. The article suggests semantic comparative analysis of English and Kazakh proverbs which in spite of being nationally and culturally different can express similar actual meanings.

Key words: culture, cultural values, linguistic world image, linguoculturology, folklore, proverbs.

Culture and proverbs are closely connected and language is a mean to express these two notions. The language of any ethnos is a life form which is inseparably linked with its history, culture and social life. A language is a chronicle of people's life and their activities during definite historical periods. If you know these conditions and the specific features of the culture it can help you understand and learn not only the language but also its culture. As a result, a science called linguoculturology that studies a language as a cultural phenomenon has started active developing at the end of XX century. It is a particular vision of the world in terms of the national language.