ABSTRACT
of the thesis on the topic "Linguocultural aspects of audiovisual texts in Kazakh, English and Russian" submitted by Tukhtarova Akmaral Serdalievna for the degree of Doctor of Philosophy (PhD) under the educational program "8D02304 – Philology"

Description of the thesis topic. The thesis work investigates audiovisual texts within the framework of comprehensive scientific approaches: linguistic, communicative, semiotic, linguocultural and linguocognitive.

Audiovisual works often include films, TV series, animated feature films, cartoons, videos, video blogs, television programs that are very popular in the modern world. In Kazakhstan, as in many other countries, there is an increased interest in foreign cinematographic works of various genres, ranging from popular Korean and Turkish TV series to Hollywood comedies and action films. Moreover, the rapid development of global streaming services, such as Netflix, YouTube, Apple TV+, Disney+, Hulu, Tubi, Megogo, IVI, Okko, Hotstar, Prime Video from Amazon, Popcornflix, Snagfilms, Vudu, Xumo, Classic Cinema Online, has provided viewers with the opportunity to get acquainted with the unique cultural traditions and customs of various ethnic groups. Consequently, any audiovisual text consists of a multitude of cultural codes perceived by target recipients at three main levels: linguistic, deep semantic and presuppositional. At the linguistic level, culture-bound components of an audiovisual text usually have a lexical representation. At the deep semantic level, the recipient is expected to have sufficient background knowledge. At the presuppositional level, a connection is established between the linguistic and deep semantic levels, which contributes to the complete comprehension and perception of cultural codes embedded in the audiovisual text.

Research relevance. Boosting diversity in modern technology provides the opportunity to create and distribute audiovisual content of various formats which requires a comprehensive study in the anthropocentric paradigm. Although a substantial body of literature on the theory and practice of audiovisual translation exists in both foreign and domestic linguistics, the investigation of audiovisual texts from a linguocultural perspective remains an area that is poorly studied. In this regard, one of the most relevant issues of modern linguistics is the problem of conducting a comprehensive analysis of linguistic and extralingistic knowledge transmitted via audiovisual texts, in particular cinematic texts. Taking into account the fact that an audiovisual text constitutes a cultural artifact, it becomes imperative to analyze the conveyed system of verbal and nonverbal information within the linguocultural framework, which is inherently linked to the idiosyncrasies of mentality, worldview, daily routine, customs, traditions and value systems shared by the members of a society.

The particular nature of cinematic text and its impact on the audience garners interest from scholars in both linguistics and film studies. The cinematic text has a complex multimodal semantic structure consisting of linguistic, visual and auditory components. Unlike the verbal (spoken) text, the cinematic text is likely to have a

significant impact on the recipient's emotional state, cognitive processes, attitude of mind and even his or her mode of behavior.

Linguocultural analysis of audiovisual texts facilitates the comprehension of a specific ethnic group's worldview, therefore enabling the reproduction of its unique national world perception and ethnic identity. Moreover, this approach allows for an in-depth description of cultural elements included in the semantic structure of cinematographic works.

In modern linguistics, the issue of linguocultural analysis of audiovisual texts requires more profound investigation from a comparative perspective. Particular attention needs to be paid to a comparative study of audiovisual texts created in different languages. National identity, cultural attitudes and value systems greatly influence how individuals perceive and interpret the myriad of cultural codes transmitted via verbal, nonverbal, auditory and visual channels. The comprehension of film dialogues that incorporate multiple languages may present particular challenges for the audience. Consequently, contemporary existence is characterized by linguistic diversity, wherein audiovisual texts reflect daily routine and cultural values of society.

Research aim is to reveal some common and distinctive national and cultural peculiarities of audiovisual texts and their adaptation in the Kazakh, English and Russian languages.

Research objectives are the following:

- To define the notion of audiovisual text, identify its main parameters and determine its position among other types of text.

- To apply a conceptual approach to the study of audiovisual text.

- To consider an audiovisual text as a linguocognitive phenomenon.

- To clarify the issue of linguocultural adaptation of audiovisual texts and analyze different methods of conveying culture-bound vocabulary in translation.

- To determine linguocultural peculiarities of the Kazakh animated feature film "Muzbalak", the English series "Game of Thrones" and the Russian series "Secret City".

- To reveal some common and distinctive characteristic features of audiovisual texts belonging to Kazakh, English and Russian linguocultures.

- To identify the nature and reasons for linguocultural barriers that may arise while adapting audiovisual texts in Kazakh, English and Russian.

- To outline the specifics of perception of linguocultural concepts by native Kazakh, English and Russian speakers.

Research object comprises audiovisual texts in Kazakh, English and Russian.

Research subject includes linguocultural aspects of audiovisual texts in Kazakh, English and Russian.

Theoretical and methodological background to thesis work includes research on semiotics and theory of language (A.A. Reformatsky, Yu.S. Stepanov, A.N. Kononov, M.B. Voroshilova, G. Kress, K. Rice, O.S. Zhubay, K.U. Yessenova, Zh.O. Tektigul, G.T. Shokym), audiovisual discourse (E.D. Malenova, A.V. Fedorov, A.Yu. Kalinin, V.A. Voronov, M.D. Boriskova, Yu.A. Evgrafova, E.P. Podlegayeva, A.E. Kaldybekova, N.S. Kassymbekova, M. Baker, P. Zabalbeascoa, D. Martinelli,

F. Ventrella, L. Bogucki, M. Khoshsaligheh), audiovisual translation (D.K. Sayakhova, A.V. Kozulyayev, G.G. Slyshkin, M.I. Zhabsky, A.A. Ibrayeva, G.S. Kussainova, I.D. Winterle, Y. Gambier, Ch. Taylor, J. Neves, D. Katan), linguocultural studies (V.V. Vorobyov, V.A. Maslova, V.V. Krasnykh, T.A. Fessenko, V. Macura, V.N. Teliya, L.Kh. Samsitova, L.G. Sayakhova, L.K. Mullagaliyeva, Zh.M. Umatova, R. Leppihalme, P. Newmark A. Baitursynov, K.K. Zhubanov, M.B. Balakayev, R. Syzdyk, N.M. Uali, Z.K. Akhmetzhanova, Zh.A. Mankeyeva, A. Islam, A.K. Zhumabekova, G.A. Kazhigaliyeva, A.O. Tymbolova, A.S. Adilova, M.E. Kuantayeva, A.S. Ermagambetova, K.K. Sadirova, M.T. Kushtaeva), film/video translation (T.V. Dukhovnaya, Sh.A. Nurmysheva, G.Zh. Tungatova, A.M. Begadilova, J. Tveit), translation studies (V.N. Komissarov, V.S. Vinogradov, A.V. Fedorov, S. Vlakhov, S. Florin, M. Baker, L. Venuti, I.A. Kiseleva, Yu.A. Minina, A.M. Aldasheva), literary studies (E. Shakenova, T.I. Khoruzhenko, S.P. Belokurova, I.A. Knigin, J. Walters), comparative linguistics (E.M. Vereshchagin, V.G. Kostomarov, I.Yu. Markovina, Yu.A. Sorokin, A.A. Leontyev, L.A. Sheiman, K.K. Duisekova, M.B. Amalbekova, S.S. Issakova), cognitive linguistics and neuroscience (Z.D. Popova, I.A. Sternin, V.A. Maslova, G.A. Radvansky, V. Evans, J. Zacks, H. Munsterberg, J. Lakoff, P. Pisters, M. Johnson, Ch. Forceville, K. Fahlenbrach, P. Hogan, E. Urios-Aparisi, S. Armbrust, A.Kh. Azamatova, G.K. Kapysheva, G.G. Gizdatov, L.V. Ekshembeyeva, E.N. Orazaliyeva, B.I. Nurdauletova, A.K. Taussogarova, A.B. Amirbekova, K.A. Zhamanbayeva, N.N. Aitova, G.N. Zaisanbayeva, G.S. Issaeva).

Research sources. The following cinematic texts belonging to Kazakh, English and Russian linguocultures served as main research sources: the Kazakh animated feature film "Muzbalak" (2018), the English series "Game of Thrones" (2011-2019) and the Russian series "Secret City" (2014-2016).

Research methods. The following research methods were chosen: general scientific methods of observation, description, analysis, synthesis, argumentation and generalization; linguistic methods of context analysis; linguocultural methods of component and discourse analysis, descriptive method, comparative and contrastive analysis method, definition method and associative experiment. In addition, the continuous sampling method was applied to select actual research material from various episodes of "Muzbalak" animated feature film, 8 seasons of "Game of Thrones" series and 3 seasons of "Secret City" series.

Main provisions to be submitted for defense:

1) An audiovisual text is characterized by a unique polysemiotic nature: image, sound and screen text are transmitted through various semiotic channels (audio-verbal, audio-nonverbal, visual-verbal and visual-nonverbal). The main parameters that determine the structure of an audiovisual text are genre, mode (method of communication) and tonality (emotional coloring).

2) Comprehension of audiovisual texts involves a sophisticated multidimensional process that encompasses the interplay of linguistic, cultural and cognitive elements. On the one hand, perception of characters and their depictions within audiovisual texts are shaped in the audience's mind via a confluence of verbal, nonverbal, auditory, visual, and sensory communication channels. On the other hand,

implementation of neuroscientific and cognitive methods can profoundly influence the generation of one's mental representation of film or literary characters: 1) formation of neuroimages or neurovisualization; 2) creation of body or somatic metaphors.

3) The Kazakh animated feature film "Muzbalak", the English series "Game of Thrones" and the Russian series "Secret City" are good examples that reflect the characteristic features of the fantasy genre: 1) presence of a fictional world; 2) application of magic; 3) presence of magical creatures. A comparative linguocultural analysis of audiovisual texts in three multistructural languages allows us to reveal some similarities and differences in the linguistic worldview and national mentality of native Kazakh, English and Russian speakers. On the one hand, linguocultural peculiarities of audiovisual texts indicate universal values that have a common significance among the representatives of Kazakh, English and Russian cultures. On the other hand, the analysis of national and cultural characteristics of audiovisual texts reveals some differences in the traditional way of life, mentality, way of thinking, religious views, traditions and customs that are typical for Kazakh, English and Russian linguocultures.

4) The following three groups of realia are found in the Kazakh animated feature film "Muzbalak", the English series "Game of Thrones" and the Russian series "Secret City": ethnographic, sociopolitical and geographical. The most widespread group consists of ethnographic realia, including the names of mythical creatures, magical artifacts and rituals. This phenomenon is explained by the fact that the above-mentioned cinematographic works belong to the fantasy genre, which is deeply rooted in ancient myths, epic poetry and folklore traditions. In the process of conveying cultural realia, various translation techniques are frequently mixed with each other that indicates their complex nature.

5) While adapting audiovisual texts in Kazakh, English and Russian, linguocultural deviations may arise due to the following reasons: 1) misinterpretation of cultural codes embedded in the original; 2) insufficient linguocultural adaptation of the source text or its over-adaptation; 3) inadequate methods of translating culture-bound elements of the original film; 4) inconsistent synchronization of the text with the audio-video sequence.

6) The results of an associative experiment confirm that full perception of cultural codes in the national linguistic consciousness of native Kazakh, English and Russian speakers is attained through the acquisition of the following skills and abilities: 1) associative and critical thinking skills; 2) dictionary usage skills; 3) ability to clearly and accurately express one's thoughts; 4) interest in reading scientific and fiction literature; 5) interest in watching both foreign and locally-produced cinematographic works; 6) sufficient background knowledge.

Description of research main findings. The research thesis is the first to apply a comprehensive approach to the analysis of linguocultural peculiarities of audiovisual texts: 1) an overview of fundamental research is made along with a contribution to the theory of the audiovisual text within the framework of linguocognitive, linguocultural and conceptual approaches; 2) a comparative linguocultural analysis of original audiovisual texts in three multistructural languages

is carried out; 3) linguocultural deviations and distortions are found while adapting audiovisual texts in Kazakh, English and Russian, and the degree of their influence on the process of perception by the target audience is identified; 4) some common and distinctive characteristic features of audiovisual texts belonging to Kazakh, English and Russian linguocultures are revealed; 5) an associative experiment is conducted to outline the specific features of cultural code perception in the national linguistic consciousness of native Kazakh, English and Russian speakers.

Justification of research novelty and its significance. The thesis paper examines the audiovisual text not only as an element of audiovisual discourse, but also as a multimodal text formation that intergtates audio and visual components to convey information. The paper is the first to investigate the issues of national and cultural peculiarities of audiovisual texts in Kazakh, English and Russian. This, in turn, allows us to identify unique linguocultural features of each presented languages. The research main conclusions and findings are considered significant since they contribute to understanding the mechanisms of perception of cultural codes embedded in audiovisual texts related to three multistructural languages. Consequently, the results obtained can be applied in a comprehensive comparative study of the Kazakh, English and Russian languages in the field of linguistics, linguocultural studies, media and intercultural communication.

Research theoretical significance. The research thesis provides a comprehensive linguocultural analysis of audiovisual texts. It contributes to developing the theory of semiotics, linguocultural studies, intercultural communication, cognitive linguistics, film translation. Besides, the thesis work provides a new approach to study audiovisual texts related to multistructural languages in a linguocultural aspect.

Research practical significance. The research findings and the collected applied material would be used in Kazakh, English and Russian training courses, as a guide to writing student research papers, master's thesis, in a variety of professional translation services, as well as when developing educational courses in linguocultural studies, cognitive linguistics, linguoconceptology, discourse, stylistics and text analysis for students of higher education programs by areas of activity such as Kazakh (Russian) Language and Literature, Philology (Kazakh, Foreign, Russian), Foreign Language and Translation Studies.

Research evaluation. The research main conclusions and findings were reflected in scientific papers presented at the IX International Scientific Conference "Actual Problems of Theoretical and Applied Philology" (Ufa, April 29-30, 2021); V International Scientific Conference "Philological Sciences: Status, Prospects, New Research Paradigms" (Ufa, November 17-18, 2022); IV International Scientific and Practical Internet Conference "Education, Science and Culture in the Age of Digitalization" (Astana, March 30, 2024). Aimed at revealing peculiarities of cultural code perception in the national linguistic consciousness of native Kazakh, English and Russian speakers, a survey was conducted using Google Forms among 1st-4th year students of Foreign Languages and Philology Department at K.Zhubanov Aktobe Regional University.

Research approval and publication. Eight articles were published on the research topic and findings.

Articles published in journals included in the Scopus scientometric database:

1. Linguocultural Approach to Audiovisual Translation on the example of "Game of Thrones" // International Journal of Society, Culture and Language. September 2021. Percentile 86%, Q1.

2. Linguocultural Deviations in Russian Translation of the Novel "Twilight" by S. Meyer // International Journal of Society, Culture and Language. August 2021. Percentile 86%, Q1.

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

1. Current Issues of Film Translation: Linguocultural Aspect (Based on "Sherlock" Television Series) // Bulletin of Kazakh Ablai Khan University of International Relations and World Languages. Series "Philological Sciences". № 1 (64) / 2022. 264-276 pp.

2. Linguocultural Barriers in Audiovisual Translation (Based on "Game of Thrones" TV Series) // Bulletin of Kazakh Ablai Khan University of International Relations and World Languages. Series "Philological Sciences". № 1 (68) / 2023. 256-267 pp.

3. Linguocultural Adaptation in TV Series Translation // Bulletin of Karaganda University. "Philology" Series. № 2 (110) / 2023. 65-73 pp.

Articles published in the proceedings of international conferences:

1. Linguocultural Peculiarities of Fantasy Texts Translation (Based on Game of Thrones Television Series) // IX International Scientific Conference "Actual Problems of Theoretical and Applied Philology". Ufa, April 29-30, 2021. 3-9 pp.

2. Linguocognitive Analysis of "Boundary" Concept Based on "Game of Thrones" Television Series // V International Scientific Conference "Philological Sciences: Status, Prospects, New Research Paradigms". Ufa, November 17-18, 2022. 3-12 pp.

3. Linguocultural Analysis of Audiovisual Texts (based on "Muzbalak" animated feature film, "Game of Thrones" and "Secret City" Television Series) // IV International Scientific and Practical Internet Conference "Education, Science and Culture in the Age of Digitalization". Astana, March 30, 2024. 70-72 pp. ISBN 978-601-08-3972-4 (Certificate № 00034 dated 30.03.2024)

Research structure and scope. The research thesis consists of an introduction, three main sections, a conclusion, and a list of references. The thesis paper has 189 pages in total.

The thesis work was prepared in accordance with the following **State standards and programs of the Republic of Kazakhstan** in the field of **audiovisual works, cinematography and language policy**:

The Law of the Republic of Kazakhstan "On Copyright and Related Rights" dated June 10, 1996, № 6-I (with amendments and additions as of June 8, 2024).

The Law of the Republic of Kazakhstan "On Cinematography" dated January 3, 2019, № 212-VI (with amendments and additions as of August 20, 2024).

The Government Resolution of the Republic of Kazakhstan "On Approval of a New 2023-2029 Concept of Language Policy Development in the Republic of Kazakhstan" dated October 16, 2023, № 914.

The Decree of the President of the Republic of Kazakhstan "On Measures to Implement the President's Address to the People of Kazakhstan "Unity of the People and Systemic Reforms are a Solid Foundation for the Nation's Prosperity (September 1, 2021)" dated September 13, 2021, № 659 (with amendments as of April 17, 2023).

"The State Compulsory Educational Standard of the Republic of Kazakhstan. Higher Education. Trinity of Languages (Kazakh, Russian and Foreign Languages)" developed by S.S. Kunanbayeva based on SCES RK 6.08.085-2010 in Almaty, 2010.

PhD candidate's contribution to preparing each research publication. The author of the thesis work systematized theoretical approaches to undertake a comprehensive study of the topic chosen, conducted empirical research as well as made well-founded conclusions which contributed to further publication of research results. The published research findings can be applied both in the academic environment and the audiovisual media industry.