

O.G. Alexeyeva^{1*}, Zh.N. Zhunussova², B.K. Ayazbayeva³,
N.K. Khan³, V.A. Yermakova⁴

¹*Abylkas Saginov Karaganda Technical University, Karaganda, Kazakhstan;*

²*L.N. Gumilyov Eurasian National University, Astana, Kazakhstan;*

³*Buketov Karaganda National Research University, Karaganda, Kazakhstan;*

⁴*International Information Technology University, Almaty, Kazakhstan*

(Email: oksana.alekseeva.74@bk.ru, zhanyl08@mail.ru, bahit0108@mail.ru, hnadejda@vandex.ru, v.yermakova@iitu.edu.kz)

Metaphor and Linguistic Personality in Kazakhstan's Political Discourse (Case Study of the State of the Nation Address)

This article analyzes the construction of political reality and the communicative behavior of the linguistic personality in contemporary Kazakhstani political discourse. The object of the study is the official text of the Address delivered by Head of State Kassym-Jomart Tokayev on *September 1, 2024*. The research is significant due to the study justified by the necessity for a comprehensive linguistic examination of the pivotal political text that influences the national agenda during the period of substantial social and economic transformations. The scientific novelty stems from the integrated comprehensive, integrated approach combining Cognitive Linguistics (examining conceptual metaphors through A.P. Chudinov's typology and G. Lakoff's theory), Discourse Analysis (evaluating communicative strategies per O.S. Issers), and Content Analysis — a combination not previously applied to this material. The findings reveal that the primary rhetorical device in the Address is a dual system of conceptual metaphors. The creative artifact metaphor (the state is a mechanism / construction) dominates, accounting for approximately 60 % of all metaphors. This creates an image of a rational, manageable, and technological process of state governance. This model is systematically juxtaposed with Threat metaphors-sociomorphic (War) and Anthropomorphic (Morbus) to contextualize issues and legitimize the authorities' decisive actions. The distinctive traits of the linguistic personality of the Address's author are examined, leading to the conclusion that the author exemplifies the *rational-technocratic* type of linguistic personality. The image of a leader, whose legitimacy is predicated on competence and efficacy rather than emotional appeal, is formulated through the synergy of specialized vocabulary, prevailing metaphorical frameworks, and strategic communication techniques (including self-presentation, argumentation, discreditation, and unification). Ultimately, the article elucidates linguistic phenomena and illustrates how the worldview and pragmatic objectives of a national leader are encoded in political discourse through a sophisticated array of discursive mechanisms.

Keywords: political discourse, communicative strategies, cognitive metaphor, linguistic personality, Presidential Address.

Introduction

This article constitutes a segment of a comprehensive study examining the communicative behavior of the linguistic personality in contemporary Kazakhstani political discourse.

Today, Kazakhstan is undergoing substantial transformations in its economic and social domains as it integrates into the global community. Since these national changes are largely shaped by rhetorical mechanisms, the study of political communication becomes essential. In this context, the annual Address of the Head of State constitutes a significant type of institutional discourse. Its primary objectives are to alter perceptions, establish the political agenda, and influence social reality.

Scholars like T.I. Steksova have noted that in political interactions, language serves as an instrument of influence and a means of classification that affects individuals' decisions [1; 58].

B.S. Karimova, a Kazakhstani researcher, characterizes political discourse (PD) as a compilation of genres arranged within a structural framework. Central to this fusion are genres that exemplify this utterance; on the periphery, there are hybrid ones that exhibit a dual nature and may reside at the intersection of diverse discourse types. Program documents, public speeches by politicians, and campaign speeches are the primary hyper-genres [2; 39].

This study examines the genre of the annual Address by the Head of the state, which is the key component of political discourse. As it is noted before in the previous works dedicated to the comparative analysis

* Corresponding author's e-mail: oksana.alekseeva.74@bk.ru

of the presidential discourse, this genre has a complex structure and its study enables both universal and national specific characteristics of the leader's linguistic personality and communicative strategies [3].

The significance of this subject arises from the necessity for comprehensive linguistic examination of modern writings that shape the political agenda. The scientific novelty of this research lies in its integrated methodological approach, distinguishing it from previous works on Kazakhstani political discourse. The study integrates quantitative methods from Corpus Linguistics with qualitative approaches from Cognitive Linguistics and Discourse Analysis. This investigation enables a thorough examination of the complex system of linguistic devices employed to fulfill the speaker's pragmatic goals. This study aims to assess the political discourse of the President of Kazakhstan by exploring the specific linguistic tools — word choice, metaphors and spatio-temporal frameworks that construct meaning within the Address.

The working hypothesis asserts that the principal linguistic-discursive strategy is a synthesis of pragmatic lexis and a dual system of conceptual metaphors (creation versus danger) in the Address. This method linguistically constructs an image of a robust and legitimate government.

To achieve this aim, the following **objectives** were set:

1. To identify the dominant conceptual metaphors and classify them according to G. Lakoff's [4] and A.P. Chudinov's [5] typologies.
2. To integrate the data obtained to provide a comprehensive understanding of the discursive mechanisms to delineate the speaker's linguistic personality.
3. To provide discourse analysis that clarifies communicative strategies in accordance with O.S. Issers' framework [6].

Methods and materials

This analysis relies on the official text of the Address delivered by Head of State Kassym-Jomart Tokayev to the citizens of Kazakhstan **on September 1, 2024**, titled "A Just Kazakhstan: Law and Order, Economic Growth, Public Optimism." The text originates from the official website of the President of the Republic of Kazakhstan (www.akorda.kz). A platform provides accessible and current compilations of the all President's speeches and letters (in Kazakh, Russian, and English) since his inauguration in March 2019.

The Address is the Head of State's appeal to governmental entities and the public. The President evaluates the country's contemporary social, economic, and political situation, establishes the primary priorities for both foreign and domestic policy, and justifies the reforms being implemented.

Scope and Limitations. It is important to note that this research functions as a case study of a single, albeit highly significant, institutional act. While the identified "rational-technocratic" patterns are dominant in the 2024 Address, the conclusions regarding the President's linguistic personality in general require further verification. This study focuses on the synchronic slice of the discourse, limiting the extrapolation of findings to the specific political period associated with the "Just Kazakhstan" reforms.

The study employs a combination of quantitative and qualitative linguistic methods.

Cognitive Analysis. Based on Conceptual Metaphor Theory [4], metaphorical models within the text were identified and classified. The typology proposed by A.P. Chudinov [5] was used to arrange the political metaphors (*artifact, sociomorphic, anthropomorphic, nature-morphic*), enabling the analysis of the underlying cognitive structures according to the established classifications in Political Linguistics.

Discourse Analysis. This method was utilized to examine the functional role of linguistic units, specifically by correlating keywords and metaphors with communicative strategies and tactics [6]. Furthermore, this approach elucidated how these linguistic features contribute to constructing social reality and shaping the speaker's linguistic personality [7].

Content Analysis. Complementing the discursive approach, qualitative content analysis was applied to identify and categorize textual markers related to the ontological concepts of space and time. This systematic procedure enabled a comprehensive reconstruction of the text's chronotope.

Data Processing and Quantitative Procedure. To ensure the validity and reliability of the statistical data, the study employed a *continuous sampling method* applied to the entire official text of the Address. The analysis proceeded in three stages:

1. *Identification:* The unit of the analysis was defined as any lexical unit (word or phrase) used in a figurative sense where the source domain structures the target domain. Crucially, the sampling included not only novel metaphors but also *conventionalized metaphors* (*заложить фундамент, запустить механизм*). While these metaphors may appear faded in everyday language, in political discourse, they function as active cognitive frames.

2. *Categorization*: Identified units were classified according to A.P. Chudinov's typology.

3. *Verification*: To minimize subjectivity, the initial coding was subjected to expert verification to resolve borderline cases. In total, the final calculation includes 85 verified distinct metaphorical contexts.

Note on Translation and Transliteration. All examples from the Presidential Address appear in the authors' English translation. For philological precision and easy verification of linguistic markers, original lexical units are transliterated within square brackets.

The theoretical framework

The increasing demand for political communication experts highlights the need to analyze the political discourse. This study addresses that need by examining communicative practices in the political sphere through discourse analysis.

Foundational works by É. Benveniste [8], T.A. van Dijk [9], Z. Harris [10], J. Habermas [11], and P. Sériot [12] laid the groundwork for discursive studies. Their contributions established the methodology of discourse analysis, which systematically examines language use in social and political contexts.

Contemporary linguists extensively examine political discourse. Researchers like D.M. Ponton [13] and T.A. van Dijk [14] take a broad view, while others, such as Yu.S. Alysheva [15], P.S. Akinina [16], L.A. Vasileva [17], and A.B. Alekseev [18] focus on the language of particular politicians. Special emphasis is placed on the ethno-cultural attributes of political discourse in different regions. E.V. Budaev and A.P. Chudinov [19, 20] study the speech of Russia and post-Soviet nations. Other studies address the linguistic personality of leaders in the United States (A.T. Arataeva [21], M.V. Trichnik [22]) and Africa (R.S. Ngula [23]). In analyzing the construction of reality, researchers examine the process of metaphorization. Metaphor experts, E.V. Budaev and A.P. Chudinov, argue that a metaphor serves as a mirror that objectively reflects the national consciousness at a specific period of societal evolution [19, 20].

In the local context, researchers S.K. Sansyzbaeva [24], A.E. Adisheva [25], M.S. Ongarbaeva [26], among others, have concentrated on the comparative analysis of metaphorical frameworks in English, Kazakh, and Russian, highlighting the specific regional features of political conceptualization.

Metaphorical tropes reflect a nation's mentality and stereotypes highlighting points of tension within a society. To classify these tropes, this study integrates two approaches. First, we utilize the cognitive descriptor theory (G. Lakoff, A.N. Baranov), which analyses the interaction between source and target domains, develops the descriptor theory of metaphor, and defines a metaphorical model based on its source domain [4, 27]. Second, for systematization and classification, we employed A.P. Chudinov's typology, which divides political metaphors into four primary groups: *anthropomorphic* (anatomy, disease, family), *nature-morphic* (animals, plants, elements), *sociomorphic* (war, crime, theatre), and *artifact* (construction, mechanism) [5]. This combined approach allows us to interpret how the chosen source domain shapes the perception of political reality.

The linguistic personality is the unique combination of language abilities, styles, and preferences that an individual brings to communication. The linguistic personality fundamentally determines cognitive patterns. Therefore, this concept is integral to the analysis of conceptual metaphors.

According to M.G. Tsutsieva, a linguistic personality in political discourse comprises inseparable components: the uniqueness of the individual on the one hand, and the constraints of strict linguistic and political frameworks on the other. This combination affects the strategies chosen by the politician [28].

We rely on Yu.N. Karaulov's model, which argues that the speakers in political discourse actively shape their own speech behavior. The model has a three-level structure: verbal-semantic, cognitive and pragmatic levels [7].

As noted by E.A. Tarasov a worldview is a phenomenon of individual perception and modelling that is socially conditioned [29]. In the Kazakhstani context, the scholar Z.Sh. Ernazarova has studied Kazakh oratory and the national worldview [30]. Analyzing politicians' speeches reveals hidden aspects of their cognitive styles and values.

The concept of *world image* refers to cultural, social, and conceptual associations that facilitate interpretation of reality while closely linked to the worldview; it operates at a higher level of abstraction due to its symbolic nature.

Reconstructing this image from a political actor's speech serves as a key method for textual analysis. It reveals implicit data regarding the text's construction principles, the author's cognitive style, and personality traits. Since political speech reliably testifies to internal attitudes, this method allows for the reconstruction of the most significant fragments of the leader's worldview.

Finally, to complement these analytical approaches, the pragmatic orientation is analyzed using the theory of communicative strategies described by O.S. Issers. This approach enables an examination of how the speaker selects and arranges linguistic devices, including metaphors, to achieve persuasive goals such as self-presentation or legitimization [6].

Results and discussion

Analysis of Metaphorical Models. The identified lexical dominants derive their evaluative character and persuasive force from conceptual metaphors used in the text. The quantitative analysis identified approximately 85 such instances. These were classified based on A.P. Chudinov's typology, which was examined in relation to G. Lakoff foundational conceptual metaphors. The identified lexical dominants actively employ a system of conceptual metaphors to gain their persuasive power and evaluative nature.

1. "SOCIETY / ECONOMY is BODY" Metaphor (Morbus and Treatment). This model presents social and economic problems as diseases and the actions of the state as a form of treatment. It creates a sense of urgency and presents the government as a *competent doctor* saving *the health of the entire nation*.

Financial stability: "Living within one's means is a recipe for stability" [*zhit po sredstvam — retsept stabilnosti*].

Financial literacy: "this will strengthen the immunity of citizens" [*eto usilit immunitet kazakhstantsev*] against fraudulent schemes.

On crime abroad (as a contrast): "a real epidemic of crime and unrest is raging" [*bushuet nastoiashchaia epidemiia prestupnosti*].

Social problems: "Five social evils" [*piat sotsialnykh zol*].

Healthcare financing: the return on such injections [infusions] is still in question [*otdacha ot takikh vlivanii*] [31].

This model is used to diagnose problems. "Ineffective finances require a recipe. Fraud is a virus against which immunity is needed". Social vices are *evils* that threaten the country's body. Such rhetoric allows the proposed solutions (*new Tax Code, financial literacy programs*) to be framed not as a political choice but as the only right treatment.

2. STATE ACTIVITY is WAR / STRUGGLE Metaphor

This model depicts problem solving as a battle with an enemy. It mobilizes society, justifies harsh and decisive measures, and divides us (*we*) and them (*they*).

Crime prevention: "banditry must be ended" [*s banditizmom dolzhno byt pokoncheno*].

Social defects: "To set a barrier to vandalism" [*postavit zaslon vandalizmu*].

Drug crime: "The struggle against drugs" [*borba s narkotikami*].

Fraud: "Countermeasures against fraud" [*mery protivodeistviia moshennichestvu*] [31].

Military rhetoric is primarily applied to the sphere of law and order. Crime, drugs, and vandalism are depicted as enemies against which an uncompromising "struggle" (*bor'ba*) must be waged and a firm "barrier" (*zaslon*) erected. The phrase "banditry must be ended" functions as the order to complete elimination of the enemy. This rhetoric creates the image of a strong government protecting peaceful citizens from internal threats.

3. The State as a MECHANISM / CONSTRUCTION Metaphor

This is the predominant conceptual model in the Address. The state and economy are framed as a structure under construction or as a sophisticated mechanism requiring assembly, calibration, and activation. This framing positions the President as the principal architect or engineer.

The main goal: "The construction of a Just Kazakhstan is underway" [*idet stroitelstvo Spravedlivogo Kazakhstana*].

The tax reform: "The new Tax Code is to reboot the existing system" [*perezagruzit sushchestvuiushchuiu sistemu*].

Investment: "to launch a new investment cycle" [*zapustit novyi investitsionnyi tsikl*].

Social measures: "To implement the mechanism of a social wallet" [*vnedrit mekhanizm sotsialnogo koshelka*].

The National Fund's role: "the National Fund acts as a crucial instrument" [*vystupaet vazhneishim instrumentom*].

Teachers' role: "teachers are the intellectual vanguard, laying the foundation" [*zakladyvaiushchii fundament*].

On the mission: “We have a common high mission — to build a Just Kazakhstan” [*postroit Spravedlivyi Kazakhstan*] [31].

This model is present throughout the entire text. The primary objective is *construction (stroitel'stvo)*. Reforms represent a systematic “reboot” (*perezagruzka*) and the initiation of “mechanisms” facilitated by specific “instruments”. Education establishes the fundamental basis. This rhetoric constructs the image of a systematic, manageable, and predictable process. The government has a clear “projects” and “blueprints” for the country’s future.

Analysis of Metaphorical Models According to A.P. Chudinov’s Classification.

1. The Artifact Metaphor (State as a Construction / Mechanism). This is the dominant model presented in the Address, framing political and economic activity as the construction of a building or assembly and modification of a mechanism. This metaphor cultivates the image of a rational, controllable, and technological process positioning the president in the role of a chief engineer or architect.

The Construction Metaphor. The main goal of the state is the construction of a Just Kazakhstan”; “Teachers lay the foundation for the nation’s long-term progress”; “The mission is to build a Just Kazakhstan” [31].

The Mechanism Metaphor. “Reforms are the tuning of the system”; “The new Tax Code is to reboot”; “New initiatives are the launch of devices”; “to launch a new investment cycle”; “To implement the mechanism of a social wallet” [31].

2. Sociomorphic Metaphor (Politics as War). This model presents social problems as military conflicts, and policy solutions as combat operations. This rhetorical framing enables the classification of peculiar phenomena as *hostile enemies*, thereby *justifying* the necessity to take decisive and severe countermeasures.

Direct Struggle: “The struggle against drugs”; “In the fight against social vices”; “we must unite the efforts” [*obedinit usiliia*] [31].

Defensive and Offensive Actions: “It is necessary to set a barrier”; “It is required to take decisivemeasures” [*priniat reshitelnye mery*].

3. Anthropomorphic Metaphor (Society as Body). The concept frames the society, economy, and the state as a living organism susceptible illness. Within this framework, social problems are depicted as *disease*. The government actions are as the required *medical treatments* or *cures*.

Diagnosis and Treatment for financial stability: “the only possible recipe” [*edinstvennyi vozmozhnyi retsept*]. Financing of economic sectors is described as a medical procedure: “the return on such injections [infusions] is still in question”.

Financial literacy enhances the immunity of Kazakhstanis to various types of fraudulent schemes.

Description of an Epidemiological Threat. |In contrast to the situation in Kazakhstan, other countries are described as experiencing a *raging epidemic of crime and unrest* [31].

Based on A.P. Chudinov’s classification, the analysis of the Address reveals three metaphorical models. The Artifact metaphor creates a constructive, forward-looking agenda. In contrast, the Sociomorphic (military) and Anthropomorphic (somatic) metaphors determines social problems as *threats* or *illness*, thereby justifying reasonable government responses.

To conduct this analysis the entire text of the Address was thoroughly examined. Metaphorical expressions were counted and sorted according to A.P. Chudinov’s typology into three main models.

The count included both overt metaphors, such as *epidemic of crime*. The conventionalised (or *dead*) metaphors are part of the language system but are revived in political discourse, like *launch a cycle* or *vector of development*. The count is based on an expert linguistic evaluation of the text’s conceptual framework (Table 1).

Table 1

Distribution of Metaphorical Models in the Text of the Address

Metaphor Category (per A.P. Chudinov)	Approximate Count	Percentage of Total
1. Artifact (construction, mechanism, path)	51	~ 60 %
2. Sociomorphic (military)	15	~ 18 %
3. Anthropomorphic (sickness, organism)	14	~ 16 %
4. Naturmorphic (plants, natural elements)	5	~ 6 %
TOTAL	85	100 %

1. *The Absolute Predominance of Artifact Metaphors (~60 %)*. The quantitative analysis confirms that the Address is built upon the conceptual metaphor of the state as a *rational, governable, and constructed entity*. The vast majority of metaphors describe state activities in engineering terms (*launch, mechanism, instrument, reboot*), construction (*build, foundation*), and navigated movement (*path, vector, corridor*). This evidence substantiates the conclusion that the primary discursive strategy is to cultivate the image of the capable, technocratic and systematic authority.

These results align with the findings of Zh.N. Zhunussova et al. [3]. Their comparative analysis of presidential discourses revealed that the Address genre in Kazakhstan historically relies on stability-oriented rhetorical frameworks. The received data confirms this observation. Specifically, it shows that the *construction* metaphor remains the central element of this stability narrative.

2. *The Parity of Threat Metaphors (Military and Somatic, ~34 % combined)*. The Address employs Sociomorphic and Anthropomorphic metaphors to frame problems and threats. Their frequency is almost equal. This parity demonstrates a dual strategy to classify *threats* [*ugrozy*] in presidential discourse: as *enemies* [*vragi*] to be fought and as *diseases* [*bolezni*] to be cured. The choice of metaphor is context-dependent (for example, the speaker frames *banditry* as an enemy, whereas *personnel shortage* appears as a disease).

3. *The Low Frequency of Naturomorphic Metaphor (~6 %)*. Significantly, the speaker rarely uses metaphors related to the natural world, offering only a few examples like “points of growth” [*tochki rosta*] or “cultivation”. This noticeable lack suggests that a technocratic worldview dominates the discourse over an organic one. The President perceives the state and society as a *mechanism* to be calibrated, rather than as a garden to be cultivated.

Therefore, the quantitative distribution confirms the findings of the qualitative research. The Artifact metaphor (the state is a rational construction) structures the discourse of the Address, supported by a dual framework for conceptualizing threats: the military (War) and the medical (Illness).

Metaphor as a Tool to Implement Communicative Strategies

The identified metaphorical models function as more than mere cognitive frameworks. They serve as tactical instruments for executing the speaker’s overarching communicative strategies. The analysis of the Address identifies several key strategies implemented through specific tactics, as detailed in the works of O.S. Issers [6].

Strategy of Self-Presentation (The Competent Manager-Engineer). The Artifact Metaphor is a crucial component of this strategy. The strategy seeks to cultivate an image of a sensible, capable, and technologically adept leader. It is executed through two tactics.

1. **The tactics of employing specialized terminology.** The speaker methodically employs specialist terms (*monetary and fiscal policy* [*denezhno-kreditnaia i fiskalnaia politika*]; *oil, gas, and coal chemistry*) to establish himself as an authority with profound knowledge of the topic.

2. **The tactics of concretization and elaboration.** Plans are underpinned by specific metrics and timelines (*Adopted 102 laws, to increase the share of medium-sized business to 15 % by 2029*), fostering a sense of oversight and responsibility. The artifact metaphor serves as a crucial instrument, with the speaker using expressions such as *reboot the system, expand capacity, and apply the mechanism* [31] to demonstrate his ability to proficiently *tune* [*nastroit*] the state machine.

The strategy of argumentation (Problem → Solution). This strategy comes from combining anthropomorphic (morbus) and artifact (instrument) metaphors. The strategy entails persuading the audience of the importance of recommended measures by first diagnosing the problem and then providing a straightforward remedy. It begins with the *problematization tactics*, which involves framing an issue in stark, negative terms to promote urgency, often utilizing a morbus metaphor (*acute shortage of specialists*). It is quickly followed by the tactics of proposing a tangible solution, in which a specific *instrument* or *mechanism* is proposed as the remedy (for example, implementing *mechanism of a social wallet* [*mekhanizm sotsialnogo koshelka*]).

Strategy of Discrediting (Negative Phenomena). The Sociomorphic (military) Metaphor is used to frame social ills as adversaries that must be vanquished. An important tool in this context is the *ultimatum tactic*, which shows resolve by using categorical, non-negotiable language *to set a barrier* against vandalism and gambling addiction or to demand that *banditry must be ended* presents these phenomena as enemies to be defeated, thereby justifying severe measures.

Strategy of Unification and Consolidation. The goal of this strategy is to bring the audience together. The primary device is the tactic of *inclusive pronominalization*, using pronouns like *we* and *our, us* to bridge

the gap between the government and the people: in the fight against social vices, *we must unite efforts* [*my dolzhny obedinit usiliia*]...

Additionally, the tactic of *invoking a shared future* is exemplified by calls such as *together we will make our Motherland...* and *We have a common high mission...* [*u nas obshchaia vysokaia missiia*] [31]. The speaker employs this strategy to portray a unified country facing the same challenges and sharing the same objectives.

The dominant metaphors are technocratic and universal. However, the core communicative aim of consolidation resonates with the national cultural code described by Z.Sh. Ernazarova [30]. The appeal to *unity* and *common mission* reflects traditional Kazakh rhetorical strategies of harmonizing social relations, effectively blending modern technocratic goals with culturally significant values.

Legitimization strategy. This strategy is designed to support and explain choices, particularly those that may be controversial.

The tactic of appealing to the people's right to rule. The choice regarding the referendum on the construction of the Nuclear Power Plant is substantiated by appealing to the people's will.

Every important step... [*is taken*] *with the support of the people.* This must also be the case with the referendum on the NPP [31]. The decision on the referendum is justified by invoking the democratic principle of popular sovereignty.

The concept of *Listening state (Slyshashchee gosudarstvo)* [31]: The significant portion of the Address constitutes a mechanism for the current political system to demonstrate its openness and efficiency. The President asserts that this concept has formed "a new model of behavior for civil servants" [*novaia model povedeniia gossluzhashchikh*] [31].

Through this, the speaker anticipates criticism and justifies his actions by referencing values that most people share. It means that decisions align with the needs of the society, not just those of one person.

Consequently, the intricate integration of different communicative methods and tactics enables the speaker to develop a varied and highly successful linguistic personality. These various aspects are not conflicting but function synergistically to form a comprehensive representation.

The Chronotope: Time and Space as Management Categories. The reconstruction of the text's chronotope reveals that space and time are not neutral settings. Instead, they function as active managerial instruments used to advance a technocratic worldview.

Time as a Project Schedule. The temporal structure of the Address is linear and strictly regulated. It resembles an industrial production schedule rather than historical or cyclical time. The speaker employs precise temporal markers and specific target indicators: "by 2029", "in the upcoming year" and "with a long-term perspective." Within this framework, the Past is constructed as a period of inefficiency or stagnation to be overcome. The Future is conceptualized not as an abstract dream, but as the planned result of a construction process currently underway ("to launch a new investment cycle"). This linear progression reinforces the *Artifact metaphor*. The state is perceived as a controlled project with predetermined deadlines for each stage of implementation.

Space as a Zone of Control. The spatial arrangement of the text is hierarchical and functional. The country's space is conceptualized as a territory to be managed and developed. The narrative establishes a clear vertical relationship. The Center directs the periphery: "The Government and regional akims" [*Pravitelstvo i akimy regionov*]. Furthermore, the speaker defines space using logistical and industrial terms. The President views the country as a network of assets, mentioning "transport corridors" [*transportnye koridory*], "industrial zones" and "growth points." The President emphasizes the need to strengthen Kazakhstan's position as a "key transit hub" [*kliuchevoi tranzitnyi khab*]. This transforms the emotional concept of "Motherland" into a pragmatic map of economic potential. It also cements the speaker's *linguistic personality* as the Chief Architect of the nation's spatial development.

Characterization of the Linguistic Personality (Yu.N. Karaulov's model)

The analysis of the linguistic personality based on Yu.N. Karaulov's model reveals a rational-technocratic archetype, characterized on three levels.

Verbal-Semantic Level: The speaker demonstrates professionalism using specialized financial and industrial terminology (*fiscal policy, investment cycle, deep processing*), creating the image of an expert, not a populist.

The discourse is driven by active performative verbs such as *to launch, to implement* and *to reboot*. These verbs position the leader not as a passive observer, but as a chief operator of the state mechanism.

The increasing density of specialized terminology aligns with the trend identified by S.K. Sansyzbaeva [24]. The scientist pointed out that modern Kazakhstani political discourse is shifting away from purely declarative rhetoric towards a more pragmatically loaded style. The specific use of financial and industrial lexicon in the 2024 Address validates this shift on the verbal-semantic level.

Cognitive Level: The author's worldview is logical and goal-oriented. The state and society are presented as a complex mechanism to be *adjusted* and *optimized*, reflecting the dominant Artefact metaphor. Time is a linear project with clear deadlines (*by 2029*), and space is a hierarchical system (*Center-regions*).

Pragmatic Level: The primary goal is to persuade through competence and consolidation. The author uses a *Competent Manager* strategy, structuring arguments in a *Problem* → *Solution* framework. The speech is calm and authoritative, devoid of excessive emotion, with legitimacy sought through managerial effectiveness rather than charisma.

The speaker actively uses inclusive pronouns (*we, our*) to share responsibility. By saying *we must unite* or *our common mission*, the speaker linguistically binds the government and citizens into a single subject of action.

In summary, the author's linguistic personality is that of a rational technocrat who perceives the world as a system analyzed and managed, and challenges presented as technical tasks rather than emotional struggles.

Conclusion

The central finding of this multi-level analysis is that the Address's rhetorical power stems not from the isolated linguistic elements, but from their synergetic integration. The speaker's lexical choices, cognitive metaphors, and pragmatic strategies work in concert to construct the personality of a rational technocrat.

This linguistic personality is forged through a blend of specialized terminology and predominant Artefact metaphor. The lexical analysis revealed the dominance of expert language (*fiscal policy, diversification, public-private partnership*) was used a lot. While this lexicon can be obscured but it is clarified through accessible images. The state is framed as a mechanism to be rebooted or a structure to be built. As a result, complex technocratic language is rendered comprehensible, and government actions are presented as logical engineering projects. This combination implements effectively the communicative strategy of self-presentation as a competent manager.

Simultaneously, the discursive register shifts when addressing threats. The terminology of problems — such as *banditry, fraud* and *deficit* — evokes metaphors of *war and morbus*. Problems are framed not as systemic contradictions but as external *enemies* to be fought or *diseases* to be cured. This rhetorical move simplifies complex social challenges and legitimizes the government's decisive actions.

This rhetorical structure is based on a specific Chronotope. The narrative of transition from a problematic past to the scrupulously planned future creates a sense of progress and control. Furthermore, the hierarchical arrangement of space (Centre-Periphery) reinforces the image of the centralised, managerial government executing its vision across the nation.

Ultimately, no level of language functions in isolation. The specialized vocabulary establishes an authoritative tone. Metaphorical models render the text persuasive and accessible. Furthermore, communicative strategies direct these tools towards the pragmatic goals. Finally, the chronotope provides the spatial and temporal stage for the entire performance. It is this synthesis that skillfully creates the image of worldview that are the primary objectives of the political speeches.

Future Research Directions. This study has defined parameters as a synchronic case study of a singular formal text. These constraints, however, present opportunities for additional inquiry. Future research should prioritize both a *diachronic analysis* of Addresses from 2019 to 2025 and a broader synchronic analysis of other institutional genres to verify the stability of the linguistic personality. Additionally, a *comparative study* of these findings with the discourse leaders from Central Asia, Russia, Europe and the USA would be valuable to distinguish between universal genre features and the unique idiolect of the specific linguistic personality.

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О.Г. Алексеева, Ж.Н. Жунусова, Б.К. Аязбаева, Н.К. Хан, В.А. Ермакова

Қазақстанның саяси дискурсындағы метафора және лингвистикалық тұлға (Президент Жолдауларын жағдайлық зерттеу негізінде)

Мақалада қазіргі Қазақстанның саяси дискурсындағы саяси шындықты құру мәселелері мен тілдік тұлғаның коммуникативтік тәртібі қарастырылған. Зерттеу нысаны — Мемлекет басшысы Қасым-Жомарт Тоқаевтың 2024 жылғы 1 қыркүйектегі Қазақстан халқына Жолдауының ресми мәтіні. Зерттеудің өзектілігі елдегі маңызды әлеуметтік-экономикалық трансформациялар кезеңінде ұлттық күн тәртібін қалыптастыратын негізгі саяси мәтіндерге жан-жақты лингвистикалық талдау жасау қажеттілігімен негізделеді. Авторлардың ғылыми жаңалығы мен негізгі үлесі — қазақстандық саяси дискурсты талдауда бұрын мұндай үйлесімде қолданылмаған кешенді, интеграцияланған тәсілді қолдануында. Зерттеу әдіснамасы сапалық әдістердің үйлесіміне негізделген: когнитивтік лингвистика (А.П. Чудиновтің типологиясы мен Дж. Лакофф теориясы бойынша концептуалды метафораларды талдау), дискурс-талдау (О.С. Иссерстің пікірінше коммуникативтік стратегияларды талдау) және контент-талдау. Жүргізілген зерттеу негізінде Жолдау мәтініндегі негізгі риторикалық тәсіл — концептуалды метафоралардың қосарлы жүйесін қолдану екені **анықталды**. Шығармашылық артефактілік метафораның («мемлекет — механизм / құрылыс») абсолютті басымдығы (~60 %) **дәлелденді**, бұл мемлекеттік басқарудың ұтымды, басқарылатын және технологиялық процесінің бейнесін жасайды. Бұл модельге мәселелердің контекстке келтіру және биліктің батыл әрекеттерін заңдастыру үшін қолданылатын қауіп-қатер метафоралары — социоморфты («соғыс») және антропоморфты («ауру») — жүйелі түрде қарсы қойылғаны **көрсетілді**. Жолдау авторының тілдік тұлғасының сипаттық белгілері **талданды** және келесідей қорытынды **тұжырымдалды**: автор тілдік тұлғаның рационалды-технократиялық түрінің жарқын үлгісі. Заңдылығы эмоцияға емес, құзыреттілік пен тиімділікке негізделген көшбасшы бейнесі сараптамалық лексиканың, үстем метафоралық модельдердің және мақсатты коммуникативтік стратегиялардың (өзін-өзі таныстыру, дәлелдеу, беделін түсіру және біріктіру) синергиясы арқылы құрылатыны **дәлелденді**. Осылайша, мақала тілдік құбылыстарды сипаттап қана қоймай, қазіргі саяси мәтінде дискурсивтік механизмдердің күрделі жүйесі арқылы ұлттық көшбасшының дүниетанымы мен прагматикалық мақсаттарының қалай кодталатынын көрсетеді.

Кілт сөздер: саяси дискурс, коммуникативтік стратегиялар, когнитивтік метафора, тілдік тұлға, Президент Жолдауы.

О.Г. Алексеева, Ж.Н. Жунусова, Б.К. Аязбаева, Н.К. Хан, В.А. Ермакова

Метафора и языковая личность в политическом дискурсе Казахстана (кейс-стади Послания Президента народу)

В данной статье рассматриваются проблемы конструирования политической реальности и коммуникативное поведение языковой личности в современном политическом дискурсе Казахстана. Объектом исследования выступает официальный текст Послания Главы государства Касым-Жомарта Токаева народу Казахстана от 1 сентября 2024 года. Актуальность исследования обосновывается необходимостью всестороннего лингвистического анализа ключевых политических текстов, формирующих национальную повестку в период значительных социальных и экономических трансформаций в стране. Научная новизна и основной вклад авторов заключаются в применении комплексного интегрированного подхода, который ранее не использовался для анализа казахстанского политического дискурса в такой комбинации. Методология исследования основана на сочетании качественных методов: когнитивной лингвистики (анализ концептуальных метафор по типологии А.П. Чудинова и теории Дж. Лакоффа), дискурс-анализа (анализ коммуникативных стратегий по О.С. Иссерс) и контент-анализа. На основании проведенного исследования **выявлено**, что ключевым риторическим приемом в тексте Послания является использование дуальной системы концептуальных метафор. **Доказано** абсолютное преобладание (~60 %) созидательной артефактной метафоры («государство — это механизм / стройка»), которая конструирует образ рационального, управляемого и технологичного процесса государственного управления. **Показано**, что данной модели системно противопоставлены метафоры угрозы — социоморфная («война») и антропоморфная («болезнь»), которые используются для контекстуализации проблем и легитимации решительных действий власти. **Анализируются характер-**

ные черты языковой личности автора Послания, и **сформулировано следующее заключение**: автор представляет собой яркий пример рационально-технократического типа языковой личности. **Доказано**, что образ лидера, легитимность которого основывается на компетентности и эффективности, а не на эмоциях, конструируется через синергию экспертной лексики, доминирующих метафорических моделей и целенаправленных коммуникативных стратегий (самопрезентации, аргументации, дискредитации и единения). Таким образом, статья не просто описывает языковые явления, но и демонстрирует, как через сложную систему дискурсивных механизмов в современном политическом тексте кодируются мировоззрение и прагматические цели национального лидера.

Ключевые слова: политический дискурс, коммуникативные стратегии, когнитивная метафора, языковая личность, Президентское послание.

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Information about the authors

Alexeyeva, Oxana Grigor'yevna (corresponding author) — The 3rd year Doctoral candidate of the Theoretical and Applied Linguistics Department, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan; Lecturer, Abylkas Saginov Karaganda Technical University, Karaganda, Kazakhstan. E-mail: oksana.alekseeva.74@bk.ru; ORCID: <https://orcid.org/0000-0002-4438-5155>

Zhunussova, Zhannyl Nagyzbayevna — Scientific supervisor, Dr. Philol. Sciences, Professor of the Theoretical and Applied Linguistics Department, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan. E-mail: zhannyl08@mail.ru; ORCID: <https://orcid.org/0000-0003-0694-470X>

Ayazbayeva, Bakhyt Kussainovna — Candidate of Philological Sciences, Associate Professor, Buketov Karaganda National Research University, Karaganda, Kazakhstan. E-mail: bahit0108@mail.ru; ORCID: <https://orcid.org/0000-0003-2004-3369>

Khan, Nadezhda Konstantinovna — Candidate of Philological Sciences, Professor of the Department of Russian Language and Literature named after Professor G.A. Meiramov, Buketov Karaganda National Research University, Karaganda, Kazakhstan. E-mail: hnadejda@yandex.ru; ORCID: <https://orcid.org/0000-0003-3986-6269>

Yermakova, Vera Alexandrovna — Candidate of Philological Sciences, Associate Professor, Head of the Department of Languages, International Information Technology University, Almaty, Kazakhstan. E-mail: v.yermakova@iitu.edu.kz; ORCID: <https://orcid.org/0009-0004-7347-1580>