The Main Functions of Precedent Anthroponyms in Media Discourse

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Abstract. The necessity of a comparative study of the pragmatic aspect of the use of precedent names is due to the constant change in their communicative functions in the media space because of globalization and intercultural exchange. The study of precedent names is one of the vectors of the anthropological turn in modern humanities. The aim of this research is a comparative study of the functions and purposes of the use of precedent phenomena in the media discourse of Kazakhstan and the United Kingdom. This study employed the following methods: functional-pragmatic and semantic analysis, as well as contextual, comparative, and synthetic-analytical methods. This work can be used for comparing the media systems of Kazakhstan and the United Kingdom, studying the pragmatic, communicative, and functional aspects of the introduction of anthroponyms in journalistic texts, and researching the functioning of various structural elements for different communicative purposes.

Keywords: pragmatic specificity of precedent anthroponyms, anthrophonic units, communicative impact, readers' audience, expressiveness, evaluative category.

Research area: Social Structure, Social Institutions and Processes; Theoretical, Applied and Comparative Linguistics; Theory and History of Culture and Art.

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Функции прецедентных антропонимов в медиадискурсе

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Аннотация. Необходимость сравнительного исследования прагматических аспектов использования прецедентных имен объясняется постоянными изменениями их коммуникативных функций в медийном пространстве, вызванными глобализацией и межкультурным обменом. Изучение прецедентных имен является одним из направлений антропологического поворота в современных гуманитарных науках, где особое внимание уделяется связи языка, культуры и общества. Целью данного исследования является сравнительное изучение функций и целей использования прецедентных феноменов в медийном дискурсе Казахстана и Великобритании. Исследование способствует сравнительному пониманию медиасистем Казахстана и Великобритании, фокусируясь на прагматических, коммуникативных и функциональных аспектах использования антропонимов в журналистских текстах. Оно дает представление о роли таких имен в формировании медийных нарративов и более широком культурном контексте, предлагая новый взгляд на функционирование различных структурных элементов для разнообразных коммуникативных целей.

Ключевые слова: прагматическая специфика прецедентных антропонимов, антропонимические единицы, коммуникативное воздействие, аудитория читателей, экспрессивность, оценочная категория.

Научная специальность: 5.4.4. Социальная структура, социальные институты и процессы; 5.9.8. Теоретическая, прикладная и сравнительно-сопоставительная лингвистика; 5.10.1. Теория и история культуры, искусства.

Introduction

The study of the functions and purposes of using precedent phenomena in the press is primarily driven by the need to monitor pragmatic-communicative changes in media resources due to constant intercultural contacts, changes in national policies, and global globalization. By analyzing the contexts of the Kazakh and British press, it is possible to establish patterns of interaction when communicating with representatives of different cultures and nations.

Research on any structural element of a journalistic article is relevant because through this knowledge, one can comprehend important aspects of national media discourses as a whole. Through the linguistic analysis of precedent names, an understanding of the cognitive tools involved in expressing perceptions of the world and forming communicative interaction patterns within the same culture and mentality, as well as across different ones, is achieved. By defining the functionality of precedent anthroponyms, it becomes possible to understand the

communicative goals and tactics for establishing communicative contact with the reader audience.

Comparing multiple media systems, particularly those of Asian and European types, provides not only linguistic insights but also numerous conceptual, socio-cultural, and psychological ones. Thus, the research is relevant from the perspective of employing a comparative approach based on the analysis of precedent phenomena as one of the significant content and formal structures of journalistic texts.

1. Theoretical framework and literature review

The study by B. A. Akhatova (2022) focused on the texts of event media discourse in Kazakhstan. Through frame analysis of text structures, the following parameters of Kazakh media were identified: stereotypicality, repetitiveness, and the use of visual elements. Therefore, this research was built on studying the pragmatic role of media in Kazakhstan, but it did not address the functionality of precedent phenomena.

The linguocultural analysis of the term "precedent text" is presented in the work of A. N. Nurbaeva (2022), specifically using the example of the Kazakh press. The author's research aimed at analyzing such concepts as precedent name, precedent situation, and precedent statement, and determining the purposes of their use. However, this work did not provide a comparative analysis of the Kazakh media system with others.

The consideration of English-language media discourse in terms of analyzing precedent phenomena was presented in the work of E. Sh. Nikiforova (2021). According to the author, the main purpose of introducing precedent phenomena in articles is to express the author's position concisely for a specific audience, meaning that the precedent performs evaluative and password functions.

In analyzing precedent units, the work of O. K. Bektoshev (2022) determined that linguistic tools are closely linked to cultural ones. Thus, the research focused on the specifics of using precedent phenomena, but it did not study the functions of precedent names in media discourse.

A criteria system for determining groups of precedent names was developed by N. Akhmadjonov (2023), specifically highlighting the following: high frequency, emotionality, imagery, and invariance of perception. It should be noted that this study examined the main features of precedent phenomena but did not focus on the pragmatic aspects of their use.

The aim of this study is to compare the pragmatic potential, particularly the functions and purposes of using precedent names, using contexts taken from Kazakh and British press. Based on the aim of this work, the following tasks were set: finding contexts with precedent names in Kazakh and British press, analyzing anthroponyms for their purposes and functions, and identifying key semantic groups of precedent names. The subject of the study is the newspapers of Kazakhstan and the United Kingdom, considered through the lens of comparative analysis.

2. Statement of the problem

Precedent phenomena have mostly been studied as cognitive units of intertextuality and intercultural communication. Knowledge about the functioning of PP as factors influencing the process of identity formation has been poorly studied and requires depth analysis. This problem should be filled with the monitoring pragmatic and communicative changes in media resources in conditions of constant intercultural contacts. Identification of patterns of interaction in communication with representatives of different cultures and nations. Identification of functional and pragmatic features of the use of precedent names in different media systems.

3. Methods

The theoretical basis for this study included Kazakh press sources: "Egemen Qazaqstan" (2021) and "Kazakhstanskaya Pravda" (2019), as well as British press sources: "The Telegraph" (2023) and "The Times" (2023). Selected contexts from journalistic materials were examined for the functionality of precedent names in the texts of Asian and European media systems. The study was founded on the concept of comparative analysis between pre-

cedent phenomena in the Kazakh and British press.

Functional-pragmatic analysis in this study was used to investigate the communicative goals and functions of using precedent anthroponyms in Kazakh and British media discourse texts. This method facilitated the study of the pragmatic potential of anthroponyms within the structure of journalistic articles, thereby determining the use of precedent phenomena in specific contexts. The results of the pragmatics and functionality of using anthroponomic units are presented in percentage ratios in the figure.

Semantic analysis in this study was used to form the main semantic groups of precedent names in Kazakh and British press. The criterion of national or global spread of precedent phenomena was also taken into account. Examples for the specified semantic groups from Kazakh and British contexts were presented. A narrower method of study, namely anthroponymic analysis, was also applied, during which proper names (anthroponyms) were examined.

Contextual analysis in this study aimed to confirm each of the defined functions of anthroponymic units acting as precedent phenomena. Based on the selected contexts, further semantic and functional-pragmatic analysis was conducted. For correlating the use of precedent names in Kazakh and British media discourse, frequency analysis was used, studying the number and frequency of specific anthroponyms. The results of the frequency analysis were presented in tabular form.

Comparative analysis in this study was employed to examine Kazakh and British media discourse by comparing the functionality, pragmatics of use, and frequency of precedent names in journalistic texts. The comparison considered the following functions: creating an expressive effect, establishing communicative contact, attracting the reader's attention, and authorial comparisons and evaluations (both positive and negative). The results of the comparative analysis were presented using graphical elements (tables, figures).

The analytical-synthetic method in this study was used to form the conceptual field of issues related to the study of precedent phenom-

ena worldwide. Thus, in this study, the main methods used included functional-pragmatic and semantic analysis, as well as additional methods such as contextual, comparative, and analytical-synthetic. Only by utilizing all these methods was it possible to present a comprehensive picture of the pragmatic use and functionality of anthroponyms as precedent phenomena in the context of Kazakh and British media discourse.

4. Results

From a linguistic standpoint, a precedent phenomenon represents a component of knowledge that holds significance understood by a specific ethnocultural community both cognitively and communicatively. Among precedent phenomena, four main types are distinguished: precedent situations, precedent texts, precedent statements, and precedent names. Precedent phenomena can function as direct references to specific texts, statements, situations, or names (explicitly) or as indirect references to texts, situations, or names (implicitly) (Horigan, 2001; Hrivikova, 2017).

A precedent name is an onomastic unit directly associated with a precedent text or situation well-known within the national language community or names that act as symbols, embodying a specific set of qualities. Precedent names have the following structure: core – differential features (traits of appearance, character, precedent situations, or texts) most frequently associated with the name (close associative field) and periphery – other features (distant associative field).

A precedent situation represents a situation considered as a standard, linked with a specific set of connotations and differential features. Along with the precedent situation, precedent statements and names are often used. A precedent statement is a particular complete thought framed as a quote, recognized by native speakers as a cohesive product of speech activity. A precedent text is also a product of speech activity, which, when mentioned, evokes a range of associations related to precedent names and situations.

In media discourse, precedent names are typically used with the following functions: to

create an expressive effect of the statement to manipulate cognitive tools, to express the author's evaluation regarding a particular set of properties objectified by a vivid precedent image, to establish communicative contact with message recipients (the so-called "password" function of the statement) (Krasnych, 2003).

Issues related to precedent phenomena in media communication include: studying the basics of intertextuality (Lucca, 2001; Gervasio, 2021), transformation of societal perception of mass media products (Yang, 2022; Bjornsgaard, 2023), discursive and complex analyses of modern media (Feng, 2019; Bauer, 2021; Li, 2023), comparison of different media systems (Kim, 2022), investigation of semasiological and onomasiological aspects (Louw, 2000), and freedom of authorial expression in media (Isani, 2011; Jacobs, 2022). Thus, in addition to issues related to precedent phenomena, intertextuality, and allusiveness, attention should be paid to the specifics of the considered media products.

Precedent names in British media discourse can be conditionally divided into the following semantic groups: names of cultural figures (W. Shakespeare, R. Burns, C. Chaplin); names of historical figures (Queen Elizabeth, W. Churchill, Napoleon, A. Lincoln); names of literary characters (Harry Potter, King Arthur). Precedent situations are primarily associated with historical events (World War II, Nazism, Napoleonic wars) and the politico-economic

situation (Brexit, the COVID-19 pandemic). Precedent statements include the following: "American Dream," "To be or not to be" (a reference to Shakespeare), "extremes meet" (The Telegraph, 2022; The Times, 2023).

Among precedent names in Kazakh discourse, the following semantic groups can be identified: cultural and artistic figures (A. Kunanbayev, Shakespeare), historical and political figures (N. A. Nazarbayev, D. Trump), religious figures (Allah, Muhammad, Tengri), and literary characters (Bayan-Sulu, Koblandy-batyr), although the last group is represented by a small number of names. It should be noted that approximately half of the precedent names correspond to universal names rather than national ones. Among key precedent situations are references to religious postulates, national cultural heritage, military actions in the world, and common sayings: "Jaqsy dostan jan pida" ("For a good friend, even life is not spared"), "Отан оттан да ыстық" ("The warmth of the homeland is hotter than fire") (Kazakhstan truth, 2019; Egemen Qazaqstan, 2021). The frequency of using precedent names in the two discussed discourses is presented in Table 1.

In British media discourse, precedent names can be used to shift attention from one issue to another or to justify certain actions: "Boris Johnson will this week reject claims that he did not concentrate on the emerging Covid threat during the February 2020 half-term because he was writing a book about Wil-

Table 1. Frequency of Using of Precedent Names in Kazakh and British Media Discourse

Precedent Names					
Precedent names in the British press	Number of results «The Telegraph»	Number of results «The Times»	Precedent names in the Kazakh press	Number of results «Egemen Qazaqstan»	Number of results "Kazakhstanska-ya Pravda"
W. Shakespeare	371	17892	A. Kunanbayev	20	14
R. Burns	20	4056	N.A. Nazarbayev	1345	1015
W. Churchill	310	15535	W. Shakespeare	12	17
King Arthur	17	4027	Allah	1	12
Harry Potter	370	9622	Tengri	25	6

Source: prepared based on the results of a study of the Kazakh (Kazakhstan truth, 2019; Egemen Qazaqstan, 2021) and British (The Telegraph, 2022; The Times, 2023) press.

liam Shakespeare." In this context, the name W. Shakespeare serves as a kind of distraction from the problem of inadequate pandemic preparedness. Meanwhile, the headline "Johnson to reject claims he wrote Shakespeare book instead of focusing on Covid" sounds quite sensational and controversial, attracting a wide audience to study this topic (The Telegraph, 2023).

Precedent names of cultural figures are often used together with precedent statements, which can be presented as direct references to the author's words or paraphrased. For example, King Charles III, speaking before the Scottish Parliament, used an indirect citation of R. Burns: "In a speech at a special sitting of the Scottish Parliament, he paraphrased the Robert Burns poem Epitaph on my own Friend to describe the late Queen as 'a friend of man, a friend of truth, a friend of age and guide of youth'" (The Telegraph, 2022). The purpose of paraphrasing and mentioning the author's name was cultural and communicative rapprochement between the British and the Scots for the common good of improving the country's welfare. Thus, the precedent name functions to endear the audience to the authority.

In British press, precedent names are often used to evaluate actions and identify expectations. For instance, R. Sunak is compared to W. Churchill, considered the best British wartime leader: "Step forward Rishi Sunak, channelling his inner Churchill," "It would be hard to imagine a less obviously Churchillian figure than the diminutive former banker, whose oratorical style is rather the gentle art of persuasion." The text also includes numerous references to other precedent names: L. George, M. Thatcher, General de Gaulle, used to enhance Churchill's image: "Nor is Churchill the only example. From Lloyd George to Margaret Thatcher, British prime ministers have a long record of leadership in war. On the Continent, only General de Gaulle is comparable." Besides precedent names, terms related to precedent situations such as Nazism and World War II ("the man who, more than any other, saved Western civilisation from the Nazis"), Napoleonic wars ("Pitt was a financial wizard who funded the Napoleonic wars by introduc-

ing income tax and raising the national debt") are also used (The Telegraph, 2023).

Precedent names can also be used to identify negative experiences or evaluations of specific events. For example, in the context "Many still see the two men as embodiments of the American dream, and the Kennedy family has forever after bathed in their totemic Camelot glow. But did King Arthur's court ever produce a news story like this?" (The Times, 2023), a contrast is drawn between the behavior of the Kennedy family and the archaic image of King Arthur in British culture. Thus, the most distant images from each other are used in this context. The name Camelot, the fortress of King Arthur, serves as a precedent phenomenon. The reference to the "American Dream" in this context is used negatively, although this precedent statement, functioning at the level of a phraseologism, indicates the ideals and opportunities of Americans both from a material and moral perspective.

In British press, precedent names are most often used to compare different cultural or historical figures. For example, in the context "variously depict the ex-president as a cowboy, a soldier, Abraham Lincoln, a superman with lasers coming out of his eyes," the anthroponym "Abraham Lincoln," whose personality is associated with a national hero among Americans, is used to compare with D. Trump (The Times, 2023). All the contexts mentioned also involve the function of expressiveness of precedent phenomena, but it is not a priority for British discourse.

The main goal of using universal precedent names in Kazakh media discourse is to draw attention to an issue related to Kazakhstan through prominent global figures. This is evidenced by a number of article titles featuring Shakespeare's name:

"Şaryqtau sätı, Şekspir jäne Şymkent ülgısı" ("Climax, Shakespeare and the Shymkent Example") (Egemen Qazaqstan, 2021), "Şekspirı joq eldıñ Nütony da bolmaidy" ("A Country Without Shakespeare Has No Newton"), "На языке Байрона и Шекспира" ("In the Language of Byron and Shakespeare"), "Казахская классика на языке Шекспира" ("Kazakh Classics in the Language of Shake-

speare"). In the article "«Кулагер» на языке Шекспира" ("Kulagher in the Language of Shakespeare"), the name of the British playwright is used to attract a broad audience to the work of Kazakh author I. Zhansugurov, specifically his poem "Kulagher" (Kazakhstan truth, 2019).

As in British discourse, Kazakh press frequently uses the strategy of introducing precedent names to unite various groups (social, national, cultural) and to influence the audience communicatively. For example, in the context "Ūly aqyndar men oişyldar Älışer Nauai jäne Abai Qūnanbaiūly halyqtarymyzdyñ dostyğyn eñ ülken bailyq retinde qorğap, nyğaitudy bızge ösiet etken" ("Great poets and thinkers Alisher Navoi and Abai Kunanbayev bequeathed us to protect and strengthen the friendship of our peoples as the greatest wealth"), two prominent cultural figures – the Kazakh thinker A. Kunanbayev and the Uzbek poet A. Navoi – are used. Thus, the author's strategy was to show the friendship between two peoples through the comparison of two great figures: "Älışer Nauai men Abai Qūnanbaiūly därıptegen dostyq – ortaq bailyğymyz " ("The friendship praised by Alisher Navoi and Abai Kunanbayev is our common heritage") (Egemen Qazaqstan, 2021).

Since Kazakhs are a political nation with a high level of religiosity, religious fig-

ures often serve as precedent names. For example, in the context "Sirtqi körınısıne qarap būlttardi «Täñır körpesı» dep atadim» – dedı Aqtau tūrğini Aqsinai Janğali" ("Looking at the appearance, I called the clouds 'Tengri's blanket'," said Aksynai Zhangali, a resident of Aktau), there is a reference to the image of the Turkic deity Tengri, maintaining a connection with the sky. The name of the deity frequently appears in article titles: "Täñır körpesı»: Aqtau aspanynda erekşe būlt massasy paida boldy" ("Tengri's Blanket: A Unique Cloud Mass Appeared in the Sky of Aktau"), "Täñırtaudyñ tañşymşyğy Semeide jür ("Tengri's Breakfast in Semipalatinsk") (Egemen Qazaqstan, 2023). In these contexts, the main function of using precedent names is emotional-expressive, achieved through metaphorical transformations.

In addition to positive religious connotations, there are also negative connotations associated with precedent anthroponyms. In such cases, anthroponyms are used to create a contrast between the deity's name and other nearby lexemes. For example, in the context "According to the terrorist, he was inspired by the Westminster attack in March 2017 and 'caught fire' with the idea of creating his 'death gang from Allah'". The phrase "death gang from Allah" expresses the author's disagreement with the position and actions of British Islamists.
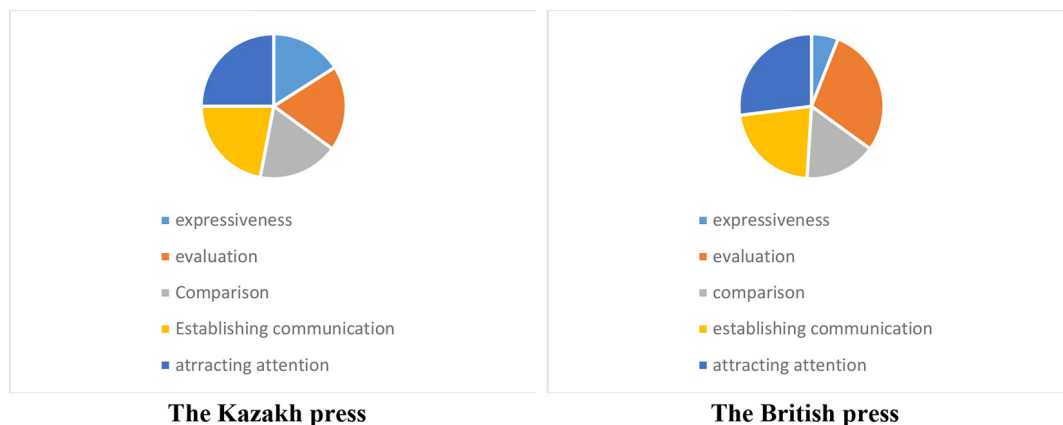
The Kazakh press

The British press

Fig. 1. The ratio between the functions of Kazakh and British precedent names used in newspapers

Source: prepared based on the results of the study of the Kazakh (Kazakhstan truth, 2019; Egemen Qazaqstan, 2021) and British (The Telegraph, 2022; The Times, 2023) press.

The principle of contrast, underlying the headline, is also used to attract attention and create a surprise effect (Kazakhstan truth, 2018). Figure 1 shows the correlation between the functions performed by precedent names in Kazakh and British media discourse (Fig. 1).

So, in the Kazakh press, the ratio between the functions of precedent names looks like this: attracting the audience's attention – 25 %, establishing communicative contact – 22 %, evaluation – 19 %, comparison – 18 %, expressiveness – 16 %. In the British press, the functionality of precedent names is distributed approximately as follows: evaluation – 29 %, attracting attention – 27 %, establishing communicative contact – 22 %, comparison – 16 %, expressiveness – 6 %. Thus, the British discourse is most characterized by the assessment of reality (both positive and negative), and the British press – by attracting the attention of readers by mentioning universal precedent names.

5. Discussion

The study of the Kazakh and British press based on the analysis of precedent names showed that the main purposes of their use are the following: attracting the attention of the audience (both national and global), establishing communicative contact, positive or negative assessment of reality, comparing several vivid images, creating an effect of surprise or stylistic effect (expression of emotionality and expressiveness). It should be noted that the analysis was based on contexts from Kazakh and British newspapers.

A study of precedent phenomena based on the analysis of the Kazakh press was conducted by G. Omarbekova (2020). When studying the functions of precedents in the mass media, it was noted that their use was most often associated with the semantic component or structure of the text, as well as with drawing attention to certain parts of a journalistic article (2020). The study of the Kazakh press showed that the main functions of precedent phenomena were to attract attention and establish communicative contact, while in the British press the key functions were the following: assessing reality and attracting the attention of readers. If in the work of G. Omarbekova (2020) names, set phrases and texts were considered as "precedent phenomena", then in our own study the main attention was focused on precedent names: universal and national. In the context of intercultural specificity, precedent phenomena (names, phrases, texts and situations) were considered in the work of A. Zahorak (2019). A feature of this study was the breadth of the text corpus used for analysis, since the work was based on the material of the German, Slovak and Russian languages. The presented analysis of precedent phenomena was also associated with the main translation mechanisms that ensure the competent translation of precedent phenomena in order to correctly understand them in the target language. In our own study, we also conducted a comparative analysis of precedent phenomena based on contexts from the Kazakh and British press, but we did not consider translation aspects in relation to anthroponyms. Since the results of the study of precedent names in the mass media of Kazakhstan and Great Britain also concerned national and intercultural specifics, it should be noted that both national and universal (global) precedent phenomena were used in the contexts. The methods of achieving a humorous effect in memetic texts were considered in the work of N. Cingerova (2021) through the prism of analyzing both global precedent phenomena understandable to the whole world and nationally specific precedent phenomena understandable to Slovak readers. The study proved that most often universal precedents understandable to the whole world become the means of comic creativity. Using examples taken from the Kazakh and British press, we traced the purposes for which universal precedent names were used. In particular, in the Kazakhstani media discourse they were introduced to draw attention to the problems of the state through the use of bright names and images. Often, there is no clear connection between the precedent name indicated in the title and the text itself. But of the analyzed contexts, there were no those in which precedent names were used to achieve a comic effect. The process of transformation of lexical meanings, according to A. Kiklewicz (2020), is based on the consideration of

lexical units in precedent texts. Based on the concept of cultural semantics in precedent texts, the processes of appellativization (loss of the status of a proper name), exemplification (impact on the emotional component of the addressee) and reinterpretation (narrowing of the lexical meaning) were considered. The study of precedent names, in contrast to the method of lexical-semantic analysis of A. Kiklewicz (2020), was based, first of all, on the pragmatic and communicative specifics of their use. That is, during the analysis of precedent names.

6. Conclusion

The analysis of contexts from the British press showed that they can be conditionally divided into the following categories: nominations for cultural and artistic figures (R. Burns, W. Shakespeare), names of historical figures (W. Churchill, Napoleon); names of literary heroes (King Arthur, Harry Potter). The results of the study of the Kazakhstani press showed the presence of the following semantic groups: names of cultural figures (W. Shakespeare, A. Kunanbayev), names of political and historical figures (D. Trump, N. A. Nazarbayev), names of religious figures (Muhammad, Tengri), names of literary heroes (Koblandy-batyr, Kozy-Korpesh). It should also be noted that both national and universal precedent names were used in both discourses. The study of the Kazakh press showed the following relation-ship between the functions of precedent names: the main one is to attract the attention of the readership (25 %), in second place is the establishment of communicative contact (22 %), followed by the use of evaluative strategies (19 %), comparison (18 %) and the expression of expressiveness (16 %). The study of the British press demonstrated that the distribution of the functions of precedent names looked approximately as follows: the use of evaluative strategies (29 %), attracting the attention of the readership (27 %), establishing communicative contact (22 %), using comparisons (16 %), and using expressive means (6 %). It is important to note the fact that the British discourse is most characterized by the assessment of the situation, while the Kazakh press is characterized by the use of vivid images and big names to create the effect of surprise and attract attention. The following can be considered priority areas in the future scientific perspective: studying media systems of different cultures and languages through the analysis of substantive and formal components of articles, research into little-studied or unstudied languages for the use of precedent phenomena, identifying similar and different features between the terms "precedent phenomenon", "intertext", "allusion". Also promising is the use of methods of machine text processing to speed up the search for necessary text fragments, for example, frequency and semantic analysis.

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