

IRSTI 16.31.51

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### **THE CONCEPT OF POLEMICAL DISCOURSE AND ITS ROLE IN COMMUNICATIVE COMPETENCE**

**Abstract.** The article considers the role of polemics as a phenomenon of language communication in the process of international relations. The article defines the concepts of "discourse", "discursive competence", and "polemical discourse" and indicates the features of discourse and polemical discourse in language communication. In addition, some problems in the formation of polemical discourse and ways to solve them using the goals, principles and methods of forming this concept are considered.

**Keywords:** argumentation, discussion, discourse, discursive competence, polemical discourse, opponent, tact of polemical discourse.

**Introduction.** The main goal of educational system of our country is the development of the intellectual abilities of people on the way of globalization and competitiveness and, first of all, the competence abilities of any nation, determined by the extent of its knowledge. In this regard, the main purposes of higher educational institutions are not only learning the specialties, but to prepare competitive personality, which can enter world educational space with his professional competence capabilities.

The need for the development of society, socio-economic and political changes in the national educational system, educational institutions requires a radical restructuring of the organization in the educational process, methodology and technology. The main purpose of education is to prepare the individual which is capable of living in a modern society, where the rapidly developing science and technology and to prepare a person which is flexible and ready for the full implementation of the public in favor of self-knowledge, more creative, competent and competitive, professional developed person with knowledge of a foreign language. These problems have led to the benefits of the system of foreign language education, which means that the learning a foreign language is a compulsory part of professional competency status of the modern specialist.

S.S. Kunanbayeva addresses this issue in her work "The modern theory and methodology in foreign language education" that it became necessary to find a new methodology of education, which can meet the changing needs of society. Period of globalization, closely interrelated society and the importance of foreign language, a tool of international respect, all this is an indicator of the importance of professional competence of the modern specialist.

S.S. Kunanbayeva considers that the ultimate goal of foreign language education is the formation of the "subject of intercultural communication" which is formed like a character of the other nation's cognition as a "second cognitive consciousness" [1].

Moreover, the subject of intercultural communication is a subject which can lead intercultural communication and has a second knowledge, and that can generate cognitive knowledge and communicative competence of the intercultural communication in the highest level.

Accordingly, the formation of discursive competence that is an integral part of communicative competence has become the most important issue in the teaching of foreign languages. The discursive competence plays an important role in the formation of students' communicative competence. According to S.S. Kunanbayeva, discursive competence is the propensity of understanding and creating a text that includes strategic, structural, integrated, efficient, presuppositional, functional, pragmatic and situational subcompetences while communication process.

The formation of discursive competence of students begins at the initial stage of learning a foreign language. And the discursive competence reveals student's ability to express their thoughts using their vocabulary, using and construction of grammatical and phonetic structure of language properly.

Polemical discourse is formed by the complex of communicative situations, such as debates, polemics, discussion, argumentative speech, rhetoric. Based on the definitions given in textbooks, scientific papers, lexicographic literature on the culture of speech, we figured out that the meaning and volume of each word in polemical discourse are very important. That is, the ability of students to speak politely in polemical discourse, first of all, is closely related to the culture of speech and rhetoric.

**Methods and approaches of investigation.** On the concept of "discursive competence" is based a word "discourse". Discourse has different means in different languages, for example, in Latin discourse means "speech, talk", and in French discourse means "speech", in English "conversation in writing or orally, speech" and in Russian "talk, speech," that it means "conversation, the process of speech, speech".

In the 70 of XX century, the concept of discourse has become widely used in philosophy. This concept was used first by J. Habermas in his work entitled "Learning theory of communicative competence". Since this concept has been widely used in Western philosophy. J. Habermas considers the "discourse" as belonging to the following criteria - relations immanent in the interview (full plate), in the same period in the public life of the rules, regulations, consisting of a set of core values and ideological language.

Discourse is the content type of the language. In a broad sense, discourse is a cultural context of the language of time. It's ideological and spiritual heritage, attitude and an outlook. In a narrow sense, discourse is the truth in any language specific, meaningful activity.

In the investigations of N.D. Arutyunova, the discourse was seen as extra-linguistic text that includes pragmatic, social, cultural and psychological factors, and it is directed to the specific purposes and is treated as a social act and it is a component involved in the cognitive consciousness during communication. In other words, the discourse is seen as "a word associated with the life" [2] and T. Milevskaya gives another definition of "discourse". It is a comprehensive set of mental operations of the recipient, which occurs in the knowledge of the language picture of the world and the related knowledge about the world of the speaker [3]. In this regard, the notion of discourse is greatly. Because it is reflected not only in the relationship between the addresser and the addressee in oral and written form, but it illustrates the essence of the whole, and yet not only affects his emotions, but also expresses his thoughts and it informs that this unique phenomenon. And Van Dyck concluded that the discourse is not isolate the text and structure of the dialogue, but above all, it is a communicative phenomenon that includes social

context which includes in itself the information about the participants and its reception [4].

In the study of discourse play an important role in social and cognitive aspects. On the one hand, the discourse is a social phenomenon, which is formed by the result of the process between speaker and listener. In addition, on the other hand, all of discourse information processed based on the processes that occur in the human brain, memory, attention, consciousness, categorizing, and in general cognitive. And N.V. Elukhina believes that the discourse in the first place, a representative of a different culture, a partner in real communicative linguistic or non-linguistic means, which, in accordance with the actual situation is an example of a communicative purpose [5]. Discursive value is the exchange of knowledge between the interlocutors. V.I. Karasik considers discourse as a linguistic phenomenon, which appears in the text and speech [6]. And, according to local researcher G. Burkitbayeva, "discourse" in fact, the concept of rhetoric, hermeneutics, and the theory of translation of the text, language, philosophy, sociology, anthropology, psycholinguistics, and used in other areas, is still the lack of a common definition approved by the discussion [7].

In our opinion, T.V. Ezhova and A.A. Samorukov gave a complete and precise definition of discursive competence. In their opinion, discursive competence is a process of conscious organization of the formation of professionally important integrative qualities of a student's personality, which positively contributes to the effectiveness of the professional activity of a future specialist.

One of the ways to create a future intellectual nation is the formation of a rhetorical culture among today's students.

Rhetorical culture defines the act of thinking in the direction of evaluation and orientation. This will be a young spiritual figure with a rhetorical culture and a bright personality. The implementation of rhetorical culture today is of particular importance.

Such satisfaction of the material side of spiritual self-improvement and a new reflection in the human mind of the pace of industrial growth, changes in social values about society and the individual will determine the specifics of the formation of a rhetorical culture on the agenda. A positive solution to this problem will be achieved through the revival of the inner world of mankind, based on the reorientation of people from everyday values to spiritual values.

Since the concept of discourse is seen in pragma linguistics, psycholinguistics, social linguistics, anthropology, literature, linguistics, philosophy, to give a specific definition is very difficult, but if we consider in the field of pragmatics, directional information of the author to his listeners with the aim not only to provide information the author's text, but really to understand the conversation. This is reflected particularly in the polemical discourse [8].

Polemics [from Greek polemikos - heroic] is dispute, which has contrast and confrontation of ideas, opinions. The main aim of polemics is any confirmation of the opponent: correctly able to suppress their own views and opinions in such a way to win [9].

Polemical discourse is the communicative process that requires clarity and precision in the context of the discussion and based on the communicative interactions of subjects in solution any problem of issues related to the context of the viability of the society.

Czech writer K. Chapek gave some techniques concerning to using polemics in practice. We have looked some of these techniques:

1. Despicere (arrogance - lat.) - or the first way. In this case, the polemicist must psychologically attack his opponent. That is, a reasoned disagreement with the motives of the opponent.

2. Ulysses (Ulysses (Odysseus) - a symbol of cunning - lat.). In this case, you can confuse the opponent by using "brainstorming". This is a way to deviate from the topic and confuse the opponent by finding his weak point.

3. Testimonia (certificate - lat.) is a method that helps the contestant to show their knowledge and skills. That is, a way to provoke an opponent with a word, quoting the proverbs of famous poets, writers and scientists [10].

**Results of the investigation.** Thus, in the context of polemical discourse, it is known that a person who knows how to use the above techniques wisely will not stumble. This is because in any dispute, the one who harmoniously owns the culture of speech and communication etiquette will win. Summarizing these definitions, we noticed that one of the indicators of a person with high discursive competence is eloquence, adherence to language norms, adherence to the correct pronunciation and spelling of the word, clear, effective achievement of good thoughts and the absence of ambiguity.

Considering that polemical discourse is a complex and responsible action and illiteracy and immorality are not allowed in polemics, and if a person has a high level of rhetorical skills, then there is no doubt that he will be able to achieve his goal in polemical discourse.

This is because a person with high rhetorical abilities, style of speech and culture is spiritually developed and can clearly, concisely, convincingly, culturally and politely express his views and opinions. In our opinion, the formation of a rhetorical culture among students is one of the most effective prerequisites for educating a future competitive intellectual nation, transforming a person, his spiritual renewal and further development.

Discourse is a polysemy term. It is using in linguistics, philosophy, psychology and historical investigations. Nowadays the discourse is a communicative and pragmatic phenomenon.

**Analysis of the results of investigation.** In the study of discourse, social and cognitive aspects play an important role. On the other hand, the discourse is the social phenomenon; it means that addresser and addressee in the case of may create the result of the communication if they understand the discourse.

Kazakhstan, remaining as a multi-ethnic and multi-confessional state is experiencing today a complex and controversial period of its cultural and language development, as demonstrated by the linguistic situation, characteristic of which is given in the Concept of the language policy of the Republic of Kazakhstan. It should be noted that virtually all the documents in the language policy of a core idea is the need to master several languages.

The concept of expanding the scope of the functioning of the state language, improving its competitiveness for 2007-2010 aimed at enhancement the quality of teaching the state language, the functioning of the state language in all spheres of public life, enhancing its role as a factor in strengthening inter-ethnic harmony and Kazakhstani patriotism.

The concept of language policy of the Republic of Kazakhstan determines the Russian language as the main source of information on different areas of science and technology as a means of communication with the near and far abroad.

However, integration into the world economy is not possible without knowledge of world languages, especially English. Due to his intense study of the language situation for the majority of Kazakhstanis in full can be designated as

multilingual. That is the objective realities of today are formed in such a way that the characteristic of the Kazakhstan society bilingualism is gradually beginning to be replaced polilinguism.

**Conclusion.** During the language communication from any person may be require literacy, ethics, cultural, intellectual, responsibility and many language requirements.

In addition, all of these requirements should reflect on the personality in which developed discursive competence.

Discourse competence is defined as the ability to understand and produce the range of spoken, written and visual texts that are characteristics of a language. These texts are to be well formed and clear. This also includes the ability to convey information appropriately and coherently to those who are listening to, or viewing one's texts.

The main feature of speaking is directivity of the speech to any addressee. Moreover, the discourse is the notion that realizes the communication between addresser and the addressee. Paying attention to all investigations of this term, we can say that the discourse is the complex of the communicative process that is the cause of appearance of the particular text.

Polemical discourse is determined by a verbal discussion of the problem and the exact facts of the problem subjects. The scope of the polemical discourse includes the social problems that require the use of facts and using the rules and principles of the controversy. Using the polemical discourse in method of teaching language, we form in students' speech accuracy, cultural, tact and responsibility.

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*Material received 25.03.22.*

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**ПОЛЕМИКАЛЫҚ ДИСКУРС ҰҒЫМЫ ЖӘНЕ ҚАТЫСЫМДЫҚ ҚҰЗЫРЕТТІЛІКТЕ  
ПОЛЕМИКАЛЫҚ ДИСКУРСЫҢ АЛАТЫН ОРНЫ**

**Аннотация.** Мақалада халықаралық қатынастар процесіндегі тілдік қатынас феномені ретіндегі полемиканың рөлі қарастырылған. Мақалада «дискурс», «дискурсивті құзыреттілік», «полемикалық дискурс» ұғымдарына анықтама беріліп, тілдік қатынастағы дискурс пен полемикалық дискурстың ерекшеліктері көрсетілген. Сонымен қатар, полемикалық дискурсты қалыптастырудың кейбір мәселелері және осы тұжырымдаманы қалыптастырудың мақсаттары, принциптері мен әдістерін пайдалана отырып, оларды шешу жолдары берілген.

**Тірек сөздер:** аргументация, дискуссия, дискурс, дискурсивті құзыреттілік, полемикалық дискурс, оппонент, полемикалық дискурстың такті.

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**ПОЛЕМИЧЕСКИЙ ДИСКУРС И РОЛЬ ПОЛЕМИЧЕСКОГО ДИСКУРСА  
В КОММУНИКАТИВНОЙ КОМПЕТЕНЦИИ**

**Аннотация.** В статье рассмотрена роль полемики, как явления языкового общения в процессе международных отношений. Определены такие понятия, как «дискурс», «дискурсивная компетенция», «полемический дискурс», указаны особенности дискурса и полемического дискурса в языковом общении. Кроме того, рассматриваются некоторые проблемы формирования полемического дискурса и пути их решения с использованием целей, принципов и методов формирования данной концепции.

**Ключевые слова:** аргументация, дискуссия, дискурс, дискурсивная компетенция, полемический дискурс, оппонент, такт полемического дискурса.