

Чай — он всегда будет чай,  
сидя за чаем тем вкусным,  
вновь я забыл невзначай,  
кто я — казах или русский? [5. С. 43]

Tea – it will always be tea,  
sitting at the tea so delicious  
again I forgot by chance  
Who am I – Kazakh or Russian?

The poem accurately reflects the interethnic relations between Russians and Kazakhs. Here tea-making, one of the obligatory attributes of Kazakh hospitality, is a tribute to this tradition, as well as mutual interest and mutual understanding of tea-drinking participants, whose relationships are so trusting that they are not concerned about the problem of belonging to different ethnic groups. Such relationships are characteristic of Russians and Kazakhs in a given region, where a friend is chosen not by belonging to a particular culture, but by its moral qualities.

V. Shesterikov called Northern Priishimye “the land of birch islands”. These “birch islands” were seen from childhood by such Kazakh poets as Magzhan Zhumabayev, Sabit Mukanov and Bakhytzhan Kanapyanov, and birch pegs, as they are called here, became for them just as loved as reckless steppes, bitter wormwood and father-grass for Vladimir Shesterikov, Alexander Kurlenya, Vladimir Schukin and other Russian poets. In the conditions of the prevailing subculture, where there is an active interaction of different ethnic groups, the representations of a personality formed under the conditions of a regional mentality are represented.

The knowledge of the language of another nation and the introduction through language of its culture create the foundation on which the dialogue of different cultures takes place in a different ethnic society, such as Kazakhstan, forms tolerance and mutual respect and trust of different ethnic groups.

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## **THE INTERTEXT IN THE DISCOURSE OF JOURNALISM**

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Language systems of different strata of society coexist within the same language. The language of a certain ethnic group is characterized by its multilayered organization, which depends on the social structure in society. In the language there exists parallel elitist culture of speech and vernacular, the literary language and the language of the street [1, 278].

A modern style of journalism is typical of a conscious confusion of the high style vocabulary and colloquial, bookish and jargon. This synthesis in the hands of skilled pen sharks arouses interest in the text and determines the development of the style of modern discussion journalism.

For any author, an intertext is primarily a way of creating his own text and asserting his creative individuality, his position through the perception of connections and relations with the texts of other authors or his own earlier created works, that is, the author creates a two-dimensional text.

The reference function is one of the important functions of the intertext. The intertext contributes to the self-expansion of the meaning of the text, the expansion of the information field, increase contents. The intertext is an opportunity for the dialogue with other texts, which enriches the author's statement due to the connection with the quoted text. It becomes a representative of someone else's text, launching the mechanism of associations.

An important task for the creator of a journalistic text is to find a "common language with the reader"; the points of contact of interests will ensure the readability of the material and the response to it. It is possible to create a "shade of confidence" by stylizing, for example, the use of slang words, but it is also possible with the help of using other elements functioning in a particular sphere, in particular, quotations from certain literary works or phraseological units [2, 69].

One of the equally important functions of the intertext but not independent is the creation of the game moment, often built on the effect of "deceived expectations". The intertext can serve as a means of expressing the author's assessment. Then the citation reveals the author's solidarity with a certain authoritative opinion that becomes a kind of reconciliation of positions.

A special case of the intertext is a title that is a quote or reminiscence. If the title contains the program of a literary work and the key to its understanding, the title-quote uses the meanings of the precedent text, forcing the reader to look for parallels and points of coincidence of the two works.

After reading the title "So that nonsense of everyone was visible. Language as the enemy of Ukrainian politicians", which is clearly divided into meaningful, information part (Language as the enemy of Ukrainian politicians), the reader will concentrate his\her attention not on this part of the title, as it brings to mind the well-known violations of the norms of speech, or no less known "loud statements" of Ukrainian politicians. The first part of the title affects the emotional sphere of the reader: he\she has a natural desire to learn about new "initiatives" of Ukrainian politicians, which the author calls nonsense. The trust in the author of the article is evoked by the statement of Peter the I at the beginning of the title, as involuntarily there is a conclusion: if the author is familiar with the history of Russia and the history of rhetoric –he\she is interesting for me [1, 271].

Headings are interpreted only after reading the text of the article (understanding scheme: "understanding with reference to the text of the article"). A lot of noise and again-nothing, the title is built on the basis of word play. The aphorism "a lot of noise from nothing", which takes its origins in the work of W. Shakespeare, has the value of turmoil, turmoil, stormy proceedings in any case arising from a trifle. The introduction of the "and again" component in the title emphasizes not only the "trifling" beginning, but also the meaningless completion. The meaning of this heading is rather generalized, such a heading with identical success could belong to an article about reforms or about Deputy programs, or about judicial proceedings or, as in this case, about football.

Phraseological units are used in the titles of newspaper and journalistic texts to attract the attention of readers. They contain a minimum form and maximum content that allows the reader to easily select the article of interest. In addition, phraseological units perform informational, emotive, expressive and cognitive functions. Their use, along with colloquialisms, vulgarisms, jargon and other lexical means, makes the language of the nowadays press dynamic and close to spoken language. This is noted not only in journalism, but also in the language of different types of media.

Some linguists believe that the mass media language in the twenty-first century is the sphere in which the literary norm of the modern Russian language develops and stabilizes [3, 144]. Although not all scientists agree with this point of view.

Intertexts with theological and demonological lexemes that have undergone structural and semantic transformation date back to paremiological, biblical and literary sources. The use of these case-law transformed statements in the media can lose the original meaning and contributes to the emergence of ironic attitude, both to the original case-law statement and its modern version.

Undoubtedly, proverbs and sayings, getting a new sound, meet the spirit of the time and reflect the mood of modernity. The use of proverbs or sayings expands the boundaries of the author's thought, avoids clichés, gives the effect of novelty and rethinking, gives a kind of "flavor" to the whole text.

Proverbial expressions in the head function are often perceived in the literal sense (literal), for example, the title: Quiet ride-will continue (<http://www.kr-znamya.ru>). It is an article about reducing the speed limit for those who have only recently received the right. Sometimes new shades of meaning are introduced into a proverb or a saying, or there is a play on words as a result of combining direct and figurative meanings (duplication) resulting in a certain expressive effect, for example, "What is the parish, such is the priest" presents the material about where and how priests earn.

Thus, the intertext helps the author to be unobtrusive, a journalist can fearlessly express his/her opinion without showing their own initiative, subtly focus a reader's attention on the basic issues, affect the emotional sphere of the recipient, that is, the intertext allows you to imperceptibly manipulate the reader's consciousness.

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## INTRODUCTION OF HEALTH-SAVING TECHNOLOGIES IN EDUCATIONAL INSTITUTIONS OF THE REPUBLIC OF BELARUS

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Recently, much attention is paid to the health of people in Kazakhstan. The health of the nation is the key to the economic growth of the country, the growth of welfare of the people of Kazakhstan. It is no coincidence that in his Message to the people of the Republic of Kazakhstan, the leader of the Nation - Head of State Nursultan Abishevich Nazarbayev strictly focuses on this important aspect. "With the growth of life expectancy and the