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## ARTICLE

# The Model of the Professional Linguistic Personality of a Lawyer of Kazakhstan in the Linguistic Rhetorical Ideal Aspect

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## ABSTRACT

The article presents the results of a study on the professional linguistic personality of a specialist in the legal industry of the Republic of Kazakhstan in the linguistic rhetorical Ideal aspect in the concept of the Sochi Linguistic & Rhetorical School. An idealized linguistic rhetorical model of the professional linguistic personality of a Kazakhstani lawyer has been created, in which the most significant personal, professional, and speech-thinking qualities of the 'ideal specialist' are collected and systemized. Modeling was performed in stages. First, the professional linguistic personality structure of a lawyer is analyzed at four levels: verbal-semantic, linguistic-cognitive, motivational and situational-synthesizing. The verbal and non-verbal means forming each structural level are revealed. Second, the professional competence of a Kazakhstani lawyer is considered and its key professional competencies are determined. The necessity for a lawyer to form and develop an integral linguistic rhetorical competence, combining language, linguistic, rhetorical competencies, which, in turn, integrates textual, communicative and ethno-cultural-speech competencies, is justified. Third, the dominants of the linguistic rhetorical Ideal of speech actions are described, which are Logos, Ethos, Pathos, and Sophia. A generalized scheme is provided upon completion of the modeling of the lawyer's professional linguistic personality. It is concluded that Kazakhstani lawyers, who are most consistent with the linguistic rhetorical model developed in this article, collectively

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Gunina1, Y., Vorozhbitova, A., Sayakhmet, S., et al., 2025. The Model of the Professional Linguistic Personality of a Lawyer of Kazakhstan in the Linguistic Rhetorical Ideal Aspect. Forum for Linguistic Studies. 7(1): 697–710. DOI: https://doi.org/10.30564/fls.v7i1.7953

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Copyright © 2025 by the author(s). Published by Bilingual Publishing Co. This is an open access article under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License (https://creativecommons.org/licenses/by-nc/4.0/). embody the image of an 'ideal specialist of the legal industry in Kazakhstan'.

*Keywords:* Professional Linguistic Personality; Kazakhstani Lawyer; Sochi Linguistic & Rhetorical School; Linguistic Rhetorical Ideal

## 1. Introduction

Modern anthropocentric linguistics is characterized by a wide range of studies aimed at a comprehensive study of the processes of mutual influence and interaction between language, its structure, functions and human, their thinking, and activity. The central object of linguistic research is the linguistic personality (LP) as a native speaker, creator of texts, speech products, and discourses, which embody both individual knowledge, skills, views, and typical norms, principles, and values specific to a particular society, people, culture, and state. The attention of scientists is focused on extralinguistic factors that influence the functioning of language in real life. Such an integrated approach contributes to the integration of the liberal arts and the emergence of new paradigms of knowledge within a single anthropocentric mega-paradigm.

At the turn of the 20th–21st centuries, in the works of scientists of the Sochi School, a Linguistic & Rhetorical (L&R) Scientific Paradigm was formed through the integration of linguistic and rhetorical knowledge. Within its framework, a comprehensive L&R Approach to the study of language, text, speech, discourse, and LP has been developed, and an innovative theoretical and methodological apparatus of linguistic research has been established; the educational speech science discipline – linguistic rhetoric – is developing. Combining the achievements of linguistics, classic rhetoric and neo-rhetoric, functional stylistics, literary studies, and other humanities disciplines, the L&R Paradigm offers its own ways of solving relevant linguistic problems.

In recent years, the study of the characteristics of communicative interaction in certain areas of professional activity has acquired particular relevance and significance. This determines the increased research on the processes of formation, development, improvement of professional linguistic personalities as central subjects of institutional, i.e. statusand situation-oriented types of discourse, such as political, pedagogical, medical, and legal, etc.

In this article, the object of research is the professional

linguistic personality of a lawyer in Kazakhstan in the linguistic rhetorical (LR) Ideal aspect. This choice is contingent on a number of reasons. First, the legal industry is one of the key areas of society, the tasks of which include ensuring the law and order, and sustainable development of the state. Second, the effectiveness of the legal industry depends on the level of competence of lawyers, who are responsible for regulating social relations, protecting the rights and freedoms of citizens, and forming a citizen's sense of justice as a system of opinions and views on legislation, ideas about justice and truth. Third, the professional LP of a lawyer is a complex, multidimensional, multilevel phenomenon that requires an integrated approach to its research.

The theoretical and methodological apparatus of the L&R Paradigm makes it possible to comprehensively study a professional LP and present the research results in the form of an LR model of a specialist. The purpose of this study is to model the professional LP of a lawyer in Kazakhstan in the LR Ideal aspect. The model described in the article is a systematic idealized set of the most significant personal, professional, and speech-thinking qualities of a lawyer as a competent, highly qualified specialist, and speaker.

# 2. Literature Review

The main category of this study is the 'professional LP'. As is known, the concept of 'LP' was first used in German philology by L. Weisgerber in 1927. He regarded language as a universal cultural asset<sup>[1]</sup>. In Russian philology, it was first used by V.V. Vinogradov in 1930 when considering the personality of the character and the 'image' of the author<sup>[2]</sup>. The concept of 'LP' entered into wide scientific use at the end of the 20th century thanks to the works of G.I. Bogin, V.P. Neroznak, Yu.N. Karaulov, T.V. Bulygina, V.I. Karasik and many others. Kazakhstani scholars contributed to the development of the theory of LP are N.I. Gainullina, E.D. Suleimenova, N.J. Shaimerdenova, G.S. Omarbayeva, A.B. Zhuminova, A.B. Tumanova, M.B. Amalbekova, Z.K. Temirgazina, U.M. Bakhtikireeva and others. Y.N. Karaulov considered 'LP' as a term and defined it as 'a set of human abilities and characteristics that determine the creation and perception of speech works by them, which differ in the degree of structural and linguistic complexity, depth and accuracy of reflection of reality, and target orientation'<sup>[3]</sup>. In the works of the Sochi L&R School, an LP is defined as 'a native speaker of the national language, an active figure of current discursive processes, characterized on the basis of an analysis of discourse in terms of the use in speech events of different types of a set of means of the L&R Paradigm for modeling and constructing a variable interpretation of reality, subordinate to the implemented communicative strategies and tactics'<sup>[4]</sup>.

Based on the generalized points of view of scientists, their own understanding of the 'LP' was formulated as a multi-level system that combines the individual, professional, speech-thinking qualities of a person capable of producing oral and written texts, discourses, which reflect both individual and characteristic values of a certain people, culture, state, principles, ideas, and concepts.

Due to the complexity and diversity of the LP, this phenomenon is studied in different aspects and types of linguistic personalities are distinguished. Scientists identify such types of LP as polylectual and idiolectal, extroverted and introverted, exclusive, vocabulary, emotional, collective, individual, professional, etc. The object of this study is the professional LP of a lawyer.

In the concept of the L&R Paradigm, a professional LP is a 'strong linguistic personality in a dialogical, democratic, multicultural nature, possessing ethical responsibility for the products of its speech-thinking activity' and working 'in the areas of increased speech responsibility'<sup>[5]</sup>: philology, pedagogy, legal studies, etc.

A professional LP demonstrates its communicative and activity abilities in discourse, the highest communicative unit of language. According to T. van Dijk, discourse is a complex communicative phenomenon, a 'communicative event', formed not only by linguistic means, but also by extralinguistic factors, which include participants in communication, means of communication, the purpose and conditions of communication, 'ideological discursive structures' <sup>[6]</sup>. Accordingly, when analyzing discourse, it is necessary to take into account the social context: personal characteristics of the participants in communication (age, social status and role, ethnicity), their intentions, desires, opinions, prejudices; nonverbal means of communication; place, time and other conditions of communication; features of the political, economic, cultural situation, etc. This contributes to a correct understanding of discourse and interpretation of the speech acts of the subjects of discourse<sup>[7]</sup>. N.D. Arutyunova understands discourse as 'a coherent text connected with extralinguistic; <...> speech 'immersed in life'<sup>[8]</sup>. V.I. Karasik distinguishes two types of discourses: personality-oriented (personal) and status-oriented (institutional). Institutional discourse based on the areas of professional activity is divided into pedagogical, political, medical, legal and other types<sup>[9]</sup>. This article provides a LR analysis of legal discourse. The sustainable functioning of legal discourse is ensured by the activities of lawyers as professional LP.

We believe that the theoretical and methodological apparatus of the L&R Paradigm, formed 'on the basis of the integration of linguistic and rhetorical knowledge', uncovers new opportunities for a comprehensive study of professional linguistic personalities of specialists and professional discourses<sup>[4]</sup>. This paradigm is being developed in the works of scholars of the Sochi School: A.A. Vorozhbitova, I.V. Anistratenko, O.Y. Berseneva, V.V. Druzhinina, S.V. Zubareva, S.E. Kegeyan, T.V. Kireeva, L.N. Kuznetsova, N.I. Permyakova, V.I. Proturenko, O. V. Skulkina, N.A. Datsun, A.V. Timofeeva, A.V. Yurieva, and others.

Scholars of the Sochi L&R School have established the linguistic competence as the means of formation and the way of implementation of the professional LP of a specialist. This competence combines the competencies of the linguistic range (language, linguistic competencies) and the competencies of the rhetorical range (communicative, textual and ethno-cultural-speech competencies). From our perspective, a high degree of linguistic competence development is an indicator of the expertise of a specialist.

Within the framework of the L&R Paradigm, the LR Ideal of speech acts has been developed, which is understood as 'standard in form, optimal in content, ethically responsible performance by the subject of speech of linguistic operations, textual actions, and communicative activity'<sup>[10]</sup>. The LR Ideal is embodied in speech-thinking activity and combines both universal and unique norms, rules, principles, and ideals of speech behavior areas of professional activity. Thus, we highlight the LR Ideal of speech actions of specialists in the

legal industry, in the aspect of which the professional LP of a lawyer in Kazakhstan is considered. methods, discourse analysis, and complex LR analysis. The results of the study are summarized in the form of a model

Scholars of the Sochi L&R School have identified the dominants of the LR Ideal which are the basic integral components of the productive speech-thinking activity of a specialist: the verbal and thinking dominant 'Logos' (Thought – Truth); the emotionally expressive dominant 'Pathos' (Beauty – Harmony); the moral and philosophical dominant 'Ethos' (Benefit – Good); and the intuitive apprehension of the phenomenon in its entirety, opposed to the Logos, is the synthesizing dominant 'Sophia' (Inspiration – Love). These ideological components of any speech act are realized in all registers, modes, forms, genres, styles, and types of speech.

The study result of the professional LP of a specialist in the LR Ideal aspect is the creation of a LR idealized, generalized-conceptual model, which is a systemized set of the most significant knowledge, skills, abilities, and qualities of a specialist that determine the formation of their speech culture as a 'leading component of their professional activity'<sup>[11]</sup>. The research of the professional LP of a specialist conducted within the framework of the L&R Paradigm served as the foundation for conducting this research on a new ethno-cultural-specific linguistic material and creating an original LR model of the professional LP of a lawyer in Kazakhstan.

# 3. Materials and Methods

The research materials were transcripts of lawyers' court speeches in Kazakhstan, published in the collection 'Court speeches of state prosecutors of the Prosecutor's Office of the Republic of Kazakhstan', the textbook 'Legal rhetoric' by G.G. Gizdatov, posted on electronic resources; regulatory documents containing information on the language and educational policy of the state: The Constitution of the Republic of Kazakhstan, State programs for the development of education of the Republic of Kazakhstan and others. The theoretical and methodological basis of the study was made up of scientific works on the theory of LP, theory of discourse, speech culture, rhetoric, linguistic rhetoric, and legal rhetoric.

In the process of collecting and analyzing the factual material, we have used quantitative-statistical and contextual

methods, discourse analysis, and complex LR analysis. The results of the study are summarized in the form of a model of a professional LP of a lawyer by applying the method of linguistic modeling. In linguistics, a model is defined as 'a real or mental device artificially created by a linguist, reproducing, imitating the behavior of some other device (original) for linguistic purposes'<sup>[12]</sup>. Modeling as a linguistic method involves the schematic reproduction of an object, the construction of its model. The created model is characterized by a high degree of abstraction, idealization and the ability to display meaningful information about the object under study for specific purposes<sup>[13]</sup>.

Modeling of the professional LP of a lawyer in the LR Ideal aspect is performed in three stages. The purpose of the first stage is to describe and analyze the structure of a lawyer's professional LP, in which we distinguish four levels: verbal-semantic, linguistic-cognitive, motivational, and situational-synthesizing. In the course of linguistic modeling of the professional LP of a lawyer, we rely on the models of the LP of Y.N. Karaulov and G.I. Bogin.

Y.N. Karaulov identified three levels of LP formation: 1) verbal-semantic, reflecting the 'degree of proficiency in everyday language'; 2) linguistic-cognitive, reflecting the 'linguistic model of the individual's world'; 3) motivational, or pragmatic, reflecting motives, goals, guidelines, that 'control the development, behavior and text production of a linguistic personality'<sup>[3]</sup>. Each level is represented by a certain set of verbal and non-verbal means that ensure the speechthinking activity of a LP.

In the works of the Sochi L&R School, the fourth synthesis level is included in the structure of a professional LP, based on the model of G.I. Bogin's LP. The scientist identified five levels of language proficiency in the structure of a LP: 1) the level of correctness; 2) the level of speech act internalization; 3) the level of saturation; 4) the level of adequate choice; 5) the level of adequate synthesis. The highest level of language proficiency represents 'the integrity of all the language functions in speech activity'<sup>[14]</sup>. The situational synthesizing level in the LR model of a specialist reflects the complex implementation of the three levels of the LP of Y.N. Karaulov within the framework of a specific speech event. The result of the implementation of this level is the achievement of communicative goals by situationally conditioned variation of speech behavior. The second stage of modeling the professional LP of a lawyer is to consider the professional competence of a specialist and establish the most significant professional competencies: integral LR competence and special competence, in this case legal. Based on the results of the LR analysis of the published court speeches of lawyers in Kazakhstan, the professional knowledge, skills, and abilities necessary for the implementation of legal activity were identified. It allowed to characterize the verbal and non-verbal means used by lawyers, communication strategies and tactics, rhetorical and logical techniques, etc. The study justifies the need for the formation and development of integral LR competence among lawyers.

At the third stage of modeling the professional LP of a lawyer, the dominants of the LR Ideal of speech acts are considered – the basic integral components of the productive speech-thinking activity of a specialist: Logos, Pathos, Ethos, Sofia (Sophia synthesis). The results of the study are summarized in the form of a generalized scheme which is a LR model of a professional LP of a lawyer (**Figure 1**).

## 4. Research and Results

Kazakhstan is a sovereign, democratic, multinational state that gained independence at the end of the last century. In order to strengthen its position on the world stage, Kazakhstan needs a stable, developed legal industry, as it is a key mechanism for regulating social relations and ensuring law and order. The central subject of the legal industry is a lawyer as a professional LP, a carrier and defender of the highest moral principles and values. Every lawyer is indeed a unique person, possessing unique qualities inherent only to him or her. However, at the same time, lawyers engaged in legal activities in a certain state are joined by universal, typical features for representatives of this society and reflect citizens' ideas about the 'ideal specialist'. In this article, by identifying, analyzing and generalizing the professional knowledge, skills, and abilities of specialists in the legal industry in Kazakhstan, we have attempted to create a LR model of a lawyer's professional LP.

The created model is a systematic set of the most significant individual, professional, and speech-thinking qualities that contribute to the formation of a competent, highly qualified, competitive, 'ideal specialist'. When modeling the professional LP of a lawyer in Kazakhstan, we took into consideration the experience of creating LR models developed in the works of scholars of the Sochi L&R School: 'Professional linguistic personality of a future philologist'<sup>[15]</sup>, 'Professional linguistic personality of a tour guide'<sup>[16]</sup>, 'The professional linguistic personality of a scholar-philologist (on the example of V.V. Vinogradov)'<sup>[17]</sup>. The models are based on a similar algorithm, but the result of each model is unique. Differences in the structure and content of LR models are determined, first, by the characteristics of professional activity, and second, by the requirements applied to specialists in a particular professional field in a certain state.

Professional LP modeling of a specialist of the legal industry in Kazakhstan in the LR Ideal aspect is performed in three stages: 1) analysis of the structure of the professional LP of a lawyer; 2) consideration of the professional competence of a specialist and identification of its key competencies (specific and linguistic rhetorical); 3) description of the dominants of the LR Ideal of speech acts which are integral components of productive speech-thinking activity of a specialist. Accordingly, the components of the LR model of the professional LP of a Kazakhstani lawyer are the structural levels of the professional LP, professional competencies and the dominants of the LR Ideal. Let us look at each component in detail.

1. In our opinion, the structure of a lawyer's professional LP is represented by four levels: verbalsemantic, linguistic-cognitive, motivational and situationalsynthesizing. Each previous level serves as the foundation for the next level. These levels represent a set of certain verbal and non-verbal means that ensure the formation and development of a professional LP.

The first level is verbal-semantic. As a component of the LR model of a lawyer's professional LP, this level presupposes a skillful proficiency in the native language, knowledge of nationwide-marked vocabulary and a high degree of development of 'linguistic consciousness'. 'Linguistic consciousness' means 'the part of consciousness that provides the mechanisms of linguistic (speech) activity: the production of speech, the perception of speech and the storage of language in consciousness' <sup>[18]</sup>. In the professional activity of a lawyer, 'linguistic consciousness' is embodied in the ability to accurately verbalize knowledge about the world, thoughts, feelings, attitudes to the realities, in the ability to deliver the principles and norms of Kazakhstani law, rules of conduct in certain situations, etc. through language to the addressees. A lawyer's speech should be, on the one hand, rich, expressive; on the other hand, concise and understandable for addressees, who are citizens with different social status, professional training, nationality, religion, etc.

The second level is linguistic-cognitive (thesaurus). This level reflects the close connection between the vocabulary of a lawyer and their professional (discursive) activities, integrates individual and general cultural knowledge, principles, values, concepts, ideas about justice and law. In our opinion, a high degree of development of 'legal consciousness', which allows to perceive the environment as a set of legal relations and expressed in the synthesis of the conceptual spheres of international and national law, national and individual linguistic worldview is an indicator of the development of a lawyer's professional LP. The linguistic picture of the world is understood as 'the result of human cognitive activity' realized through thinking and expressed explicitly or implicitly using language<sup>[19]</sup>. French scientist J.P. Sartre wrote that 'by discovering the world through language, you begin to mistake language for the world'<sup>[20]</sup>. According to the American scientist N. Chomsky, language is not just one of the manifestations of human cognitive abilities, but serves as a tool for forming thinking and controlling it, respectively, the study of language is key to the study of mental processes<sup>[21]</sup>.

In connection with the division of public life into spheres of professional activity, professional linguistic worldviews are distinguished as varieties of the national linguistic worldview. The legal linguistic picture of the world, in our opinion, is a synthesis of law as a set of rules of conduct established by the state and the language of law as a unity of literary language and legal terminology in certain sociocultural conditions. In each state, the legal linguistic picture of the world is formed by special rules, norms, principles of functioning of linguistic means and speech behavior.

The third level is motivational (pragmaticon). This level is embodied in the communicative and activity needs of an LP, its attitudes, desires, values, and motives. The lawyer is valued for the desire to achieve high results in professional activity, the desire to meet the requirements of modern Kazakhstani society, the need for constant selfdevelopment and self-improvement, increasing professional competence in order to provide qualified legal assistance.

The fourth level is situational-synthesizing. This level presupposes the ability to manage a communicative situation, solve specific communicative tasks, and correct speech behavior and the content of a speech work, change the pace and volume of speech in accordance with changing communication conditions. The analysis of the speech and psychological portraits of the interlocutors, the skillful use of rhetorical and logical techniques, communicative strategies and tactics contributes to the achievement of this goal. Showing respect for the interlocutors and willingness to compromise are important factors for a successful speech. A lawyer with these skills demonstrates cognitive flexibility, a high degree of self-control, extensive experience and credibility in the legal environment.

2. The next important component of the LR model of a lawyer's professional LP is professional competence. The professional competence of a lawyer is understood as a set of competencies necessary for the implementation of professional activity. As is known, specialists in any field of activity need to possess the so-called universal competencies, which include subject (special), linguistic, communicative, informational, political, socio-cultural, and other competencies. These competencies are mechanisms of socialization, selfidentification, and professional self-realization. Undoubtedly, special competence is the fundamental competence for specialists in any professional sphere.

As a component of the LR model of a lawyer's professional LP, special (legal) competence presupposes deep knowledge of a certain field of law, knowledge of the Constitution, regulatory documents, knowledge of legal terminology, genres of official business style, legal paperwork, etc. The development of this competence is mandatory, but not the only condition for the implementation of legal activities. Such communicative situations as legal advice, conflict resolution, and court proceedings require a lawyer to demonstrate a high level of speech skills. In such types of legal discourse, the lawyer acts not only as an expert, but also as a speaker. In the course of our research, it was revealed that the development of integral LR competence among lawyers could contribute to achieving this goal. LR competence as one of the key competencies of a lawyer combines language, linguistic, rhetorical competencies. Rhetorical competence, in turn, integrates textual, communicative and ethno-cultural-speech

competencies. Each competence assumes that a lawyer has certain knowledge, skills, and abilities.

Language competence presupposes the possession of commonly used, general scientific and special vocabulary that constitutes legal discourse and allows communication with both lawyers and citizens who do not have a legal education. Within the framework of legal discourse, there is a special kind of literary language – the language of law, formed by literary language and legal language formulae, terms. As an example, the following linguistic units, which are used only in the legal field of communication, or have meanings that are not typical of the national language, should be cited: *lawyer, prosecutor, defendant, victim, sentence, initiate or terminate a case, circumstances of the case, confrontation, measure of restraint, corpus delicti (components of crime), place of imprisonment, impose / mitigate / execute a sentence, etc.* 

Moreover, the Law 'On Languages in the Republic of Kazakhstan', State educational development programs, and the national cultural project 'Trinity of Languages' provide for the implementation of a trilingualism policy. Accordingly, the condition for successful professional self-realization in Kazakhstan is the possession of three or more languages: Kazakh as the state language, Russian as the language of international communication. English as the language of international communication. According to the Constitution of the Republic of Kazakhstan, 'Russian is officially used in state organizations and local governments along with Kazakh'<sup>[22]</sup>. The specifics of the sociocultural environment of Kazakhstan determine the bilingual training of lawyers as professional languages of individuals<sup>[23]</sup>.

The lawyer's speech should be not only rich, but also literate, which requires the development of linguistic competence, embodied in knowledge of the structure of the language and the laws of its functioning. This competence involves: 1) mastery of the metalanguage (legal terminology), 2) observance of the rules of grammar, orthoepy, spelling, punctuation, 3) avoidance of errors such as pleonasm and tautology, excess terminology and foreign language vocabulary, confusion of homonyms, paronyms, unjustified mixing of speech styles, the use of words in an unusual meaning. Another important quality of a lawyer's speech is purity – the absence of jargon, colloquial words, archaisms, dialectal words, invective vocabulary, and fillers making it difficult to perceive and understand a speech product, as well as serving as a way of expressing speech aggression.

Richness, correctness, purity are the qualities of speech that contribute to the creation of speech works understandable to addressees, however, such qualities of speech as expediency (compliance with the purpose and conditions of communication), persuasiveness (validity, evidence of theses and conclusions), expressiveness (emotionality) play an important role in the harmonization of communication within the framework of legal discourse, which entails the lawyers' need to have rhetorical competence. Rhetorical competence is the highest degree of development of the communicative and active abilities of the professional LP of a lawyer, embodied in the knowledge of the basics of court eloquence and the production of public speaking. In rhetoric, a public speaking is understood as 'a prepared speech work that has a harmonious composition, completed in a semantic sense, characterized by a certain selection of linguistic means in order to influence the audience', in other words, influencing (influencing addressees) and harmonizing (ensuring mutual understanding between interlocutors, preventing conflicts) speech<sup>[24]</sup>.

Rhetorical competence combines textual, communicative and ethno-cultural-speech competencies. Textual and communicative competencies are interrelated and are embodied in the ability to create holistic, coherent oral and written texts of various genres in accordance with the norms of formal business style, as well as the specifics of legal discourse. Legal discourse as a special type of institutional discourse is distinguished by a high degree of conventionalization and standardization of models of speech behavior within a certain space-time framework (status-oriented and situation-oriented communication); communicative focus – regulation of social relations; objectivity, reasoning.

In the rhetorical aspect, legal discourse functions in the courtroom, as it is the most significant place for it. A key factor in the success of a speech at a court hearing is knowledge of the 'classical rhetorical canon', awareness of the importance of each part of it as a special stage of speech-thinking activity, and compliance with the principles. The 'rhetorical canon' is a set of five stages of creating a convincing speech: 1) invention – the choice and understanding of a topic, its division into subtopics; 2) disposition – the arrangement of subtopics in a logical order; 3) elocution – 'putting thoughts

into words'; 4) memorio – memorization of the text; 5) ectio – making a speech<sup>[25]</sup>. Psychologists have established four stages of any activity, including speech: orientation (determination of the purpose and conditions of communication), design (selection and systematization of language material), and implementation (generation of speech), control (analysis and evaluation of speech activity results).

The characteristics of legal discourse determine the choice of certain ways of influencing the audience, justifies the use of certain rhetorical techniques, communicative strategies and tactics. During the court session, a lawyer is required to provide an accurate, clear, convincing presentation of the material in defense of human interests, rights and freedoms. The following communication strategies are used in the courtroom: clarification, argumentation, cooperation, compromise, manipulation, and evasion, strategies of 'proximity' or 'detachment', and other.

The argumentation strategy is indeed a key communication strategy within the framework of legal discourse. The communicative argumentation strategy is a logical chain of judgments that allow refuting the arguments of the opponent and proving their own point of view. Classical rhetoric describes many types of arguments, but only some of them are used in legal practice. 'Legal arguments' are distinguished by their persuasiveness, logic, reliability, unambiguity, based on facts, provisions of the Law, axioms, rules and norms<sup>[26]</sup>. Such arguments include the following: an argument for justice (establishing equity between categories/subjects/circumstances), an argument for authority (referring to the opinion of an authoritative person), an argument for the case (establishing the true circumstances of the case), an argument for incompatibility (indicating the presence of contradictory data), an argument for the reason and others<sup>[27]</sup>.

As is known, communicative strategies are implemented through communicative tactics – specific communicative actions. The study revealed that the following communicative tactics are most frequently used in the courtroom: refutation, gradation of evidence, expansion or narrowing of the thesis, critical analysis, providing a choice, quoting witness testimony, imitation of dialogue, explication of cause-and-effect relationships, contrast, understatement or exaggeration, repetition, self-presentation, creation of a positive/negative portrait of the defendant, and others. The main communicative tactic in legal practice is the tactic of refutation. This tactic consists in justifying the falsity of any statement, 'destroying the argumentation', criticizing the thesis: 'establishing the thesis falsity, inconsistency or fallacy of the procedural opponent'<sup>[28]</sup>. Accordingly, skillful use of refutation and proof tactics is a prerequisite for achieving communicative goals and passing a fair sentence by the court.

The characteristics of the defendant's personality play an important role in assessing the committed deed. In this regard, in defensive and accusatory speeches, the communicative tactic of creating a positive/negative portrait of the defendant is often used. The task of lawyers is to provide information about the personal qualities of the defendant, the peculiarities of their family life, upbringing, education, working conditions, the attitude towards them from relatives, acquaintances, colleagues, etc. to create a positive portrait in order to elicit sympathy and compassion from the court, jurors and other participants of the hearing. A positive portrait of the defendant can serve as a factor in mitigating the sentence. The task of the prosecution, on the contrary, is to create a negative portrait of the defendant in order for the court to convict, tighten the sentence.

The conducted research allows concluding that Kazakhstani lawyers use a large number of communication strategies and tactics. Here are some examples (Translated by authors):

> "I consider it my duty to remind you again and again of the public danger of the crime committed by Tsygankov. You judge him for his intention to sell illicit substances to Sergeyevich, and how many of those boys and girls, men and women, whom he has already managed to provide with a slowly but surely acting poison. Who are they? Where can we find them to try to save them? And our brothers, sisters, children, and grandchildren may be among them. <...> People become slaves of drug dealers. And the state is obliged not only to isolate such persons, but also to severely punish those who make them slaves. It is no less severe to punish them than murderers, since the difference is only in the time of the death of a person."<sup>[29]</sup>

"Dear Judge! Dear trial participants! Today we are considering a difficult. even unusual case. In the case of a private prosecution, the criminal prosecution is carried out by the DNSC (Department of National Security Committee) along with the Prosecutor's Office of the Zhambvl region. At the same time, such highly responsible structures, including the prosecutor's office, designed to protect the Constitutional rights of citizens, simply violate the law and the principles of criminal procedure during the criminal prosecution of *Kim V.V. <...> We, lawyers of Kazakhstan, are* proud of our legislation. It would be better if we could still be proud of our law enforce*ment practice*! <...> So whose competence is it to answer defense questions? Despite all the efforts of the respected court to save the situation, it was obvious that the experts were not competent to answer the questions posed or were lying, which does not change the assessment of their research as incorrect. <...> Now all the documents are being studied by international human rights organizations, and unfortunately, their work has not yet been completed. However, we are not in a hurry. The country should know its heroes. And it will know them."<sup>[30]</sup>

"The case of A.I. Myrzakhmetov has a long and unflattering story! During the investigation, the investigation went straight ahead, through constitutional guarantees, through procedural guarantees! Speculations and fabrications were shamelessly presented as truth, as an unquestionable fact! <...> At the decisive moment, we declare what we have been stating evidently and purposefully for a long time: A.I. Myrzakhmetov is innocent! There is no witness! Not a single document! There is no official situation that would make Myrzakhmetov suspected of embezzlement of funds. <...> Myrzakhmetov A.I. – a patriot of young Kazakhstan! He has always been a responsible employee. He worked hard, demanding the

same from others! In good time, he was able to manage the work, life and social assistance of thousands of people. Thousands of ordinary citizens of Kazakhstan are waiting for his acquittal."<sup>[31]</sup>

A court hearing is characterized by dialogueness, therefore it is important for lawyers to have the skills of conducting a dialogue. Legal scholars give the following recommendations for conducting a dialogue in the courtroom: 1) use leading questions that suggest answers that are more favorable for your position; 2) anticipate opponents' questions and prepare answers to them in advance; 3) lead opponents away from giving unfavorable questions; 4) use various styles of speech behavior when interacting with different people, 5) regularly repeat meaningful information; 6) control emotions, gestures, pace and rhythm of speech, stay calm, reasonable and polite in any situation<sup>[32]</sup>.

The persuasiveness of a speech work is also ensured by constructing an utterance in accordance with the laws of logic: the Law of Identity, the Law of Contradiction, the Law of the Excluded Third, the Law of Sufficient Reason. Logic is the main tool of a lawyer in building an evidence base and, accordingly, a way to achieve this goal - the conviction or acquittal of the client. The production of logically correct statements is facilitated by the ability to combine inductive and deductive reasoning methods, to think in 'syllogism'<sup>[33]</sup>. A syllogism is a conclusion based on two true statements. Many lawyers agree that this method is one of the most effective ways of evidence in court. An example of a syllogism: 1) the law prohibits the performance of a certain action by a person; 2) the defendant is a person; 3) therefore, the defendant must be convicted of violating this law. Syllogisms are actively used in the speeches of Kazakhstani lawyers. The following excerpt is given as an illustration (Translated by authors):

> "A grave crime against a person – the intentional illegal homicide of two people – has been committed. The Constitution of our state (Article 15) guarantees that every citizen has the right to life and no one has the right to take his or her life. The committed crime, therefore, is directed against the Law of our state and poses an increased public danger: "<sup>[29]</sup>

In the speech of a lawyer, precedent texts, aphorisms, quotations, catch phrases, proverbs, sayings can be used. In order to make speech expressive, 'rhetorical figures' are often used, such as gradation, anaphora, repetition, antithesis, parcellation, rhetorical question, expressive means such as metaphor, epitome, comparison, which consciously and subconsciously influence the addressees<sup>[34]</sup>. Let us consider examples of the use of the above-mentioned linguistic means in the speech of Kazakhstani lawyers (Translated by authors):

"The six-month 'marathon' in this case has ended, and we are approaching its final outcome. <...> The after-life of our clients, who appeared to be put on trial, 'guilty without guilt,' depends on its final results. <...> The arguments of the prosecution have not been confirmed, although they have taken maximum measures to do so. In this regard, I would like to cite the statements of ancient philosophers who in such cases said: 'In order for the interlocutor to comprehend your thought, we need a heart more than a tongue! How can you convince someone else of something if you don't believe your own word!"<sup>[35]</sup>

"Like ripples on the water, waves of drug addiction spread from these carriers of a terrible infection, taking young boys and girls away from normal life. They take them into the world of sick fantasies, dirty thoughts and criminal deeds."<sup>[29]</sup>

"It is quite obvious that the quality of the procedural investigation of the case is of great importance for the correct assessment of the circumstances, a fair decision of the fate of the defendants, since 'the process is a form of life of the Law'! <...> So where did this false document without beginning and end come from? I slow down my research here! 'O snail Climb Mount Fuji But slowly, slowly!' says the Japanese proverb! <...> I said this in hope that a well-known expression 'a bright day will come' starts today."<sup>[30]</sup> As mentioned earlier, rhetorical competence integrates textual, communicative and ethno-cultural-speech competencies. Ethno-cultural-speech competence manifests itself in knowledge of the national and cultural characteristics of the country, values, customs, traditions of the people, observance of the rules and norms of speech behavior accepted in a particular society and contributing to effective intercultural, interethnic, international understanding and interaction. The Republic of Kazakhstan is characterized by cultural diversity, a multinational and multiethnic community, which requires a lawyer to develop a high level of 'national consciousness' and speech culture, involving the use of literary, normative vocabulary, sight of respect, friendliness to representatives of other nationalities, peoples, ethnicities, and religions.

The abovementioned proves the need for a lawyer to develop the integral LR competence. Of course, the leading role in the formation of this competence among lawyers is played by training in higher educational institutions that train competent specialists. (for more details, see Gunina<sup>[36]</sup>).

3. The third component of the LR model of the professional LP of a lawyer is dominants of LR Ideal: the categories 'Logos', 'Pathos', 'Ethos', 'Sofia'. They are considered by the Sochi L&R School as integral components of productive and receptive speech-thinking activity, an ideal reference point for speech acts. Being embodied in the professional activity of a lawyer in Kazakhstan, they acquire the following features.

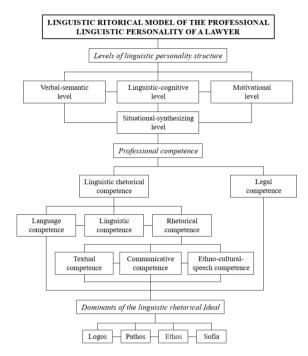
The dominant 'Logos' is embodied in an accurate, logical, understandable verbalization of thought. A lawyer, as an assistant in matters of legislation, a defender of the rights and freedoms of citizens, a speaker needs to pay special attention to every spoken and written word, since the fate of both one person and the whole state may depend on them. This dominant presupposes knowledge and observance of language rules and norms; skills in selecting and systemizing theoretical and factual material, building a convincing evidence base, and a balanced composition of a speech. The result of the implementation of the dominant 'Logos' in the speech-thinking activity of a lawyer is the production of literate speech.

The dominant 'Pathos' is embodied in the speech style, the manner of speech behavior of a lawyer. This dominant combines the ability to influence the emotional sphere of the recipient, make a positive impression on them, predict their reactions and actions; simultaneously analyze the recipient's response and respond to changes in their behavior. The common emotional and psychological continuum, which is based on a single legal basis, allows the subjects of legal discourse to give the same assessment to the subject of speech, the crime committed, the personality of the defendant, etc., thereby contributing to the achievement of mutual understanding and agreement. The implementation of the dominant 'Pathos' in the speech-thinking activity of a lawyer contributes to the production of expressive and harmonizing speech.

The dominant 'Ethos' is embodied in the strict performance of job duties, observance of ethical rules and norms of speech behavior, creation of discourse in accordance with the characteristics of the communicative situation, universal and national values, and principles of morality. This dominant presupposes the development of skills to create favorable conditions for communication, compromise, respect the opinion of colleagues, and convince the addressee of their rightness, authority and the truth of their arguments. A lawyer is valued, first, for such qualities as diligence, responsibility, honesty, decency, sociability, foresight, politeness, tolerance, stress tolerance, discipline. The lawyer acts as a bearer and defender of public morals. The result of the implementation of the dominant 'Ethos' in the speech-thinking activity of a lawyer is the production of convincing, influencing speech.

The dominant 'Sofia' is a synthesis of the abovementioned categories and provides optimization and harmonization of communicative interaction between subjects of legal discourse, specialists and clients, by ensuring the implementation of the principles of truth, justice, objectivity, impartiality, humanism. This dominant is the result of the balanced development of all structural levels of a lawyer's professional LP, the formation of all competencies necessary for successful professional self-realization, and the embodiment of the principles of the art of public speaking. All four dominants are implemented in the speech-thinking activity of a competent specialist who is able to provide qualified legal assistance.

The above information is presented in the form of a generalized figure that captures the components of the developed model of the professional LP of a lawyer in the aspect of the LR Ideal (**Figure 1**):



**Figure 1.** The linguistic rhetorical model of a professional linguistic personality of a lawyer.

A more detailed analysis of verbal and non-verbal means, communication strategies and tactics used in the speech of Kazakhstani lawyers will be presented in the thesis. In this article, based on the results of a study of the speech of lawyers in Kazakhstan, a model of the professional linguistic personality of a specialist in the legal field is created. Lawyers of Kazakhstan, who most closely correspond to the LR model developed in this article, generally embody the idea of the citizens of Kazakhstan about the 'ideal Kazakhstani lawyer'.

# 5. Conclusions

The conducted research allows drawing the following conclusions:

(1) The L&R Paradigm as an integrative approach in linguistics has an original theoretical and methodological apparatus. It opens up new opportunities both for a comprehensive study of the professional LP and the products of its speech-thinking activity, and for modeling the professional LP of a specialist. The LR model of a professional LP is a systemized set of the most significant individual, professional, and speech-thinking qualities of a highly qualified, competent, competitive, 'ideal specialist'. (2) Modeling of the professional LP of a Kazakhstani lawyer in the LR aspect is performed according to the following algorithm: 1) analysis of the level structure of the professional LP of a lawyer; 2) consideration of the professional competence of a lawyer and identification of its key competencies; 3) description of the dominants of the LR Ideal of speech acts as integral components of productive speech-thinking activity of a specialist.

(3) The structure of a lawyer's professional LP is represented by four levels: verbal-semantic, linguistic-cognitive, motivational and situational-synthesizing. Each level represents a system of certain verbal and non-verbal means that ensure the formation, development and professional selfrealization of a LP. The study revealed that the indicators of a lawyer's compliance with an idealized LR model are a high degree of development of 'linguistic consciousness' and 'legal consciousness'; flexibility, variability of speech behavior within a specific speech event; the desire for constant self-development and self-improvement, improvement of professional competence, achievement of high results in the professional sphere.

(4) Professional competence as a component of the LR model of the professional LP of a Kazakhstani lawyer consists of a number of competencies. Specific (legal) competence and integral LR competence play a special role in optimizing and harmonizing communicative interaction within the framework of legal discourse. Specific competence presupposes deep knowledge of a certain area of law, knowledge of the Constitution, regulatory documents, knowledge of legal terminology, genres of official business style and legal documentation. The integral LR competence combines language, linguistic, rhetorical competencies, which, in turn, integrates textual, communicative and ethno-cultural-speech competencies. The LR competence presupposes mastery of the language and metalanguage that constitute the legal discourse; knowledge of parts of the classical rhetorical canon; the ability to create holistic literate oral and written texts; proper preparation for the upcoming public speech; producing rational, influencing, harmonizing speech by observing the laws of logic, applying the recommendations of the speech art, rhetorical and logical techniques, effective communication strategies and tactics.

(5) The dominants of the LR Ideal of speech acts – Logos, Pathos, Ethos, Sophia – are embodied in the follow-

ing skills and abilities: to express thoughts meaningfully, logically, accurately, clearly, concisely; to produce speech products in accordance with the specifics of the communicative situation, universal and national values, moral principles; convince the addressee of their rightness, authority and truth of their arguments; anticipate the reactions of the interlocutor, the audience, respond to changes in communication conditions in a timely manner; make a positive impression on the addressee, achieve the desired communicative effect; observe etiquette, rules and norms of speech behavior; ensure the implementation of the principles of truth, justice, objectivity, impartiality, humanism in legal practice; provide qualified legal assistance.

Thus, the article develops LR model of the professional LP of a specialist in the legal sphere of the Republic of Kazakhstan in the aspect of the LR Ideal. The proposed research methodology can be applied in studying the features of professional training and self-realization of specialists based on the material of any institutional discourse with particular ethno-socio-cultural characteristics.

# **Author Contributions**

Y.G. systematized and summarized the theoretical material on the topic of the article, selected and analyzed the speeches of Kazakhstani lawyers, has developed the linguistic rhetorical model of the professional linguistic personality of a Kazakhstani lawyer. A.V., as the Head of the Sochi Linguistic & Rhetorical School, presented material on the history and principles of the Linguistic & Rhetorical Scientific Paradigm. A.T. presented material on the history of the study of linguistic personality, professional linguistic personality, the theory of discourse. S.S. described the dominants of the linguistic rhetorical Ideal of the speech actions of a Kazakhstani lawyer. K.D. described rhetorical competence as an important component of the linguistic rhetorical competence of a Kazakhstani lawyer.

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# Institutional Review Board Statement

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# **Informed Consent Statement**

Informed consent was obtained from all subjects involved in the study.

# **Data Availability Statement**

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# **Conflicts of Interest**

The authors stated that there are no conflicts of interest.

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