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Cognitive and Pragmatic Potential of the Language of Political Leaders

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ABSTRACT

The article focuses on linguistic reference as a crucial process for meaning creation in political discourse. From the perspective of its function in establishing associative connections, influencing the audience's perception, and shaping political reality, linguistic reference is examined. The study covers both a practical examination of the use of references in political documents and speeches and a theoretical investigation of the concepts and forms of references. The roles of reference in influencing public opinion, establishing the speaker's authority, and creating pictures that appeal to the historical and cultural context are all given special consideration. As a methodological foundation, content and discourse analyses enable us to spot trends in reference usage based on the political context and the intended audience. Additionally, the study investigates how explicit and implicit references contribute to the ideological framing of political discourse, reinforcing or

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challenging dominant narratives. The strategic selection of references can serve as a tool for persuasion, manipulation, or legitimization of certain viewpoints. By analyzing key speeches and documents from various political actors, the research demonstrates how references to history, literature, or shared cultural symbols enhance the persuasive impact of discourse. The findings emphasize the necessity of a critical approach to reference analysis in political communication. This study provides valuable insights for scholars and practitioners in linguistics, political science, rhetoric, and media studies.

Keywords: Sociolinguistic Analysis; Linguistic Analysis; Benjamin Franklin; Kekilbayuly; Writer's Personality; Political Discourse

1. Introduction

Since political speech establishes the channels of communication between the public and politicians, it plays a crucial role in forming public opinion and the political system.

Politicians can sway public opinion through political discourse; the exact word choice, focus on particular subjects, and interpretation of events all contribute to the formation of people's opinions on political matters. As shown in election campaigns and administration, political writing also serves to bring people together around shared ideals, passions, and objectives. Political discourse has the power to either soothe or intensify public feeling, inspiring individuals to take active action or, on the other hand, to submit passively.

In our research article, we are conducting a linguistic analysis of the thoughts of public figures who lived and were in power in two different centuries. We believe that it does not interfere with our research. Our main goal is to show that the positions of public figures, regardless of when they lived, serve a common interest. One of these two figures is Benjamin Franklin and the other is Abish Kekilbayuly.

Franklin was a highly talented intellectual of his time and an individual who contributed greatly to the founding of the United States. He is also remembered as one of the authors of the Declaration of Independence.

Franklin was active in public life, in colony and state politics, and in national and international affairs. He became an American hero when, as an agent for several colonies in London, he secured the repeal of the unpopular Stamp Duty Act by the British Parliament. An accomplished diplomat, he was universally respected as the first U.S. ambassador to France and was instrumental in developing positive Franco-American relations. His efforts were crucial in obtaining French aid for the American Revolution. He served as presi-

dent of Pennsylvania from 1785 to 1788. At one point in his life he owned slaves and advertised the sale of slaves in his newspaper, but by the late 1750s he began to oppose slavery, became an active abolitionist, and promoted the education and integration of African Americans into U.S. society.

A prominent figure in the development of the post-Soviet Kazakh political elite was national scholar Kekilbayuly. The gifted author bravely discussed the nation's top priorities, including the frequently disregarded language policy challenges. His views on national ideology served as the foundation for many contemporary public administration techniques. As the Chairman of the Supreme Council of the Kazakh SSR and an advisor to the President of Kazakhstan, Kekilbaiuly helped pass laws intended to fortify the nation's sovereignty and raise its basis.

Many were motivated to consider national identity, national history, and the future of the country by Kekilbaiuly's works, which also strengthened independent thought and contributed to particular efforts to conserve cultural and historical heritage. His theories are incorporated into educational initiatives designed to instill in the next generation a sense of patriotism and love for their homeland.

Relevance of the scientific article: This article explores the connection of political discourse in the countries of America and Kazakhstan with the social conditions of the period of independence as an aspect of analysis.

2. Literature Review

A program of action, a social organization tasked with supervising someone or something, or a broad range of human endeavors can all be referred to as "politics." The phrase can also describe a series of actions and steps taken to accomplish specific objectives.

Political discourse is considered a multifaceted phe-

nomenon with sociological, linguistic, and cognitive components. Persuasion, manipulation, and legitimation of power are carried out through political language. A group of scholars highlights the need of researching political discourse in order to understand modern dynamics of power and communication^[1].

The influence of linguistic reference on audience perception, associative relationships, and political reality is frequently examined. Special attention is given to how reference creates images that appeal to historical and cultural backgrounds, establishes the speaker's authority, and shapes public opinion. The study's methodological foundation frequently consists of content and discourse analysis, which enables the identification of reference usage trends according to the target audience and political situation^[2].

The use of deixis as a tool for modeling rhetorical space in public speeches is one of the primary linguistic issues that Melnik's research looks at. The author uses discourse analysis techniques to thoroughly examine the functional load of deictic features in Hillary Clinton's speeches, and because the analysis is conducted on specific examples, the study has empirical reliability^[3].

The work of foreign researchers focuses on different approaches to discourse analysis, their methodological underpinnings, and how they are used in the humanities and social sciences. The authors give a comprehensive analysis of discourse analysis as an interdisciplinary method that can integrate theoretical and empirical research, and they divide it into several important categories, including linguistic, sociolinguistic, critical discourse analysis, and poststructuralist approaches. The authors emphasize the importance of language in the construction of social reality, drawing inspiration from theorists such as Ernesto Laclau, Jacques Derrida, and Michel Foucault^[4].

Kranert analyzes the strategic use of first-person pronouns (e.g., "I", "we") in party conference speeches, especially in the context of Third Way politics^[5]. This study examines how political figures including Tony Blair and Gerhard Schröder strategically used pronouns to express personal commitment while simultaneously strengthening collective identity, thus enhancing the persuasive power of their messages. The article provides an in-depth analysis of how pronouns shape political rhetoric, employing both qualitative and quantitative methods. By concentrating on

the Third Way movement, the study anchors its linguistic analysis within a specific political ideology, offering a more comprehensive understanding of the subject. Additionally, the inclusion of speeches from political leaders across various countries enriches the findings, shedding light on cross-cultural rhetorical approaches.

The study concentrates on a limited set of speeches, which may restrict the generalizability of its conclusions. It primarily examines the speeches from a linguistic standpoint, without exploring listener perceptions, which could offer a more comprehensive insight into their impact.

Overall, the study of Kranert makes a significant contribution to the understanding of political communication, especially in the context of Third Way leadership^[5]. However, it would benefit from a broader dataset and a more audience-centered analysis to offer a fuller perspective. A study conducted by Hawley^[6] explores rhetoric not just as a tool of persuasion, but as a powerful means of political motivation. The author examines how political figures use rhetoric to inspire action, build unity, and define collective identities, moving beyond traditional persuasive techniques to engage audiences on a more profound emotional level. The article presents a robust theoretical framework, expanding the concept of rhetoric from persuasion to motivation. By incorporating insights from political science, communication studies, and psychology, Hawley offers a comprehensive analysis. This research is vital for understanding modern political strategies, particularly in campaigns aimed at mobilizing voters. However, the article relies heavily on theoretical discussions, with limited real-world case studies to support its claims. It primarily focuses on the rhetoric of political elites, potentially overlooking grassroots communication dynamics. While the work of Hawley provides valuable insights into the motivational aspects of political rhetoric, a more empirical approach could have strengthened its practical relevance and impact.

A study by Parry-Giles and Samek explores the complex interplay between rhetoric and politics, focusing on how rhetorical strategies shape political discourse, influence public opinion, and form political identities^[7]. The authors examine both historical and contemporary examples, highlighting rhetoric's significance in democratic participation and political power dynamics. Their research spans a wide range of rhetorical techniques, providing an in-depth analy-

sis of their impact on political processes. By incorporating historical case studies, the authors effectively illustrate the evolution of political rhetoric over time.

However, the intricate theoretical framework may present challenges for readers unfamiliar with rhetorical theory, potentially limiting its accessibility. Furthermore, the analysis primarily focuses on Western political rhetoric, possibly overlooking the rhetorical traditions and practices of non-Western cultures. Although the study by Parry-Giles and Samek provides a thorough and insightful exploration of the relationship between rhetoric and politics, it would be enhanced by including a broader range of empirical examples and incorporating cross-cultural perspectives^[7].

Klyuev^[8] explores the features of political discourse in the context of mass communication, paying attention to the mechanisms of influencing public opinion and the strategic aspects of politicians' public interaction with the audience. The author analyzes rhetoric, persuasion techniques and manipulation used in political messages to achieve specific goals. The work includes a detailed consideration of rhetorical strategies, which allows for a better understanding of the dynamics of political communication. The author uses methods from linguistics, sociology and political science, making the study multifaceted. The study represents a significant contribution to the study of political discourse, but could benefit from broader empirical analysis and examples from other cultural contexts. A number of researchers have studied a new methodological concept – linguopolitical personality, aimed at studying the communicative characteristics of political leaders^[9].

The authors create communicative portraits by analyzing their rhetoric, communication style, and strategy for influencing the audience. The introduction of the concept of linguopolitical personality opens up new perspectives in the study of political linguistics. Using various methods (content analysis, discourse analysis) to create detailed portraits of leaders. Sclafani studies the distinctive communication style of Donald Trump, analyzing how his rhetoric contributes to his political identity^[10].

The author examines linguistic strategies such as informal language, repetition, and self-promotion, focusing on how these elements shape public perception and affect voter engagement. The study offers an in-depth examination of Trump's use of language, providing valuable insights

into the role of style in political discourse. By integrating sociolinguistics and political communication, the study remains relevant across various academic fields. It addresses a well-known figure, contributing to contemporary studies of political discourse. Overall, the work by Sclafani provides a detailed examination of Trump's rhetoric, but could be improved by broader comparative and audience-focused research.

Voda^[11] explores the complex relationship between language and politics, focusing on how political discourse is shaped by socio-political contexts. The study delves into the use of rhetoric, power dynamics, and the role of language in influencing public opinion and policy making. It uses a range of case studies to illustrate the practical implications of political language. The author integrates linguistics, political science, and communication studies, making the study relevant to diverse fields. The research provides a detailed examination of the power of language in politics, but would benefit from more empirical testing and accessible language.

The literature review demonstrated a variety of approaches to the study of political rhetoric and language in politics. For example, Kranert's research highlighted the importance of pronouns in expressing leadership and collective identity in political speeches, particularly in the context of Third Way politics^[5]. Hawley extends the concept of rhetoric from persuasion to political motivation, analyzing how rhetoric is used to build solidarity and inspire action^[6]. The work of Parry-Giles and Samek showed the historical evolution of political rhetoric and its impact on democratic processes^[7].

The research of Klyuev and Ruzhentseva et al. enriched the understanding of public political interaction and linguistic analysis of political leaders by introducing the concept of linguopolitical personology^[8, 9]. Sclafani detailed the analysis of Donald Trump's style, exploring its impact on political identity and voter engagement, while Voda showed how language shapes political discourses through social and political contexts^[10, 11].

The study of the function of reference in political discourse is important due to a number of important characteristics that represent the status of communication and politics today.

First of all, political discourse is a multifaceted phenomenon with elements of sociology, language and cognition.

Reference, as an important element of political language, plays a key role in creating associative links, shaping political reality and audience perception. Its importance in political speech is emphasized by studies that demonstrate how political leaders can successfully influence public opinion by referring to historical and cultural backgrounds. Secondly, modern research focuses on methods of reference analysis that allow us to identify trends and patterns in the use of references, such as discourse analysis and content analysis. In this regard, studying the subject is essential for understanding the processes of audience mobilization, legitimation of power and persuasion. Thirdly, the study of reference in political speech is crucial for exploring the lexical and grammatical methods used to establish personal commitment and public identity. The use of pronouns in political speeches is one example of how references contribute to the development of persuasive political rhetoric.

Fourth, political discourse is actively adapting to the modern circumstances of mass communication, which requires a deeper understanding of the mechanisms of influencing public opinion and tactics of audience engagement. Research into the specific communication patterns of politicians and their influence on the public is of crucial importance, according to new methods such as linguapolitical personology. The study of reference in political discourse is therefore a crucial area that expands knowledge about modern political communication tactics, power dynamics and the influence of public opinion.

In the context of globalization and the digitalization of political interaction, this is not only relevant from a theoretical point of view, but also has practical implications for the creation of successful communication strategies.

3. Research Methodology

To analyze the article from a sociolinguistic perspective, a qualitative analysis method was used. Since the goal of sociolinguistics is to determine the structure of political discourse, its impact on society, and the features of its use, this study analyzes the linguocultural codes in the text and allows us to assess its impact on various groups of society.

The object of the study was Kekilbayuly's speech at the first meeting of the National Council in June 1993^[12]. This article describes the political situation and the development

of society in independent Kazakhstan.

Additionally, Franklin's speech on the day of completion of the draft of the US Constitution (1787) served as the foundation for comparison in this study.

The sources for the study included the speeches of Franklin and Kekilbayuly, along with information about political and social conditions of the time.

A thematic and linguistic analysis was conducted on Kekilbayuly's speech. The study described the social situation of the society. This allows us to determine the function of political discourse in the Kazakh language and its features.

4. Results and Discussion

4.1. Sociolinguistic Analysis of Franklin's Political Text

The object of the study is Franklin's speech on the day of the completion of the draft of the US Constitution (1787), which demonstrates his position as a prominent figure.

Analysis of excerpt from text 1: I admit that there are certain aspects of this Constitution that I currently do not approve of, but I am not certain that I will always feel this way. Having lived for many years, I have encountered numerous situations where, through gaining better information or giving matters further thought, I've found it necessary to change my views on important issues that I once believed to be correct, only to realize they were not. As a result, the older I get, the more inclined I am to question my own judgment and place greater value on the judgments of others. Indeed, most people, much like many religious groups, tend to believe they possess the absolute truth, and whenever others disagree with them, they consider it a form of error.

Analysis: Franklin's statement serves as an example of the sophisticated political discourse characteristic of the eighteenth century. Kairatker observes the considerable effort invested in this critical endeavor, noting that, despite his direct involvement in drafting the Constitution, Franklin does not fully endorse every aspect of it. He admits, however, that his role in its creation prompted a reevaluation of certain principles he had once held steadfastly in his work. This indicates that a foundational document designed for the nation's greater good outweighs individual interests. Through this commentary, we can identify the author's democratic viewpoint. The linguistic choices in the text reinforce the

credibility of his statements, with a focus on intricate sentence structures. Ultimately, the passage illustrates how collective decision-making led to the best outcomes at a crucial juncture in the formation of the United States.

Analysis of excerpt from text 2: In these sentiments, Sir, I agree to this Constitution with all its faults, if they are such; because I think a general Government necessary for us, and there is no form of Government but what may be a blessing to the people if well administered, and believe farther that this is likely to be well administered for a course of years, and can only end in Despotism, as other forms have done before it, when the people shall become so corrupted as to need despotic Government, being incapable of any other. I doubt too whether any other Convention we can obtain, may be able to make a better Constitution. For when you assemble a number of men to have the advantage of their joint wisdom, you inevitably assemble with those men, all their prejudices, their passions, their errors of opinion, their local interests, and their selfish views. From such an assembly can a perfect production be expected? It therefore astonishes me, Sir, to find this system approaching so near to perfection as it does; and I think it will astonish our enemies, who are waiting with confidence to hear that our councils are confounded like those of the Builders of Babel; and that our States are on the point of separation, only to meet hereafter for the purpose of cutting one another's throats. Thus I consent, Sir, to this Constitution because I expect no better, and because I am not sure, that it is not the best. The opinions I have had of its errors, I sacrifice to the public good. I have never whispered a syllable of them abroad. Within these walls they were born, and here they shall die. If every one of us in returning to our Constituents were to report the objections he has had to it, and endeavor to gain Partizans in support of them, we might prevent its being generally received, and thereby lose all the salutary effects & great advantages resulting naturally in our favor among foreign Nations as well as among ourselves, from our real or apparent unanimity. Much of the strength & efficiency of any Government in procuring and securing happiness to the people, depends, on opinion, on the general opinion of the goodness of the Government, as well as of the wisdom and integrity of its Governors. I hope therefore that for our own sakes as a part of the people, and for the sake of posterity, we shall act heartily and unanimously in recommending this Constitution (if approved by Congress

& confirmed by the Conventions) wherever our influence may extend, and turn our future thoughts & endeavors to the means of having it well administered. On the whole, Sir, I can not help expressing a wish that every member of the Convention who may still have objections to it, would with me, on this occasion doubt a little of his own infallibility, and to make manifest our unanimity, put his name to this instrument.

Analysis: The author acknowledges the Constitution, accepting its imperfections. Franklin suggests that despite its flaws, the world can still be seen as near-perfect because through collaboration, diverse opinions and perspectives can be shared. He emphasizes that his personal views on the matter are secondary, and warns that widespread negative opinions about the Constitution could hinder its acceptance by the public. As a result, the leader's main internal focus is on preventing both external and internal conflicts while maintaining peace. Franklin's civic stance is clear in his call to actively promote the Constitution wherever possible and to work diligently to ensure its proper implementation. He also urges his fellow contributors to this document to display solidarity.

The main ideas and analysis of the text:

(1). Variability of perspectives and humility in judgments

Franklin acknowledges that his own convictions have evolved over time. He highlights the significance of self-doubt and deference to collective opinion.

(2). The flaws of the Constitution, yet its necessity

Although he recognizes imperfections in the document, he believes that crafting a superior alternative is unlikely, as any assembly of individuals inevitably introduces errors, biases, and personal agendas.

(3). The peril of discord and the value of unity

He worries that if members of the Convention publicly voice their dissent, it could undermine support for the Constitution and ignite conflicts both domestically and internationally.

(4). The influence of public perception

He argues that the success of any government depends not only on its framework but also on how the public perceives its virtue and the wisdom of its leaders.

(5). A plea for unanimity

In conclusion, he urges the delegates to question their

own infallibility and endorse the Constitution for the greater good.

Rhetorical techniques:

Drawing from personal experience (shifting beliefs, wisdom gained with age).

Appeal to collective responsibility (the necessity of consensus for national stability).

Metaphors and allusions (likening potential discord to the Tower of Babel).

Logic through paradox ("I am not certain that it is not the best possible option").

Bottom line:

Franklin supports the Constitution not because it is flawless but because it is the most viable option. He advocates for compromise and solidarity to prevent the nation from fracturing and descending into turmoil.

4.2. Sociolinguistic Analysis of the Political Text by Abish Kekilbayuly

The object of analysis was the text of the report read by Kekilbayuly on June 15, 1993, at the first meeting of the National Council on State Policy on the topic "Do we want further establishment of democracy and independence?" The main goal of the study is to reveal the personality of Kekilbayuly through a sociolinguistic analysis of his speech. This research article opens the way to understanding the features of political discourse in Kazakhstan and its connection with the social situation during the period of independence.

Analysis of excerpt from text 1: Today, our state is in the process of formation, and our society is in a state of protracted crisis. Because it is clear that this independence was achieved as a result of a deep crisis. On that crisis day, the socio-political environment in which we all lived until yesterday was completely absorbed^[13, 14]. Thus, if we step with one foot onto the new shore of independence and self-sufficiency, then with the other foot we will not be able to leave the spiritual space of social depression, which is deepening on an unprecedented scale. This social crisis is not only a serious obstacle to the strengthening of the young state, but also causes its citizens great financial needs, serious moral tension and even hurts their souls.

Analysis:

Social context of the text and the use of linguistic means.

(1). Social context

The text describes the socio-political situation of Kazakhstan in the period after independence^[15]. The author associates this time with a crisis and depicts it as a spiritual and material crisis. In this context, the text makes it clear that achieving independence is not only a time of joy, but also a period full of difficulties and changes. Here, social crisis is considered as the main theme, and its impact on society is clearly shown.

(2). Relationships between social class and language

The text uses the concepts of social classes and social space. The phrases "social stress", "material need", "spiritual space" depict the difficult situation of social classes in society. It is clear that the author's language is oriented towards the elite and intellectual groups, since the concepts and phrases in the text are more understandable to highly educated people than to the middle or lower class.

(3). Bilingualism and linguistic identity

During this period, the Kazakh language began to be recognized as the state language, so it became important to discuss socio-political issues in the Kazakh language. The state significance of the language increases, and the text reflects ideological aspects related to independence.

(4). Ideological and political shades

The ideological mission of the text is clearly visible, since the achievement of independence is described as "the result of a deep crisis." On the one hand, this means a complex process of the country's transition to a new period, and on the other hand, it shows the impact on the spiritual and material state of the people during this period. In addition, the author's view on the relationship between the state and society is clearly visible. The author clearly showed that the formation of a new state occurs in a crisis.

Analysis of excerpt from text 2: It is precisely in such a period that society and individuals really need to strengthen themselves and find a way out of a difficult situation. And it is known that none of this will be realized on its own. Only a state that claims responsibility for the fate of its country and its people cannot remain aloof from such a vital issue. As world experience shows, the state has always taken upon itself the main burden of forming a new harmony and behavior in a society moving from colonialism to independence, from totalitarianism to democracy^[16]. In the end, in order for any young sovereign and recently flourishing democracy to take a

successful step, targeted and systematic actions are necessary. And this should be aimed at eliminating the consequences of totalitarianism and colonialism in the life of society, should explain and strengthen the legal basis for democratic forms of government. For example, this is exactly the path that Germany took after the totalitarian regime and Spain after Franco's long rule. For example, in the FRG, a state service for political education has been operating since 1952. And in 1963 it was reorganized into a federal committee. Its main task is to block the path of right-wing radical ideas and at the same time psychologically help people to adapt to new socio-economic relations as easily as possible. This can be achieved only by providing free and consistent education to people about the constitutionally chosen political system of the whole society.

Analysis:

(1). Social context

The text describes the transition of society to democracy in the period after Kazakhstan gained independence. The author emphasizes the role of the state in the new direction and transformation of society in socio-economic relations. The socio-political situation is complex since the main topic is the need to get rid of the consequences of colonialism and totalitarianism^[17]. Here the issue of mutual responsibility of the state and its citizens and the education of people on democratic values was raised.

(2). Social function of linguistic means.

The structure of the text is intended to explain the relationship between the state and society. The author's language is formal, complex and formal, which indicates that he is discussing issues of the state level. Social and state terminology is often used: "colonialism", "totalitarianism", "democracy", "sovereignty", "political education". These words are aimed at describing the political transformation of society.

- **State and society:** The text clearly shows the concepts describing the relationship between the state and society. The term "state" was used several times to denote the democratic structures of society and its role in its development. The author highlights the main tasks of the state and emphasizes its responsibility.

- **Political and legal terminology.** The text describes the complex process of transition to democracy. Using such terms as "democratic forms of government", "diseases of totalitarianism", "political education", the author describes the

adaptation of the state and society to a new period of values. These political concepts are shown as important tools for the transformation of the state and society^[18, 19].

(3). The connection between language and social classes

The article is intended for highly educated and politically conscious strata of society. Complex political and legal concepts in the text may be incomprehensible to ordinary people, but for political elites and government officials, these terms are relevant and understandable. For example, such terms as "totalitarianism", "democratic governance", "radical ideas" are aimed at people discussing political structures and processes in society as a whole.

(4). Ideological shades

The ideological basis of the text determines the responsibility of the state to society and its focus on strengthening democratic values. The author emphasizes the role of the state in adapting citizens to the new political system. Historical examples of Germany and Spain are given, and their experience of transition from a totalitarian system to democracy is shown. These examples confirm the ideological idea that Kazakhstan should follow a similar path.

(5). Language policy and cultural codes

The text does not directly address the issue of language policy, but the issue of political education and the formation of new values indirectly shows the importance of language. During the transition to democracy, the role of language can be important in adapting the population to new political and social values. In particular, the influence of linguistic communication on the development of citizens' understanding of democratic processes and their political consciousness is noticeable.

Analysis of excerpt from text 3: Any revolution and reform will be successful only if they can "translate" their ideas and actions from the "political language" to the "human language" from the very first steps. After all, the experience of developed countries convinces us that the political and legal literacy of the population is the most important factor in stabilizing social relations, which cannot be confused with anything else. This is understandable. If a person is politically illiterate and cannot make an informed choice, then he will be led by various impudent demagogues who want only their own benefit. So, at critical moments in history, it turns out to be dangerous not only for an individual, but for the

whole society. And in order to properly deepen constructive reform, first of all, the social health of society is necessary.

That is why, by the will of fate, everyone who is on the political stage in such a period should deeply feel historical responsibility, strengthen constructive stability as much as possible and fight for the continuous formation of a new qualitative state of society in order to get out of the current crisis peacefully.

4.3. Linguistic Analysis of the Text by Abish Kekilbayuly

The text contains complex and simple sentences formed in a logical connection. Sentences are connected with each other and provide a sequence of thoughts. If we pay attention to the sentences, we will see that they have many determinants and determiners used to expand the main idea. The text uses terms such as independence, autonomy, social crisis, spiritual space. These words indicate that the text has a socio-political significance. The vocabulary is mainly characteristic of the official business style, but there are also elements that give the author an emotional tone. For example, the phrase “to inflict a wound on the side” gives expressive value to the text and is intended to show the seriousness of the situation. To depict a serious social situation, the author used phrases with an emotional tone: phrases such as “as a result of a deep crisis”, “social stress”, “spiritual space” emphasize the severity of the situation. This text uses elements of journalistic style to describe a social problem. The main idea of the text is to show that achieving independence was not easy and that the situation of crisis and social tension continues today. The author emphasizes that there are significant difficulties and obstacles on the way to creating an independent state. The sentence “We are now stepping onto the new shore of independence and autonomy with one foot, but with the other, we cannot leave the spiritual space of social tension, which is deepening to an unprecedented degree” means the need to strive for new goals and overcome old ones.

The text widely uses complex sentences; there are complex structures that combine several ideas in one sentence. This allows the reader to fully interpret complex information and fully convey the key ideas. Cause-and-effect, conditional and explanatory structures are widely found in the sentences. For example, the sentence structure “In the end,

in order for any young sovereign and recently flourishing democracy to take a successful step, targeted and systematic actions are necessary” complements one thought with another. The text uses a lot of official-business and political-social terminologies such as “totalitarianism”, “democracy”, “colonialism”, and “sovereignty” revealing a specific topic. In addition, the terms “democratic forms of government” and “right-wing radical ideas” also enrich the meaning of the text, for example.

The text has features of a journalistic style, since the author’s goal is to call for responsibility for the interaction of society and the state, for achieving their common goal. The text contains elements that give an emotional-evaluative tone; for example, the phrases “reinforcing”, “complex”, “vital” indicate the importance of the situation.

The text describes the difficulties of society and the state on the path to independence and the tasks during the transition to democracy. The difficulties of adaptation to the new system and ways to solve them are discussed. The author gives historical examples and describes the experience of Germany and Spain on the path to democracy. These examples hint that Kazakhstan can also follow a similar path. The phrase “as world experience shows ...” suggests the idea of following the example of other countries. The main idea of this passage is to show that the state has a responsibility to establish new democratic norms and values, supporting complex changes in society.

(1). Social context

The text examines the revolutionary and reform processes of society. The author emphasizes the difference between political language and human language and explains the importance of making politics accessible and understandable to people. Referring to the experience of developed countries, the author points out that political literacy is necessary to stabilize social relations.

(2). Social function of language tools.

The language tools used in the text are aimed at defining the political context, explaining issues related to social literacy and democratic processes. For example:

- “The language of politics” and “the language of the people”. The author emphasizes the role of political communication in society, showing the connection between political language and the understanding of ordinary people. “Political language” here refers to official, formal, specialized

terminology, and “the language of the people” refers to a language that is understandable, emotional, and close to the general public.

- Political literacy: The text uses the term “political illiteracy”, which indicates the danger that people do not take an active part in political processes. The author emphasizes the need to increase the political literacy of society, as well as the need to make conscious choices in order to resist demagoguery and manipulation.

(3). Ideological shades

In the text, the issues of historical responsibility, political literacy and social stability play an important role in the ideological context. The author constantly emphasizes the need to increase the political activity of the people and the sense of responsibility. This ideological aspect is complemented by the need to create a new qualitative state of society, especially in the context of the current crisis.

(4). Language policy

According to the author, increasing the political literacy of the people in political processes and reforms should become the main direction of state policy. The context of language policy reflects the need to strengthen the relationship between politics and the people, the transmission of information in an understandable language, and the development of social communication. Here, “political literacy” is considered a decisive factor in stabilizing society.

5. Social situation and the role of the individual

The author says that the activity and political literacy of each citizen are important for social changes, reforms and revolutions to be effective. The conscious choice of people shows the connection between their personal interest and the interest of society. When it is said that those who are on the political scene feel their historical responsibility and fight for the development of society, the role of the individual is especially taken into account.

According to the sociolinguistic analysis of “Analysis of excerpt from text 1”, the socio-political problems of the period of Kazakhstan’s independence are deeply analyzed. The language of the text uses complex terminology and a formal style for different classes of society.

In addition, the text describes the socio-political changes and the difficulties of achieving independence. According to the sociolinguistic analysis of “Analysis of excerpt from text 2”, the main theme is considered to be the

relationship between political and social structures and the responsibility of the state. In addition, the ideological tone about the difficulties of the transition to democracy and the role of the state is clearly visible in the text. The political terminology in the text is intended to explain the changes in society and strengthen democratic values.

The sociolinguistic analysis of “Analysis of excerpt from text 3” demonstrates the importance of elements such as the role of the individual, historical responsibility, public literacy, and the relationship between state policy and the populace.

Understanding societal political processes and enacting reforms are aided by the social functions and emotional nuances of language. Furthermore, the author outlines the responsibilities of the state and the individual in creating a new qualitative state of society and highlights the necessity of enhancing political literacy and social stability.

The linguistic style of Kekilbayuly can be divided into several important content categories. They are:

(1). Social context

The text describes the crisis situation during the period of Kazakhstan’s independence. Independence is not only a novelty; it is accompanied by changes and difficulties in society. The author describes the negative impact of this period on changes in the socio-political environment, and defines the mutual responsibility of the state and citizens.

(2). Social function of linguistic means

The terms “independence”, “society”, “social crisis” in the text reflect the official style of the author, aimed at explaining the complex stages of development of the state and society. “Material needs” are designed to identify the hardships in society.

(3). The relationship between social class and language

The author’s language is adapted to social classes, especially to educated and politically conscious groups. Complex concepts and terms in the text may be incomprehensible to ordinary people, but they carry the necessary information for political elites.

(4). Ideological shades

The text contains the ideological foundations of responsibility between the state and society. The author supports the need to adapt to the new political system of the country, eliminate the consequences of totalitarianism and colonialism. It is important to demonstrate the role of the state using

the example of Germany and Spain.

(5). Language policy and cultural codes

Although the text does not directly mention language policy, issues of political education and the formation of new values show the importance of language. The role of language affects the development of political consciousness of citizens, so the formation of language policy is also important.

The study analyzes socio-political changes, state terminology, ideological shades and the role of language policy during the period of independence of Kazakhstan from a linguistic point of view. The analysis of the text allows us to clearly show social crises, the position of social classes, and the mutual responsibility of the state and citizens.

Table 1 presents the most common terms and their frequency in Kekilbayuly's text.

Table 1. The most common terms and their frequency in Abish Kekilbayuly's text.

The Most Common Terms in the Text	Frequency
public	21
Material needs	20
social crisis	17
democracy	18
totalitarianism	16
sovereignty	16
spiritual space	15

A complete linguistic analysis of the text by Benjamin Franklin

The text includes numerous abstract nouns such as "constitution" and "government," which help to convey the broader concepts at play. Modal verbs, in turn, express the necessity and probability often inherent in political dialogue. Terms related to authority carry a sense of formality and aim to foster trust among the public. Words that invoke honesty, reason, unity, and political stability are integral to the essence of political discourse in this context.

The text is a sophisticated rhetorical statement, enriched with formal structures, abstract notions, and compelling arguments. Let us examine it from the perspectives of phonetics, morphology, syntax, vocabulary, stylistics, and pragmatics.

(1). Phonetic analysis

The text exhibits distinctive phonetic features:

Rhythmic composition – lengthy, intricate sentences with fluid transitions between segments.

Frequent employment of alliteration – repetition of sounds to enhance expressiveness:

"From such an assembly can a perfect production be expected?"

(The recurrence of /p/ and /s/ imparts additional rhythm to the phrase.)

Euphony (harmonious sound patterns) – the inclusion of soft vowel sounds in pivotal statements:

"On the whole, Sir, I cannot help expressing a wish that every member of the Convention who may still have objections to it, would with me, on this occasion doubt a little of his own infallibility."

(2). Morphological analysis

Parts of speech:

Verbs:

Modal verbs (may, can, would, shall) convey uncertainty and the potential for alternative resolutions.

Example: "I doubt too whether any other Convention we can achieve, may be able to make a better Constitution."

Perfect tense verbs (I have had, I have never whispered) underscore the completeness of the thought process.

Nouns:

Abstract terms: "wisdom, opinion, injustice, despotism, passions, prejudices, government."

Usage of verbal nouns (administration, recommendation, assembly, production) reinforces a formal tone.

Adjectives:

Prevalence of evaluative and philosophical lexicon: "necessary, perfect, incapable, real, obvious, general."

Frequent occurrence of relational adjectives (public good, foreign Nations).

Pronouns:

Personal pronouns (I, we, it, they) establish both an individual and collective tone.

Possessive pronouns (my views, our influence) highlight the interplay between personal perspective and the public interest.

(3). Syntactic analysis

The text is characterized by:

a. Lengthy, intricate constructions

"If every one of us in returning to our Constituents were to report the objects he has had to it, and strive to gain Partizans in support of them, we might prevent it from being generally received, and thereby lose all the salutary effects

& great advantages resulting naturally in our favor among foreign Nations as well as among ourselves, from our real or apparent inadequacy.”

The use of multiple subordinate clauses within a single statement reinforces formality and logical rigor.

The alternation of conditional and causal relationships enhances the argument’s persuasiveness.

b. Segmentation and emphatic structures

“Much of the strength & efficiency of any Government in procuring and ensuring happiness to the people, depends, on opinion, on the general opinion of the goodness of the Government, as well as of the wisdom and integrity of its Governors.”

Repetition of key terms (opinion, government) intensifies emphasis and clarification.

c. Rhetorical questions

“From such an assembly can a perfect production be expected?”

Inversions (word order rearrangement) add gravity and solemnity to the statement.

d. Lexical analysis

The text maintains an elevated register due to:

Formal and bureaucratic lexicon: “objects, advantages, uncertainty, integrity, procure, despotism.”

Use of synonymy and gradation:

“prejudices, passions, errors of opinion, local interests, selfish views.”

(A progressive intensification of negative traits in human assemblies.)

Metaphoric and symbolic references:

“our councils are confused like those of the Builders of Babel.”

(A historical allusion to the Tower of Babel accentuates the perils of discord.)

e. Stylistic analysis

Genre classification:

A political oration delivered in a rhetorical manner.

Core stylistic devices:

Metaphors:

“I sacrifice for the public good.”

Allusions (to religious texts and political events):

“our councils are confused like those of the Builders of Babel.”

Contrast (antithesis):

“if well administered... it can only end in Despotism.”

Gradation:

“prejudices, their passions, their errors of opinion, their local interests, and their selfish views.”

Rhetorical questions:

“Can a perfect production be expected?”

These rhetorical strategies enable Franklin to skillfully guide his audience toward his principal message—the necessity of compromise and the ratification of the Constitution.

f. Pragmatic analysis

The text serves a clear purpose—to persuade the Convention’s members to endorse the Constitution despite their hesitations.

Communication strategy:

Reference to personal experience (Franklin’s credibility as the eldest delegate).

g. Call for solidarity

“I hope therefore that for our own sake as a part of the people, and for the sake of posterity, we shall act heartily and unexpectedly.”

Softening of assertiveness through modal verbs (I doubt, I expect, I hope).

h. Conclusion

Franklin’s speech exemplifies 18th-century political rhetoric, integrating:

-A formal and official tone

-Thorough reasoning

-Effective rhetorical techniques

-A balanced and diplomatic stance

These attributes render the speech a formidable persuasive tool, significantly contributing to the Constitution’s acceptance.

Table 2 presents the most common terms in Franklin’s text, along with their frequency, offering insight into the central ideas he emphasized.

Table 2. The most common terms and their frequency in Benjamin Franklin’s text.

The Most Common Terms in the Text	Frequency
Convention	9
assembly	10
happiness	12
unanimity	13
Infallibility	14
Congress	16
States	17
people	18
administered	21

5. Conclusions

Benjamin Franklin's speech at the Constitutional Convention of 1787 demonstrates the maturity of political thought, pragmatism and willingness to compromise. He admits that the Constitution is far from perfect, but emphasizes that a perfect document is impossible, since any gathering of people brings with it biases, mistakes and personal interests.

Despite his doubts, Franklin supports the Constitution because he sees it as the best option available for the stability and future of the country. He warns that discord can lead to the weakening of the state and even to its destruction; therefore, he calls for unity and public approval of the document.

Franklin uses rhetorical techniques, metaphors, and careful phrasing, avoiding categoricity and emphasizing the importance of collective opinion. He advocates that everyone should doubt their "infallibility" and put the public good above personal beliefs.

The basic idea: Even an imperfect Constitution can be beneficial if it is managed wisely. Unity, faith in government, and joint efforts are more important than individual differences.

The study demonstrated how important references are for the development of political discourse, audience perception and the production of political reality. Political discourse was examined from sociological, linguistic and cognitive points of view. It was shown that reference serves as a tool of persuasion, manipulation and legitimation of power in addition to being a means of description. In order to regulate public opinion and establish the authority of the speaker, linguistic reference creates images of the world that appeal to the historical and cultural context. The content of political speeches demonstrated how reference is used to strengthen group identity and create a leader's persona.

From the results obtained in this study, it was noted that the role of the state plays an important role in the adoption of political, social and cultural changes in society during the period of independence. The analysis demonstrates that during the transition to democracy and independence from colonialism, a deliberate and structured state policy is crucial for instilling new values in the public consciousness. The findings of this study allow for an examination of the unique role of the writer and their discursive functions during the socio-political development of Kazakh society. Through the

works of Kekilbayuly, the study highlights social issues in the post-independence period, the state's role in addressing them, the complexities of societal changes, and the significance of political discourse in this context. In his texts, the social crisis and difficulties of formation are described deeply and emotionally, which, in turn, proves the importance of sociolinguistic aspects.

The study opens the way to understanding the features of political discourse in Kazakhstan and its connection with the social situation during the period of independence. The results of the study open a new way to understanding the role of political discourse in the formation of national consciousness and the influence of language policy on society.

Thus, the results of the study confirm the significance and applicability of the study of links in political discourse. They can be used to advance approaches to the analysis of political communication and the formulation of successful plans for audience engagement.

Author Contributions

Conceptualization: A.M.; methodology: N.R., S.M.; software: A.M.; validation: A.M.; formal analysis: Z.Y., A.K.; investigation: A.M.; resources: A.M.; writing – original draft preparation: A.M.; writing – review and editing: A.K., F.K.; visualization: A.M.; funding acquisition: A.M. All authors have read and agreed to the published version of the manuscript.

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Conflicts of Interest

The authors declare no conflicts of interest.

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