LANGUAGE AS A MORAL GUIDE: ARTISTIC STYLE IN THE NOVEL BY CH.T.AITMATOV

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Abstract: This article examines the functional role of artistic style in the context of information overload in modern society. Using Ch.T.Aitmatov’s novel “And the Day Lasts Longer Than a Hundred Years,” the article explores the lexical, stylistic, and syntactic means of creating an artistic image, ensuring the aesthetic and emotional-evaluative impact of the text. Using stylistic, contextual, and comparative analysis, key linguistic mechanisms of influence are identified and described: the author’s symbolization (the concept of “mankurt”), emotionally expressive epithets and personifications, syntactic parallelism, and psychologism realized through internal monologue and indirect speech. It concludes that artistic style maintains and increases its social significance in the digital communication environment.

Keywords: artistic style; functional stylistics; linguistic picture of the world; metaphor; symbol; mankurt; indirect speech; Ch.T.Aitmatov

Introduction. The modern communication environment is characterized by intensified information flows. The daily volume of news reports, analytical materials, and data broadcast by the media significantly exceeds the recipient’s ability to fully process them. In such conditions, informational-journalistic and formal-business styles, primarily serving the purpose of conveying information, prevail. However, this communication model comes with a side effect. The standardization of speech forms reduces the recipient’s ability to deeply empathize and critically understand contemporary global issues.

In this context, the artistic style of speech takes on particular significance. As M.N.Kozhina has shown, the specificity of artistic speech lies in its “artistic-figurative speech concretization,” in which a word-concept is "translated" into a word-image: the selection of vocabulary, grammatical design, syntax, rhythm, and intonation are aimed at expressing the image [4]. It is precisely imagery, as opposed to merely informative statements, that ensures an emotional and intellectual impact on the addressee.

The relevance of this study stems from the need to define the place of artistic style within the system of functional styles in the digital age and to substantiate its significance as a tool for shaping society’s moral guidelines. The aim of this study is to identify and describe the linguistic mechanisms of artistic style’s social impact using Ch.T.Aitmatov’s novel “The Day Lasts Longer Than a Hundred Years.”

The study addressed the following objectives: classifying tropes and stylistic figures in Ch.T.Aitmatov’s novel “And the Day Lasts Longer Than a Hundred,” identifying their role in revealing the author’s intent, and comparing the mechanisms of influence of literary texts with those of typical media texts . This allowed us to demonstrate the specific emotional and figurative influence of literary speech and its particular significance in the information-saturated modern communication environment. The novelty of this study lies in its examination of artistic style not only as an aesthetic phenomenon but also as a communicative alternative to the information model of communication in the context of digitalization.

Methodology. The theoretical basis of the study was formed by works on functional stylistics and the language of fiction. The concept of functional style was developed in the works of V.V.Vinogradov, who considered the language of fiction as a special sphere of realization of the national language [2]. M.N.Kozhina and her school substantiated a communication-oriented approach to the classification of functional styles, according to which the choice of linguistic means is determined by the sphere of communication and the communicative task [3; 4].

A number of studies have been devoted to the poetics of the novel "And the Day Lasts Longer Than a Hundred Years." The folklore and mythological basis of the work, including the author's legend about the mankurt and the myth of the Donenbai bird, were considered as the ideological and artistic core of the novel [7]. Mythopoetics Aitmatov's prose is analyzed as a stylistic dominant that forms the value picture of the world of the work [9]; in recent works, in particular, the motif of the path and the interpenetration of the historical and mythological planes of the narrative are examined [8].

Ch.T.Aitmatov's novel "And the Day Lasts Longer Than a Hundred Years" ("Buraniy polustanok," 1980) raises social, environmental, and philosophical issues of our time, making it relevant to the subject of this study. The study utilizes a combination of linguistic methods: stylistic analysis, contextual analysis, continuous sampling, and comparative analysis.

Main Part. Analysis of the novel's text revealed that the author's system of artistic expression utilizes a strategy of influence unavailable to informational and descriptive speech: a journalistic text states a problem, while a literary text simulates the reader's experience of it. The analysis identified the following linguistic mechanisms of influence.

Symbolization of vocabulary and the author's metaphor. The novel's main stylistic achievement is its introduction of the concept of "mankurt" into widespread cultural circulation. The text describes the deprivation of a person's memory with naturalistic, concrete details: "A shiri - a piece of raw camel skin - was placed on the victim's head ... Under the scorching sun of the Sarozek steppe, the skin contracted, squeezing the head like an iron hoop." The historical and legendary layer of the narrative, within the framework of the artistic style, develops into a generalized metaphor for modernity: "mankurtism" becomes a symbol of the human loss of national roots, language, and cultural memory. A single artistic image performs a function comparable to that of a scientific concept, but it is realized through aesthetic means.

Emotionally expressive epithets and personifications. The tragic nature and spatial scale of the scene are conveyed through figurative definitions and personifications of nature: "Trains in these parts ran from east to west and from west to east ... And on either side of the railway lay vast desert expanses - Sary-Ozek, the Middle Lands of the Yellow Steppes." The repeated refrain of trains traveling in opposite directions creates a syntactic parallelism, symbolizing the continuous movement of time and the intrusion of global processes into the traditional way of life.

Internal monologue and indirect speech. This artistic style provides access to the character's inner world inaccessible to other functional styles. The experiences of Buranny Edigey are conveyed through indirect speech, replete with rhetorical questions and exclamations: "Why does a man live in this world? What will he leave behind, except a grave mound in the deserted steppe?" The rhetorical questions are addressed not only to the character but also to the reader, provoking internal dialogue and reflection.

The obtained results allow us to conclude that the impact of a literary text is realized through mechanisms different from those of an informational text. Media texts appeal to the rational processing of facts; literary texts engage empathy, imagination, and emotional memory, which ensures a more profound and lasting change in the addressee's value systems. Significantly, the

folklore and mythological foundations of the novel studied by the researchers - the legend of the mankurt and the myth of Donenbai - serve not only as a plot device but also as a transmitter of ethical knowledge [7; 9].

In a context where standard informational and business texts are generated by artificial intelligence, artistic language acquires a special status as a sphere of individual authorial creativity. A system of tropes, symbols, and emotionally charged syntax proves capable of overcoming the “informational resilience” of consciousness developed by the excess of news flow.

Conclusion. This study demonstrates that the role of artistic style in modern society is not only undiminished, but is acquiring strategic significance. Using Ch.T.Aitmatov’s novel “And the Day Lasts Longer Than a Hundred,” it is established that the unity of symbolism, figurative vocabulary, parallel syntax, and indirect speech provides the literary text with the ability to shape the addressee’s moral reflection. Artistic style fulfills a social function: it consolidates the audience through a shared emotional experience, preserves the nation’s cultural code, and actualizes the system of eternal moral values.

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