



ТІЛ ЖӘНЕ ЖАҒАҢДАҢУ
LANGUAGE AND GLOBALIZATION
ЯЗЫК И ГЛОБАЛИЗАЦИЯ



XVI АХАНОВ ТАҒЫЛЫМЫ

| | |
|--|----|
| Соснина Е.П. | |
| <i>Проблемы интернационализации при транслитерации собственных имен</i> | 55 |
| Тажибаева С.Ж., Шаймердинова Н.Г. | |
| <i>Тюркские языки Казахстана: современное состояние</i> | 58 |
| Терентьева Е.В. | |
| <i>Проблемы культурно-языковой адаптации мигрантов: подготовка к взаимодействию с государственными и социальными институтами</i> | 60 |
| Turumbetova L. | |
| <i>The Development of Languages in the Epoch of Globalization</i> | 61 |
| Уматова Ж.М., Галяпин Р.Д. | |
| <i>Гендерные аспекты невербальной коммуникации</i> | 63 |
| Шамне Н.Л. | |
| <i>Социолингвистическое пространство региона и проблемы глобализации</i> | 66 |

СЕКЦИЯ 2

ГЛОБАЛИЗАЦИЯ И ПРОБЛЕМА СОХРАНЕНИЯ ЯЗЫКОВ

| | |
|--|-----|
| Bektemirova S., Karagoishieva D., Rustemova A. | |
| <i>Peculiarities of language consciousness in cultural values (in materials of associative dictionaries)</i> | 69 |
| Taubayev Zh. | |
| <i>The Influence of Global Social Networks on Society</i> | 71 |
| Байсейітова Ж.А. | |
| <i>Суггестияның қазіргі лингвистикадағы теориялық зерттелу</i> | 72 |
| Бурибаева М.А. | |
| <i>Учитель в эпоху глобализации: современные дети и проблемы обучения</i> | 75 |
| Есімова Ж.Д. | |
| <i>Жоқтау өлеңдерінің көнелік сипаты</i> | 77 |
| Жанабаев К. | |
| <i>Тюркская руническая культура в истории письменной культуры человечества</i> | 79 |
| Зуева Н.Ю. | |
| <i>Языковое и речевое оформление стилистически окрашенных текстов</i> | 83 |
| Кожаметова А.С. | |
| <i>Лингвокультурологическое поле концепта язык в русском и английском языках</i> | 85 |
| Мамбетова М.Қ., Тлепбергенова М.У. | |
| <i>Музыкалық аспап атауларының құрылымдық-семантикалық ерекшеліктері</i> | 87 |
| Мәмбетова М.Қ. | |
| <i>Клише және фразеологизм: ұқсастықтары мен айырмашылықтары</i> | 90 |
| Муканова З.А. | |
| <i>Античная афористика: вне времени и вне пространства</i> | 92 |
| Нургожина Ш.И., Г.Т. Карашина | |
| <i>Компаративные конструкции с семантикой отождествления в контексте языковой картины мира</i> | 94 |
| Отар Г.А. | |
| <i>Мырзатай жолдасбековтың тілдік тұлғасы</i> | 95 |
| Пилтан Ю. | |
| <i>Персидские заимствования в тюркских языках</i> | 98 |
| Сағындыкова Ж.О., Алхатова Р.К. | |
| <i>Лингвокультурологический анализ казахских фразеологических единиц с компонентом МОЛОКО</i> | 100 |
| Сорочану Е. | |
| <i>Особенности становления и развития лингвистической терминологии гагаузского языка</i> | 102 |
| Таева Р.М., Онгарбаева М.С. | |
| <i>Сопоставительный анализ лексем БРАК и СЕМЬЯ на материале казахских, анлийских и русских словарей</i> | 106 |
| Таусоғарова А.Қ. | |
| <i>Жағымсыз бағалаушытық лексиканың менталдық сипаты</i> | 108 |
| Шутова Т.И. | |
| <i>Лингвистические средства реконтекстуализации глобального дискурса войны с терроризмом</i> | 110 |
| Яковенко Е.Н. | |
| <i>Глобализация и язык художественного текста на материале языка прозы Е. Замятина и А. Солженицына)</i> | 112 |

PECULIARITIES OF LANGUAGE CONSCIOUSNESS IN CULTURAL VALUES (in materials of associative dictionaries)

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Language keeps the culture of the people, stores, and transmits it to the next generation. N.V. Ufimtseva says «language awareness is a set of structures of consciousness in the formation of which was used social knowledge related to language signs or as images of consciousness, external language tools: a separate token, phrase, phraseology, text, fields, associative and associative thesauruses as a set of fields. Linguistic consciousness is like a means of understanding other cultures in its subjective, active and mental form, as a means of understanding your own culture» [2].

«Mastering the world, a person decides for himself what its elements are essential for life, and which do not matter, what it is important and what is not essential, without which he can not exist. As a result, he formed valuable attitude to a world in which all things and phenomena are considered by their importance and significance to his life. Each object, phenomenon or idea get their assessment and are valuable, by which develops the appropriate attitude towards it. As a result the total value, attitude to the world is formed, in which the various phenomena of the world has meaning and significance» [3, 45-46].

Thus, the value is not a thing in itself it is a relation toward things, event, process, etc. These relationships can be represented in different ways in each of the languages such as English, Russian and Kazakh culture. Every people understand the value of their own way. The current state of the language allows us to analyze the values in a new way. The values that were important may be, for example, during the Soviet Union to the Russian and Kazakh language consciousness, can now take a back seat, while others may take the initial background, depending on the criterion of importance to every nation.

Priority position meaning and impact of the values in human life as determined by culture its uniqueness and personality. Individual, as a rule, are not specifically aware of the great feature of their culture and takes it for granted. Understanding of the values of their culture comes only at a meeting with representatives of other cultures, when there is an interaction of different cultures and there were differences in their value orientations. In these cases, there are misunderstandings, confusion, helplessness and anger.

Methods of investigation: Let us consider capacity of language to reflect and, most importantly, keep the real and the cultural world of the speech community on a specific topic: Kazakh, Russian and English.

Result: For analyses we use the materials of associative dictionaries, presented by N.V. Ufimtseva during lecturing at the Kazakh National University, Faculty of Philology, conducted in 2010, in October.

So, to compare present language consciousness of Russian people we present materials of electronic associative dictionary:

Table 1 – The core of Russian language awareness

| Rank | Associate | Number of caused incentives | Rank | Associate | Number of caused incentives | Rank | Associate | Number of caused incentives |
|------|-----------|-----------------------------|------|--------------|-----------------------------|------|-----------|-----------------------------|
| 1 | man | 1404 | 26 | table | 369 | 51,5 | fear | 287 |
| 2 | home | 864 | 27 | guy | 368 | 51,5 | smart | 287 |
| 3 | life | 711 | 28 | road | 361 | 53 | long | 286 |
| 4 | had | 691 | 29 | world | 360 | 54,5 | far | 285 |
| 5 | big | 684 | 30 | talk | 355 | 54,5 | Strong | 285 |
| 6 | good | 677 | 32,5 | eat | 354 | 56 | city | 284 |
| 7 | no | 667 | 32,5 | tree | 354 | 57 | green | 283 |
| 8 | money | 587 | 32,5 | time | 354 | 58 | black | 282 |
| 9,5 | friend | 565 | 34 | live | 350 | 59 | pain | 281 |
| 9,5 | fool | 565 | 35 | think | 349 | 60 | always | 278 |
| 12,5 | forest | 438 | 36 | I | 36 I 347 | 61 | sea | 277 |
| 12,5 | man | 438 | 37,5 | conversation | 344 | 62 | husband | 272 |
| 12,5 | nice | 438 | 37,5 | light | 344 | 63 | happiness | 270 |
| 14 | day | 436 | 39 | my | 338 | 64 | sun | 267 |
| 15 | many | 429 | 40 | red | 330 | 65 | dog | 266 |
| 16 | love | 428 | 41 | car | 323 | 66 | movie | 265 |
| 17 | work | 426 | 42,5 | woman | 321 | 67 | mind | 261 |
| 18 | water | 420 | 42,5 | book | 321 | 68 | small | 260 |
| 19 | child | 413 | 44 | mud | 318 | 69 | do | 259 |
| 21,5 | joy | 404 | 46,5 | walk | 308 | 71,5 | very | 258 |
| 21,5 | all | 404 | 46,5 | old | 308 | 71,5 | he | 258 |
| 22 | deal | 390 | 46,5 | boy | 308 | 71,5 | subject | 258 |

| | | | | | | | | |
|------|---------|-----|----|-------|-----|----|-------|-----|
| 23,5 | bad | 378 | 48 | white | 304 | 73 | war | 251 |
| 23,5 | death | 378 | 49 | girl | 302 | 74 | night | 250 |
| 25 | quickly | 371 | 50 | kern | 301 | 75 | earth | 247 |

This table reflects the language consciousness of the Russian people.

- The first row represents the number of each of the incentives.
- Second row – defined stimulus.
- In the last row – there are amount of each of the incentives.

At the end we can analyze that for the Russian person the notion of “man” is more important, and it has quantitative indicator about 1404. The man itself appears in the center of consciousness of the Russian people. Then home, hearth, family are one of the most important values in the minds of the Russian. Next incentive – life reflects the Russian soul. In our subjective opinion, Russian love life and live each day as if they are living the last day. Even in mourning at the funeral, they celebrate and send their relative or friend on his last journey. And we think this incentive – life vivid indicator of this opinion.

The following table reflects the linguistic consciousness of the British. This indicator is presented on the basis of associative electronic dictionary English.

Table 2 – The core of the English language awareness

| Rank | Associate | Number of caused incentives | Rank | Associate | Number of caused incentives | Rank | Associate | Number of caused incentives |
|------|-----------|-----------------------------|------|-----------|-----------------------------|------|-----------|-----------------------------|
| 1 | me | 1087 | 26 | mice | 483 | 51 | dead | 371 |
| 2 | man | 1071 | 27 | red | 477 | 52 | Ship | 369 |
| 3 | good | 881 | 28 | now | 461 | 53 | music | 363 |
| 4 | sex | 847 | 29 | hard | 451 | 54 | noise | 360 |
| 5 | no | 805 | 30 | white | 450 | 55 | cold | 352 |
| 6 | money | 750 | 31 | woman | 445 | 56,5 | women | 351 |
| 7 | yes | 743 | 32 | bed | 432 | 56,5 | you | 351 |
| 8 | nothing | 713 | 33 | school | 431 | 58 | men | 345 |
| 9 | work | 686 | 34 | help | 427 | 59 | happy | 340 |
| 10 | food | 676 | 35 | pain | 426 | 60 | drink | 339 |
| 11 | water | 669 | 36 | sea | 425 | 61 | head | 337 |
| 12 | people | 664 | 37 | dog | 419 | 62 | hair | 336 |
| 13 | time | 630 | 37 | never | 415 | 63 | great | 333 |
| 14 | life | 629 | 38 | of | 413 | 64 | tree | 332 |
| 15 | love | 622 | 40 | old | 402 | 65 | church | 331 |
| 16 | bad | 615 | 41 | book | 401 | 66 | fear | 330 |
| 17 | girl | 581 | 42 | paper | 399 | 67 | boy | 328 |
| 18 | up | 565 | 43 | down | 398 | 68 | horse | 326 |
| 19 | car | 550 | 44 | green | 395 | 69 | it | 322 |
| 20 | black | 549 | 45 | in | 388 | 70,5 | war | 321 |
| 21 | what | 545 | 46 | person | 387 | 70,5 | word | 321 |
| 22 | house | 539 | 47,5 | fir | 37 | 72 | fool | 316 |
| 23 | out | 535 | 47,5 | to | 37 | 73 | friend | 311 |
| 24 | death | 518 | 49 | rubbish | 374 | 74 | fat | 309 |
| 25 | home | 501 | 50 | light | 373 | 75 | fun | 306 |

The role of values in life as an individual and the society as a whole is extremely high. Exactly in accordance with them there is a selection of information in the process of interaction with the environment, social relations are established, forming emotions and feelings, communication skills, etc.

«In human mind coexists many values of different nature and content. On the basis of this, justifiably to speak of a system of values, in which the various values are arranged in a certain way in relation to each other. Each set of values is important in any culture, because it defines the relationship between man and nature, society, the immediate environment and with himself. The fact is that the value of assimilating the world, people rely on established traditions in its culture, norms, customs, and gradually forms the fundamental values of individual system serving him direction in life. On this basis, each culture develops its own system of values, reflecting its specific position in the world, used to represent a hierarchy in which values are on the rise significance. Through this system ensures the integrity of the culture, its unique shape, the degree of order and predictability» [3, 46-47].

According to the indicators in the table 2. clearly presented *me, man* are individualism of British. This feature very popular among British. The next principle in relation to the British, which was presented by A.P. Sadokhin is the striking example of the given stimulus: «Modern British believe that the poise is the main advantage of human nature». The words «Know how to control yourself», is the most appropriately expresses the motto of the nation. The more people know how to control himself, so it is worthy. In happiness and in sorrow, in success and in failure, a person should be calm, internal and outwardly” [3, 46].

Table 3 – The core of language awareness of Kazakh

| Rank | Associate | Number of caused incentives |
|------|---------------------------------------|-----------------------------|
| 1 | Besbarmak (national dish) | 25 |
| 2 | Atameken (motherland) | 21 |
| 3 | aksha (money) | 21 |
| 4 | zhumis (work) | 19 |
| 5 | erinshek (lazy) | 19 |
| 6 | dombyra (national musical instrument) | 19 |
| 7 | koshpendiler (nomads) | 19 |
| 8 | shai (tea) | 17 |
| 9 | konakzhai (hospitable) | 16 |
| 10 | bala(child) | 15 |
| 11 | batyr (hero) | 13 |
| 12 | zhilki (horse) | 8 |
| 13 | kimiz (national drink) | 7 |
| 14 | mal (livestock) | 3 |
| 15 | Ken dala (vast of motherland) | 1 |

And for the determination of the linguistic consciousness of Kazakh people was held an association experiment in which 100 students of al-Farabi Kazakh National University took part.

This indicator is not absolute, as it was only the first experiment and the number of participants is not enough to make firm conclusions. Nevertheless, on the basis of this mini association experiment there appears linguistic consciousness of Kazakh people. As the table shows, in the first place of linguistic consciousness of Kazakh it is the national dish «besbarmak». Indeed there should be agreement that this national dish of Kazakh people is a cultural phenomenon. Those who were in Kazakhstan immediately say that they are familiar with the national dish. Visitors are welcomed very hospitable and Kazakh people always treat their guests by this national dish. Besbarmak is a meat dish, it can be lamb, beef or horse meat. The meat is cooked for a half hour if it is lamb, but if it is beef or horse meat it should be cooked for 2-3 or 3 hours. And cooked meat is served with «zhaima» or kespe» (a flour product or like spaghetti). Then the soup is served with yogurt. Therefore it is not surprising that the participants chose this stimulus. For each Kazakh person this dish is the most valuable one. This is the national dish, which in every Kazakh family treat their honored guest. This meal means respect for the guest and the preference to their traditions.

Materials of such associative dictionaries allow us to study the language awareness of different cultural values. These cultural values are in each of the speakers of this language. In our opinion, carrying out associative experiments on the basis of which there is a possibility of compiling an associative dictionary is one of the leading problems of linguistics. These dictionaries can be used in the classroom, in business, in intercultural communication, in dialogues with different cultures, etc. Today compilation of such dictionaries is relevant, especially for the Kazakh language. On the basis of N.V. Ufimtseva's lectures, was held mini-association experiment, by which it was attempted to describe the cultural values of the Kazakh people in comparison with Russian and British cultural values. The prospect of this study is extensive research of linguistic consciousness of the Kazakh people, and on the basis of the material composing electronic associative dictionaries on the Kazakh language.

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3. Kluckhohn K., Strodtbeck F. Variation in Value Orientation. – N.Y., 1961.

4. Русский ассоциативный словарь. Прямой словарь от стимула к реакции. Ассоциативный тезаурус современного русского языка. – Ч. I, II (Ю.Н. Караулов, Ю.А. Сорокин, Е.Ф. Тарасов, Н.В. Уфимцева). – М., 1994. – 224 с.

5. <http://psycholing.narod.ru/jaz-soz2004.htm>.

6. www.gumer.info/bibliotek-Buks/Linguist/Ter/-13.php.

THE INFLUENCE OF GLOBAL SOCIAL NETWORKS ON SOCIETY

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Key words: Social networks, communication, information, interaction

The popularity of the social networking sites and their influence increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teenagers use them extensively to get global access. Social networks convey the amazing facilities of the world to everyone through a mouse click. There are a range of world social networks such as Facebook, My Space, Whatsapp, Twitter, Skype, Vkontakte and others. The largest number of percentage of users belong to Facebook, Twitter and Vkontakte [1, 48].

Many prominent scientists investigate the influences of social networks on society, namely Paul J., Baker H., Cochran J. Smith, S Junco R., Hoffman E., Sokolov A.V., Anikina T.V., Zhichkina A.E., et al. [2, 5]. Hoffman E. states that among the positive attributes of social networking are impacts on effective aspects of the learning environment, as well as impacts on motivation and student engagement. Smith J. also investigates the positive effects of social networks on society in terms of exchange of information and availability of them. Whereas in contrast, Paul J., Baker H., state that time spent on social