



**ОБРАЗОВАНИЕ И
ФИЛОЛОГИЧЕСКАЯ НАУКА
XXI ВЕКА
ГЛАЗАМИ МОЛОДЫХ УЧЕНЫХ**

**Сборник
международной
научно-практической
конференции
АСТАНА - УФА – 2023**

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международной
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конференции
для студентов, магистрантов,
докторантов и молодых ученых**

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tic personality is characterized by universal features, in particular, by high communicative relevance of the concepts «Femicide».

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FEATURES OF THE GENDER ASPECT IN KAZAKH MODERN FICTION

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Түйіндеме: Осы мақалада лингвомәдениеттану арқылы адамзатты зерттеуде тұлғаның жеке мінездемесі, оның ішінде гендер саласы маңызды орынды алады. Лингвомәдениеттану арқылы гендерлік түсініктемелердің мазмұны тілдік құрал арқылы қарастырылады. Мақаланың мақсаты заманауи көркем әдебиеттегі гендерлік мазмұндағы лингвомәдени ерекшеліктеріндегі маңызды бөлігін құрайтын мәтіндердегі өзгешеліктерді айқындау. Мәтін арқылы ерлер мен әйелдердің қарым-қатынасымен қатар ұлттың, мәдениеттің ерекшелігі көрсетілген. Шығармадағы ұлттық-мәдени ұстанымдардан бөлек, қала мен ауыл адамдарының арасындағы өзгешеліктер қаншалықты сәйкессіздік тудырғанын байқаймыз. Осыған байланысты гендерлік қарым қатынас арқылы қазіргі көркем әдебиеттегі ер адам мен әйел адамның қоғамға сай оппозитивті қатынастар жазылып алынды. Осы мақалада сипаттамалы, салыстырмалы-салғастырмалы әдістер, лингвомәдени тәсіл қолданылады.

Автордың кейіпкерлер арқылы қоғамдағы шынайы өмірді, отбасындағы кризисті және мәдениетті, ерлі-зайыптылардың қарым-қатынасын, жұбайлық өмірден тыс қатынастырды көркем әдебиеттегі мәтін арқылы жеткізу болып табылды. Талдау барысында еркек және әйел, бойдақ жігіт, үйленген ер мен бойдақ әйел категориясындағы кейіпкерлер алынып отыр. Кейіпкерлердің ішкі әлемі арқылы олардың гендерлік және әлеуметтік рөлдері сияқты өзгешеліктері көрсетіледі. Ер-автордың көз-қарасымен лингвомәдениет арқылы гендерлік аспект мінезделеді. Ерлер мен әйелдердің гендерлік аспектідегі танымдары, тұлғалық ерекшеліктері, көзқарастары қарастырылады.

Кілт сөздер: лингвомәдениет, гендер аспектілері, адюльтер, гендерлік құндылықтар

Аннотация: В данной статье важное место в изучении человечества через лингвокультурологию занимает личностная характеристика личности, в том числе область гендера. Через лингвокультурологию содержание гендерных объяснений рассматривается через языковой инструмент. В статье установлено, что лингвокультурные особенности гендерного содержания в современной художественной литературе составляют важную часть. Текст показывает специфику нации, культуры, а также взаимоотношения мужчин и женщин. Помимо национально-культурных позиций в произведении, мы наблюдаем, насколько различия между городскими и сельскими людьми. В связи с этим через гендерные отношения в современной художественной литературе были зафиксированы социально приемлемые отношения мужчины и женщины.

Было обнаружено, что автор передает реальную жизнь в обществе через персонажей, кризисную и культурную в семье, супружеские отношения, отношения вне супружеской жизни через текст в художественной литературе. В ходе анализа были отобраны персонажи в категориях мужчина и женщина, одинокий парень, женатый мужчина и одинокая женщина. Через внутренний мир персонажей проявляются их различия, такие как гендерные и социальные роли. По мнению автора-мужчины, через лингвокультуру характерен гендерный аспект. Рассматриваются познания, личностные особенности, взгляды мужчин и женщин в гендерном аспекте.

Ключевые слова: лингвокультура, гендерные аспекты, адюльтер, гендерные ценности.

Abstract: This article takes an important place in the study of humanity through linguoculturology and, is occupied by individual characteristics of the individual, including the field of gender aspects. Through linguoculturology, the content of gender explanations is considered through a linguistic tool. The purpose of the article is to identify the differences in texts that make up an important part of the linguistic and cultural features of gender content in modern fiction. Through the text, along with the relationship between men and women, the specifics of nationality and culture are shown. In addition to the national and cultural positions in the work, we note how much discrepancy was created by the differences between urban and rural people. In this regard, through gender relations, the oppositional relations of men and women in modern fiction are written close to society. This article uses descriptive, comparative methods, and a linguistic and cultural approach.

It is found that the author conveys real life in society through characters, crises and culture in the family, marital relations, and relationships outside of marital life through the text in fiction. During the analysis, characters are selected in the categories of man and woman, single guy, married man and single woman. Their differences, such as gender and social roles, manifest themselves through the inner world of the characters. According to the male author, the gender aspect is characteristic of linguoculture. The knowledge, personal characteristics, and views of men and women in the gender aspect are considered.

Keywords: Linguoculture, gender aspects, adultery, gender values

At first, the term gender comes from the Anglo-Norman and Middle-century French word *gendre*, then the term is used as the word *gender* in Middle-century English. And, accordingly, it is the Latin word *genus*. Both mean “gender”. It turns out that in the Oxford etymological English Dictionary of the English language of 1882, the definition of *gender* considers the words like *breed*, *genus*, *sex* as *to give birth* [1]. The term gender has been associated with grammar throughout history for many years. The concept of gender – for example, in Fowler's Dictionary of the modern English Language [2] – served only to describe the grammatical category of *genus*. The use of the term outside of grammar was seen as a joke or a terrible

mistake. Then, in the 1950s and 1960s, the concept of gender gradually entered the sphere of culture. In the last few years, on the contrary, scrolling through the English-language scientific journal on cultural studies, it is impossible not to come across at least one article related to the concept of gender [3].

Most of the works devoted to the problem of "the interrelation order of sex", written over the past two decades, illustrated the difference between sex and gender in feminist scientific criticism. One of the first to study the origin of the sex-gender system was the anthropologist Gayle Rubin [4]. He tried to develop a new way of describing sex in the distinction of being a structured (constitutive) form of organization when society and culture emerged. For example, the gender of the social type was contrasted with the biological sex [3]. According to scientists, in the process of studying society, culture, and people, the view of the gender aspect as a social phenomenon is often discussed [4]. Especially linguocultural and cross-cultural studies determine the cultural specificity of gender. It is linguoculturology and intercultural studies that determine the general and specific cultural features of gender related to the language and culture of a society, which allows us to determine the degree of androcentrism of different languages and cultures. R. Lakoff's research in the field of gender linguistics enriched this scientific direction and became its main provisions:

- gender - sociocultural structure,
- the study of the gender identity of speech communication should include taking into account such parameters of the communicative situation as the social status of communicants,
- it is impossible to study gender without taking into account ethnocultural traditions.

If we define the concept of "gender", then gender is a social structure that determines the social behaviour of men and women and the relationship between them, a set of characteristics determined by the culture of society. Gender is formed through a certain system of socialization, cultural norms accepted in society, roles and stereotypes [4].

According to Robin Lakoff, the specificity of the female "language" is that it is recognized as "weak", "unreliable" and "overbearing", which indicates that a woman is completely dependent on society and subordinate. The reason why modern women continue to lead such a conversational style is related to the upbringing of girls: distinctive features gradually begin to accumulate in the family and society under the influence of the requirements imposed on the girl, conditions that are praised or criticized in their behaviour and actions [6].

In particular, it was important to group frequently used, especially noticeable and not very noticeable subtexts in male and female languages, necessary for language comparison (imitation). So, it was convenient for women to use this method for the established linguistic features associated with cooking, fashion patterns, parenting, and home life, and for men-with, the repair of equipment, work with indoor equipment, and sports news. The difficulty lies in the presence of

psycholinguistic skills inherent in the writing language of a man/woman in a text composed on behalf of a woman/man [6].

If the concepts of femininity/masculinity have taken root in the text of modern literature, then, according to A. S. Afanasyev, the term “gender image of the world” is also ingrained, although in modern psychology, sociology, philosophy, and linguistics it should be necessary. For all subjects, the basis of this concept is the “man/woman” dichotomy, each member of which, on the one hand, is understood as an independent subculture, on the other hand, complementing it, enters into a certain relationship with its “neighbour” [4].

As for the work of domestic researchers, in the second half of the 19th century in Kazakh scientific articles, Kazakh educators such as Sh. Ualikhanov, I. Altynsarin analyzed gender factors through the influence of traditions on culture. However, the first goal of the enlighteners was the study of Kazakh culture, life, beliefs, and national traditions. Through these aspects, we can see the features in the image of men and women, observing the social role of people of that time. In scientific and ethnographic works, he lists the culture, and traditions of the Kazakh and Turkic people, the duties of married youth, rituals during weddings, and the fulfilment of the image of men and women through traditions. At the same time, at this point, it is widely stated that men also have responsibilities, for their freedom of choice. For example, a wealthy man has a high chance of having more than one wife, cause of his wife's death or dissatisfaction. In addition, the girl's father allows her to look at her condition for the first time in the process of taking her bride as his wife. If the relatives-in-law does not like gifts that the future son-in-law brought to them, they refuse to take their daughters away. At that time, the responsibility lies on the man's shoulder to make the final decision. No decision was made without the permission of a man. This is because the man had a high rank and high honour. In addition, the future groom is sent to the girl's parents with various treats. If the relatives-in-law liked groom's *kade* (кәде), it means that the girl's parents gave her permission [6].

The life experiences of poets and writers, full of national culture and images, were also a reason for writing folk literature. In the 20s of the 20th century, in the texts of Kazakh literature, Kazakh writers took the image of a woman as the main character, describing sullen, “dumb” women who fell into the hustle and bustle of life with the care of her life, and family members. It can be noted that there are many cases when the fate of Kazakh women lived in such a hellish way, experienced and overcome the same difficulties. Due to the restrictions on women's rights in those days, and socio-political changes, due to the lack of opportunities, women were forced to take such a step. For this reason, the Kazakh enlighteners have covered this issue in their works. For instance, it was unbelievable to get an education and become the owner of the desired profession and work. For example, in the novel “Bakytshy Zhamal” by M. Dulatov, “Akbilek” by Zh. Aitmautov, “Kamar Sulu” by S. Toraigyrov, tried to reveal in the work the low attitude of men towards women, the bitter truth of a society subject to female

inequality. The main female characters, as victims of the old customs, feel their liberation, as individual people have not even entered the mind in those days of education and development. And it was too easy for men to live freely, to achieve what they wanted, than for women. In the fiction, you can focus on two categories of male characters. One of them is a trained, educated, superficial, real citizen of his time, in the second category you can trace characters who put money, career and wealth higher than morality, and see value in them. In the relationship between a man and a woman, the manifestation of such qualities as the absence of an image of a feeling of true love, ignoring a woman by a man, unconsciousness is revealed. Social inequality, which does not keep up with the people of modern times, reflects its damage in combination with old customs. At this point, the authors became influential characters at the end of the fiction, even though the female characters of that time suffered from the effects of restrictions in society, resisted inequality and racked their brains. The research work included the work of T. Nurmagambetov to identify gender differences in modern Kazakh literature. The work will describe four main characters. Among them are two men and two women. Baishubar and his younger brother Shertay were selected among the men, and Shirai, a village woman, and Liza, a city woman, were selected from the female characters. The fate of brothers living in poverty, due to low social conditions, is described. But the conditions of the characters living in the city reflect the life of the rich, and powerful, who want beauty, and who like comfort, while Baishubar and Shertai are surprised by such life and perceive it as an unbelievable world. The brothers, who are in a state of unemployment in the village, are trying to make an effort. Shertai is a young graduate who recently graduated from school, a proud and sociable guy: he has the desire to work, bored with the life of village, while his brother Baishubar is used to living a normal life, he is lazy, has a calm character and stable world outlook.

If we conduct a brief review of female images, then Shyray is not the most literate rural woman who takes care of herself, extends a helping hand and puts the family in the first place. Respecting his husband as an authoritative person in the family, she did not go far beyond the family environment and lived in the same circle, so there are no moments in the fiction when she openly conveys her thoughts or makes decisions.

Lisa is portrayed as fashionable, the owner of a beauty that has no equal from the point of view of the author. It differs not only in beauty but also in business, characteristics, managerial qualities, decent speech, and bright mood.

The main impetus for the analysis is the information in the modern novel "Death Of Angels" by the Kazakh writer Tynymbay Nurmagambetov. The novel consists of two stories "The poison of the snake" and "The sadness of the Willow". Among them, the story "The poison of the snake" is selected, from which gender relations, representing the peculiarities and shortcomings of the Kazakh nation, culture, and the laws of the society of a man and a woman are selected. In his fiction, the author describes the gender imbalance that occurs in society, the influence

of the social environment, various difficulties in life, joys and sorrows, loyalty and betrayal, and the artistic image of people. The fiction pays special attention not only to the relationship between men and women but also to their national and cultural images.

This article uses descriptive, comparative methods, and a linguistic and cultural approach. The descriptive method is used to examine and analyze a given text from a subjective point of view through background knowledge. The texts in the resulting novel are characterized by the researcher's view of the culture of the people from the point of view of the gender aspect. The comparative method helps to identify differences by comparing characters. Linguocultural approach in the article it is possible to identify the existing actions, thoughts, and stereotypes in Kazakh society through the text. The analysis is carried out taking into account the unusual actions of the characters described by the author's thoughts in the family and beyond.

We cannot deny that the dissonance between a man and a woman is still present in the fiction. Women's responsibility in the fiction can be seen by doing the housework, caring husband's and children's life rather than hers. As for the part of providing family members, we noticed that material things are the responsibility of a man.

The aesthetic values of rural people in the text do not play a very important role. The work shows that sincere trust in a person and the ability to help is an integral part of rural people. Therefore, in the fiction, moral values are more present in rural people than in urban people. Well, in the people of the city, it is underestimated. This is because, through the material situation, they cover their inner desires and their lives with wealth. That is, hedonistic values prevail in the people of the city.

Thus, in the fiction "The poison of the snake", reflecting the gender relations of men and women, the author makes the reader reflect on the value of family relationships, the need to take care of loved ones, to an appreciation for them. As for the results of the analysis, the literary text describes rural men as risky, courageous characters by sexual and gender characteristics. However, due to the low social status, we see an image that is far from slim when it comes to the left physique and appearance. The treason of a man is measured by high self-esteem. In the fiction, the male character is perceived more easily than the female character, who went on an extramarital betrayal. We can assume that rural people do not have a level of adaptability to life in modern society. There is a great contrast between the differences and features of rural and urban women in the work. The author managed to convey through the text the features of a great contrast between the position of a rural woman and a city woman in society, family values, the beauty of appearance, literacy, and free thinking. T. A comparative view of Nurmagambetov's novel gives reason to talk about the problematic and figurative features of the work. The conflict between personality and society in the work is revealed not only as an ideological confrontation but also as a consequence of

gender inequality. It is impossible to see the difference between the Kazakh novels of the last century and the work being removed. Therefore, the features of the characters in this work in the gender aspect are still described in the same way.

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СТИЛИСТИКАЛЫҚ ФИГУРАЛАРДЫҢ МАНИПУЛЯЦИЯ РЕТІНДЕ ЖАРНАМАЛЫҚ МӘТІНДЕРДЕ ҚОЛДАНЫЛУЫ

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Түйіндеме: Мақалада жарнамалық мәтіндерде стилистикалық фигуралардың қолданылуы арқасында манипуляциялық технологиялардың жүзеге қалай астындығы қарастырылған. Лингвистика үшін жарнама тілді қолданудың тағы бір саласы ретінде гана емес, сонымен қатар оның тұтынушыға максималды әсер ету күшіне байланысты ерекше мәнге ие. Таңдалған тақырыптың өзектілігі қоғамның манипуляциялық мақсатта стилистикалық фигураларды қамтитын жарнамалық мәтіннің тілін түсініп, олардың өнімді/қызметті сатуға қалай әсер ететінін анықтау.

Түйін сөздер: жарнама, стилистикалық фигуралар, жарнамалық мәтін, жарнамадағы манипуляция.

Аннотация: В статье рассматривается, как реализуются манипулятивные технологии благодаря использованию стилистических фигур в рекламных текстах. Для лингвистики реклама имеет особое значение не только как еще одна область применения языка, но и благодаря своей максимальной силе воздействия на потребителя. Актуальность выбранной темы заключается в понимании обществом языка рекламного текста, включающего стилистические фигуры в манипулятивных целях, и определении того, как они влияют на продажу товара/услуги.

Ключевые слова: реклама, стилистические фигуры, рекламный текст, манипуляции в рекламе.

Abstract: The article examines how manipulative technologies are implemented through the use of stylistic devices in advertising texts. For linguistics, advertising is of particular im-