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THE LINGUISTIC AND CULTURAL NATURE OF PRECEDENT PHENOMENA IN THE KAZAKH AND ENGLISH LANGUAGES

The article discusses precedents in the Kazakh and English languages. Precedent phenomena in a language can express the spiritual culture, worldview, behavior and mentality of each people.

Along with the continuous development of modern society, the language is changing, acquiring a new character, and the scope of its service is expanding. Phraseologisms and proverbs, precedent phenomena have been associated with language since ancient times. Therefore, in them you can see the history and culture of the nation, the existence of the people for many centuries.

The purpose of the study is to compare the precedent phenomena of the Kazakh and English languages in the linguocultural aspect.

During the study, methods of collection, systematization, comparative study, and linguocultural analysis were used.

The conclusions reached in the study will contribute to the theoretical and practical filling of the fields of «Linguoculturology», «Intercultural communication». Practical value of the study: the results of the study can be used in comparative scientific research on future precedent phenomena in the Kazakh and English languages.

In conclusion, the authors draw the following conclusion: stable phrases are an integral unit of communication, having value for the individual, containing national identity and culture.

Keywords: linguoculturology, language, culture, precedent text, precedent name, precedent case (situation), text, cultural process.

Introduction

In modern linguistics, due to the interest of researchers in the concepts of precedence, a number of studies of them in the pragmatic, linguoculturological and cognitive aspects have increased. Nevertheless, the cognitive, linguocultural, semantic-structural characteristics of precedent concepts still need to be studied. Especially relevant is the study of precedent phenomena by comparing the similarities and differences, the use of precedent phenomena in different languages and cultures.

Linguoculturology, one of the leading branches of modern linguistics, began to take shape in the last quarter of the twentieth century. According to the researchers, the term «linguoculturology» was introduced by the Moscow Phraseological School. It arose because of the research conducted under the guidance of Telia. As for the formation of linguistic and cultural studies, almost all researchers note that the roots of this theory lie in the concepts of V. von Humboldt.

«Opinions of linguists such as A. A. Potebnya, L. Weisgerber, H. Glins, H. Hols, F. Boas, E. Sepir, B. L. Uorf, G. Brutyan, A. Vejbitskaya, D. Haymes in the formation of this field in linguistics played an important role» [1, p. 65].

Nowadays, many changes occur in the modern language space associated with the rapid development of society, science and technology. The vocabulary in our language, associated with changes in society, is also expanding and replenishing with new words. It often happens that important events and phenomena in society, names of famous people are preserved in the memory of the people and become precedent names in the language. Such language units also convey National History, national culture and worldview. This is because these linguistic units are born from great events and phenomena that have left a mark on the life of the people. Their content contains national cultural and historical information.

These phenomena are the subject of linguoculturology in linguistics. «Linguoculturology (from Latin *lingua* – language, *cultura* – culture, *logos* – teaching) is a field of linguistics that arose at the intersection of two scientific disciplines – linguistics and cultural studies; she studies the manifestations of the culture of a people in their language, as well as the manifestations of language in the national culture of a certain people» [2, p. 31].

«As a way of penetrating into the deeper meanings of a literary text» [3]; «as an element of any expressive means, for example, comparative constructions of the modern Russian language» [4]; «as a marker of stereotypical perception of a linguistic personality» [5]; «as a unit of the conceptual sphere of language» [6], etc.

In the works of Y. Prokhorov [7] and G. Slyshkin [8], the sociolinguistic and linguistic aspects of the precedent phenomenon are considered.

Description of materials and methods

During the study, general scientific methods of studying and systematizing theoretical material, analysis, synthesis and deduction were used.

For the mass media, the most important is the orientation of advertising texts on the expressiveness of images and maximum accessibility of presentation. This factor determines the search for appropriate language tools that allow you to have the most vivid, quick, concise and emotional impact on the reader. This explains the fact that journalism is characterized by a high degree of intertextuality, one of the manifestations of which is the widespread use of precedent phenomena.

The concepts of «precedent text», «precedent names», «precedent phenomenon» are given different definitions and studied in different aspects in the works of scientists such as Y. N. Karaulov, Yu. A. Sorokin, Y. E. Prokhorov, V. G. Kostomarov, A. E. Suprun, I. M. Mikhailova, N. D. Buvrikova,

By precedent, Y. N. Karaulov understands «ready-made, intellectual and emotional blocks that are significant for a particular person in cognitive and emotional terms, well-known in society and constantly used in communication» [9, p. 23].

G. Tokenkyzy, B. K. Zhumabekova, N. Z. Jumanbekova in the article «Characteristics of intertextual texts in the words of Abay Kunanbayev» will focus on precedent names. «Precedent names are the names of characters familiar to the people in poetic works and folklore. Precedent names occupy a special place in our culture, literature, and history» [10, p. 228] they conclude.

S. K. Imanberdieva, A. B. Shormakova in their study «Transformation of logoepistemes found in the mass media (based on newspaper materials)» used the singular form of the precedent name as a logoepisteme. The authors of the article state that «Logoepistemes are a voluminous text, discourse, proverb, precedent name, etc. This is because logoepistemes are created on the basis of various linguistic and cognitive value units (words, phraseological units, precedent text, «speaking» names and titles)» [11, p. 69].

In the course of the study, an analysis of the precedent names found in the text of the newspaper was carried out. Newspaper texts were taken as sources for the study.

Results and discussion

In the Kazakh language, precedent names, like proverbs and sayings, are found in parables about persons born of wisdom, in cherished images, spread throughout the country, in real life, having special merits to the country. For example: «the white flag of Abylai», «Is there a pass that Abylai cannot cross». «The white flag of Abai», gathered under one flag, «unity, unification» became a symbolic concept.

At the same time, mythical images and names of historical figures, which are found in phraseological units, a rich area of the language, born and developing together with the people, also trace the culture of the nation:

Like a Davids basket

Like Solomon's ring

Like the staff of Moses

Based on the work of researchers in this field, it is possible to make such a linguocultural characterization of names. To do this, I turn to cultural, scientific and historical data. According to him, three subjects of religious concepts possessed a miracle. David is depicted as a special soul, created for a very long time, with intelligence and strength. The «sacred» religious books regulating the life, behavior, and nature of man were created by this prophet David. Since the holy book was kept in David's basket, and when people carried and revered something, then called it «like David's basket».

Solomon – (Solomon Heb. Shlomo) was the son of David, a kind, wise King, knew the direction of the wind, the language of birds. By the command of Allah, he was served by genies and collected precious stones under water. King Solomon of the water had a hexagonal magic ring in the shape of a star «there is nothing he can't do». Shaitan steals the sacred ring and Suleiman loses his magic. In this regard, there was a saying in our language: «with a ring, Solomon, without a ring, gloomy».

Moses – (Moses, Heb. Moshe) The Messenger of Allah mentioned in the Quran. Moses had an amazing ability with which 12 springs opened and filled the desert with water. The phrase «like Musa's ability» is pronounced due to the fact that the case ends quickly.

Professor E. Zhubanov calls such precedent anthroponyms in Kazakh fairy tales traditional nominative formulas and classifies from them those that relate to human names as traditional nominative formulas. Such samples, as the researcher notes, are found in fairy tales of other peoples: Vasilisa the Beautiful, Elena the Wise, Kashchei the Immortal, the Frog Princess, Emelya the Fool, Ivan the Fool, etc.

And the names in Kazakh fairy tales are distinguished by the complexity associated with their cultural and educational activities: *Er Nazar, Bek Tory, Shoyin Kulak, Er Tostik, Kendebai Ker Kula, Kunikey Kyz under the sun*, etc. At the same time, in epic songs there are manifestations of ethno-scientific specificity: *Kara Kipchak Koblandy, Kambar batyr, Kozy Korpesh, Bayan Sulu, Kyz Zhibek*, etc.

For example, Kozhanasyr is a common precedent name among the Kazakh people. Here are some examples of its appearance in press texts:

Especially in the ecology, it is a painful situation. It reminds me of Kozhanasyr, who cut off the branch he was sitting on. («Turkistan» newspaper, № 27(1353) July 6, 2020).

Every year in Turkey, «Kojanasyr's Laughter Day» is celebrated. (Kazakh Literature newspaper, № 38(3724), October 2, 2020 year).

Are people thanking themselves like Kozhanasyr, or is someone else thanking Kazakhstanis? («Zhas Alash» newspaper / www.zhasalash.kz).

It is known that in the Kazakh circus art and culture of laughter, the image of tricksters is reflected in the form of Aldar Kose, Kozhanasyr, Zarubay the clown, Kulakai Ku, Shanshar Ku - the sharp-tongued Kantay, Tontai, Jontai. (Kazakh Literature newspaper, № 38(3724), October 2, 2020).

It has become a tradition for Kojanasyr to spit in his mouth, give him a blessing, and present his pictures.

«Eat, my dear, eat» as our great-grandfather Kozhanasyr used to say, so people in general probably think that this is necessary because we live in a society that rewards and respects with honors. (Kazakh Literature newspaper, № 38(3724), October 2, 2020).

For example, the current «Shykbermes Shygaibay» between the rich and the poor, the current «Kozhanasyr», «To Aldar Kose» and all the information about them. (Kazakh Literature newspaper, № 38(3724), October 2, 2020).

The use of precedent names like this in press texts also speaks to our national identity and the naive and kind-hearted nature of the Kazakh people.

In his article «On linguoculturology and language culture» Bert Peters makes a comprehensive analysis of the linguoculturology nature of precedent phenomena. According to the scientist, precedent phenomena are a special group of oral or written phenomena known to any person of a certain people and included in the cognitive basis of this community [10, p. 212]. Precedent phenomena are most clearly expressed in the text of the national cultural tradition in the assessment and perception of certain historical events and personalities, mythology, cultural monuments, works of art and oral folk art.

Conclusions

In conclusion, precedent names have great linguoculturological importance. Because, regardless of the language, precedent names represent valuable information about the culture, traditions, and history of a particular nation.

Precedent names in Kazakh and English are language units that create a picture of the world in these languages. Precedent names describe the way of life, worldview, culture and mental characteristics of people of a nation using these languages. Because the fact that language units become a precedent name is closely related to their description of events and phenomena of high importance in society, in the history and culture of the nation. They name very important

events and phenomena that left their mark on the minds of the people and remain preserved in the language no matter how much time passes. Precedent names contain information about the vision of a particular nation about the surrounding real world, the concept of cognition, and act as codifying carriers of them.

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ҚАЗАҚ ЖӘНЕ АҒЫЛШЫН ТІЛДЕРІНДЕГІ ПРЕЦЕДЕНТТІК ҚҰБЫЛЫСТАРДЫҢ ЛИНГВОМӘДЕНИ СИПАТЫ

Мақалада қазақ және ағылшын тілдеріндегі прецедентті құбылыстар зерттелген. Тілдегі прецедентті құбылыстар әр ұлттың өзіне тән рухани мәдениетін, дүниетанымын, мінез-құлқын, менталитетін білдіре алады.

Қазіргі қоғамның үздіксіз дамуымен бірге тіл де түрленіп, жаңа сипатқа ие болып, қызмет ету аясы кеңейіп келеді. Фразеологизмдер мен мақал-мәтелдер. прецедентті құбылыстар тілмен көне дәуірлерден бері бірге жасасып келеді. Сондықтан оларда ұлттың тарихы мен мәдениеті, халықтың сан ғасырлардан бергі болмысы көрінеді. Зерттеудің мақсаты – қазақ және ағылшын тілдеріндегі прецедентті құбылыстарды лингвомәдени аспектіде салыстыра зерттеу.

Зерттеу барысында жинақтау, жүйелеу, салыстырмалы-салғастырмалы зерттеу, лингвомәдени талдау әдістері қолданылды. Зерттеуде қол жеткізілген тұжырымдар «Лингвомәдениеттану,

«Мәдениаралық коммуникация» салаларының теориялық және практикалық тұрғыдан толығына септігін тигізеді. Зерттеудің практикалық құндылығы: зерттеу нәтижелерін болашақтағы қазақ және ағылшын тіліндегі прецеденттік құбылыстар жайлы салыстырмалы ғылыми зерттеулерде қолдануға болады.

Қорыта келгенде, авторлар мынадай тұжырым жасайды: прецедентті құбылыстар жеке тұлға үшін құндылық мәні бар коммуникацияның ажырамас бірліктері, олардың мазмұнында ұлттық болмыс пен мәдениет сақталған.

Кілтті сөздер: лингвомәдениеттану, тіл, мәдениет, прецеденттік мәтін, прецеденттік атау, прецеденттік жағдай, мәтін, мәдени процесс.

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ЛИНГВОКУЛЬТУРНЫЙ ХАРАКТЕР ПРЕЦЕДЕНТНЫХ ЯВЛЕНИЙ В КАЗАХСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

В статье рассматриваются прецедентные явления в казахском и английском языках. Прецедентные явления в языке могут выразить духовную культуру, мировоззрение, поведение и менталитет каждого народа.

Вместе с непрерывным развитием современного общества язык меняется, приобретая новый характер, расширяется сфера его службы. Фразеологизмы и пословицы, прецедентные имена были связаны с языком с древнейших времен. Поэтому в них можно увидеть историю и культуру нации, существование народа на протяжении многих веков.

Цель исследования – сравнить прецедентные явления казахского и английского языков в лингвокультурологическом аспекте.

В ходе исследования использовались методы сбора, систематизации, сравнительного изучения, лингвокультурологического анализа. Выводы, достигнутые в исследовании, способствуют теоретическому и практическому наполнению областей «Лингвокультурологии», «Межкультурной

коммуникации». Практическая ценность исследования: результаты исследования могут быть использованы в будущих сравнительных научных исследованиях прецедентных явлений на казахском и английском языках.

В заключении авторы делают следующий вывод: прецедентные явления являются неотъемлемой единицей коммуникации, имеющими ценность для личности, содержащие в себе национальную самобытность и культуру.

Ключевые слова: лингвокультурология, язык, культура, прецедентный текст, прецедентное имя, прецедентный случай (ситуация), текст, культурный процесс.

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