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LANGUAGE PLANNING IN THE PROCESS OF LINGUISTIC LANDSCAPE TRANSFORMATION OF THE REPUBLIC OF KAZAKHSTAN

The objective of this research is to reflect on the relationship between language policy and planning and the transformational nature of linguistic landscape of Kazakhstan. The study focusing on primary data resources (globalization, Latinization, localization, hybridization, westernization), resulted in the rise in visibility, prestige and everyday use of Kazakh language and the growing influence of the English in the city's linguistic landscape. It argues that the so-called language fashion promotes a positive view of language in everyday communication. Considering language choices in the linguistic landscape emanating from the «top-down» (centralized policies) and «bottom-up» (grass-roots and local initiatives), the article presents examples found in Astana's linguistic landscape that give visibility to the multilingual and bilingual nature of the signs. The research not only employs a qualitative approach for data collection and analysis but also incorporates visual research methods, highlighting the multidimensional nature of the study and its comprehensive exploration of the subject matter.

Keywords: language policy, language planning, linguistic landscape, commercial signs, non-commercial signs, eventonyms.

Introduction

In the field of sociolinguistics, various approaches are currently employed to comprehend the concepts of «language policy», «language planning», «language management», and «language marketing», etc. These approaches vary depending on historical context, developmental stages, and evolving paradigms in

language education on one hand, and their resonance with individual perceptions, worldviews, and systemic structures on the other. In the contemporary landscape, where global migration trends necessitate constant vigilance and substantial adjustments in language policies, it is evident that the existence of diverse, multicultural, and multilingual communities demands a judicious strategy for cohesion and integration. Within the context of modern global integration processes, language and culture play substantial roles, largely stemming from their alignment with national cultural values, historical traditions, and the safeguarding of national interests. Language, being a primary mode of communication, serves as a critical barometer of societal health. Consequently, any transformations in social relations are prominently reflected in a nation's linguistic milieu. Hence, there is a pressing need to consider the national-linguistic dimension of language policies. The aim of this study is to delve into the transformative language processes that underlie the evolution of the linguistic landscape, serving as a reflection of the new language policy in the Republic of Kazakhstan.

Materials and methods

In pursuit of language policy involving linguistic landscape transformation, the present paper used a qualitative research. The data for the research was collected over two-year period (May 2021 – March 2023) in Astana: Left and Right Sides. The research materials were outdoor commercial and non-commercial signs (2150), the eventonyms from Instagram account @sxodim.astana (1320). The information system «2GIS» served as a source of research. Also, a photographic record of commercial names was created. The qualitative analysis of the signs and the names of events (multilingual, bilingual) demonstrates the dynamics of transformational linguistic flows (globalization, integration, Latinization, localization, hybridization, westernization) in the development of the linguistic landscape of Kazakhstan.

A Literature Review

As many researchers have underscored, the implementation of language policy and language planning is inherently directed towards influencing the linguistic behavior of individuals. In essence, «language planning comes into play when we endeavor to utilize the collective knowledge of language to shape the linguistic conduct of a particular group» [1]. Language planning, therefore, is geared towards the «deliberate modification of language, be it in the realm of linguistic codes, speech, or both, with these changes orchestrated by organizations specifically established for such purposes or vested with specialized authority for their realization» [2]. In the words of N. Hornberger, language planning must be intimately linked with a critical evaluation of language policy, where «the former sets forth benchmarks for rationality and efficiency, while the latter scrutinizes these concepts in practical applications to foster the development of optimal language planning models» [3].

An examination of language change and language choice leads us to the conclusion that influencing unconscious language production is attainable when there's a shift in the identity of objects [4]. To bring about this change, speakers must embrace a new identity associated with fresh language forms. The strategy for identity planning should focus on rendering the new identity appealing, such that the targets of language planning actively seek to align themselves with this group.

The implementation of language planning mechanisms can take various forms. E. D. Suleimenova and Zh. S. Smagulova propose a range of tools for this purpose, which encompass legal and legislative measures, financial and economic instruments, administrative regulations, the education system, qualification and certification processes, mass media, and social influence [5].

The presence of a language law signifies the active involvement of the state in language planning, indicating the existence of a formal language policy. Nonetheless, a language policy can also manifest implicitly (*de facto*), operating without specific language legislation or without explicit references to language in legislative documents. In the contemporary context, the revitalization of languages has become feasible, thanks to the government's financial backing, implemented across various domains. Notably, the media, independent influencers, and bloggers, all participating in the language planning process, wield a substantial influence over public opinion, as has been previously demonstrated.

Public figures and activists may endeavor to sway governmental decisions. At the grassroots level (*bottom-up*), the success of a language planning initiative hinges primarily on the support of the masses, reflecting its widespread nature. Social pressures, even when subconscious, hold the potential to induce changes in a speaker's linguistic behavior.

State actions executed in a «*top-down*» manner are integral components of language policy and language planning at the macro level. In contrast, meso-level initiatives, being more focused and constrained in scope, frequently target specific segments of society [6]. Initiatives undertaken by local self-government bodies are part of the meso-level of language planning, implemented via a *top-down* approach, particularly within administrative entities. On the other hand, micro-planning, carried out according to the «*bottom-up*» principle, encompasses small organizations, families, and individuals, among others.

Language planning is identified with certain aspects of regional planning, which are often developed by government, and are specifically aimed at influencing the means of language use in linguistic landscape.

The term «*linguistic landscape*» began to be actively used mainly with the appearance of works that considered various labels, signs, instructions, directions, book titles, names of buildings, Internet language, etc. as an object of study. This term was first used by R. Landry and R. Bourhis, giving it the following

definition: «The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration» [7]. As many researchers working on this issue note, on the one hand, linguistic space functions as an informational marker, on the other hand, it serves as a symbolic marker, signaling the relative power and status of linguistic communities in a given territory [8].

A significant contribution to the development of the linguistic landscape (LL) issues, multilingualism, urban semiotics was made by the works of modern foreign researchers. Thus, the monograph by E. Shohamy, E. Ben-Rafael, M. Barni [9] presents a number of scientific papers devoted to the study of various aspects and approaches: the linguistic landscape and linguistic vitality (Bagna and Barni), «city in motion», language management and transformation of non-representative LL (Theodorus du Plessis), linguistic landscape of Kyiv (Ukraine) in a diachronic aspect (A. Pavlenko), LL and linguistic diversity in Strasbourg (F. Bogatto and Ch. Helot), O. Garcia and J. Fishman's work, which studies the experience of multilingual New York and analyzes world languages, their vitality and role in the development of American cities [10]. The work by P. Backhaus presents a comparative analysis of the urban multilingualism of Tokyo [11]. The linguistic diversity of Rome is described in the study by D. Gorter, who pays special attention to the status and functioning of the minority languages of Europe [12]. Whereas D. Crow reveals the problem of linguistic landscape and semiotics in direct connection with visual communication [13].

However, despite the success of the achieved results, the issues of the language processes transformation in the linguistic landscape of the city in the context of the development of language fashion, prestige planning, and image policy in Kazakhstan remain insufficiently studied. The implementation of this research will contribute to the further provision of a harmonious language policy, which is focused on the modernization of the state language and increasing its social prestige.

Results and discussion

The main trends in the transformation of the linguistic landscape can be demonstrated through the examination of the names of commercial and non-profit organizations in Astana. These trends are as follows:

1) the increase in the number of names in the Kazakh language is carried out mainly due to:

– anthroponyms – «Інжу», «Алма», «Меруерт», «Сәуле», «Кәусар», «Ботагәз», «Сымбат», «Баян», «Салтанат», «Дастан», «Ақниет Баспа», «Ақжол», «Дәркен», «Жұлдыз», «Інжу», «Аққу», «Ардақ», «Қозған», «Нұрби»;

– names related to historical and geographical realities, events «Алтын Таға», «Алтын Орда», «Атамекен», «Жеті Қазына», «Орда», «Тайқазан», «Султан Бейбарс», «Ақжайық», «Есіл Жайық», «Жетісу», «Тәуелсіздік Сарайы», «Жолаяқ», «Сері», «Самұрық»;

– names related to the traditions of the Kazakh people, elements of everyday life, and daily realities – «Мың Сыйлық», «Шаңырақ», «Ақ Шаңырақ», «Бесбармақ», «Ауыл», «Сері», «Береке», «Өлең», «Ақ Жол», «Тілеп Қобыз Сарайы», «Сәтті». «Алтын Бесік», «Алтын Саңдық», «Жиһаз», «Мол дастархан», «Тәп-Тәтті».

2) There is the emergence of a large number of so-called Kazakhisms - Kazakh words assimilated by the Russian language (also referred to as regionalisms, words of reality, localisms, exoticisms, non-equivalent lexicon, Kazakh insertions), among which the most common are: «Аблай», «Айгерим», «Жигер», «Кайсар», «Улжан», «Айтолқын», «Сункар».

The emergence of new national-oriented designations such as «Tary» (an ethnic coffee shop), «Алаша» (a restaurant), «Qazaq Gourmet» (a restaurant), «Qobyz Palace» (a restaurant), «Жеті Қазына» (a restaurant), «Qyz Jibek» (a beauty salon), «Lashyn» (a beauty salon), «Керуен», «Сарыарқа» (a mall), «Керемет» (a bath complex) is associated with a socio-psychological factor that aims to identify the 'image' of the name in the linguistic consciousness of the recipients, particularly the characteristics of psychological and emotional perception and attitude towards it, reflecting the real needs and preferences of contemporary Kazakhstani society.

Let us note the tendency of the appearance of two-syllable names in which two languages are represented at once – Kazkh and Russian: «Argyn Invest», «Zhikhaz Lux Astana», «Ak-Bulak Legend», «Energy-Omir», «Alemi Knitwear», etc.

According to the scholar, the aforementioned phenomenon is associated with a wide spectrum of ongoing processes:

a) with the intensification of interaction between the Kazakh and Russian languages, due to a fundamental change in the status and functional state of the state Kazakh language;

b) fundamental changes in the nature of Kazakh-Russian bilingualism;

c) expansion of the spheres and scales of interaction between the Kazakh and Russian languages, which involved politics, ideology, culture, economic and social relations, as well as a significant redistribution of their significance in communication (replacing the recent predominantly colloquial interaction between the Kazakh and Russian languages);

d) a wide variety of forms of adaptation of Kazakh words into the Russian language;

e) some changes in the conceptual and mental worldview, reflected in the thematic and ideographic classification of Kazakhisms.

The spread of the English language in the linguistic landscape of Astana is becoming increasingly noticeable, exerting its influence on the functioning of other languages. Within this context, one can observe the development of language processes such as integration, Latinization, glocalization, hybridization, and westernization. Social factors play a significant role in driving language change, specifically through the language's continual adaptation to a shifting global landscape and the individual's desire for social prestige by emulating admired figures [14].

English is a marker of prestige and innovation worldwide, indicating integration into the Western world and the global market. We observe the presence of the English language in almost all visible segments of the Kazakhstani linguistic landscape – in the onomastic space, in advertising texts, in the media, in public transport, and in the Internet space. It is a well-known fact that the linguistic power in advertising depends mainly on the degree of understanding the meaning of a particular message.

A common trend is the transliteration of Kazakh names into the Latin script, exemplified by names such as «Kettik Barin Tasta», «Bauyrdaq», «Elorda Jihazы», «Asylum», «Shanyrak», «Sandyk», «Tap Taza», «ATA-MURA», «Degirmen», and more. Additionally, the graphical representation can manifest in diverse forms, including both Kazakh and English – «Bubble&Шәй», «Janym Soul», «Shal Bar», «For Jastar», «Sәndi», «Дәрі-Land», «Samal Cakes», «Balausa Tea&Coffee», «Bope Store», «Fun&Sun Mangilik», «СыйLike», «Boyau Studio», «Jana Post», «Maqta Baby Shop», «Arzan Market», «Bidai Bakery», «Op-Onai Food», «Байлық Finance», «Бақыт Coffee», «I♥ Bauyrsak», «Moonshaq»; Russian and English / English and Russian – «The Doner на углях», «Кредит Time», «Угли Bar&More», «Mr.Сырник», «Baby+Детский мир», «Спартак-Victory», «Asia Двери», «Life-Навигация», «Лимпопо-Outdoor», and others.

In event names, there is also a tendency to present the text in Latin script: creative festival «Jastar Jalyny-2022» (Жастар жалыны), Travel Fest «Qala Tour» (Қала), Business Forum «SHANYRAQ» (Шанырақ), Culinary Masterclass «tandyr pisi» (тандыр пісі), Expedition «Explore Zhana Qazaqstan» (Жаңа Қазақстан), International exhibition «Qazaqstan Live Fest» (Қазақстан), Photo and video project «Jerim-ai» (Жерім-ай), Glamping «MENIN HOUSE» (Менің), The VII International Tournament «Naiza Sport» (Найза), Folklore and ethnographic concert of the Turan ensemble “TYLSYM” (Тылсым), Children's music competition «Bala dauysy» (Бала дауысы), Track and Field Challenge Run «Birge Jügireiik» (Бірге жүгірейік), Hockey Match «Jas Ligasy» (Жас лигасы), Ethno Festival «Kokmaisа» (Көкмайса), Project «Sandyk» (Сандық), Exhibition

«IZDENIS» (Ізденіс), Educational-Entertainment Excursion Course «Dastur quest» (Дәстүр), Exhibition «Ұақытқа саiahat» (Уақытқа саяхат), Exhibition of professions “Bolashaqqa билет” (Болашаққа билет), Muzdy shoуу «Friends of Denis» (Мұзды шоуу), Modern Creative Evening «Betperde» (Бетперде).

The trend of using elements from two different languages has become very popular among nominators as part of an advertising campaign aimed at attracting the attention of city residents.

Language mixing is observed in event names, combining units from Kazakh, Russian, and English languages: Y-night show (Kazakh «ұнайды» + Russian «шоу»), Salem Stand up (Kazakh «сәлем» + English «Stand up»), Korpeshka party собирает друзей (Kazakh «көрпешка» + English «party» + Russian «собирает друзей»), «Наурыз-party» с бесплатным кумысом (Kazakh «наурыз» + English «party» + Russian «с бесплатным кумысом»), Dombura party (Kazakh «домбыра» + English «party»), Baursak party (Kazakh «бауырсақ» + English «party»), Happy Juma (English «Happy» + Kazakh «жұма»), Travel Fest «Qala Tour» (Kazakh «қала» + English «tour»), glamping «MENIN HOUSE» (Kazakh «менің» + English «house»), The 7th International Tournament «Naiza Sport» (Kazakh «найза» + English «sport»), Janym Soul party (Kazakh «жаным» + English «Soul party»), the party in the water park «Night Pena Party» (Russian «пена» + English «party»), the concert of the group «Moneykeny» (English «Money» + Russian «кены» = mannequins), the exhibition «ArteFuckТы» (English «ArteFuck» + Russian «ты» = artifacts), the exhibition «Doma luchshe exhibition» (Russian «дома лучше» + English «exhibition»), Qazaqsha quiz «Bas time» (Kazakh «бас» + English «time»), the charity action «Likekomek» (English «like» + Kazakh «көмек»), the exhibition «ArmandaStar» (Kazakh «Armanda» + English «Star» = Армандастар), the quiz «Эйнштейн Party» (Russian «Эйнштейн» + English «party»).

There are names circulating in the city that immediately attracted attention with their peculiar linguistic inclusions, for example «Есікоff», «Бауырсакоff.» As we can see, the first part of the words is represented in the Kazakh language «есік», «бауырсақ», and the words end with the English «off.» Such a combination of languages is usually used as a marketing trick. This blending of local languages with global English is now referred to as glocalization. Similar linguistic phenomena are characteristic of the Russian language as well: «КруассанOff», «ПивкOff», «ЧайкOffский», «ШашлыкOff», «ПивоварOff», «Пятн.Off», «ЦветOff», «Serebroff», «Чехлоff», and others. The same trend has also been noticed in event names: the play «РаскольникOFF» (Russian «Раскольник» + English OFF), the charity event «Jeans off ка» (English «Jeans off» + Russian «ка» = «Джинсовка»).

We should also note the emergence of ergonyms with English symbolic icons, such as «Әке&бала» («Father&Child»), «Есіктер&Паркет» («Doors&Parquet»), «Плов&Лагман» («Pilaf&Lagman»), «Двери&Пол» («Doors&Floor»), following the example of English counterparts like «Guns&Roses,» «Fly&Travel,» «Nurai&Co,» «Sweets&Coffee,» and others.

The widespread use of the particle «ECO» in the names is notable, such as «ECO-Vita», «EcoKids», «AstanaEcoShop», «Eco Mesto», «Eco Service Astana», «Altyn Eco Park», «Astana ECOLIFE», «Eco Market», «ECO-KZ», and others. Additionally, names with the English word «Land» are encountered: «ZooLand.kz», «Bilim Land», «AutoLand.kz», «Kilem Land», «Gold Land», «Print Land Astana», and more.

In the names of events, the frequent use of the English particle «party» is observed: «Korpeshka party собирает друзей», «Nauryz-party», «Domyra party», «Butakofka-party», «Boursak party», «Pyjama party», «Hen party», «Gender party», «Janym Soul party», «James Bond party», «Tinder party», «Jusan Nauryz party». The English «Fest» is also among the most popular event names: Все на пахаре! Пахар Fest! Satisfaction Fest, Rodnoi Fest 2022, Ауыл Fest, Тақия Fest, Youth Fest, Біз біpremіз Fest, «Santa Fest 2020», «Fazenda Beer Fest», Marathon «Healthy Life Fest», Ethno-Cultural Festival «Altay Golden Fest», Winter Festival «Astana Muz Fest», Mountain Festival «Almaty Mount Fest 2022», «Turkic Music Fest», «BOOKFEST Festival», «Tartyl Fest», «Gakku Fest».

The examples provided above are evidence that the English language is not only actively spreading in the linguistic landscape of Kazakhstan but also coexists peacefully with other languages and, moreover, can contribute to the development of language culture in society.

Conclusions

The necessity of studying the state and development trends of the linguistic landscape of Kazakhstan is primarily determined by the dynamically evolving processes of modernization, integration, and globalization of the country's socio-communicative infrastructure. It is also influenced by ideological, political, economic, and social changes. Furthermore, it is essential to rethink the role of communication in the globalizing world and to define the specifics of managing communication processes in the country's social environment.

The research results confirm the assumption that the implementation of language planning programs is best captured and displayed in the visual information presented in the linguistic landscape of Astana. It also becomes possible to trace the degree of effectiveness or, conversely, the «failure» of language planning projects. The high frequency of the use of names represented in the mixed form of «Kazakh-English» or in Latin script indicates the emergence of a «linguistic fashion» in the use of the Kazakh language in public space.

Determining the specifics of transformational language trends will allow for the identification of the main principles and strategies in modeling the linguistic landscape, which in turn will ensure the consideration of the general concept of commodification, optimization, and branding of the urban space in Kazakhstan, as well as the creation of a national naming industry.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЛИНГВИСТИКАЛЫҚ ЛАНДШАФТЫНЫҢ ТРАНСФОРМАЦИЯЛАРЫ ПРОЦЕСІНДЕГІ ТІЛДІ ЖОСПАРЛАУ

Бұл зерттеудің мақсаты – тіл саясаты мен жоспарлаудың өзара байланысын, сондай-ақ Қазақстанның лингвистикалық ландшафтының трансформациялық сипатын қарастыру. Бастапқы деректер ресурстарына (жаһандану, латинизация, локализация, гибридизация, вестернизация) бағытталған зерттеулер қазақ тілінің танымалдылығының, беделінің және күнделікті қолданыс аясының артуына, сондай-ақ қаланың лингвистикалық ландшафтында ағылшын тілінің ықпалының өсуіне әкелді. Аталмыш тілдік сән күнделікті қарым-қатынаста тілге деген оң көзқарасты насихаттайды. Жоғарыдан төменге (орталықтандырылған саясат) және төменнен жоғарыға (жергілікті бастамалар) лингвистикалық ландшафттағы тілдік таңдауларды қарастыра отырып, мақалада Астананың лингвистикалық ландшафтында атаулардың көптілі және қостілділік сипатын түсінуге мүмкіндік беретін мысалдар келтірілген. Зерттеуде мәліметтерді жинау мен талдаудың тек сапалық тәсілі ғана емес, сонымен қатар зерттеудің

қоп өлшемді сипатына және зерттеушінің пәнді жан-жақты тексеруге баса назар аударатын визуалды зерттеу әдістері қолданылады.

Кілтті сөздер: тіл саясаты, тілдік жоспарлау, лингвистикалық ландшафт, коммерциялық белгілер, коммерциялық емес белгілер, ивентонимдер.

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ЯЗЫКОВОЕ ПЛАНИРОВАНИЕ В ПРОЦЕССЕ ТРАНСФОРМАЦИЙ ЛИНГВИСТИЧЕСКОГО ЛАНДШАФТА РЕСПУБЛИКИ КАЗАХСТАН

Целью данного исследования является размышление о взаимосвязи между языковой политикой и планированием, а также о трансформационном характере лингвистического ландшафта Казахстана. Исследование, сосредоточенное на первичных ресурсах данных (глобализация, латинизация, локализация, гибридизация, вестернизация), привело к росту известности, престижа и повседневного использования казахского языка, а также к растущему влиянию английского языка в языковом ландшафте города. Утверждается, что так называемая языковая мода способствует позитивному взгляду на язык в повседневном общении. Рассматривая языковой выбор в лингвистическом ландшафте, исходящий «сверху вниз» (централизованная политика) и «снизу вверх» (местные инициативы), в статье представлены примеры, найденные в языковом ландшафте Астаны, которые дают представление о многоязычном и двуязычном характере знаков. В исследовании используется не только качественный подход к сбору и анализу данных, но также визуальные методы исследования, подчеркивающие многомерный характер исследования и всестороннее изучение предмета.

Ключевые слова: языковая политика, языковое планирование, лингвистический ландшафт, коммерческие знаки, некоммерческие знаки, ивентонимы.

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