| Project Title, Grant | AP13268778 - Basic values of Kazakh culture: ethnopsycholinguistic |
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| No. | study |
| Dates of Project | 12.05.2022-31.12.2024 |
| Research Leader | Gulzhana Kuzembayeva, Cand. Phil., Ph.D., Associate Professor, |
| | Department of English and German Languages |
| Annotation | The description of the ways of conceptualizing traditional values and culturally significant realities of the representatives of the Kazakh ethnic group involves conducting an ethnopsycholinguistic study of the linguistic consciousness of native speakers of the Kazakh language through mass free associative experiments to model the gestalts of associative fields and compile an associative dictionary. The study of the basic values of Kazakh culture is a valuable source of information and an effective way to determine the content of the linguistic consciousness of representatives of the Kazakh ethnic group |
| | and its national and cultural specifics. Cultural universals determine the categorical-conceptual matrix for comprehending nature and society and, therefore, set the categories of ethical consciousness, including linguistic consciousness. |
| Aim | The significance of the study is determined by the undoubted interest in studying the relationship between the perception of the world by a person and its linguistic representation within the framework of the anthropocentric paradigm, the importance of determining the basic values in Kazakh culture and identifying the ethnic specifics of culturally significant realities in the linguistic consciousness of native speakers of the Kazakh language at the present stage, as well as the need to develop scientific and methodological tools for research and obtaining results on the Kazakh language data, which is intended to expand the range of ethnolinguistic, socio- and cross-cultural studies. Collection and systematization of unique dictionary material on basic values of Kazakh culture (based on associative research), which has no analogues in the republic and abroad, will contribute to the popularization of the Kazakh language and culture among the general public and contribute to successful intercultural interaction. Description of the ways of conceptualization of traditional basic values and culturally significant realities in the linguistic consciousness of |
| | representatives of the Kazakh ethnic group. |
| Expected Results | Stimulus words that reflect the cultural and mental characteristics and moral standards of representatives of the Kazakh ethnic group will be determined. Mass free associative experiments with native speakers of the Kazakh language will be conducted to obtain reactions to stimulus words. Gestalts of the basic values of the Kazakh culture reflected in the linguistic consciousness (universal and ethno-specific) will be modelled, and the resulting associative reactions will be interpreted. Data for the monograph (associative dictionary) will be prepared, the results of the study will be popularized in the scientific community and the general public, through publication of articles. |
| Research Group | <u>Leader:</u> Gulzhana Kuzembayeva, Cand. Phil., Ph.D., H-index – 2, Scopus Author ID: 57211602995, ResearcherID: J-2591-2015, ORCID: https://orcid.org/0000-0001-8964-3683 |

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| | https://orcid.org/0000-0002-8527-0338 |
| Research | 1. Kuzembayeva G.A., Shonmurinov T.E. Religion in Linguistic |
| Publications | Consciousness of Kazakh Ethnicity. Вестник ЕНУ имени Л.Н. |
| | Гумилева. Серия Филология. №3 (140), С. 32-40. 2022. |
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| | 2. Kuzembayeva G.A., Dmitryuk N.V. Psycholinguistic Study of Values |
| | of Kazakh Language and Culture Bearers. Psycholinguistics in a |
| | Modern World – 2022. Proceedings of the 17th International Scientific |
| | and Practical Conference. Pereiaslav, Ukraine, 2022. pp. 58-62. |
| | https://doi.org/10.31470/2706-7904-2022-17-58-62 |
| | 3. Кузембаева Г.А. Қазақ лингвомәдениетіндегі «еңбек» |
| | ассоциативті өрісі. Торайғыров университетінің хабаршысы. |
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