

<b>Project name, IRN</b>	<b>AP27510383</b> – The impact of the linguistic landscape in Kazakhstani schools on the formation of national consciousness of schoolchildren.
<b>Completion date</b>	12.06.2025 - 31.12.2027
<b>Project supervisor</b>	Utegenova Assel, PhD
<b>Report</b>	<p>The idea of the project is to study the linguistic features of the linguistic landscape (signs, inscriptions) of educational institutions in Kazakhstan and to determine its impact on students' national consciousness. Through quantitative and qualitative research, the correlation of languages within the linguistic landscape and their influence on national values will be analyzed. The project aims to regulate the linguistic situation and to enhance the status of the Kazakh language and national values. As a result, an online platform based on gamification methods will be developed to foster national consciousness and increase learners' motivation to study the Kazakh language. The project is a multidisciplinary study that integrates linguistics, pedagogy, and digital technologies. Based on the data of sociolinguistics and applied linguistics, the digital platform will ensure psychological and pedagogical interaction among participants in the educational process.</p>
<b>Purpose</b>	<p><i>The goal of the project</i> is to determine the role of the linguistic landscape in shaping the national consciousness of school students through a comprehensive study of schools across five regions of the Republic of Kazakhstan, employing both quantitative and qualitative methods of analysis. During the implementation of the project, it is planned to develop a digital platform based on gamification methods, which will aim to increase students' motivation to learn the Kazakh language, as well as to foster national consciousness and national identity.</p>
<b>Expected results</b>	<ul style="list-style-type: none"> <li>• As a result of the research, materials reflecting the characteristics of the linguistic landscape of Kazakhstani schools will be collected;</li> <li>• These materials will make it possible to describe the specifics of language interaction in the field of secondary education and to assess the impact of the linguistic landscape on the national consciousness of school students in Kazakhstan;</li> <li>• An online platform, <b>GONGTEO E-Solution</b>, designed for teaching the national language based on national culture, traditions, and customs, will be developed and piloted;</li> <li>• This gamification-based platform will be proposed for further commercialization.</li> </ul>

<b>Research group</b>	<p>Supervisor – Main researcher: Utegenova Assel, PhD, H index = 2 (Author ID в Scopus – 57193559786; ORCID - 0000-0001-6152-5298).  <a href="https://www.scopus.com/authid/detail.uri?authorId=57193559786">https://www.scopus.com/authid/detail.uri?authorId=57193559786</a></p> <p>Zhumagulova Aisha – PhD (Author ID в Scopus – 57381969300; ORCID ID: 0000-0001-9473-0204).  <a href="https://www.scopus.com/authid/detail.uri?authorId=57381969300">https://www.scopus.com/authid/detail.uri?authorId=57381969300</a></p> <p>Zhumakhmet Azamat – Master of Technical Sciences, carries out the development of a mobile application designed to help students learn the Kazakh language (ORCID – 0009-0005-1637-081X).</p> <p>Kenes Barysgul – Master of Arts, Doctoral student of L. N. Gumilyov Eurasian National University, (ORCID – 0000-0002-5424-3505).</p> <p>Satbay Zhainar Izbasarkyzy, researcher, master's degree (ORCID 0000-0001-6765-9289)</p>
<b>Publications in scientific publications</b>	