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### **РЕЗЮМЕ**

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#### **Устное народное творчество – основа искусства**

*В данной статье рассматриваются образцы устного народного творчества и актуальные проблемы фольклористики. Устное народное творчество возникло в связи с общественной жизнью: трудовой деятельностью и борьбой народа за свою независимость. Образ жизни народа накладывали неизгладимую печать на идейно-художественное содержание устного творчества казахского народа. С младенческого возраста детям нужно прививать образцы устного народного творчества.*

**Ключевые слова:** *устное народное творчество, человеческий фактор, ораторское искусство, народное наследие, образцы литературы.*

### **RESUME**

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#### **Folklore is a the of art**

*This article examines folklore patterns and current issues of folklore studies. Folklore has arisen in connection with public life, work and struggle of people for their independence. Lifestyle of a nation imposed an indelible mark on the ideological and artistic content of folklore of the Kazakh people. It is necessary to cultivate in children folklore patterns since infanthood.*

**Key words:** *folklore, human factor, oratory, folk heritage, literature patterns.*

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### **Psycholinguistic experiment as a mean to define communicative adaptation of foreigners in Kazakhstan**

**Annotation.** *Detection of communicative adaptation of foreigners in Kazakhstan using associative experiment of psycholinguistic experiment is disclosed in this article. The run of experiment is described in details. It includes preparatory stage, making the experiment and post-experiment data processing. Conclusion about the degree of every respondent's adaptability in Kazakhstan is given in the end of the article.*

**Key words:** *psycholinguistic experiment, communicative adaptation, foreigners, associative experiment*

The issue of cultural identity and cultural differences becomes particularly important nowadays because of increasing contacts of cultures and peoples. It confirms a common pattern that humanity is becoming increasingly interconnected, and one does not lose its cultural diversity. In the context of these trends of social development becomes extremely important to determine the cultural peculiarities of the peoples to understand each other and achieve mutual recognition.

Kazakhstan is also involved in these processes, and its huge territories became the new house and a place of meetings for many ethnicities, where an interaction of various languages and religions takes place. Therefore,

search of ways and opportunities for successful integration of various ethnicities of Kazakhstan into a new community is priority measure for modern sovereign Kazakhstan.

The Kazakhstan immigrants quantity decreases, but it also remains high: according to The Agency of statistics of the Republic of Kazakhstan, only in 2013 to Kazakhstan arrived 24077 people [1]. In this regard the question of their cultural adaptation becomes very actual and demanding the fastest researches.

So what is a culture adaptation? There is a set of opinions which we cannot give here because of their large number, but we consider as the most comprehensive T.G. Stefanenko's opinion. She writes: "culture adaptation is difficult process thanks to which the person reaches compliance (compatibility) with the new cultural environment, and also the result of this process" [2].

Today there are many recognized methods and tests to determine the culture adaptation of people to a particular locality. However they have no universal character, so we modified the existing trajectories of psycholinguistic researches. Thus, to determine the communicative adaptation of foreigners to the Kazakhstan environment our choice fell on psycholinguistic experiment, namely, on one of its types – associative. As Karlinsky A.E. wrote, in this type of experiment an informant is tested by various irritants (incentives) with the purpose to cause a certain reaction based on the association - the mental connections between two or more linguistic phenomena [3].

As the purpose of our research is to determine the communicative adaptation, there is a need of collecting an extensive and reliable material. It is convenient to perform so laborious task by using a rational method of questioning.

M.M. Kopylenko writes: "this method of sociological research differs from others with a number of advantages: broad coverage of informants, the minimum expense of time for obtaining answers, their anonymous character and reliability of obtained data" [4]. These criteria convinced us to choose the method of questioning.

Any psycholinguistic experiment takes place according to scenario of experimenter. In most cases it includes the following stages: preparation, operation and processing of the obtained results.

Preparatory stage.

For the experiment we have analyzed necessary literature, and on the basis of the obtained data we composed the questionnaire to find out general information about the respondents:

1. Name. This item is for denotation of a respondent, because there could be more than 1 respondent from country.

2. Gender

3. Age. Results of psycholinguistic experiment can differ depending on a gender of examinees and their age [5].

4. Country.

5. Education (school, university).

6. Social status (student, labour). According to N. V. Burenina, the education level and the social status of examinees also affect the result of experiment [5].

7. When was Your last visit to Kazakhstan? Its duration.

8. Who do You come to Kazakhstan with?

9. Was there any preparation before visiting Kazakhstan (searching information about history, culture)? The successful adaptation to a foreign environment depends on such factors as family and friends; culture, history and geography of the country of residence [6].

10. Were there any difficulties in Kazakhstan (like language, climate, people)?

11. Have You had "Culture shock"? What exactly? The answer to this question is the direct indicator of difficulties of foreigners in Kazakhstan.

12. Would You like to come to Kazakhstan back after You leave it? Why?

Does person like Kazakhstan or not is the corollary of the answer to this question.

We included in the questionnaire these questions because of their importance in determination of success communication.

In the psycholinguistic experiment for a list of stimulus words we had specially selected vocabulary and developed a questionnaire comprising 20 words, reflecting the specific features of the national representatives of the two largest cultures of Kazakhstan: kazakh, because it is the vast majority of the population, and russian, as russians now represent a third of the population of Kazakhstan [7]. The questionnaire stimulus words represented only as a single word. The choice of this number of words caused by the fact that a greater number of words provokes the subject's fatigue, loss of attention, reduced interest in the experiment and lead to denials to response at all [8].

Here is a list of selected words: dombra, pel'meni, kumys, yurta, bausak, borshch, besbarmak, abay, matreshka, piala, dala (steppe), nauryz, zhuz, aytyz, bayga, balalayka, pushkin, bayterek, aul, valenki.

Thus, preparation for psycholinguistic experiment is a very important factor in achieving goals. Accounting and compliance with all the conditions for the success of the experiment was an important task for us, the implementation of which affect the success for definition of communicative adaptation of foreigners in Kazakhstan.

Making the experiment

In the experiment involved 14 respondents from the following countries: Turkey – 3 respondents, Italy – 2, Cameroon – 1, Mali – 1, Czech Republic – 1, Serbia – 1, Uzbekistan – 1, France – 1, Russia – 1, Germany – 1, Korea – 1.

Age of respondents varies from 19 to 63 years. The experiment was attended by only male. Purpose of their visit to Kazakhstan varies: for education (1) employment (12), including athletes (5) and one arrived in Kazakhstan for permanent residence. All of the respondents at the time of the experiment studied at university or have had higher education, except for one person (Russia).

The experiment was conducted in English with all subjects except two people, who spoke in Russian (Russia, Uzbekistan).

It should be noted that the experiment took place with an oral presentation of the stimulus words, and in writing. For the writing presentation we prepared beforehand a questionnaire and a list of stimulus words. One profile (Germany) has been sent to the subject via the Internet. The presentation of questionnaires was group (first 5 athletes, then 3 Turks, and finally 2 Italian) and individual (4).

The experiment was conducted in a relaxed atmosphere: with Italians it was in the café, with Turks and Korean in the workplace, with the athletes experiment was conducted in the hotel lobby. Subjects completed questionnaires, and if they had trouble they could ask the experimenter, who helped to resolve any difficulties.

Before analyzing the data, we note that a small number of informants does not allow a correct quantitative data processing, so it seems appropriate to talk about a qualitative interpretation of the results of each test and individual associative strategies of informants. In this regard, we analyzed individual profiles obtained from informants in which most vividly etched features of individual associative behavior.

Postexperiment data processing.

The respondents' reaction to stimulus words by detailed analysis of the profiles represented below in percentage:

- respondent from Russia 100 %;
- respondent from Germany 90 %;
- respondent from Uzbekistan 75 %;
- respondent 3 from Turkey 65 %;
- respondent from Serbia 60 %;
- respondent 1 from Turkey 60 %;
- respondent from France 60 %;
- respondent 2 from Turkey 55 %;
- respondent from Korea 50 %;
- respondent from the Czech Republic 45 %;
- respondent from Cameroon 30 %;
- respondent from Mali 10 %;
- respondent 1 from Italy 5 %;
- respondent 2 from Italy 5 %.

By the hypothesis of the experiment, person successfully adapted if he traced the reaction by 75 percent or more of a stimulus words that corresponds to  $\frac{3}{4}$  of all words. A man cannot successfully integrate into a culture without knowing the basic concepts and definitions used in this culture. Without these words, you cannot talk about formed, as representatives of this culture have, worldview.

From this table it can be concluded the following: only 3 subjects (21%) can be considered to be successfully adapted in Kazakhstan. They are citizens of Russia, Germany and Uzbekistan. The remaining subjects did not reach the required threshold, and they cannot be considered to be adapted in Kazakhstan.

It is also very important to bring a stimulus words and the number of semantic associations that foreigners issued to them. Here is the entire list below:

1. Dombra – 11 (79 %);
2. Borshch – 11 (79 %);
3. Besbarmak – 11 (79 %);
4. Nauryz – 11 (79 %);
5. Pel'meni – 11 (79 %);
6. Kumys – 10 (71 %);
7. Yurta – 10 (71 %);
8. Boursak – 8 (57 %);
9. Abay – 7 (50 %);
10. Matreshka – 7 (50 %);
11. Pushkin – 7 (50 %);
12. Dala (steppe) – 7 (50 %);
13. Balalayka – 6 (43 %);
14. Aul – 6 (43 %);
15. Bayterek – 5 (36 %);
16. Aytys – 3 (21 %);

- 17. Piala – 3 (21 %);
- 18. Zhuz – 2 (14 %);
- 19. Bayga – 2 (14 %);
- 20. Valenki – 2 (14 %).

Analysis of this list of words reveals the following: words denoting gastronomic predilections of Kazakhstan people (*besbarmak, borshch, pel'meni, baurzak*) caused associations to more than half of the subjects.

Also in most subjects association were caused by the most famous words associated with Kazakhstan – *dombra, yurta*.

Less recognizable for foreigners are the names of poets and writers, even the most famous - *Abay and Pushkin*. The most unknown for the respondents were words related to culture and sports of Kazakhstan - *aitys, piala, bayga*; word-historicism *zhuz*, and russian word *valenki*.

Analysis of this table leads to the following conclusions: first of all foreigners recognize words related to the cuisine of the host country - this is due to human need to close their physical needs - such as hunger. Then the man discovers for himself the basic cultural elements of the country and its well-known figures. And in the case of interest to culture of the host country is expanding his knowledge of national sports, customs and traditions, history, etc.

Association experiment is the most elaborate technique of psycholinguistic analysis of semantics. Word association is not just the name of object or phenomena of reality, but also particle of the world around people which is refracted in the human mind, acquire the specific features of the people of definite culture or nation. Associative experiment allows us to identify the associative links to the proposed test words and, thus, determine the semantic field of the word in his mind.

This principle was the basis for selecting us psycholinguistic experiment to determine the communicative adaptation of foreigners in Kazakhstan. Free association experiment was chosen among other types of psycholinguistic experiment.

Association experiment was chosen by us to determine how well representatives of other cultures know the meaning of the suggested word and its semantic field, as this knowledge is an indicator showing the degree of person's adaptability in this culture.

Thus, according to the analysis of experimental data we can conclude that only 3 of 14 subjects could be considered to be successfully adapted to the culture of Kazakhstan, as they get the necessary 75 percent. They are citizens of Germany, Russia and Uzbekistan. The remaining subjects were not given a sufficient number of associations on the proposed stimulus words and could be considered not to be adapted fully.

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### **ТҮЙІН**

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#### **Қазақстандағы шетелдіктердің коммуникативтік бейімделуін анықтау құралы ретіндегі психоллингвистикалық эксперимент**

*Осы мақалада психоллингвистикалық зерттеу, нақтырақ айтқанда - ассоциативтік эксперимент негізінде Қазақстандағы шетелдіктердің коммуникативтік бейімделуінің дәрежесін айқындау мәселелері қарастырылады. Эксперимент жүргізу барысы - дайындық, тәжірибені іске асыру және алынған қорытындыларын талдау кезеңдері сипатталған. Зерттеу нәтижесінде Қазақстандағы әрбір шетелдіктің бейімделу дәрежесі туралы қорытынды шығарылды.*

*Түйін сөздер: психоллингвистикалық эксперимент, коммуникациялық бейімделу, шетелдіктер, ассоциациялық эксперимент*

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#### **Психоллингвистический эксперимент как способ определения коммуникативной адаптации инофона в казахстанской среде**

*В данной статье рассматривается выявление степени коммуникативной адаптации инофона в казахстанской среде посредством психоллингвистического исследования, а конкретнее – посредством ассоциативного эксперимента. Подробно описывается ход эксперимента – подготовка, проведение и анализ полученных данных. В статье приводится заключение о степени адаптированности каждого из респондентов в казахстанской среде.*

*Ключевые слова: психоллингвистический эксперимент, коммуникативная адаптация, инофон, ассоциативный эксперимент.*