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**ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИЕ АСПЕКТЫ НОМИНАТИВНОЙ
ДЕЯТЕЛЬНОСТИ ТОПОНИМОВ КАЗАХСКОГО И АНГЛИСКОГО ЯЗЫКОВ**

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В данной статье рассматриваются номинативные функции казахского и английского топонимов. Основные принципы топонимики казахского и английского топонимов рассматриваются как психолингвистические особенности, ментально-когнитивные действия в номинальном механизме, основные особенности и сходства номинаций топонимов, мотивационные признаки топонимических номинаций, основанные на анализе топонимических единиц. При этом, в семантическом отношении, в зависимости от характера мотивационного признака, выделяем на группы всю топонимическую лексику на двух языках, где формируется топоним.

Ключевые слова: топоним, номинация, казахский, английский, мотивация, лингвокультурология.

**LINGUISTIC AND CULTURAL ASPECTS OF NOMINATIVE ACTIVITY OF
TOPONYMS OF KAZAKH AND ENGLISH LANGUAGES**

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This article discusses the nominative functions of the Kazakh and English toponyms. The main principles of toponymy of Kazakh and English toponyms are considered as psycholinguistic features, mental and cognitive actions in the nominal mechanism, the main features and similarities of toponymic nominations, motivational signs of toponymic nominations based on the analysis of toponymic units. At the same time, semantically, depending on the nature of the motivational feature, we allocate all the toponymic vocabulary in two languages into groups, where the toponym is formed.

Keywords: toponym, nomination, Kazakh, English, motivation, linguoculturology.

To form the structure of knowledge about the world, the universe, the individual, first of all, must fragment the accepted meaning of truth and form its own individual mental constructors. One of the ways of formation of new knowledge, mental segmentation and accumulation of the purpose in consciousness is the language name (nomination).

Geographical names are everywhere and always the result of our thinking. Without toponyms there was no civilization, relations between peoples and countries. And the development of culture and science and dynamically developing international relations lead to new, expanding reserves of geographical names in our language. This function of toponyms is the most important and necessary for human society.

In the study of V. Podolskaya toponyms informativeness comes to the opinion that the main information received from the toponym corresponds to the main function in the nominative language of the toponym or the functions of the name [1, p. 19].

The process of speech nomination consists in joining the process of thinking aimed at mastering the surrounding reality in order to identify common and special features. Thus, "the Nominative sign is an extralinguistic (noun, phenomenon), linguistic (sound sequence) and logical (our understanding of the noun) connection" [2, p. 697].

In modern cognitive psychology, perception structures an image created through awareness of a goal, which is expressed as a complex mental process. The essence of this process is that as a result of processing the information received, actions for target recognition, mental structuring are made of sensory and cognitive elements. Cognitive actions underlying the General process and toponymic names are also directly related to sensory, neurophysiological mechanisms of reception, processing, generalization of information of such a brain.

To understand the features of such conceptual coding, created during the nomination, it is necessary to determine the main features of the mechanisms of perception and recognition of the object, characteristic of the recruitment process. The main features of the reception process psychologists consider the following scheme: 1) base, profile; 2) scanning (visual, copy); 3) control point; 4) distribution of attention-disassembly; 5) dynamics of force; 6) obstacles. As the most

important character for cognitive semantics, Molchanova particularly names schemes 1 and 2 of the above processes of perception.

For the category of an object, a person makes a choice from attributes consisting of a constant and limited list: color, volume, shape, structure of whole or individual parts, weight, temperature, hardness-softness, texture (the nature of the surface of a solid - evenness, roughness), etc. these attributes are factors that serve as the basis for creating a common name of the object. Of all the features of the target, a personalized special feature is linguistically encoded, characterized by its special isolation from other similar targets.

In relation to the goal, the person distinguishes the motivational sign "spatial location", compares the goals with each other, the landmark is oriented to the environment, objects, the person puts himself beyond it. When specifying the location of objects in space, the following semantic signs belong to geographical names: upper (in geographical realities, located horizontally), lower, head, middle, page, legs, right, left, extreme, back (back).

National-cultural character of cognitive activity in the toponymic nomination. As is known, cognitive actions (neurophysiological, biolinguistic, etc.) underlying toponymic nominations are common and universal qualities of a person. The mechanisms of cognition of the world and the basics of naming a common language are fundamental principles common to all people. However, it should be recognized that the presence of an ethnocultural component in cognitive semantics is a common universe in the language of General and onomastics. That is, as a result of perception, processing, processing, processing of information obtained as a result of the truth of the surrounding world, hearing, feelings, comparison with existing knowledge, listening, speech formation as an act of inference, etc. many mental operations are common.

"A person is able to compare and compare the environment, the features of the landscape, the terrain, a variety of geographical objects with themselves, the existence of their lives, with various objects and tools, various objects and tools, various forms, actions, etc." [3, p. 151].

From scientists of Kazakhstan is presented and used by the different classification models. Without defining the basic principles of these groups, the problem of historical toponymy will not be solved. In the field of toponymy was a famous scientist A. Abdrakhmanov, who created the first version of the classification. Its Association of toponymic names into several groups depending on the content is as follows::

1. geographic features, the names of people (anthroposophie));
2. place names, called names family (genecopoeia));
3. toponyms indicating the name of the people (ethnotoponyms));
4. place names for the name of the plants (fototapeete));
5. toponyms by animal names (zoo names));

6. toponyms that reflect the color of geographic features;
7. place names indicating the number of objects;
8. these toponyms for events that occurred at a certain time;
9. identified place names;
10. place names denoted by geographical or other terms;
11. toponyms reflecting the quality, properties and volume of geographical objects;
12. toponyms entered from other languages and formed from the oldest words;
13. place names associated with social events after the revolution.

Characteristic of onomastics is that the main names of geographical objects are characterized by the nature, the reasons, the nature of which is the common name, symbolizing the color and color of objects, the phrase of people living in the area, characterizing customs, traditions and religious, ideological conditions.

This study proposes an independent classification of motivational features of toponymic nominations of the English language, based on the analysis of toponymic units of the UK. From the semantic point of view, the entire toponymic vocabulary of the English language, depending on the nature of the motivational sign, the toponym is formed, can be divided into the following groups:

- 1) the landscape place-names;
- 2) spatial toponyms;
- 3) toponyms reflecting climatic conditions and natural phenomena;
- 4) anthroposophie;
- 5) ethnotoponyms;
- 6) toponyms, providing professions, crafts and activities of people;
- 7) toponyms reflecting industry and minerals;
- 8) place names;
- 9) toponyms reflecting the social status of a person;
- 10) place names, which includes parts of the human body, 10) religious names;
- 11) mittapalli;
- 12) fototapeete;
- 13) zoo names;
- 14) place names reflecting the artificially created geographical objects;
- 15) place names reflecting the various events and activities;
- 16) place names that reflect abstract concepts;
- 17) toponyms from an inanimate noun;
- 18) toponyms containing a characterizing component.

As you know, the cognitive-mental actions and abilities of a person are similar, are common, and there is a common goal for all mankind, for example, from the cosmonymic names Bird's Way, in English the name Milky way, you can notice how many differences and similarities. To increase your ITPA In this place. B. The words of Mechkovskaya laconically bring: "in General, how we perceive the true being does not depend on the language, but on the contrary, being is displayed in different languages in different ways, as for the diversity of situations in the material and social life of the people" [4, p.118].

The electability or advantages of choosing a natural nomination sign, which served as the basis for the creation of toponymic names, is not accidental. This is the result of human actions to process perceptual information, abstraction.

The ultimate goal of the phenomenon of language is a model language qualities, speech activity, modeling Language and social functioning, i.e., in the words of B. Jakobson: "1) Analysis of the integrity of transmissions, listening, perception, understanding of the total speech act to the ultimate goal: stupidity, excitement (innervation), gradual movement (appearance - causing) [5, p. 305].

The word objectifies and activates various structures of consciousness, creates in consciousness various images, impressions, drawings, etc. for activation of structure of consciousness, the listed processes have to be prevented. This condition indicates a close relationship between cognitivism and onomasiology. Because the nomination is connected both with the material world of the brain (consciousness) and with the activity of abstraction. Names serve as a sign of the various facets of the goal and denote the meaning of the truth (object), emphasizing the goal. The name of the object has no purpose to collect and collect comprehensive information and knowledge about the target, the name refers only to the part of knowledge about the target that is important for the nominee. Since the marking-object cannot be fully interpreted, a relevant part must be chosen in the naming act that can describe the most specific properties of the object in time and space. It is known that any object has a property-the exclusive (ALAS), cognitive part of attention and attention, which serves as the basis for the name. In the study of language characteristics of the surrounding world, five different types of external sensations that perceive the human environment are involved: the perceptual mode "vision", the mode "auditory perception", the mode "kinesthetic (through the skin, human meat) sensation", the perceptual mode "smell", the mode "taste". Each perceptual feature has basic components that determine its perceptual meaning. Due to the fact that the key perceptual video is a quantum of streaming, a link of end-to-end reception, it does not start from zero, i.e. it is associated with images in the previous and subsequent memory [6, p. 48].

Another similar main factor, which is the basis of the toponymic nomination of the Kazakh and English peoples – is the color name. We believe that in combination with any geographical term of color names in place names based on the name, diversity, "electability" depends, firstly, on the internal regularity of the language, and secondly, on the ethno-cultural stereotype that has developed in the marking of colors in the national consciousness of each ethnic group on geographical objects. About place names made by color names, we will tell in a special part.

Another similar main factor, which is the basis of the toponymic nomination of the Kazakh and English peoples, is metaphor. Metaphor is the most productive way to develop, enrich the language, create a new concept, a new word. "Metaphors permeate our daily lives and manifest themselves not only in language but also in thought and action. Our everyday conceptual system, in which we think and act, is metaphorical in its very essence, the essence of the essence," - notes [6, p. 76].

It is not easy to talk about the creation of a universal semantic classification of toponyms of different countries, since the rules and regularities of the nomination of geographical objects in all Nations are not the same. Various toponymists present their classifications according to the semantic meaning of geographical names. In the book "Central Kazakhstan Zher-su Tatars" edited by D. Zhunusov and V. D. belenkoy "in Essays of English-language toponymy" the authors stopped at the following classification of toponyms:

- assigned names on the grounds of the object;
- names associated with human activities in the environment;

Toponyms of the first group can be divided into the following separate groups:

1) names that characterize the terrain (mainly oikonyms, data on the name of mountains, etc. or hydronyms):

Cleveland, Plymouth, Dover, Poole, Stanford, Tyne, Durham City, Kapchagai, Tasotkel, Kumdykol, Karatakyr, Aces,

2) names associated with weather phenomena, that is, show not only the weather conditions in the area, but also favorable weather conditions for pastures, houses, etc. Such place names clearly reflect the Affairs concerning the life of nomads engaged in animal husbandry. With the help of geographical names, people show that "heat" in natural conditions is favorable for livestock, agriculture, housing and other places, but on the contrary, give information about wind and cold, or about their fallout. Examples of this group:

Such names are not found in the English toponym. Zhylysay, Sultrily, Karbasan, Suyksay, Zhaylau

3) names of water objects, hydronyms, characterize the object itself. Here you can give examples of many hydronyms that characterize the temperature of water, color, taste, etc. in the

toponymy of England, there are hydronyms that most often represent the nature of the body of water, different from the Kazakh hydronyms that describe the color, taste and temperature components of water from a number of Kazakh toponyms. For example:

Thames, Slea, Aire, Cerne, Liverpool Aschysu, Aksu, Aschibulak, Tuzdybulak, Alakol, Aksengir, Sorbulak, Tuzdybastau

4) toponyms or phytotoponyms associated with plant names. On the territory of Kazakhstan there are many different plants, many of which are depicted in geographical names. Such place names are also found in England. Land names are given depending on the presence of any kind of trees, flowers, herbs. For example:

Thorn borough, Minstead, Dart river, Lum river Taldykorgan, Shilik, Ulenty, Shengeldy, Dolanay, Almaty

5) toponyms or zoo names associated with the names of animals, birds. The presence of toponymic elements denoting the names of animals and birds will help to clearly understand the wide distribution of any species of animals and birds and their importance for hunting. For example:

Derby, Hertford, Crowley, Orkney, Laughern river Arharli, Tekes, Tekeli, Kulanbasy, Zhylanbulak, Kulanotpes, saiga, Mangystau

6) this group is made up of names that represent the element of color: Akara, corsairs, red, Alla, tone, etc.:

Whitchurh, Blackpool, Redcliff Aktau, Saryozek, Kyzylorda, Koktobe, Karasu, Alatau

7) toponyms with numerals:

Such names are not found in the English toponym. Togyzbulak, Beskol, Besagash, Ushtobe, Kostanay

8) toponyms, informing about the presence of minerals.

Such names are not found in the English toponym. Zhezkazgan, Kentau, Temirtau, Kensai

In the English toponymic system, there are names containing a fossil element, for example "quot; goldquot;," quot; silverquot;," but they in these cases mean color and are called analogous to the color of these elements.

The second group forms names that have arisen on the basis of toponyms associated with the economy, human activity, i.e. social and economic phenomena (ethnic composition, labor skills, welfare, transport roads, family ties, etc.).

1) names reflecting the nomadic way of life. In early times, in search of better pastures, people moved from one place to another. This, in turn, influenced the toponymy of the country. Thus, people marked geographical objects by signs, as well as taken into account in animal husbandry. In this respect, the English people were not engaged in a nomadic lifestyle, but engaged in animal husbandry. For example:

Cowbit, Sheepfarm, Oxford, Horseham, Cowfold, Cowick Relocation, Ungulate, Olzhabay, Ungulate,

2) names associated with agriculture. If animal husbandry is the main business of the nomadic Kazakh people, then agriculture played an important role, especially in the settlement of the population. English toponymy also has the name of this group. So there were place names:

Whatley, Whatcote Egindybulak, Karaegen, Raisins

3) names that characterize the craft where people are engaged:

Tinker Side, Weaver, Turner's Chase gon, toiler, axe

4) the names reflecting social life and a life of the population. This group, in turn, include: - names associated with the traditions Biketober, Borrisokane, Chitobiose. - titles that reflect family relations: grandmother, baybishe, Kazars, etc. In English toponymy names of this group.

- names related to religion and names of a religious nature.

Crossthwaite, Whitchurch, Newminster, Kirkley St, Burhan, Mazar, Grave, Sumba

- toponyms containing information about various events:

Lincoln, Chester, Hereford, Lancashire, Manchester, Stratford Kalmyk, Moldavian, Enemy

5) ethnotoponyms, that is, toponyms formed from the names of genera. In English, it is most often manifested in a tribal manifestation. For example:

Nottingham, Mettingham Karakastek, Naimansuyek, Merke

Comparative analysis of this classification allows us to draw some conclusions. The basis in the nomination is the same everywhere, in England and Kazakhstan. But there are features inherent in each country, each people. The differences in the names of geographical objects are due to the fact that people have passed different historical stages. The Kazakh people were engaged in nomadic and nomadic cattle breeding. Therefore, in geographical names, there was a detailed description of geographical features, including the establishment of natural conditions, as a significant role was played by the signs of the land, indicating that the resettlement of any Land suitable for pasture, motivation for housing, for land cultivation, etc. In England, of course, there are names that characterize the feature of the object, but unlike Kazakh toponymy, English geographical names of this group often refer to microtoponymy, and Kazakh toponyms of this group are mainly found in the names of large geographical objects (or cities, or large rivers, lakes, etc.). In addition, English place names are not typical names with items San-the name of the climate.

Of course, it can not be said that in England cattle and agriculture are not common. This situation proves geographical names such as Wheatfield, Oxford, etc., which appear in the composition of English place names;

It is characterized by cognitive, psycholinguistic features of the process and principles of pronunciation of Kazakh and English toponyms, mental and cognitive actions in the mechanism of this direction.

New knowledge forming in the public consciousness of the logical approach, components and segmentteitin of the language nomination.

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