

ANNOTATION

dissertation for the degree of Doctor of Philosophy (PhD) in the specialty "6D020400-Cultural Studies"

Abikenov Zharkynbek Oralbekuly **Semiotic analysis of cultural values of the Syrdarya region**

General description of the work. The topic of the dissertation research is a new topic proposed for the research field of Kazakhstan cultural studies. Semiotic analysis allows us to consider a single text of cultural values as a single system.

Relevance of the research. Currently, there are many issues in the field of cultural values of science that are not studied and need to be studied from a modern point of view. The radical changes that have taken place in the political, social, economic, cultural and spiritual spheres of society after the independence of the Republic of Kazakhstan have set the task for culturologists to study them in a new way. In carrying out this task, there is a need to use the methods of semiotic analysis and research to take a fresh look at our work.

It is important to study in a modern way the stages, activities and directions of development of cultural values of the Kyzylorda region, which we are studying. The cultural values of the Kyzylorda region are a cultural monument that provides full information as part of the Kazakh cultural world. Since scientific and theoretical issues in the semiotic analysis of cultural values of the Kyzylorda region have not been the subject of special research in cultural anthropology, attempts to consider it in a comprehensive interdisciplinary field are based on semantic, pragmatic ideas, national potential and different cultural features. Classification of the main elements of the Turkic worldview, the definition of the concept of the sanctity of cultural values in the Turkic worldview is a problem.

Speaking of common cultural values, we must pay attention to the fact that it is a multifaceted phenomenon, complex, in a state of movement and development. One of the most important issues is the question of the subject of culture. The cultural values of the Kyzylorda region cannot be considered as a phenomenon of historical being that has become entrenched in time and space, but on the contrary, it has always been in the process of change and development. The cultural achievements of the Kyzylorda region, based on their intelligence and skill, created a phenomenon called the culture of this region. Thus, the creation of culture is the achievement of people's thoughts, emotions and experiences. Evidence of the contribution of the citizens of this region gave birth to unique cultural works. As a result of this activity, the culture itself will be revived. Of course, the work has some value for its creator. In this context, in the Kyzylorda region, too, individuals, families, clans, etc. There is a unique way to preserve, reproduce and transmit information, the semantic processing and interpretation of these phenomena. Although there are more advanced forms of information transfer in the scientific and technical process, but for us the "cultural tradition" is familiar, understandable and practically necessary.

Therefore, today the topical issue of cultural anthropology is the semiotic study of the cultural values of the Kyzylorda region, the semantic-semantic analysis of the spiritual and informational potential of the worldview, and thus a comprehensive analysis of the semiotic concept of cultural artifacts.

The level of research of the dissertation topic. The chosen topic is the first in the domestic cultural and philosophical literature. However, this study is based on a lot of theoretical research, cultural texts and data.

Since the object of our research is not entirely devoted to the problem of values, we will focus on the philosophical concepts that make up different types of theory of values in the field of scientific research. Therefore, the issue of values has been the subject of many opinions in the history of philosophy. Shelter, representatives of the concept of cultural-historical relativism Dilthey, Spengler, Toynbee, M. Weber, R. Williams, who laid the foundations of the concept of values in sociology. consider magma.

Kazakhstani philosophers have been paying close attention to the issue of values since the independence of our country. Many works began to address the issue of value. Researchers KA Abishev, MZ Izotov, UE Ergali, AK Kasabek, A.Kh., who are connected with creativity and spirituality in defining the essence and nature of values. Kasymzhanov, AB Kapyshev, SY Kolchigin, AG Kosichenko, BK Kudaibergenov, GG Solovyova.

As the system of values is formed and developed in a certain socio-ethnic community, it is important to have a wide range of cultural, intellectual and ideological orientations. In this regard, in the course of the study S Akatay, T. Aitkazin, G.K. Abdigalieva, N. Baitenova, T.Kh. Gabitov, K. Kishibekov, RK Kadyrzhanov, K.M Mardanov, A.N Nysanbayev, K.Sh. Nurlanova, B. Nurzhanov, TS Sarsenbayev, The philosophical conclusions in the monographs and articles of GK Shalabayeva, N. Shakhanova became the basis for a new analysis of the problem. S.E., who studied his thoughts on the spiritual values of Kazakhstan in connection with the times. Nurmuratov's monograph "Spiritual values in the world: socio-philosophical analysis" provides a theoretical and axiological definition of spiritual values.

Today, the semiotics of the study of cultural values in western countries is a well-developed theory, the methods of which allow to analyze the different cognitive levels of values. In semiotics, the relationship of the sign to each other is distinguished by syntax, the relation of the sign to the object is semantics, the relationship of the sign used in the sign system is distinguished by pragmatics. This allows us to define the basic system of worldviews of cultural values in a semiotic way. Since the school of semiotics and symbolism at the research level of the problem is formed in Western culture, the use of the achievements of these programs can contribute to the innovative achievements of domestic cultural studies.

The search for the semiotic study of the phenomena of cultural values and the search for common symbolism has been expanded by Western researchers in connection with the development of semiotics and semantics: K.O. Apel, Ch. Morris, Ch. Пирс, Э. Кассирер, M. Foucault, R. Guardini, W. Turner, K, Levi-

Strauss, D. Fraser, J. Derrida. J. Deleuze, F. Guattari, O. Spengler, F. Liotar A. Toynbee et al. The cultural significance of the symbol Florensky, P.G. Богатырев, Ю. Lotman, A.F. Losev et al. studied in the works of Russian authors.

Although not directly devoted to semiotic descriptions of cultural values and their symbolic basis, the works of Sh. Valikhanov on the culture, communication, crafts, life of the Kazakh people are important, noting some Kazakh scientific works that identify certain aspects of this issue. His works date back to the XIX century. The history of the semiotics of the relations of the Kazakhs in the Middle Ages adds a lot of information. Academician A. Margulan's three-volume works, along with interesting facts and valuable content, describe the semiotic technology of each cultural artifact and determine its place of application. Kanat Nurlanova's "Man and the world. In the book "Kazakh national idea" as a Kazakh idea offers a symbolic description of the "twin worlds with man."

Regarding the topic of the dissertation J. Shakhanova's research "Semantic-semiotic analysis of traditional Kazakh culture" and "The world of traditional Kazakh culture" provides a semiotic analysis of the complex structure of traditional Kazakh culture. Key symbols in the Kazakh worldview and traditional culture In Borbasova's works on religious relations in Kazakhstan, T.Kh. Gabitov's "History of Kazakh culture", V.Galiev's "Symbols of Kazakh culture" and others. analyzed in studies. Scientist H. Argynbayev's work "Crafts of the Kazakh people" also contains valuable information on the semiotics of cultural values. A number of works of Kazakhstani researchers describe and interpret traditional art and ethnographic values in terms of material culture. For the first time, cultural values are studied in historical and ethnographic terms and semiotic analysis in Bek Ibrayev's research article. In this regard, we consider the objectivity of the continuation of the ideas and issues of semiotic analysis, raised in the doctoral dissertation of N.K Aldzhanova "Semiotic analysis of the communication culture of the Kazakhs", defended in the field of cultural studies.

However, since these studies do not directly cover this topic, there is every reason to consider the object and subject of the dissertation research as new. The main difference between the issue we are considering and the above research is that the object of research is defined at its level and the application of the research method accordingly. Due to the fact that the science of semiotics has gone through the initial stages of development in our country, the chosen topic is the first in the domestic cultural studies. However, this study is based on a lot of theoretical research and data.

The purpose and objectives of the study. The main purpose of the work is to study the semiotic symbols of cultural values and their symbolic basis in accordance with the requirements of the new civilization of Kazakhstan society, whose values are currently being reconsidered. The purpose of the study is to differentiate the forms of its cultural model through the semiotic study of cultural values, cultural and anthropological analysis of the forms and ways of development of cultures in other historical periods under the influence of interference. In order to achieve this goal, we have set the following large-scale tasks:

- Cultural analysis of the achievements and values of the Western school of semiotic symbolism to determine the value model of spiritual development in the spiritual development;

- To identify different problem areas of cultural values in the analysis of semiotics and to determine the practical role of this area in modern culture;

- Development of a typology of cultural values in the Kyzylorda Darya region;

- Identify the stylistic features of cultural values and give them a comparative cultural analysis;

- Symbolic-textual analysis of various non-verbal semiotic descriptions formed in cultural values;

- Consideration and comparison of cultural values in the Kyzylorda region in the historical and cultural context with a semiotic analysis;

- To provide axiological interpretation and conceptual description of the cultural values of the Syr region through symbolic descriptions;

- The assessment of cultural values of the citizens of the Kyzylorda region, the study of stable notions of cultural values and the level of their preservation, the degree of socialization of these notions, the definition of attitudes and positions on cultural values.

- Analysis of the importance of cultural values in the Syr region in the development of spiritual culture and cultural tourism;

- Development of a tourism cluster based on the cultural values of the Syr Darya region and the creation of its tourism resources.

Object of research: Cultural values in the Kyzylorda region.

Subject of research: Symbolic and symbolic system of cultural values of the Syr region, its origin, semantics, pragmatics and typology.

Scientific novelty of the research. For the first time, the semiotic analysis of cultural values in the research space of Kazakhstan's cultural studies is considered in the context of the Syr region. The main scientific novelty of the work is the discovery of the symbolic cultural meaning through a comprehensive cultural studies, combining the principles of western study of the process of cultural values in the Kyzylorda region with the Kazakh ethnocultural logic.

The following new scientific results were achieved due to the importance of the topic raised in the dissertation and the solution of the set goals:

- The conceptual framework of the cultural space of the Kyzylorda region was studied through a semiotic analysis of cultural semantics and symbols.

- On the basis of semiotic scientific works in the field of culture, the genesis, structure and main features of cultural values are considered in detail.

- It has been proved that in scientific descriptions rational interpretation, in philosophy - reasoning prevails, in cultural descriptions the expression of human relations in a typical comparative way, consistent with the existing arrangements, comes to the fore.

- Changes in the cultural values of the Kyzylorda region in the context of tradition and innovation were identified.

- The impact of modern changes in popular culture on some areas of national culture was identified and projects for the creation of advanced models of cultural values were presented.

- Sacred sites in the Kyzylorda region have been proven as a form of development and improvement of the Kazakhstani branding process.

- In order to determine the direction of image development of the region, the conditions for the promotion of the region were classified and theories, concepts and principles of regional branding were studied.

The main scientific conclusions proposed for defense:

1. While the symbols of cultural values are interpreted in general semiotic terms in terms of the relationship between man and the world, cultural symbols of an archetypal nature always conceal their secrets. It is known that under it there is always a cultural ethical tradition based on a code of meaning. According to the study of values, symbols in the cultural sphere are a form of human activity and a necessary prerequisite for it.

2. Innovative processes in the cultural space of the Kyzylorda region change with the times and interact with the waves of civilization. It is known that semiotic analysis takes place in the area of active modernization of traditions and innovations in the region, the inventory of values, the process of mass westernization. By defining the symbolic relations in the traditional Kazakh culture, attention is paid to the archives of modern spiritual culture, and as a result, the analysis of the mental basis of values begins.

3. The cultural analysis of the Kyzylorda region shows that network communication is based on a special spatial topology and its anonymity in participation in communication activities. The tendency to unify globalization is not conducive to national specifics, so it is necessary to transform the accepted communication models of westernization and globalization.

4. Cultural values in the Kyzylorda region require the acquisition and mastering of the essence and direction of the ongoing process of cultural development, the principles of morality, traditions, behavior of young people in society, human values and tastes, spiritual riches.

5. The cultural heritage of the Kyzylorda region in the traditional society should be studied not in isolation, but in the whole complex of Turkic civilization, in the process of continuous socio-cultural development, in the context of cultural values, only then the region's distinctive symbols will be revealed.

6. It is possible to get acquainted with the features of the cultural space through the symbolic notions of the culture of the people of the Kyzylorda region. This is because the organization of the cultural space is influenced by the determinism of lifestyle. Their deep meaning means a stable worldview of the people, formed in connection with the peculiarities of cultural-spatial relations.

7. The region of Kyzylorda has formed the history of its cultural values in the context of world historical processes. Semiotically, if we take the cultural values of the Syr region in its ethical and aesthetic dimension, it can be considered as a figurative example of the universe, space, which has been mastered and adopted by the people of the region.

8. Although our main achievement is the ability to preserve our values, the cultural values of the Kyzylorda region objectively determine the meaning and direction of the ongoing process of cultural development.

9. Development of a methodological mechanism for the interaction of tourism and semiotics allows to avoid a superficial understanding of the factors that affect the construction of the symbolic image of the region in tourism marketing.

Methodological and theoretical bases of work. The methodological and theoretical basis of the dissertation is the semiotic analysis of the cultural values of the Syr region. The architectural unity of the content of the search stems from the definition of the internal connection of logical and historical analysis, in the interpretation of cultural symbols, special attention was paid to the homogeneity and integrity of national identity. On the methodological basis of the study, the historical texts of Western, Russian and Kazakh cultures were taken as the object of analysis.

The main difference of the issue we are considering from the above-mentioned historical, archeological, ethnographic research is the symbolic identification of the object of study and the corresponding use of innovative Western research methods.

Methodological results and proposed conclusions of the research. Contributes to the deepening and supplementation of the scientific and theoretical basis of semantic, pragmatic, symbolic, cultural and social research in relation to cultural values. Through the semiotic analysis of the cultural values of the Syr region, the general Kazakh worldview clarifies the theoretical foundations and principles of research in the field of cultural anthropological paradigm.

As semiotics is an integrated system, the methods of analytical, interdisciplinary, generalization, description, systematization, comparison, summarization, interpretation of semiotic symbols, pragmatic reasoning, questionnaires, written questionnaires are widely used in the dissertation. In addition, anthropological methods were used in the dissertation research: observation, cultural portrait method. There is also a logic of narration on some necessary issues.

The study used methods of interpretation of comparative, semiotic texts, the reconstruction of symbols, as well as the homogeneity and integrity of the system of national relations in the interpretation of cultural texts.

Since this study is aimed at making a pragmatic and semantic view of the system of semiotic analysis of cultural values of the Syr region, special attention was paid to the analysis of the genesis, axiological roots of traditional Kazakh relations on the basis of semiotic analysis.

Scientific-theoretical and practical significance of the work: It can be associated with the promotion of modern cultural values. The importance of the chosen topic also stems from the need to create a theoretical model of the Syr Darya region as part of the Kazakh culture, based on modern research. It should be based on the reconstruction and methodological achievements of semiotics scientists in accordance with the research methods and techniques.

The results of the dissertation can be used to address a number of issues of philosophy and cultural studies, in particular, to contribute to the unification of domestic culture, the preservation of national historical and cultural values during the transformation of cultures in the process of globalization, archetypes of Kazakh culture and spirituality. Undoubtedly, its results in the study will be significant.

This study contributes to the development of the cultural heritage of the Syr Darya region, the formation of cultural identity, and on this basis to the promotion of traditional culture of the region. Moreover, it should be noted that the cultural, cognitive, value and semantic aspects of the Syr region have not yet been studied in terms of semiotic analysis. Therefore, it is important to consider these issues in the nature of research in today's demand.

Through the analysis of theories and principles of regional cultural values, new theories and concepts for the Kazakh cultural space and the field of study of cultural science were presented. The results obtained during the study can serve as a basis for further study of the issue of cultural values in the modern cultural space from a semiotic point of view, the continuation of the process of forming the image of the region.

The practical state of the dissertation is associated with the implementation of reforms aimed at the revival of cultural, historical and spiritual values of the state. The conclusions of the dissertation can contribute to the formation of the spiritual foundations of the historical and cultural society of the country, the dialogue of cultures. Since these studies directly cover this topic, there is every reason to consider the object and subject of the dissertation research as new.

Review and approval of research work. The main theoretical principles and conclusions of the dissertation are published in 15 scientific articles of the author, including 5 journals in the list approved by the Supreme Attestation Commission of the Republic of Kazakhstan, 9 collections of international conferences, 1 in one of the journals included in the Scopus database. The results of the study were also presented at international and national scientific conferences.

The research work consists of an introduction, three main sections, a conclusion and a list of references. The bibliography consists of 170 titles, including foreign literature. The volume of the work is 158 pages. The main text of the work contains 15 pictures.