

ABSTRACT
of the dissertation work
on the topic
'Formation of the terminology of the beauty industry'
completed by Kurmanayeva Akmaral Zhumadillakzy
to obtain the degree of Doctor of Philosophy (PhD)
in '6D021300 – Linguistics'

General description of the work. Nowadays a modern person lives in the cultural environment that has developed for centuries. As a very complex phenomenon, this environment inevitably affects a person and is directly related to the formation of his worldview, actions, systems of thinking and perception. Language is the result of development of civilization, one of the tools for its formation, a way of fixing its history, and the unique component of cultural environment. It is mainly about special vocabulary, i.e. a collection of lexical units (terms) in the field of special knowledge. They form a special layer of vocabulary that can consciously, purposefully be regulated and controlled. It is in special vocabulary that the development of the language and the historical connection of the material and spiritual culture of the people are clearly defined. In this regard, the specialty *terminology* is recognized by the European Council as the leading specialty of the 21st century. Currently, the dynamic development of scientific and technical knowledge has proved that more than 90% of new words that have appeared in modern languages are special vocabulary. The number of terms related to various spheres of human activity is much larger than the words of general use of the language. Therefore, at present, the number of terms of individual branches of science, for example, chemistry, biology, is much more than the number of words of general use.

In addition, in recent years, most terms have joined the language of general use, and terminological issues are having a significant impact on the national language. Therefore, the study of the state of the special vocabulary is important for the development of the language. Moreover, a person's conscious influence on the language is carried out only in this area of special vocabulary. Also, at present, there is the possibility of a transition from regulating individual lexical areas of knowledge to the systematic unification of the special lexical layer of the whole language.

In fact, any terminal approaches depend on the stage of formation of the terminology system. At the same time, it should be taken into account that the term is an element of a certain field of science. In this regard, it is known that the process of term formation of each language is carried out primarily on the basis of its vocabulary, national vocabulary. That is, the terms are composed of words and roots that exist in the language, and accordingly, the number of terms there are various structural types, typical of this language: the term root, term-derived word, a term-compound word, the term, terminology offer, etc.

Thus, most of the names related to the beauty industry are certainly members of the term, the terminology system. They are compiled and unified for a reasonable purpose, registered in official documents, official lists, booklets, price lists, magazines, catalogs.

Kazakh terminology, including the terminology system of the beauty industry, which is widely known to the General population, should be created on a national basis, if possible. Of particular importance in the process of globalization is the knowledge of the nature of terms recognized as features of spiritual and cultural life, in particular, terminological units related to the beauty industry.

Relevance of the research topic. The dissertation is devoted to the study of linguistic and non-linguistic mechanisms of the formation of the terminological system of the beauty industry in the Kazakh language. Currently, the beauty industry as the most complex interdisciplinary field of education is one of the most popular areas in terms of society, everyday life, etc. The intensive development of this service sector has led to the expansion of its terminological system, as well as to the formation of many new terms by means of term-forming tools in the national language available to date.

The study of emerging terminological systems is an urgent problem, since it is at the moment the definition of terminology in a developing field of activity, the standardization of its new terminological system not only contributes to the systematization, unification, but also helps to solve a number of problems that may arise in professional intercultural communication.

The terminology of any national language in its composition includes the names of special concepts of all spheres of professional activity of society, as well as Kazakh terminology, having passed a difficult stage of development of science and technology, currently demonstrates a highly developed system of terms that corresponds to the current level of development of public institutions, art, culture, domestic science and technology. The state of synchronous development of Kazakh terminology currently determines the difference and complexity of the sources of its formation in General in relation to the term-forming methods in terms of the time of creation of unified terminological systems and individual terms.

Language researchers consider the language of science as a system of General literary language, paying special attention to the diversity and versatility of the literary language as a whole, rather than the language of science. The main difference between the multi-faceted literary language of science is its expenditure on specific communication needs that are characteristic only for a certain sphere of human activity. From this point of view, the problems of studying professional language units of science require special research in terms of relevance.

In addition, the relevance of research is determined by several of the following factors:

- the high importance of the development of the beauty industry in the life of modern society;
- lack of work on the study of terms and terminological systems of the beauty industry;
- the need for a comprehensive linguistic study of the emerging terminological system.

The synchronous nature of modern Kazakh terminological systems reflects the sources of their occurrence, the time of formation of individual terms and

terminological systems, the complexity of term-forming methods and techniques. The terminological fund of each national language is reflected in the fruits of the cognitive and practical activities of this ethnos, and in the names of special concepts in all areas of the society's professional activities. Therefore, the number of urgent problems requiring special research includes professional language vocabulary of science, education and technology. We can say that at present the problems of term formation in the field of special vocabulary have not found their solutions yet. All new developments in the field of term formation and terminology primarily take place in terminology regardless of whether they are made on the basis of the national language itself or borrowed from another language, because special vocabulary is constantly changing.

The object of the research is the terminological system of beauty in the Kazakh language.

The subject of research is productive/unproductive ways of forming terms of the beauty industry in the Kazakh language, features of the structure, application and use, their nature of systematization.

The subject of the research is productive / unproductive ways of formation, the features of structure, application and use, and systematization character of the terms of the beauty industry in the Kazakh language,

Research materials. As a result of mass and partial sorting of advertising in social networks, about 1000 terminological units were selected as research materials based on materials in the Kazakh language that make up the terminological system of the beauty industry.

Sources of research work. The main sources of our research are primarily linguistic sources: explanatory, various terminological dictionaries (dictionary of the Kazakh literary language.1-15-vols. – Almaty, 2011; dictionary of the Kazakh language under the General editorship of others Januzakov. – Almaty: Dyke-Press, 1999.-776 S.; Russian-Kazakh, Kazakh-Russian dictionary of terms and names / comp. Sh Kurmanbayuly, Pp. Guests. - Almaty: dictionary-Dictionary, 2004. - 352 p. Non-linguistic data includes documentation in social networks, the Internet, and beauty salons (catalogues-magazines of Avon, Oriflame, Mary Kay Faberlik etc. From 2015 to 2020, price list booklets with the names of activities in beauty salons, advertising in social networks, etc.). the Internet as a resource www.massaget.kz pages and various social networks were used.

Purpose and objectives of the study. The main goal of the research work is to determine the ways of forming terms and terminological system of the beauty industry and to develop its thematic, lexical-semantic, and grammatical classification.

The goal is aimed at solving the following specific tasks :

- to perform an analytical review of research on scientific positions in modern linguistics about the term as a lexical unit that expresses specific concepts;
- define the corpus of terms that make up the terminology system of the beauty industry in the Kazakh language, describe the scope and composition of its terminology field;
- analyze the main ways of forming terms in the beauty industry;

- identify thematic groups of terms and describe the main changes in their use;
- determine the main features, determine the specific weight and distinguish between terms created on the basis of the national language and integral terms.

Methods and techniques used in the dissertation research: The research used methods of generalization, comparison, description, and grouping. The terms were summarized by the method of mass selection. We also used methods of definitive analysis of language data, morphological and syntactic analysis, and lexical and semantic analysis.

The theoretical and methodological foundations of the research work were taken from the works of domestic and foreign researchers in the field of terminology, the terminological system, the direction of the terminological field: from among the scientists who conducted fundamental research on the problem of the term and terminology, made a great contribution to the theory and practice of Kazakh terminology, actively participated in terminology, first of all, an essay A. Baitursynov, K. Zhubanov, N. T. Sauranbayev, S. Amanzholov, M. Balakaev, S. Baishev, B. Birimzhanov, K. Sharipov, A. Karakulov, A. Satybaldiev, I. Zharylgapov, A. T. Kaidarov, M. Balakaev, N. Sarybaev, Zh. Smagulov, A. Abdrakhmanov, R. Syzdyk, O. Aitbaiuly, Sh. Kurmanbayuly, E. Abdrasilov, K. Aidarbek, A. Azamatova, M. A. Akhmetbekova, G. O. Vinokur, V. M. Leichik, K. Y. Averbukh, V. P. Danilenko, S. V. Grinev-Grinevich, D. S. Lotte, Y. N. Revina, L. D. Bronnikov, V. A. Nikiforov, G. P. Kazakevich etc., the problems of the terminological system of L. A. Kapanadze, A. V. Superanskaya, N. N. Melekh, O. A. Alimuradov, M. G. Pavlova, O. V. Chursin, O. V. borkhald, M. N. Volodina, etc., on the theory of terminological L. V. Morozov, I. P. Smirnov, I. M. Suslov, etc., on special vocabulary and professional vocabulary V. Schmidt, L. Hoffman, O. S. Akhmanova, D. E. Rosenthal, G. V. Stroeve, V. N. Portyannikova, etc., on questions of definition, definitiveness, and definitional activity D. S. Shelov V. A. Ikonnikova, A. V. Slozhennikova, L. S. Gerd, K. L. Levkovskaya, I. A. Rebrushkina, M. I. Fomina, A. V. Ivanov, E. G. Rizel, N. S. Garanina, B. T. Sue Atkins, M. Rundell, Juan C. Sager etc. from the point of view of research and works of the above scientists.

Theoretical significance of the work. In the course of the research, a multi-aspect, comprehensive analysis of the terminology system of the beauty industry was carried out, which is described as one of the actively developing terminological systems of the national language. The results of the research make a real contribution to the development of the theory of terminology in Kazakh linguistics. The concepts and results developed in the course of the research contribute to solving actual problems of modern terminology.

Practical value of the work. The results of the research allow us to develop new ideas about modern Kazakh terminology. The material and theoretical conclusions of the dissertation can be used in the development of textbooks and manuals in the field of theory of Kazakh terminology in higher educational institutions, conducting special seminars and special coursework. A number of insights and results obtained in the study, promotes the language training of specialists in the field of beauty industry, organization of seminars, various courses for translators in this industry, the correct

orientation of the terms in the course of their professional activities. The results and materials of the research can be used in the future when compiling monolingual and bilingual terminological dictionaries and reference books in the process of developing dictionaries for translators and professional specialists.

Scientific novelty of the research. In the research work, the terminological system of the beauty industry as a new branch of science, education, and technology is considered and described for the first time as an object of research in Russian linguistics. For the first time in the dissertation research identified the main approaches of the formation of the beauty industry, lexical-semantic and thematic groups sought terminological systems and the interdisciplinary scientific areas that served as the basis for a new terminological system, as well as selected a set of terminological units comprising the nucleus and the region of the field terminology of the metalanguage of the beauty industry.

Provisions to be defended:

terminosistemy the beauty industry is a complex structure of an interdisciplinary nature, a sharp increase in range of products and services over the past decade and increased demand indicate the dynamics of the formation of terminological system in the industry. A system of logical order based on the classification of scientific concepts in this field of knowledge provides a semantic link between the elements of the terminological field of the beauty industry.

- the core of the terminology system of the metalanguage of the beauty industry consists of terms that define the characteristics of a particular industry and reflect its relationship to other branches of knowledge, the peripheral zone – borrowed terms obtained from other fields of knowledge. Cross-system borrowed terms of various areas of the research area are determined by the interdisciplinary nature of the beauty industry.

- various aspects of the terminological approach along with a description of terminological system of the beauty industry as a fixed aggregate sectoral terms in the Kazakh language, distinguish the syntactic approach that considers structural-linguistic factors determined by the regularities of the language, and which is formed through the conceptual factors related to the development of the concepts of this small language, where a term is a word, not a term-phrase, productive approach.

- initially, the vast majority of terms in the beauty industry were defined by the names of perfume and cosmetics, and some were terms that denote the names of artificially created or synthesized drugs. At this stage, there is a systematization of terms of professional use and the level of usage. In the future, due to the broad development of this industry in society, there is a tendency to replenish the layer of terms that denote, along with the real category, the procedural category, according to the triad "face-hair-body".

- the terminology of the beauty industry clearly reflects the phenomenon of interiorization of terms, one of the current trends in the modern system of science. Despite the fact that this is a new emerging terminology system, this set of terms forms a single own terminology system and tends to create, adapt the basic concepts of the beauty industry in the Kazakh language on the basis of the national language.

Approbation of the research. The scientific results and the main provisions of the thesis were published in national and international journals, international scientific-theoretical and practical conferences, 7 scientific papers, including 1 article in a journal database Scopus (Scopus), 3 articles in journals included in the list submitted by the Committee for control in education sphere and science MES RK (CCES), 3 articles in materials of foreign international conferences:

- Terminologiyalyk zhuye ugumynyn keibir erekshelikteri // Bulletin of the Abay Kazakh national pedagogical University. Philological series, no. 4. - Almaty, 2016. - P. 56-60.

- Kasibi leksika men terminologiyany arakaty nasy zhayynda // II international scientific and practical conference "Integration of the scientific community before the global problems of modernity.- Osaka, Japan, 2017. - P. 373-379.

- Zhana salalardyn ugumdyk-terminologiyalyk apparaty zhane sululyk industriyasyna katysty zertteuler// Materials of the international scientific and theoretical conference "Actual problems of Philology of the XXI century". – Almaty: Kazakh University, 2017. – P. 198-202.

- «Kosmetikalyk kuraldar» teminzhuiesinin takyryptyk toptary // international scientific-popular journal "Science and life of Kazakhstan".- Astana, 2018. - P. 123-126.

-Arnauy leksikanyn zhiktelimdik erekshelikteri// International student scientific conference "quality Management: search and solutions" - Casablanca, Morocco, 2018. - P. 95-100.

-Termin, teminzhuie zhane terminologiyalyk oris ugumdarzynyn manyzdy belgileri// Bulletin of the Abay Kazakh national pedagogical University. Philological series, no. (3) 65. – Almaty, 2018. – P. 150-156.

- Linguistic nature of the terminological system of the beauty industry// Opcion. Volume 35, Issue 90-2 – Nitra, 2019. - P. 332-345.

The structure of the work. The dissertation consists of an introduction, three chapters, conclusion and a list of references, 7 tables, 9 figures and appendices.