

ABSTRACT

The fundamental categories and concepts that make up the value measurement of a particular nation can be found in communicative and cognitive aspects of words in everyday use. Studying the language in close connection with people, their knowledge, thinking, and spiritual and practical activities was a priority area of linguistic science at the end of the 20th century and the beginning of the 21st century. At the same time, it can be noted that an important role in the formation of the national picture of the world is played by geographic, climatic, natural living conditions of the population that lives in a certain environment, the peculiarities of the profession, customs, and traditions. The Kazakh people are representatives of nomadic culture that lived in the steppe; therefore, they are familiar with the flora. Consequently, plants provide essential information about the lifestyle of the Kazakh people. The complex knowledge of plant names in the Kazakh language is of great importance, not only from scientific and cognitive but also from the point of view of analogy, botany, and public education (knowledge). In this regard, lexicographic works, which collect rich linguistic data and research works that study the names of plants in the framework of wide regional use in Kazakh linguistics, can serve as a basis for linguocultural cognitive studies that consider the national essence of the plant world in language.

It is known that in modern linguistics the anthropocentric direction prevails; and special attention is paid to the human factor. If in previous traditional studies the main attention was paid to the functioning of the language, then in modern studies of the anthropocentric direction, scientists rely on the spiritual and cognitive information indicated in the language. They pay attention to the cognition of traditional activities and everyday human experience through language. The main position of the anthropocentric paradigm is the holistic identification of cognitive and communicative activity of language use. In such kind of studies, the image of national consciousness in language, ultimately, meets modern requirements aimed at reviving the spiritual basis of national consciousness through language in modern Kazakh society. It is impossible to consider linguistic activity without taking into account the all-round activity of a person in this language. This activity is not limited only to the communicative functioning of the language for people. Since linguistic activity organizes, unites, unites this organization and passes it on to the new generation, then in the linguistic community, along with communicative-pragmatic activity, language performs cognitive, documentary (cumulative), and other functions. In a language that has a state status, these functions should be specific. In this case, the development of an anthropolinguistic direction of a new character in Kazakh linguistics is a social necessity. Its purpose is the foundation, definition, proof, revitalization, modernization of the basis of the comprehensive public, social activity of the Kazakh language.

Elbasy's article "Looking ahead: modernization of public consciousness" states: "The first condition for modernization of a new type is the preservation of one's own culture, own national code. Without this, modernization will turn into an empty phrase. New modernization should not, as before, look arrogantly at historical

experience and traditions. On the contrary, it must make the best traditions a premise, an important condition for the success of modernization. Without reliance on national-cultural roots modernization will hang in the air. I am convinced that the most important mission of spiritual modernization is also to reconcile the various poles of national consciousness. It is a platform that connects the horizons of the past, present and future of the nation”. This concept of the language proves that it is language that should reveal, disseminate and explain the history and culture of each nation.

The Independence gave a new impetus not only to the political, social, and economic structure of society but also contributed to the revival of national consciousness in the interests of a sovereign state, improving to a new level the value of the ideological activity of language in public, as the basis and rod of a high spirit, rich spirituality of the nation.

Relevance of the research work. The desire to understand the national essence in public, in turn, requires the identification of the specifics of each nation and their justification by comprehensive linguistic and cultural studies. In this studies, language is characterized as a national cultural value that has preserved the picture of the Universe, which has developed in the collective ethnocultural consciousness of people.

In accordance with this, if a language is a sign system that, like a talisman, denotes the sanctity of its nation, then as a result of this the cumulative (hereditary) activity of the language that has developed still needs deep research. Saying that a person learns the world around him in the course of studying the substantive world, plants are used in human daily life as a source of nutrition, a home, a disease remedy, as part of the substantive world. In this regard, the reason for the appearance of plant names in the language, which reflect the path traveled and the experience of the people were, first of all, pictorial, common signs. Therefore, in recent years, special attention has been paid to research in the field of cultural linguistics, which put on the agenda such questions as the culture of the people and the meaning of words, the frequency of the use of figurative thinking and words.

New level requirements determine the relevance of the research topic, in accordance with the anthropoinformational paradigm of studying modern language. Additionally, they determine systemic and complex linguoculturological study of the plant world in the Kazakh language, concerning the speakers’ comprehension of the world, culture, profession, experience, etc. through language.

Object of the research is naming system of plants in the Kazakh language

Subject of the research work is linguocultural disclosure of the content of plant names in the Kazakh language.

Aim of the research work is to reveal cultural and linguistic information that reflects the essence of the nation in the notion of plant names in the Kazakh language.

To realize the goal, the following **tasks** have been set in the work:

- to show linguoculturological principles for the study of the “linguistic picture of the plant world” in the linguistic knowledge of the nation essence;

- to explain the pragmatic (medical, business, artistic, decorative, etc.) nature of the ethnomarkerization of the plant world in Kazakh knowledge through the cumulative activity of the language;
- to show the process of symbolization in Kazakh knowledge of cultural and linguistic data of an archetypal, mythological nature in the system of plant names;
- the recognition of national values in the content of plant names based on cultural connotations in the paremiological fund, phraseological system, discourse of literary texts;
- to reveal the content of plant names concerning spiritual culture through cumulative activity;
- to design an informative site for plant names based on the collected material.

Sources of the dissertation research: 15-volume “Dictionary of the kazakh literary language”, encyclopedia “The traditional system of kazakh ethnographic categories, concepts and names”, I. Kenesbaev “Phraseological dictionary of the Kazakh language”, A. Kaidar ethnolinguistic dictionary “Kazakhs in the world of their native language”, B. Kaliev “Names of plants in the Kazakh language”, “Regional dictionary of the Kazakh language”, “Kazakh national encyclopedia”, “Terminological dictionary” (in 31 volumes), O. Tleukabyluly “Medical narrative”, proverbs and sayings of the Kazakh people, literary texts, www.anatili.kz, www.massaget.kz internet resources, informations published in various social networks about the names of plants were used.

As **the research material** 5630 linguistic units of phytonymic vocabulary in the Kazakh language, about 500 proverbs, sayings and phraseologisms were considered. Among them, linguistic culture words highlighting the national worldview were analyzed, the results of an associative experiment on three names of plants were explained, 280 people aged 19-70 (students, researchers, etc.) took part in the survey as respondents.

Scientific novelty of the work. The names of plants in the Kazakh language became a subject of study in the cognitive terms in the relationship between language and culture for the first time, which fully characterize the essence of the native speaker. In this regard, as a result of the linguoculturological research carried out in the work concerning the names of plants, it is possible to present a specific novelty of the conclusions as follows:

- linguoculturological principles for the study of the “linguistic picture of the plant world” are demonstrated in the linguistic nation essence cognition;
- axiological, symbolic, archetypal cultural and linguistic data have been analyzed;
- plant names were analyzed as a source of the nation's linguistic culture;
- national-cultural, linguocultural meaning of the names of plants, the phytonymic image in the system of the linguistic fund are revealed through the cumulative activity of the Kazakh language, which has developed in the triad: man - society - nature;
- as a model of the symbolization process in Kazakh culture associated with nature, for the first time in Kazakh knowledge, the linguocultural concept has shown

the “zhusan” (wormwood) plant, which has a wide field that meets all three criteria of the linguocultural concept (imagery, conceptuality, value);

- based on the collected material, an educational site floratany.kz with the names of plants was developed.

Scientific and theoretical foundations of the research work:

The research work is based on the works of foreign and domestic researchers who conducted semasiological, onomastic, linguocultural studies in accordance with the anthropocentric direction. In particular, the works of scientists who made a huge contribution to the formation of cultural linguistics as a scientific field were considered, such as: V.N. Toporov, V.V. Ivanov, E. Bartmanskyy and other scientists who contributed to the systematization and further deepening of this field, such as V.A. Maslova, E. Telia, Yu. Stepanov, R.M. Frumkina, O. Yu. Kushchev, V.I. Karasik, V.B. Kolosova, V. Vorobiev, S.G. Ter-Minasova, B.A. Serebrennikov, A. Vezhbitskaya and others, in local linguistics: A. Kaidar, M. Kopylenko, T. Zhanuzakov, B. Kaliev, N. Uali, Zh. Mankeeva, Z. Akhmetzhanova, G. Smagulova, A. Islam, K. Aydarbek, B. Suyerkul, K. Kayyrbayeva, K. Kurkebaev, A. Amirbekova, A. Baigutova and others.

As a **methodological basis** for the study, the linguocultural principle is guided. The language is described as a cognitive tool; based on the anthropocentric approach, the human factor in the language is considered; on the basis of a systematic approach, the name of plants is characterized by interconnected, semantic integrity, linguocultural analysis of phytonyms based on axiological principles shows the attitude of a person to the environment, its assessment, and use.

The main methods and techniques of research work: along with methods such as linguocultural conceptual analysis; discourse analysis; comparative-historical, comparative typological method; the method of component analysis, the method of free-associative experiment, questionnaire, when assembling language units, the techniques of continuous sampling, classification, grouping were used.

Theoretical significance of the research: the results of the work, first of all, satisfy the requirements corresponding to the strategic aims and purposes of the implementation of the language policy in the Republic of Kazakhstan. In particular, since the names of plants cover a certain part of the vocabulary fund, they help to purposefully work on the preservation, assembly, modernization of the lexical fund of the national language used in legislative and program documents for the development of the functioning of the state language, contribute to the formation of the national corpus of the Kazakh language. At the same time, within the framework of the scientific paradigm of linguistic studies in Kazakh linguistics will be carried out in accordance with modern directions, significantly contribute to the solution of fundamental and applied problems in the ongoing continuity of the Kazakh language “language and culture”.

Practical value of the research. The main materials and theoretical conclusions of the work can be used in higher educational institutions in the field of cognitive linguistics, cultural linguistics, ethnolinguistics within the framework of the anthropocentric paradigm, in the education system, regarding the analysis of a literary text and expanding the cognitive competence of students, in the development of

textbooks and training manual, when conducting special seminars and special courseworks, classroom lectures, lexicographic practices.

Based on the collected materials on the research work, a cognitive reference book containing 70 plant names is developed, expanding the cognitive level of the Kazakh language, and is included as an application to the work.

The main conclusions presented to the defense: based on the results achieved during the study, the following conclusions are proposed for the defense:

1. In the course of the dissertation research, based on the conclusions of the linguocultural orientation, linguocultural units concerning the names of plants can be classified as follows: 1) linguocultural units reflecting the material culture of the people; 2) axiological linguocultural units reflecting the spiritual culture of people: archetypes, mythologemes, symbols; 3) linguocultural units reflecting the specifics of traditions and customs: rituals and prohibitions, etc.; 4) paremiological, phraseological, onomastic, cultural-connotational units representing national cultural values;

2. The cognitive properties of the plant world, preserved in the ethnolinguistic, linguistic, cultural, pragmatic nature of the language, embedded in the deep secular folds and saturated with our culture, are determined in accordance with the principle of continuity “language and nation”, “language and culture”;

3. The life experience of the people as representatives of a nomadic culture, following the continuity of nature-man-society, is revealed through the study of a clearly marked linguistic image of the plant world, which has become especially significant in everyday life. It is familiar to our ancestors who lived in nature, in the education of value, environmental qualities, and the formation of the connection of traditions with the life of the nation;

4. Through the linguoculturological study of the names of plants in the Kazakh language, their axiological significance is revealed concerning the benefits and activities in everyday life (medical, household, craft, etc.), pragmatic, artistic and decorative activities, religious, mythical, archetypal knowledge;

5. The associative-verbal structure, formed by cultural connotation, symbolizing the names of plants in Kazakh knowledge, inherent in the Kazakh system of artistic thinking, can be recognized as a linguoculturological code reflecting the Kazakh world (wormwood is the Motherland, wormwood is the native land, wormwood is childhood, wormwood is an address, wormwood is yearning, wormwood is Kazakh steppe, etc.).

Discussion and approval of the work. The main scientific results and conclusions of the research work were published in domestic and foreign publications, international scientific and theoretical and practical conferences. Including 1 article in a journal based on Scopus, 8 articles in collections of domestic and international conferences, 3 articles in journals recommended by the Committee for Control in the Sphere of Education and Science of the Republic of Kazakhstan (CCSES).

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- Zhyraylar qoldanysyndagy osimdik ataularynyng tanymdyq mani // Reports of the Kazakh Academy of Education. –2017. –№1-2. –P. 188-194.

- Kazakh tilindegi tobilgy atauynyng tanymdyq mani // Collection of Materials of the IV International Scientific and Methodological Conference «Actual problems of philology and methods of teaching foreign languages: theory and practice».–Almaty, 2018 (January). –P. 326-329.

- Osimdik ataularyndagy ulttyq madeni kodtyng daiekteri (in association with G. Mankeeva) // Materials of the International Scientific and Practical Conference «Actual problems of kazakh linguistics», dedicated to the 80th anniversary of Professor B. Kaliev. –Almaty, 2019. – p. 63-67.

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- Kazakh tanymyndagi osimdikterge bailanysty yrym-tyiymdar // Faces of the Great Steppe: Materials of the International Scientific and Theoretical Conference «Academician Rabiga Syzdyk and the power of the kazakh word».– Almaty, 2019. – p. 131-135.

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- Korkem diskurstagy konseptilerding korinisi (A.Kekilbaevting «Bir shoq jiude povesi bouynsha») // Gazette of PSU, philological series. Special issue. Pavlodar, 2017 (December). – p. 473-485.

Dissertation structure. The dissertation work consists of the introduction, 3 chapters, a conclusion and a list of references, 1 table, 8 figures and an application.