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**A COMPARATIVE ANALYSIS OF ENGLISH AND KAZAKH
PROVERBS IN COGNITIVE AND PRAGMATIC ASPECTS**

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Abstract. This study explores the cognitive and pragmatic aspects of English and Kazakh proverbs, seeking to uncover the subtleties that shape these linguistic expressions. Proverbs, as condensed wisdom, reflect universal cognitive themes and cultural nuances. The purpose of this study is to analyze the common cognitive structures and cultural differences in English and Kazakh proverbs in order to identify both their cognitive and pragmatic aspects. Areas of focus include cognitive analysis for metaphorical elements, pragmatic analysis to understand communicative functions and to identify cultural nuances. Understanding the cognitive and pragmatic aspects of proverbs improves intercultural communication by promoting awareness of linguistic and cultural diversity. The practical significance is to provide people with an understanding of the cultural sensitivity inherent in these linguistic expressions. The methodology involves the selection of equivalent proverbs, cognitive analysis using linguistic means, and pragmatic analysis taking into account social and cultural factors. Cognitive analysis revealed universal metaphorical themes, while pragmatic analysis revealed nuanced applications of proverbs. The study concludes that, within the realm of cognitive aspects, English and Kazakh proverbs exhibit notable similarities, indicative of shared human thought patterns. However, pragmatic applications showcase distinct cultural nuances, emphasizing the importance of considering the specific values and traditions embedded in each linguistic expression. Notably, English proverbs are often leaned towards financial prudence and individualism, while Kazakh counterparts integrated practicality, collective wisdom, and pastoral imagery. The value of the study lies in identifying the meanings inherent in English and Kazakh proverbs, contributing to a deeper understanding of human expression and cultural subtleties, through comparative analysis, revealing the deep ideas contained in the proverbial wisdom of both traditions.

Keywords: English proverbs, Kazakh proverbs, cognitive analysis, pragmatic analysis, comparative study, metaphor, linguistic nuances, wisdom

Introduction

Proverbs, as short expressions passed down from generation to generation, serve as linguistic containers for cultural wisdom, ideas, values and shared

experiences within a community. In this context, cognitive aspects refer to the underlying mental structures and metaphorical structures integrated into these linguistic expressions. This involves sorting through complex ideas to identify universal themes such as trust, caution, cooperation and interpersonal relationships in both English and Kazakh proverbs.

Moving smoothly, the research extends to pragmatic aspects - the practical functions and application of proverbs in real communicative situations. The pragmatic aspects cover various ways of using these linguistic utterances, taking into account the social, cultural and situational contexts that shape their use and interpretation.

An integral part of understanding is the concept of the cultural specificity of proverbs. This involves recognizing the unique cultural imprints and nuances that distinguish one set of proverbs from another. Cultural specificity lies not only in the linguistic elements, but also in the images, traditional customs and social values contained in each proverb.

Through the prism of cognitive and pragmatic elements and cultural specificity, the richness of linguistic expression and cultural wisdom contained in these proverbs becomes apparent.

Proverbs often referred to as the essence of cultural wisdom, act as linguistic gems that succinctly express universal truths. These short expressions, passed down through generations, convey the collective ideas, values and cultural nuances of a society. According to Wolfgang Mieder, a proverb is «a short, generally known sentence of the folk which contains wisdom, truth, morals, and traditional views in a metaphorical, fixed, and memorable form and which is handed down from generation to generation» [1]. A proverb, *maqal* in Kazakh, is a short, simple, and traditional saying or phrase that gives advice and embodies a common truth based on practical experience or common sense [2].

This article explores the cognitive and practical aspects of English and Kazakh proverbs, aiming to understand the details that shape these linguistic expressions.

Language, like a reflection of culture, shows not just how people talk but also how they see the world. Proverbs, as cultural stores, offer a special way to look at the shared thought patterns and varied practicalities behind everyday communication. This research is driven by the understanding that, even though proverbs might touch on widespread ideas, how they are used and understood is strongly tied to cultural surroundings.

The purpose of this study is to conduct an analysis of English and Kazakh proverbs, revealing insights into both their cognitive and pragmatic dimensions. The main objectives of this study are in two aspects:

1. Cognitive analysis: analyze metaphorical elements in selected English and Kazakh proverbs, identifying the main cognitive structures that form these expressions.

2. Pragmatic analysis: explore the communicative functions of these

proverbs in different contexts, revealing how they are used to convey advice, warning, or social norms; compare and contrast the linguistic nuances of relevant proverbs in English and Kazakh, with particular emphasis on understanding how cultural context influences the pragmatic use of these expressions.

This research contributes to the broader fields of linguistics, cultural studies, and communication by providing an in-depth study of the interactions between language and culture. Understanding the cognitive basis and pragmatic application of proverbs in English and Kazakh not only enriches our knowledge of these particular languages, but also improves intercultural communication by promoting awareness of linguistic and cultural diversity.

The study of proverbs is more than linguistic analysis; it is a journey into the collective consciousness of communities. These short expressions serve as reflections of cultural norms, offering insight into social values, traditional practices, and interpersonal relationships. As bridges connecting past and present, proverbs provide a unique opportunity to see the ways in which a language has developed while maintaining cultural continuity.

Materials and methods

For this study, English and Kazakh proverbs were selected from books, collections, and academic publications dedicated to the study of proverbs in both languages. The criteria for inclusion focused on relevance to wisdom, caution, collaboration, and interpersonal relationships.

A comparative analysis involved a side-by-side examination of English and Kazakh proverbs, making it easier to identify commonalities and distinctive cultural nuances. This approach allowed for a comprehensive understanding of linguistic and cultural diversity within the selected proverbs, revealing variations in meaning and application.

A detailed examination of the metaphorical elements in each proverb was carried out, focusing on cognitive analysis to identify common structures. This approach aims to uncover universal themes that transcend linguistic and cultural boundaries and provides insight into the cognitive basis of proverbs. In the cognitive view, proverbs arise from figurative thought and human ability to think figuratively, including the cognitive skills of abstraction and generalization [3].

Pragmatic analysis involved assessing the diverse communicative functions of proverbs in various contexts. This process considered social, cultural, and situational factors influencing the application of proverbs. Nuanced variations in pragmatic use were noted to understand the dynamic nature of proverbs within different cultural settings.

In essence, the materials and methods employed in this study focused on a selection and analysis of English and Kazakh proverbs from authoritative sources, integrating cognitive and pragmatic analyses to offer a comprehensive exploration of their linguistic and cultural dimensions.

Results

This article examines selected English and Kazakh proverbs in cognitive and pragmatic aspects to identify common cognitive themes and cultural differences in these language expressions:

1. A comparative analysis of the English proverb «*The grass is always greener on the other side of the fence*» [4] and its Kazakh equivalent «*Көршілесің тауығы біреуге қаз болып көрінеді*» [5] (The neighbor's chicken seems like a goose to someone) in cognitive and pragmatic aspects:

Cognitive aspects:

- *Envy and perception*: the English proverb suggests that people often perceive a situation better in a different situation or circumstance, leading to feelings of envy or dissatisfaction with their own situation. The Kazakh equivalent emphasizes the idea of distorted perception, where something ordinary (the neighbor's chicken) may be perceived by someone else as unusual (the goose).

- *Subjectivity and comparison*: the English proverb emphasizes the subjective nature of perception and the tendency to compare one's situation with that of others unfavorably. Similarly, the Kazakh proverb emphasizes the subjective nature of comparisons, when the same object is perceived differently by different people.

Pragmatic aspects:

- *Social comparison*: the English proverb often serves as a warning about the consequences of constantly comparing yourself to others. The Kazakh proverb also serves as a warning against hasty judgments or comparisons based on incomplete or distorted information.

- *Cultural context*: the English proverb is widely used in English-speaking cultures to warn against thinking that others are doing better. The Kazakh proverb reflects a cultural understanding of how envy and distorted perceptions can influence one's outlook on life.

- *Humor and metaphor*: The metaphor «the grass is always greener» adds humor to the expression, making it more memorable and understandable. The Kazakh counterpart uses the metaphor that a chicken is like a goose, which adds a humorous element to the message and makes it more attractive. The use of domestic animals adds a touch of rural life, aligning with the pastoral traditions rooted in Kazakh culture.

Both proverbs share common cognitive aspects related to perception, envy and subjective comparison. From a pragmatic point of view, they serve as a warning against hasty judgments and highlight a cultural awareness of the pitfalls of constant comparison. The use of metaphors and humor in both proverbs makes them memorable and recognizable, which helps convey messages effectively.

2. A comparison of the English proverb «*Look before you leap*» [6] with its Kazakh counterpart «*Жемі пем өлшен, бір пем кес*» [7] (Measure seven times, cut once) in a cognitive-pragmatic aspect:

Cognitive aspects:

- *Caution and decision making*: «Look before you leap» advises caution and careful consideration before making decisions or taking actions. This suggests that it is important to think about consequences before acting. «Measure seven times and cut once» conveys a similar message of careful planning and careful preparation before taking any drastic action. The emphasis is on careful measurements to avoid errors.

- *Risk management*: the English proverb describes the concept of risk management, urging people to evaluate potential risks and consequences before taking a step. The Kazakh proverb emphasizes the importance of precision and accuracy in planning, minimizing the risk of errors through repeated measurements.

Pragmatic aspects:

- *Preventative tips*: «Look before you leap» is often used as practical advice, warning against impulsive decisions and encouraging people to gather information and evaluate a situation before taking action. «Measure seven times and cut once» contains similar practical advice, emphasizing the importance of careful planning to avoid unnecessary mistakes.

- *Accuracy and efficiency*: the English proverb says that a minute of careful observation can save a person from potential troubles, increasing the efficiency of decision making. The Kazakh counterpart emphasizes the efficiency achieved through precision and careful planning, since by measuring seven times accurately, you can get a more accurate and successful result.

- *Learning from mistakes*: the proverb «Look before you leap» implies that jumping without looking can lead to mistakes, and learning from these mistakes is an important part of the decision-making process. The Kazakh proverb implicitly suggests that cutting once after careful measurement minimizes the likelihood of errors, emphasizing the value of learning by doing.

Both proverbs share cognitive aspects related to caution, careful consideration, and risk management. From a pragmatic point of view, they provide practical advice for effective decision making and emphasize the importance of precision and careful planning. While the English proverb uses the metaphor of «look before you leap», the Kazakh proverb uses the metaphor of measuring multiple times to achieve a similar message of careful preparation.

3. A comparative analysis of the English proverb «Actions speak louder than words» and its Kazakh equivalent «Адамды сөзінен емес, ісінен таны» (Recognize a person not by his words, but by his deeds) from the point of view of cognitive and pragmatic aspects:

Cognitive aspects:

- *Communication and behavior*: the English proverb emphasizes that a person's actions reveal his true intentions and character better than the words he speaks. The Kazakh proverb conveys a similar message, emphasizing how important it is to judge a person by his actions, and not just by his verbal expressions.

- *Authenticity and Reliability*: The proverb «Actions speak louder than words» suggests that actions are a truer expression of a person's intentions, and trust is built on observable behavior rather than mere verbal promises. The Kazakh equivalent reinforces the concept of reliability by indicating that true understanding of a person is achieved by observing his actions over time.

Pragmatic aspects:

- *Character rating*: the phrase «Actions speak louder than words» is often used pragmatically to encourage people to judge others by their behavior and to be wary of empty promises. The Kazakh proverb has a similar pragmatic application: it advises people to judge others by their actions as a more reliable indicator of their character.

- *Trust and reliability*: the English proverb is often used in situations where trust and reliability are critical, reminding people to prioritize action over mere verbal assurances. Likewise, the Kazakh proverb emphasizes the importance of relying on a person's actions to determine his trustworthiness and reliability.

- *Practical wisdom*: the English proverb is seen as practical wisdom that helps people look beyond words and make informed judgments based on observed behavior. The Kazakh proverb also conveys practical wisdom, advising people to be discerning and perceptive in their assessments of others.

Both proverbs share cognitive aspects related to the importance of actions in understanding a person's character and intentions. From a pragmatic point of view, they are used as practical advice in various situations where trust, reliability and sincere intentions are critical. The English proverb uses a strong metaphor, while the Kazakh proverb uses simple language to convey a similar message about the importance of actions over words.

4. A comparison of the English proverb «*The early bird catches the worm*» and its Kazakh equivalent «*Ерте тұрған еркектің бір ырысы артық, ерте тұрған әйелдің бір ісі артық*» (A man who gets up early succeeds in business, a woman who gets up early will do one more household chore) in terms of cognitive and pragmatic aspects.

Cognitive Aspects:

- *Temporal advantage*: the English proverb underscores the advantage of being early and proactive, suggesting that those who act sooner have a temporal advantage and are more likely to achieve success. The Kazakh proverb extends this idea temporally, emphasizing that early rising not only leads to success in business for men but also allows women to complete an additional household chore.

- *Proactivity*: the cognitive aspect of the English proverb involves proactivity and the idea that planning and starting early contribute to success. The Kazakh counterpart shares this cognitive aspect, suggesting that early rising is a proactive measure leading to success.

Pragmatic Aspects:

- *Work ethic and success*: «The early bird catches the worm» is often used

pragmatically to encourage a strong work ethic and punctuality for achieving success in various endeavors. The Kazakh equivalent similarly provides pragmatic advice, promoting the idea that early rising contributes to success, with a specific focus on business for men and household tasks for women.

- *Gender roles and responsibilities*: the English proverb is gender-neutral and emphasizes the general idea of success through early action. The Kazakh proverb introduces a gender-specific element, reflecting traditional gender roles by associating success in business with men and additional household chores with women.

- *Cultural context*: the English proverb is widely used in various cultures to stress the importance of diligence and seizing opportunities. The Kazakh counterpart carries cultural nuances related to traditional gender roles, reflecting societal expectations regarding the responsibilities of men and women.

While both proverbs share cognitive aspects related to the benefits of early action and productivity, they differ in their pragmatic applications. The English proverb is more general and focuses on success through early effort, while the Kazakh proverb introduces gender-specific roles, reflecting cultural expectations regarding the responsibilities of men and women. The cultural context plays a significant role in shaping the pragmatic aspects of these proverbs.

5. A comparative analysis of the English proverb «*A bird in the hand is worth two in the bush*» and its Kazakh equivalent «*Қолда бар алтынның қадірі жоқ*» (The gold in hand has no value) in terms of cognitive and pragmatic aspects.

Cognitive aspects:

- *Risk and confidence*: the English proverb says that having something tangible and certain (a bird in the hand) is more valuable than the possibility of a larger reward, which may come with higher risks (two in the bush). This proverb suggests that it is better to keep what you have than to risk losing it by trying to get more [8]. The Kazakh proverb also emphasizes the idea that the value of something material in one's hands (gold) is not diminished by the possibility of its increase in the future.

- *Opportunity cost*: the cognitive aspect of the English proverb involves considering the opportunity cost — the potential loss of the bird in hand if one pursues the uncertain possibility of two in the bush. The Kazakh counterpart shares this cognitive aspect, suggesting that gold in hand should not be devalued by the temptation of potential gain elsewhere.

Pragmatic aspects:

- *Decision making and satisfaction*: the phrase «A bird in the hand is worth two in the bush» is often used in a pragmatic sense to advise caution when making decisions, encouraging people to appreciate and be content with what they have at the moment. The Kazakh proverb pragmatically conveys a similar message, warning against underestimating the value of what you already have and promoting satisfaction.

- *Risk reduction*: the English proverb is pragmatically applicable to

situations where minimizing risk and ensuring a certain outcome are priorities. Likewise, the Kazakh proverb is used pragmatically to emphasize the importance of valuing the tangible and the certain, especially in contexts involving risk.

- *Financial prudence*: the English proverb is sometimes used in a financial context, advising people to be cautious and prioritize guaranteed profits over speculative opportunities. The Kazakh proverb «Қолда бар алтынның қадірі жоқ» can be applied in a similar financial context, encouraging people to recognize and appreciate the value of what they already possess.

Both proverbs share common cognitive aspects related to risk, certainty, and opportunity costs. From a pragmatic point of view, they are used as advice in decision making, calling for the satisfaction of needs and emphasizing the importance of assessing what is already provided. While the English proverb uses the metaphor of birds and bushes, the Kazakh proverb uses the metaphor of gold, but both convey similar cognitive and pragmatic messages about appreciating and cherishing what you already have.

6. A comparison of the English proverb «*One rotten apple spoils the whole barrel*» and its Kazakh equivalent «*Бір құмалақ бір қарын майды шірімеді*» (One pellet of sheep excrement spoils all the butter in a bag made from sheepskin) in terms of cognitive and pragmatic aspects.

Cognitive Aspects:

- *Contamination and influence*: the English proverb implies that the presence of one negative or corrupt element can have a detrimental impact on the entire group, suggesting that a single bad influence can spoil the collective. The Kazakh proverb shares this cognitive aspect, using the metaphor of sheep excrement to convey the idea that even a small negative element can contaminate a larger context.

- *Vulnerability to negativity*: the cognitive aspect of the English proverb involves an understanding of the vulnerability of a group or system to the influence of a single negative component, emphasizing the need for vigilance. The Kazakh proverb similarly underscores the vulnerability of a larger context, such as a bag made from sheepskin, to the negative influence of one small element.

Pragmatic Aspects:

- *Quality control*: the proverb «One rotten apple spoils the whole barrel» is pragmatically applied in situations where quality control is essential, warning against allowing even one substandard element to compromise the overall quality. Similarly, the Kazakh proverb is pragmatically used to emphasize the importance of maintaining the purity of a substance, such as butter, and the need for quality control.

- *Social dynamics*: the English proverb is often used in social contexts to caution against the influence of a negative individual on a group, urging vigilance in maintaining a positive and harmonious environment. The Kazakh counterpart can be applied in social contexts as well, emphasizing the potential for a small negative influence to spoil the collective well-being.

- *Preventive measures*: from a pragmatic point of view, the proverb «One rotten apple spoils the whole barrel» suggests the importance of taking preventive measures to ensure that negative elements are identified and addressed promptly. The Kazakh proverb «Бір құмалақ бір қарын майды шірітеді» is also pragmatically applied to situations where preventive measures are necessary to maintain the purity of a substance or the harmony within a group.

Both proverbs share cognitive aspects related to the contamination and vulnerability of a larger context to the influence of a single negative element. Pragmatically, they are applied in various situations, including quality control, social dynamics, and the need for preventive measures to maintain the integrity of a group or substance. The metaphors used in the proverbs, whether it's a rotten apple or sheep excrement, convey a shared message about the potential harm caused by a single negative influence.

7. A comparative analysis of the English proverb «Two heads are better than one» and its Kazakh equivalent «Келісін пішкен тон келте болмас» (A fur coat sewn together will never be short) in terms of cognitive and pragmatic aspects.

Cognitive Aspects:

- *Collective intelligence*: the cognitive aspect of the English proverb revolves around the idea that multiple individuals working together can bring a greater pool of knowledge, skills, and ideas to a problem or task. The Kazakh proverb uses the metaphor of sewing a fur coat together to convey a similar idea, suggesting that combining efforts leads to a more complete and well-finished outcome.

- *Collaboration*: the cognitive aspect of the English proverb involves recognizing the synergy that arises when individuals collaborate, with the collective effort often resulting in better solutions. The Kazakh proverb emphasizes the collaborative nature of sewing a fur coat together, implying that the joint effort ensures completeness and adequacy.

Pragmatic Aspects:

- *Teamwork and problem solving*: from a pragmatic point of view, the proverb «Two heads are better than one» encourages teamwork in problem-solving and decision-making, as combining perspectives and skills can lead to more effective solutions. The Kazakh equivalent is pragmatically applied to tasks, suggesting that working together in a team ensures that the result is sufficient and meets the requirements.

- *Quality of outcome*: the pragmatic aspect of the English proverb involves recognizing that the outcome of a collective effort is likely to be of higher quality than the result of individual efforts. Pragmatically, the Kazakh proverb implies that a fur coat sewn together will be the correct length, emphasizing the completeness and adequacy of the final product.

- *Efficiency and completion*: the English proverb is pragmatically used to highlight the efficiency gained through collaboration and the likelihood of

completing tasks more effectively with multiple contributors. From a pragmatic point of view, the Kazakh proverb stresses that by working together, the fur coat will not be short, suggesting that collaborative efforts result in a well-finished and complete outcome.

Both proverbs share cognitive aspects related to the benefits of collaboration, collective intelligence, and the synergy that arises when individuals work together. Pragmatically, they are applied in various contexts where teamwork, problem-solving, and the desire for a complete and satisfactory outcome are essential. The Kazakh equivalent, however, incorporates the cultural imagery of a fur coat, emphasizing not only collaboration but also the lasting impact of collective work. The metaphors used in each proverb convey a shared message about the advantages of combining efforts for better results.

8. An analysis of the English proverb «*Every cook praises his own broth*» and its Kazakh equivalent «*Қарға баласын анпағым дейді, кірпі баласын жұмсағым дейді*» (The crow calls his cub white, the hedgehog calls his cub soft) in terms of cognitive and pragmatic aspects.

Cognitive Aspects:

- *Subjectivity and bias*: the cognitive aspect of the English proverb emphasizes the subjective nature of self-evaluation, suggesting that individuals tend to view their own creations or accomplishments more favorably. The Kazakh proverb shares this cognitive aspect, using the metaphor of animals praising their own offspring to convey the idea of biased self-perception.

- *Perspective and self-esteem*: The proverb «Every cook praises his own broth» highlights how individuals tend to have a positive perspective on their own work, reflecting a sense of pride or self-promotion. The Kazakh counterpart uses the metaphor of animals praising their own offspring to illustrate how individuals may perceive their own creations or qualities with a positive bias.

Pragmatic Aspects:

- *Self-promotion*: Pragmatically, the English proverb is applied in situations where individuals are seen promoting or justifying their own work or achievements. Similarly, the Kazakh proverb is pragmatically used to caution against self-praise and highlight the tendency of individuals to view their own creations or qualities in a positive light.

- *Humility and objectivity*: The proverb «Every cook praises his own broth» pragmatically encourages humility and objectivity, reminding individuals to be aware of their own biases when evaluating their work. The Kazakh equivalent pragmatically conveys a similar message, cautioning against excessive self-praise and encouraging a more objective perspective.

- *Skepticism about self-esteem*: the English proverb may be used pragmatically to express skepticism when someone overly praises their own work or accomplishments. Likewise, the Kazakh proverb serves a similar purpose by highlighting the tendency of individuals to exaggerate the positive qualities of their own creations or offspring.

Both proverbs share cognitive aspects related to the subjective nature of self-evaluation and the tendency of individuals to view their own creations or qualities more positively. Pragmatically, they are applied in various contexts where self-promotion or biased self-appraisal is observed, and they serve as cautionary statements encouraging humility and objectivity. The use of metaphor, whether it's cooking or animals praising their offspring, conveys a shared message about the challenges of maintaining objectivity when evaluating one's own work or accomplishments.

9. A comparison of the English proverb «*A friend in need is a friend indeed*» and its Kazakh counterpart «*Досыңды қиналғанда бір сына, қуанғанда бір сына*» (Test your friend in adversity, test him in happiness) in terms of cognitive and pragmatic aspects.

Cognitive Aspects:

- *Reliability and loyalty*: the cognitive aspect of the English proverb suggests that a true friend reveals their loyalty and reliability in times of need or adversity. The Kazakh proverb shares this cognitive aspect by emphasizing the importance of testing the loyalty and support of a friend both in challenging and happy moments.

- *True friendship*: the cognitive aspect of the English proverb involves recognizing that a friend who stands by you during difficult times is a genuine and trustworthy friend. The Kazakh proverb conveys a similar cognitive aspect, suggesting that a friend's true nature is revealed when they are tested in both adversity and happiness.

Pragmatic Aspects:

- *Assessing the quality of friendship*: from a pragmatic point of view, the proverb «A friend in need is a friend indeed» is often used to evaluate the quality of friendship, encouraging people to recognize true friends by their actions in difficult situations. Likewise, the Kazakh proverb is used pragmatically as a tool for assessing the depth and sincerity of a friendship by observing how a friend behaves in different circumstances.

- *Support and trustworthiness*: the English proverb is pragmatically employed to highlight the value of friends who offer support and prove their trustworthiness when one is facing difficulties. Pragmatically, the Kazakh proverb emphasizes the importance of testing a friend's reliability not only in challenging times but also in moments of joy, emphasizing the versatility of true friendship.

- *Reciprocal relationships*: from a pragmatic point of view, the English proverb encourages the idea of reciprocal relationships, suggesting that true friends are those who reciprocate support in both good and bad times. A Kazakh proverb pragmatically conveys a similar idea, pointing out that the qualities of a friend are revealed not only in adversity, but also in moments of happiness, demonstrating all-round friendship.

Both proverbs share cognitive aspects related to the assessment of true friendship based on the loyalty and reliability of friends in various life situations.

Pragmatically, they are applied as practical guidelines to evaluate the depth and sincerity of friendships, emphasizing the importance of support, trustworthiness, and reciprocity in relationships. The proverbs convey a shared message about the significance of enduring friendships that stand the test of both adversity and happiness.

10. A comparative analysis of the English proverb «*Don't count your chickens before they hatch*» and its Kazakh equivalent «*Малдың төлін күзде сана*» (Young animals are counted in the fall) in cognitive and pragmatic dimensions.

Cognitive Aspects:

- *Risk and uncertainty*: the cognitive aspect of the English proverb involves cautioning against premature optimism and highlights the uncertainty of future outcomes. The Kazakh proverb shares this cognitive aspect, advising individuals to wait until a more certain time (fall) to count or anticipate the number of young animals.

- *Planning for the future*: the proverb suggests the cognitive understanding that it is wise to wait until a future event or outcome is certain before making plans or assumptions. The Kazakh proverb conveys a similar cognitive aspect, emphasizing the importance of timing when counting young animals and making plans for the future based on better information.

Pragmatic Aspects:

- *Caution in decision making*: from a pragmatic point of view, the proverb «*Don't count your chickens before they hatch*» is applied in the context of decision making to encourage people to avoid making assumptions or planning based on uncertain future events. The Kazakh counterpart is used pragmatically to warn against counting young animals prematurely, signaling the importance of waiting for a more reliable time for such tasks.

- *Realism and patience*: the English proverb pragmatically promotes realism and patience, reminding people not to be too optimistic or hasty in their expectations. From a pragmatic point of view, the Kazakh proverb calls for a patient and realistic approach, emphasizing that counting young animals should be carried out when it is more feasible and reliable.

- *Timing in assessments*: pragmatically, the English proverb is used to stress the significance of timing in assessing and predicting outcomes, especially in situations with inherent uncertainties. Similarly, the Kazakh proverb «*Малдың төлін күзде сана*» pragmatically advises individuals to assess and count young animals in the fall, when the environment is more stable and certain.

Both proverbs share cognitive aspects related to caution, uncertainty, and the importance of waiting for more reliable information or outcomes. Pragmatically, they are applied in decision-making contexts to promote a realistic and patient approach, emphasizing the need to avoid premature assessments or predictions. The Kazakh proverb is rooted in an agricultural context, emphasizing the importance of counting young animals in the fall, which aligns with the

traditional Kazakh nomadic lifestyle where counting livestock during the more stable fall season is practical. The proverbs convey a shared message about the wisdom of waiting for a more certain time before making plans or assumptions about future events.

Discussion

A comparative analysis of selected English and Kazakh proverbs reveals interesting parallels and differences in both cognitive and pragmatic dimensions. Common themes emerge from the proverbs examined, reflecting universal aspects of human cognition and social values, as well as demonstrating the influence of cultural nuances.

From a cognitive perspective, proverbs often address universal concepts such as perception, risk, opportunity costs, and the subjective nature of self-esteem. Both English and Kazakh proverbs emphasize the influence of envy, distorted perception, caution and decision-making. These shared cognitive elements suggest that, despite cultural differences, people share fundamental cognitive processes when it comes to understanding and solving life's problems. Moreover, an analysis of the benefits of time, proactivity and vulnerability to negativity in proverbs such as «*The early bird catches the worm*» and its Kazakh equivalent indicates a general understanding of the importance of timing, diligence and preventive measures to achieve success.

While the cognitive aspects demonstrate commonality, the pragmatic aspects demonstrate the influence of cultural and contextual factors. English and Kazakh proverbs vary in their application and nuance, often reflecting the specific values and traditions of each culture. For example, the English proverb «*A bird in the hand is worth two in the bush*» emphasizes financial prudence and encourages caution in speculative opportunities. In contrast, the Kazakh equivalent «*Қолда бар алтынның қадірі жоқ*» («Gold in hand has no value») retains the financial context but adds a certain level of emphasis on the evaluation of the tangible and trustworthy, consistent with a cultural perspective based on practicality. Likewise, proverbs about friendship and loyalty, such as «*A friend in need is a friend indeed*» and its Kazakh counterpart, emphasize the cross-cultural importance of valuing relationships based on support and reciprocity. However, the Kazakh proverb represents subtle trials in both adversity and happiness, reflecting the cultural value of inclusive friendship.

Using cultural imagery and humor in proverbs helps them be memorable and convey messages effectively. Kazakh proverbs often use metaphors related to domestic animals and rural life, consistent with pastoral traditions and reflecting connections with a nomadic lifestyle. This adds cultural richness and recognition to the proverbs.

These proverbs, with their common cognitive elements and cultural differences, have implications for intercultural communication. Understanding the cultural context behind expressions enriches communication and helps

navigate different perspectives. Additionally, the use of metaphors and humor in proverbs serves as an effective communication tool, breaking down language barriers and making messages more memorable.

A comparative analysis of English and Kazakh proverbs illuminates the interweaving of universal human cognitive elements and cultural nuances. While cognitive aspects reflect common human experiences and understandings, pragmatic applications demonstrate the unique values and traditions embedded in each culture. Recognizing these common and different elements improves intercultural communication and promotes a deeper understanding of the different ways that societies convey wisdom and life lessons through language.

Conclusion

In conclusion, a comparative analysis of English and Kazakh proverbs reveals a fascinating interplay between common cognitive elements and various cultural nuances. Although universal themes such as perception, risk management, and judgment emerge from proverbs, their pragmatic application reflects the unique values and traditions of each culture.

Cognitive aspects demonstrate that, regardless of cultural background, people share fundamental cognitive processes associated with understanding and navigating life's problems. Envy, distorted perceptions, caution and decision making are themes that cross cultural boundaries.

From a pragmatic point of view, proverbs serve as cultural artifacts that reflect the specific values and practical wisdom found in each society. The use of metaphors and humor enhances their communicative power, making them memorable. The cultural richness of Kazakh proverbs, rooted in domestic animals and rural life, gives depth to their proverbs in the Kazakh cultural context.

Understanding the cultural context behind these expressions is essential for effective intercultural communication. The analysis emphasizes the need to recognize both the common cognitive basis and the unique cultural characteristics of linguistic expressions. Proverbs, as carriers of cultural wisdom, serve as bridges between different cultures, promote mutual respect and recognition of different points of view.

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КОГНИТИВТІ ЖӘНЕ ПРАГМАТИКАЛЫҚ АСПЕКТИЛЕРДЕГІ АҒЫЛШЫН ЖӘНЕ ҚАЗАҚ МАҚАЛДАРЫН САЛЫСТЫРМАЛЫ ТҮРДЕ ТАЛДАУ

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Аңдатпа. Бұл зерттеу ағылшын және қазақ мақалдарының когнитивтік және прагматикалық аспектілерін зерттеп, осы тілдік өрнектерді қалыптастыратын ерекшеліктерді ашуға тырысады. Мақалдар - бұл әмбебап танымдық тақырыптар мен мәдени нюанстарды бейнелейтін даналық. Бұл зерттеудің мақсаты олардың когнитивтік және прагматикалық аспектілерін анықтау мақсатында ағылшын және қазақ мақалдарындағы жалпы когнитивтік құрылымдар мен мәдени айырмашылықтарды талдау болып табылады. Негізгі бағыттарға метафоралық элементтердің когнитивті талдауы, коммуникативті функцияларды түсіну және мәдени нюанстарды анықтау үшін прагматикалық талдау кіреді. Мақалдардың когнитивті және прагматикалық аспектілерін түсіну тілдік және мәдени әртүрлілік туралы хабардар болу арқылы мәдениетаралық байланысты жақсартады. Практикалық маңыздылығы-адамдарға осы тілдік өрнектерге тән мәдени сезімталдық туралы түсінік беру. Әдістеме баламалы мақалдарды таңдауды, лингвистикалық құралдарды қолдана отырып когнитивті талдауды және әлеуметтік және мәдени факторларды ескере отырып, прагматикалық талдауды қамтиды. Когнитивті талдау әмбебап метафоралық тақырыптарды анықтады, ал прагматикалық талдау мақалдарды қолданудың нюанстарын анықтады. Зерттеу когнитивтік аспектілер саласында ағылшын және қазақ мақалдарды адамдардың жалпы ойлау үлгілерін көрсететін елеулі ұқсастықтарды көрсетеді деген қорытындыға келеді. Алайда, прагматикалық қосымшалар әр тілдік өрнекте қалыптасқан нақты құндылықтар мен дәстүрлерді ескерудің маңыздылығын көрсете отырып, ерекше мәдени нюанстарды көрсетеді. Бір қызығы, ағылшын мақалдары көбінесе қаржылық парасаттылық пен индивидуализмге бағытталған, ал қазақ аналогтары практикалық, ұжымдық даналық пен пасторлық бейнелерді

біріктіреді. Зерттеудің құндылығы ағылшын және қазақ мақалдарына тән терең идеяларды ашатын салыстырмалы талдау арқылы адамның өзін-өзі көрсетуі мен мәдени ерекшеліктерін тереңірек түсіну үшін осы тілдердің мақалдарына тән мағыналарды анықтау болып табылады.

Тірек сөздер: ағылшын мақалдары, қазақ мақалдары, когнитивтік талдау, прагматикалық талдау, салыстырмалы зерттеу, метафора, лингвистикалық нюанстар, даналық

СРАВНИТЕЛЬНЫЙ АНАЛИЗ АНГЛИЙСКИХ И КАЗАХСКИХ ПОСЛОВИЦ В КОГНИТИВНОМ И ПРАГМАТИЧЕСКОМ АСПЕКТАХ

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Аннотация. Это исследование изучает когнитивные и прагматические аспекты английских и казахских пословиц, стремясь раскрыть тонкости, которые формируют эти языковые выражения. Пословицы, как сжатая мудрость, отражают универсальные когнитивные темы и культурные нюансы. Целью данного исследования является анализ общих когнитивных структур и культурных различий в английских и казахских пословицах с целью выявления как их когнитивных, так и прагматических аспектов. Основные направления включают когнитивный анализ метафорических элементов, прагматический анализ для понимания коммуникативных функций и выявления культурных нюансов. Понимание когнитивных и прагматических аспектов пословиц улучшает межкультурную коммуникацию, способствуя осознанию языкового и культурного разнообразия. Практическая значимость заключается в том, чтобы дать людям представление о культурной чувствительности, присущей этим языковым выражениям. Методология включает в себя отбор эквивалентных пословиц, когнитивный анализ с использованием лингвистических средств и прагматический анализ с учетом социальных и культурных факторов. Когнитивный анализ выявил универсальные метафорические темы, в то время как прагматический анализ выявил нюансы применения пословиц. В исследовании делается вывод о том, что в области когнитивных аспектов английские и казахские пословицы демонстрируют заметное сходство, свидетельствующее об общих моделях мышления людей. Однако прагматические приложения демонстрируют отчетливые культурные нюансы, подчеркивая важность учета конкретных ценностей и традиций, заложенных в каждом языковом выражении. Примечательно, что английские пословицы часто ориентированы на разумное управление финансами и индивидуализм, в то время как казахские аналоги объединяют практичность, коллективную мудрость и пасторальные образы. Ценность исследования заключается в выявлении значений, присущих английским и казахским

пословицам, способствующих более глубокому пониманию человеческого самовыражения и культурных тонкостей, посредством сравнительного анализа, раскрывающего глубокие идеи, присущие пословицам этих языков.

Ключевые слова: английские пословицы, казахские пословицы, когнитивный анализ, прагматический анализ, сравнительное изучение, метафора, лингвистические нюансы, мудрость

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