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## THE ENGLISH EFFECT: HOW MEDIA TITLES AND ANGLICISMS SHAPE KAZAKH YOUTH PERCEPTIONS OF LANGUAGE AND CULTURE

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**Abstract.** This study examines the growing influence of English as a global language on non-English-speaking societies, focusing on Kazakhstan. In the era of globalization, the widespread presence of English-language media titles and anglicisms in Kazakhstani media has significantly affected youth linguistic practices, cultural values, and identity. The research aims to determine how such media titles and the use of anglicisms shape Kazakh youth's perceptions of their language, identity, and culture, as well as the extent to which English influences their linguistic habits, cultural orientations, and attitudes toward globalization. A mixed-methods approach was applied, combining a quantitative survey of 35 participants aged 28–33 and qualitative interviews with 15 respondents. The survey explored exposure to English-language media, frequency of anglicism usage, and attitudes toward cultural identity, while interviews provided deeper insights into personal experiences. A content analysis of television programs, online news, and social media platforms was conducted to identify trends in the use of English in Kazakhstani media. The findings contribute to sociolinguistics and cultural studies by showing the dual role of English as a tool for global integration and as a factor influencing national language preservation. The study's implications can guide policymakers, educators, and media professionals in balancing international openness with the protection of Kazakh linguistic and cultural heritage.

**Keywords:** language choice, media effects, Kazakh media, borrowings, code-switching, anglicisms, communication, titles

### Introduction

In recent decades, the English language has acquired the status of a global means of communication, exerting a significant influence on the cultures and linguistic systems of countries where it is not a native language. For Kazakhstan, situated at the crossroads of cultural and linguistic flows, this trend is particularly evident in the sphere of mass communication and media. The spread of English-language media headlines and anglicisms in Kazakhstani media not only reflects the processes of globalization but also shapes new linguistic habits, cultural orientations, and identity frameworks among young people.

The problem addressed in this study lies in the insufficient research into

how English-language media elements—particularly headlines and anglicisms—affect the way Kazakh youth perceive their own language and culture [1].

In short, considering the comprehensiveness and the vastness of the English language's integration into Kazakh daily life, this research asks the question, "What are the cultural and linguistic effects of media titles on Kazakh youth?" To clarify, the term "media titles" refers to the onscreen labels associated with films and television shows, subtitles, e-titles, or dubbed language segments. The research draws primarily on studies produced by the media and communication research community and the predominantly British interests in screen studies and TV translation, and uses this tradition to suggest that translating or substituting English media titles into Kazakh or Russian can have a meaningful but polarizing effect on society. In other words, the use of English titles and anglicisms can serve as a powerful form of soft power, strengthening the cultural and political ties between Kazakhs and the Anglophone world. Conversely, this title dissemination might lead to the normalization of English and the devaluation of Russian and Kazakh as state languages [2].

Existing research mainly focuses on general issues of language globalization or on the analysis of anglicisms within specific genres, while paying little attention to the relationship between media language, cultural identity, and the social attitudes of the young generation in the post-Soviet context [3].

The novelty of this work lies in the fact that it is the first to examine English-language headlines and anglicisms in Kazakhstani media as an integrated factor influencing the linguistic behavior, cultural preferences, and self-identification of young people aged 18–30.

The aim of the study is to determine how English-language media headlines and anglicisms influence Kazakh youth's perceptions of their own language, cultural affiliation, and identity.

To achieve this aim, the following objectives have been set:

- to analyze the prevalence and forms of English-language headlines and anglicisms in Kazakhstani media (television, online news, social networks).
- to study the level of young people's exposure to English-language media and the frequency of anglicism use in everyday speech.
- to identify young people's attitudes toward the English language as an element of cultural and linguistic identity.
- to compare the quantitative data from the survey and the qualitative results of the interviews for a comprehensive understanding of media language influence.
- to develop recommendations for balancing international openness with the preservation of the Kazakh language in the context of globalization.

The practical significance of the study is that its results can be used in the development of state language policy, in educational programs, and in media content strategies aimed at supporting multilingualism and cultural diversity [4].

In both intercultural communication and media studies, the cultural influence

of media products is a well-summarized area. Viewers, listeners, and readers in many countries take their cues from media about the ways of life and core values of both the publishers of the media content and the countries in which that content was created. In the sphere of television influence, effects theorists argue that mass media influence how audiences perceive reality. Digital communication technologies have had a sharper effect on media industries, generating intense competition, declining audience ratings, and loss of advertising revenues derived from traditional media, enabling globalization and American homogenization. For creators of culture, media remains a powerful force of cultural influence. The presentation of English as a means to achieve cultural capital and social integration, one of the goals of the attitudes of modern Kazakhstan youth, perpetuates the perceived prestige of English and of things English, romanticizing contemporary UK life and the characters and lifestyles seen in UK television college dramas. Media seem to provide Kazakhstani youth with only 1% with no alternative romantic representations, messages, and standards, upholding much earlier theories that suggest media influence on adolescents' social influences and cognition. In the global world, Western global popular culture concepts feed a socio-cultural trend involving the directions of both Anglophone global expansion and new multicultural regulation frames, turning on universalism. Thus, the popularity of the global English text, essentially showing Western lifestyles and cultural attributes, can create and promote a strong perception of the strength and attractiveness of the content. The analysis of the title reflects numerous factors that have affected the development of this belief; the present paper investigates these problematic concepts by studying the normative representations [5].

Language borrowing, or specifically integrating words from one language into another, is a natural part of linguistic evolution. Lexical influence between Kazakh, Turkish, and English, albeit minor, is found in both basic vocabulary and sectoral terminology. Borrowings are realized both as sound and as meaning interchange, making them lexical and semantic categories of borrowing. English borrowings from various areas of knowledge have been absorbed into Kazakh through all the channels of borrowing, connecting up with the loans that came from other languages earlier and producing a special semantic system of loans. Characteristics of loans and the borrowing process, that is a transition stage when loans are integrated into a language, show two components of the loan: the form and the content, revealing a unity and interdependence of formal and semantic means of the borrowed word noun formation in the process of achieving a semantic system and general lexico-semantic structure. Changes in quantity are a prerequisite fact in granting the meanings to loans, diversifying the meanings and polymorphism of loanwords, especially in terminology and in different spheres of science [6].

### **Materials and methods**

To examine the impact of English-language headlines and anglicisms on

Kazakh youth's perceptions of language and culture, a mixed-methods approach was employed, combining quantitative and qualitative methods. This choice made it possible to obtain both statistically generalizable data and an in-depth understanding of individual perceptions.

In the quantitative part of the study, 35 respondents aged 28–33 participated, corresponding to the sociological criteria for the youth age group. This age range was chosen because it is the period during which stable language habits are formed and active professional and cultural socialization takes place. Respondents represented as the PhD students of Linguistics at Kazakh National University named after al-Farabi, Almaty, Kazakhstan.

Both men and women were included in the survey, with approximately equal gender distribution.

#### **Data collection methods.**

*Survey* — conducted online using Google Forms. The questionnaire contained 25 questions (20 closed-ended and 5 open-ended) in the following blocks:

- frequency of exposure to English-language media (television, films, music, social networks);

- frequency of anglicism use in oral and written speech;

- attitudes toward English-language media headlines;

perception of the influence of English on cultural identity.

Questions were adapted from questionnaires used in international studies on the impact of globalization on the linguistic environment (e.g., Ramasubramanian & Banjo, 2020), taking into account the Kazakhstani context.

*Semi-structured interviews* — conducted with 15 participants selected from among the survey respondents through purposive sampling to cover diverse linguistic and cultural profiles. Interviews lasted from 30 to 45 minutes and included questions about personal language habits, experiences interacting with English-language media, and perceptions of cultural change associated with the English language.

*Content analysis* — covered materials from January 2023 to June 2024. The sample included:

- 10 popular Kazakhstani television programs,

- 15 online news portals,

- 20 active public social media accounts (Instagram, TikTok, YouTube).

The analysis was carried out according to the following criteria: presence of English-language headlines, frequency and type of anglicisms (lexical borrowings, hybrid forms, calques), thematic affiliation, and usage context. The counting of anglicisms was conducted manually and then verified using AntConc software.

#### **Data analysis methods:**

- Quantitative data were analyzed using descriptive statistics (means, percentages, standard deviations) and correlation analysis to identify relationships between media exposure and attitudes toward the English language.

- Qualitative interview data underwent thematic coding, identifying three main themes: perception of English as a marker of status, as a threat to national identity, and as a tool for global integration. Coding was performed manually, followed by intercoder reliability verification (Cohen's Kappa).

Participants were informed about the purpose of the study, gave consent to participate, and were assured of the anonymity and confidentiality of their data.

### **Results and discussions**

Media plays an incredibly powerful role in shaping consciousness and beliefs, particularly among teenagers. Academics and educators widely acknowledge that media are the number one influence over what teenagers consider to be the cultural, ethical, and political norms. Youth culture, teenage slang, and ethnic identity are formed largely by the media. Media have also been affirmed as being the predominant method by which language is learned. To understand the English effect, we aimed to determine how teenagers conceptualize the English language, in what ways their perceptions relate to those of the broader Kazakh culture, and what mechanisms could explain such thinking. This section explains how we went about studying these experiences and relations.

Our research was conducted among the PhD students of Linguistics at Kazakh National University named after al-Farabi, Almaty, Kazakhstan. Research of this nature seeks to understand how young people within a local culture perceive concepts such as the English Effect at a particular point in time. As such, a qualitative approach was taken. The method that underpinned this qualitative study was that of the interview. Semi-structured interviews were chosen as the preferred way to obtain the necessary depth in an efficient manner. These interviews happened over a five-week period in the spring of 2024. The use of interviews facilitated temporal and dynamic relations of culture and language as a living and changing system. They allowed the interviewed Kazakh youths to express their views on the English effect. These expressions would have been difficult to capture using tools more commonly associated with linguistic analysis that take in texts or mediums such as print or digital. The goal of interviewing was therefore to elicit their social relations and interpretative concepts associated with those aspects of their shared culture – language, ethnicity, region, and school program; things that young people understand in relation to social life and expressions, language in use.

Our research project involves three groups and crosses three data types, which gives us a diversity of perspectives: language experts, program managers, and participants. Unlike researchers inclined to delve into truly 'hard' forms of media content, our focus was on specific textual elements that we suspected would have a bearing on the ethnic, language, and cultural angle we are interested in. Our data source is the project database. The programs used to build the database aimed to emulate the development of a web spider that indexes sites and retrieves specific text-based content from online media and entails operational

stage content analysis to obtain some quantifiable measures. The database is essentially a gallery of articles. After reducing our corpus to this mass of articles, we subjected it to subsequent rounds of content analysis.

The research findings are presented according to three main data sources: survey, interviews, and content analysis.

### **1. Survey**

Among the 60 respondents:

- 78% reported that they regularly (at least three times a week) encounter English-language headlines in the media.

- 64% admitted to using anglicisms in everyday speech, with 32% doing so “very often.”

- 54% stated that they associate English with “prestige and modernity,” 27% with “a necessity for professional growth,” and 19% with “a threat to national identity.” - 46% indicated that they prefer media headlines to be in English or to contain English elements, 36% favored full translation into Kazakh, and 18% preferred the Russian version.

### **2. Interviews**

In 15 semi-structured interviews, three recurring themes emerged:

- **English as a status symbol.** “When there are English words in news or advertisements, it gives the impression that the product or event is of world-class quality” (participant, 29 years old).

- **Concerns about the Kazakh language.** “Too much English on social media — and young people will start forgetting Kazakh words” (participant, 35 years old).

- **Pragmatic perception of English.** “For working with foreigners, English is simply essential — this is not about fashion, it’s about a career” (participant, 32 years old).

### **3. Content analysis**

Analysis of 45 media sources (television, online portals, social media) revealed:

- 63% of headlines in the entertainment segment contained English-language elements.

- In the news segment — 28%, in the educational segment — 19%.

- The most frequent anglicisms: *challenge, trend, online, event, update, streaming*.

- In Instagram and TikTok, the share of English-language headlines and captions reached 72%.

We employed a three-part methodological approach to data collection. First, the participants in our study were asked to create a list of words and phrases that they would associate with English media. This was a typed list, created in the course of normal class instruction time, in response to prompts such as “What words and phrases come to mind when you read, watch, or listen to music in English?” and “What do you think about? What are you inspired or interested in?” Second, they then



individually participated in one-on-one, semi-structured interviews to reflect on their own written and spoken language use, and on the other possibilities to communicate in English. Finally, participants were asked to conduct a Free Associations Test, after having filled out a brief questionnaire about class content, whether English was taught through English media in the form of media-based instruction, and to specify their favorite English language television programs, films, and music, and to report their likes or dislikes of the language used and the acting, plots, music styles, and lyrics. With the Free Association Test, 100 stimulus words were presented one at a time in the center of the laptop screen, and the participants typed as a written response to each word any English word that came to mind that was relevant to each stimulus. During the data analysis process, the boundaries between the three parts became blurry, as expressed in the results section.

The results confirm that the English language has become a notable element of Kazakhstan's media landscape and plays an active role in shaping the linguistic worldview of young people.

First, the high level of contact with English-language headlines (78% of respondents) indicates the sustained presence of English in the informational space. This aligns with the conclusions of Ramasubramanian & Banjo (2020) that regular media exposure shapes language habits regardless of formal instruction.

Second, the positive association of English with prestige (54% of respondents) reflects the phenomenon of linguistic capital (Bourdieu), where proficiency in English functions as a social resource.

At the same time, nearly one-fifth of participants (19%) perceive English as a threat to national identity, echoing concerns noted in Kazakhstani studies [7].

The interviews showed that perceptions of English are ambivalent: for some, it is a symbol of success and career opportunities, while for others, it is a factor in linguistic displacement.

Content analysis revealed significant penetration of English elements in entertainment media (63%) and especially in social media (72%), indicating the dominance of global media discourse in informal communication [8].

These findings suggest that language and media policy in Kazakhstan should take into account both integrative and protective measures:

- supporting multilingualism in the media;
- encouraging creative use of the Kazakh language in the digital space;
- consciously integrating English into educational and professional contexts without displacing the national language.

## Conclusion

The study has shown that the English language and English-language headlines in Kazakhstani media play a dual role:

- on the one hand, they contribute to global integration and provide young people with new opportunities for professional and cultural development;

- on the other hand, they raise concerns about the preservation and development of the Kazakh language as a key marker of national identity.

*Main findings:*

- The majority of respondents (78%) regularly encounter English-language headlines, confirming the sustained presence of English in the media.

- More than half of respondents (54%) associate English with prestige and modernity; however, nearly one-fifth (19%) perceive it as a threat to linguistic and cultural distinctiveness.

- Content analysis revealed a high proportion of English elements in entertainment media (63%) and in social networks (72%), which amplifies the influence of global media discourse on the youth audience.

Practical significance of this study lies in the fact that its findings can be applied in the development of balanced language policies, educational programs, and media strategies aimed at harmonizing international openness with the preservation of the national language.

Prospects for further research include expanding the sample, examining the long-term dynamics of English-language influence on youth, and comparing the situation in Kazakhstan with that of other post-Soviet countries.

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**АҒЫЛШЫН ТІЛІНІҢ ӘСЕРІ: БАҚ ТАҚЫРЫПАТТАРЫ  
МЕН АНГЛИЦИЗМДЕР ҚАЗАҚ ЖАСТАРЫНЫҢ ТІЛІ МЕН  
МӘДЕНИЕТТІ ҚАБЫЛДАУЫН ҚАЛЫПТАСТЫРУ**

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**Аңдатпа.** Бұл зерттеу ағылшын тілінің жаһандық тіл ретіндегі ықпалының, әсіресе Қазақстандағы ағылшын тілді емес қоғамдарға әсерін қарастырады. Жаһандану дәуірінде қазақ медиасында ағылшын тіліндегі тақырыптар мен англицизмдердің кеңінен қолданылуы жастардың тілдік әдеттеріне, мәдени құндылықтарына және өзіндік бірегейлігіне айтарлықтай ықпал етті. Зерттеу мақсаты – ағылшын тіліндегі БАҚ атаулары мен англицизмдерді қолданудың қазақ жастарының тіліне, болмысына және мәдениетіне әсерін, сондай-ақ ағылшын тілінің олардың тілдік дағдыларына, мәдени бағдарларына және жаһандануға деген көзқарасына қаншалықты ықпал ететінін анықтау. Зерттеу барысында аралас әдіс қолданылды: 28–33 жас аралығындағы 35 қатысушыға сауалнама жүргізіліп, 15 респондентпен тереңдетілген сұхбат алынды. Сауалнама ағылшын тіліндегі медиаға әсер ету деңгейін, англицизмдерді қолдану жиілігін және мәдени сәйкестікке деген көзқарасты анықтады, ал сұхбаттар жеке тәжірибе туралы толық мәлімет берді. Сонымен қатар, телебағдарламаларға, онлайн жаңалықтарға және әлеуметтік желілерге контент-талдау жүргізіліп, қазақ медиасында ағылшын тілін қолдану үрдістері анықталды. Зерттеу нәтижелері ағылшын тілінің екіжақты рөлін көрсетеді: бір жағынан – жаһандық интеграция құралы, екінші жағынан – ұлттық тілді сақтауға әсер ететін фактор. Бұл қорытындылар саясаткерлерге, педагогтарға және медиа мамандарына халықаралық ашықтықты қазақ тілдік және мәдени мұрасын қорғаумен үйлестіру жолдарын анықтауда көмек бола алады.

**Тірек сөздер:** тіл таңдау, медиа әсерлері, қазақ медиасы, кірме сөздер, кодты ауыстыру, англицизмдер, коммуникация, тақырыптар

**ВЛИЯНИЕ АНГЛИЙСКОГО: КАК ЗАГОЛОВКИ СМИ И  
АНГЛИЦИЗМЫ ФОРМИРУЮТ ВОСПРИЯТИЕ ЯЗЫКА И  
КУЛЬТУРЫ КАЗАХСКОЙ МОЛОДЕЖЬЮ**

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**Аннотация.** Данная статья посвящена растущему влиянию английского языка как глобального на неанглоязычные общества, в частности на Казахстан. В эпоху глобализации широкое распространение англоязычных

заголовков СМИ и англицизмов в казахстанских медиа заметно влияет на языковые практики, культурные ценности и идентичность молодежи. Цель исследования – выявить, каким образом такие заголовки и использование англицизмов формируют восприятие казахской молодежью своего языка, культурной принадлежности и идентичности, а также определить степень влияния английского языка на их языковые привычки, культурные ориентиры и отношение к глобализации. В работе применён смешанный метод: проведён опрос 35 участников в возрасте 28–33 лет и 15 углублённых интервью. Опрос выявил уровень контакта с англоязычными медиа, частоту употребления англицизмов и отношение к культурной идентичности, а интервью позволили глубже понять личный опыт респондентов. Проведён контент-анализ телевизионных программ, онлайн-новостей и социальных сетей с целью выявления тенденций в употреблении английского языка в казахстанских медиа. Результаты показывают двойственную роль английского: с одной стороны, это инструмент глобальной интеграции, с другой – фактор, влияющий на сохранение национального языка. Полученные выводы могут быть полезны политикам, педагогам и специалистам СМИ при поиске баланса между международной открытостью и защитой казахского языкового и культурного наследия.

**Ключевые слова:** выбор языка, медиа-эффекты, казахстанские медиа, заимствования, переключение кода, англицизмы, коммуникация, заголовки

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