LINGUISTIC MEANS AND METHODS OF OBJECTIVIZING THE CONCEPT "RESEI/RUSSIA"

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Abstract. The article comprehensively and scientifically analyzes the relevance of the concept of "Resei/Russia" in contemporary humanities, as well as its cognitive features.

The object of research is the national concept sphere at the present stage in its linguistic objectification. The subject of the study is the conceptual content and semantic scope of the concept " Resei/Russia" embodied in modern Russian and Kazakh languages.

The purpose of the study is a comprehensive description of cognitive features, semantic volume and semantic structure of the concept " Resei/Russia" its linguistic objectification in modern speech and in modern Russian and Kazakh language consciousness. Cognitive features, semantic volume and semantic structure of the concept according to lexicographic sources are given.

The theoretical significance of the article lies in the study of the concept of "Resei/Russia" within anthropocentric, linguo-cognitive, and linguo-cultural, as well as cognitive frameworks.

The practical significance lies in the analysis of the concept of "Resei/Russia" based on data from an associative experiment conducted among university students in Karaganda, followed by classification into various cognitive groups in terms of their semantic content.

The authors propose experimental verification of the semantic content and semantic scope of this concept in the minds of modern speakers of the Russian and Kazakh languages.

The study of these sources, the works of writers and publicists made it possible to identify the main thematic areas of the concept of "Resei/Russia" significant for national culture: territory, climatic conditions and features of the natural habitat, commonality of historical destinies, statehood, features of social relations and economic structure, ethnic identity, religion and mythology, national culture, mentality, national character, system of ideals and values, specifics of people's lifestyle, traditions and customs, Russian language, etc.

Keywords: concept, concept "RESEI/RUSSIA", national conceptosphere, cognitive characteristics, cognitive orientationcultural, linguomental complex, cultural-linguistic context, national picture of the world, associative experiment

Introduction

Today, the process of studying another nation "through the eyes of the other nation" has not lost its relevance, that is, it means analyzing and systematizing the perception of each other through the linguistic manifestations of two countries. These studies, usually conducted in cultural studies, sociology and philosophy, and various humanities, are now being recognized in a new light in the direction of anthropological relevance and are widely discussed in cognitive linguistics. Within the framework of cognitive linguistics, it is possible to effectively study the conceptual meaning of one nation in the minds of another nation through various linguistic materials and identify their specific areas. Such research works include Zhang Yan's concept of China in the minds of Russian speakers, Yu.V. Sitnikova's concept of America in the cultural-linguistic consciousness of the Russian people, A.S. Lavrentyeva's national concepts of Great Britain and the USA, O.A. Grishina's relevance of the concept of America in modern Russian, R.A. Kampadelli's scope of the concept of Italy, etc.

And the concept of "Ресей/Россия" ("Resei/Russia"), which is the basis of this article, has been studied by several scientists: I.A. Yuryeva, L.F. Khabibullina, L.N. Churilina, D.S. Buzhinskaya, E.S. Abramova, A. A. Kenko, I.A. Postnikova, T.Yu. Kolupanova and others.

In recent years, concepts such as "homeland," "Motherland," "Fatherland," etc., have become a significant focus of linguistic research. For example, researchers of the Mongolian language, S.D. Gympilova and B.Ts. Gomboev, in their article "The Concept of 'Home' in the Linguistic Worldview of Mongolic Peoples," describe the concept of "home" among the Buryats, Kalmyks, and Mongols through the lens of their national culture and mentality, linking this concept directly to the regions they inhabit, their way of life, and cultural practices [1]. L.I. Shchelokova, studying the concept of "homeland" based on wartime journalism, sought to define this sacred and most cherished place—the homeland—through the unique perception of this concept in the consciousness of the people [2]. Kazakhstani scholar R.G. Seidakhmetova, describing the linguistic features of the concept of "Kazakhstan," notes that it represents a type of socio-political discourse [3]. A.T. Kembayeva and O.S. Zhubai, identifying the cognitive model of the concept of "Kazakh people," highlighted the nation's history, worldview, as well as its national perspectives and values [4]. The domestic scholar A.T. Ispandiyarova, who conducted an in-depth study of the frame-based usage of the "steppe" concept in Kazakh lyrical works, emphasized that the concept of the steppe holds a sacred significance in Kazakh perception [5].

The study of general concepts allows us to understand more deeply the essence of the mental changes taking place in our modern society. Concepts, as the main meaning in our mind, allow the word to be connected with a certain meaning, that is, social, cultural and other aspects during speech. E.S. Kubryakova, clarifying this issue, describes the concept as a memory system, a mental lexicon, a conceptual structure and a substantive and operational unit of the brain language, as well as a complete picture of the world reflected in the human psyche [6]. Thus, concepts, as external forms of language, are closely related to consciousness, thinking and the practical activity of the speaker of the language.

Methods and materials

The article clarifies and analyzes the meanings of the concepts *Resei/ Russia (Ресей/Россия)* based on various dictionaries through semantic-cognitive analysis. Componential, contextual, and associative analyses of these concepts were conducted, with structures from various dictionaries and modern spoken language serving as the primary research materials. A comprehensive method of conceptual analysis and an experimental method were employed, as they encompass the structuring and modeling of concepts, while also revealing their cultural aspects through the analysis of semantic and pragmatic components. Since a concept is a mental structure manifested at various levels of language, its combinatorial possibilities can only be determined through contextual analysis. As a result of applying this method, it has been demonstrated that the notion of a concept in linguistics, specifically the *Resei/Russia (Ресей/Россия)* concept, represents a critical universal category. During an associative experiment conducted through a survey, methods of mathematical and statistical data processing were used for interpretation, in particular, methods of quantitative and qualitative analysis of the obtained data.

Results and discussion

To analyze the concept of Ресей/Россия, we turn to various dictionaries. The meaning of the concept of Ресей/Россия given in dictionaries forms its core, and the concepts adjacent to or located on the periphery of the core include connotations and associations that make up the lexeme of Ресей/Россия. First of all, the concept of Ресей/Россия is a toponym in its lexical structure, meaning that, it is undoubtedly a type of onomastic concepts.

Let's analyze how the concept of Ресей/Россия is presented in different dictionaries. For example, according to the data on the Sozdikgor.kz website, when entering the word "Ресей", only the phrase "Red Russia (Қызыл Ресей) appears: Red Russia – The former Soviet government. It can be said that the

colonial policy pursued by today's Red Russia on many issues, including the cotton issue, has left Tsarist Russia far behind (M. Shokai,). ... (Dictionary of the Kazakh literary language. Fifteen volumes. Volume 10. / Compiled by: M. Malbakov, N. Ongarbayeva, A. Uderbayev and etc. - Almaty, 2011. -752 p.). We could not find information about "Russia" in any other dictionaries.

In our research, we tried to use artificial intelligence. The Chat CPT artificial intelligence defines the concept of Russia as follows: "Russia is a state located on the Eurasian continent. It is the largest country in the world, with an area of about 17 million square kilometers. The capital of Russia is Moscow, and its population is about 146 million people (according to 2023 data). Russia has a federal structure and includes 85 subjects, including republics, regions, cities of federal significance (Moscow and St. Petersburg), autonomous regions and autonomous district. The state is governed by a presidential system of government. Russia is one of the countries rich in natural resources. It has abundant reserves of oil, gas, coal and other minerals. In addition, Russian culture is rich and diverse: in literature, the works of great writers such as Leo Tolstoy and Fyodor Dostoevsky are famous, and in music, composers such as Pyotr Tchaikovsky and Sergei Rachmaninoff are world famous" [7].

Copilot artificial intelligence defines Russia as: "Russia is a country located on the Eurasian continent. It is the largest country in the world, with an area of over 17 million square kilometers. The capital of Russia is Moscow, and the official language is Russian. The country has a very rich history, spanning many cultures and peoples. The Russian economy is developed in various sectors, especially in the fields of energy resources, metallurgy, and the military industry" [8].

Indeed, both artificial intelligences were able to provide brief information about Russia with accurate and substantiated facts. The Russian Federation currently occupies the first place, covering an area of 17.1 square kilometers. The population of Russia is over 146 million, which places it in ninth place in the world in terms of population. Based on data from social networks [9], [10], we can find a lot of data about Russia. We can describe the lexeme of Russia in social networks with various data. This cognitive lexeme or concept can be considered from different perspectives, that is, from a cultural, political, social, geographical, territorial, economic, historical, linguistic perspective. In this case, we used the method of selection and differentiation. This issue is presented in the form of a table below (Table 1).

Table 1. Conceptual features of the concept of "Russia" on the Internet

Historical data	• The Russian Federation is considered the successor to the Roman Empire, as the double-headed eagle on its coat of arms represents the Byzantine idea of a harmonious relationship between church and state power. • During World War II, the Russian Metro was considered one of the safest places to be during air raids, and 150 babies were even born there during the bombing. • The world's first artificial satellite, Sputnik-1, was launched in Russia (USSR) in 1957. • Russia sent the world's first cosmonaut, Yuri Gagarin, into space, who orbited in 1961. • Russia has a unique historical architecture. For example, Red Square and the Kremlin complex in Moscow. • Ancient crafts and traditions have been preserved, such as Khokhloma and Gzhel. • Orthodox Christianity is the dominant religion in Russia, but there are also religions such as Islam, Buddhism, and Judaism.
Data related to state structure and economy	• The federal structure of Russia consists of 85 subjects, including regions, republics, and districts.. • The Russian economy is one of the largest in the world, and the main industries are energy, metallurgy, and agriculture. • The national currency of Russia is the ruble. • The President of the Russian Federation is the highest official in the country. • The Russian aviation industry has also achieved great success, including the famous Sukhoi aircraft. • Russia has one of the largest nuclear arsenals in the world. • The country's legislative body is the Federal Assembly, which consists of the State Duma and the Federation Council. • Russia has built the world's largest helicopter, the Mi-26.
Cultural data	• The official language of Russia is Russia has a rich cultural heritage. The country has over 50 UNESCO World Heritage Sites. • Russian ballet is world-famous, with the Bolshoi Theatre in Moscow and the Mariinsky Theatre in St. Petersburg considered among the best in the world. • Russia's historic architecture is unique – for example, Moscow's Red Square and the Kremlin complex. • The country's art museums are world-renowned, particularly the Hermitage and the Tretyakov Gallery. • Russian, which is one of the most widely spoken languages in the world.
Data about famous people	• The great representatives of Russian literature are Leo Tolstoy, Fyodor Dostoevsky, Anton Chekhov. • Russia sent the world's first cosmonaut Yuri Gagarin into space, who orbited in 1961. • The President of the Russian Federation is the highest official in the country. • Russia has world-famous inventors and scientists, including Dmitry Mendeleev and Alexander Popov.

Geographic data	• Russia is the largest country in the world by land area, covering 17.1 million square kilometers. • Russia is bordered by the Pacific Ocean to the east and the Baltic Sea to the west. • The country spans 11 time zones, making it the country with the most time zones in the world. • Russia has a population of over 146 million, making it the ninth most populous city in the world. • The capital of Russia is Moscow, which is the largest city in Europe with over 12 million inhabitants. • St. Petersburg is called the "North Venice" because of its many canals and bridges. • The deepest lake in the world - Lake Baikal - is located in Russia. Its depth is 1,642 meters. • Lake Baikal is considered one of the cleanest and oldest lakes in the world, having formed about 25 million years ago. • Russia has the longest railway in the world, the Trans-Siberian Railway. Its length is 9,289 kilometers. • Winters in Russia are long and cold. In the northern regions, winter temperatures can drop to -50°C. • The highest peak in Russia is Mount Elbrus, which is 5,642 meters high. • Russia has one of the largest forest areas in the world - taiga. • Russia has over 80,000 rivers, the largest of which are the Lena, Yenisei, and Ob.

The above-mentioned general information was developed based on various dictionaries in our language and data provided on the Internet. At the same time, we tried to effectively use the possibilities of artificial intelligence, which have penetrated into our lives today, in this research.

Speaking about the concept of "Resei/Russia", it is known that the origin of the word "Россия" in Russian is of interest not only to researchers, but also to any people in general. The question arises why Russia and the Russian people in general are interested in us, the Kazakh people. There are many reasons for this. First of all, Russia is a neighboring country adjacent to the Kazakh people. Since it is neighboring, its history, culture, and economy are intertwined. If we turn to history, it is known that close ties were established with the Russian people back in the Golden Horde era (Алтын Орда). Today, everyone knows that one of the longest borders in the world is between Kazakhstan and the Russian Federation. The history and fate of the neighboring country, its past and future, its current political situation, and its place on the world stage - all this interests us. After all, the common history as part of the Soviet Union, common interests, common economy and development, diplomatic relations between the two countries, the fact that the two neighboring countries are strategic partners and key partners for each other, and the centuries-old political contradictions between them are the main reasons for studying this country.

First of all, if we delve deeper into the origin of the word "Россия", in ancient times the land of the Russian people was called "Русь". In the 14th-15th

centuries, the European part of Russia was called "Русь", and only in the 16th century was it called Russia (Россия). The history of the Russian people covers the territory of modern Ukraine, Belarus and the European part of the modern Russian Federation.

Some researchers have suggested that the name "Орыстар" may have originated from the name of the tribes called "рос" or "рус" who lived in the middle reaches of the Dnieper. As early as the 15th century, the regions inhabited by Russians were known as "Great Rus" (Ұлы Русь), the Ukrainian lands as "Little Rus'" (Кіші Русь), and the Belarusian lands as "White Rus'" (Ақ Русь).

It is known from history that Kievan Rus (Киев Русі), founded in the 9th century, was the first ancient Russian state. After the collapse of this state, in the 12th century, its population was divided into three ethnic groups: Russians, Ukrainians and Belarusians. After the collapse of the famous Kievan Rus(Киев Русі), its population was scattered across various principalities. History records that these principalities began to unite only in the 14th-15th centuries during the Tatar-Mongol invasion. In the process of fighting the invaders, the Russian principalities began to unite around the Moscow government. Russia began to strengthen as a state after Peter I came to power. Significant political and socio-economic reforms began to be carried out in the country, and the state developed significantly. In 1917, the Bolsheviks came to power and the Union of Soviet Socialist Republics was established. Later, in 1991, after the collapse of the Soviet Union, the Russian Federation was formed (Figure 1).

Figure 1 – Collage by Evgeny Rybkin. The collage uses materials from Lookstudio/Freepik/Public Domain

Several questions arose during the study of the concept of «Ресей/Russia». One of them was why there is a double «s» sound in the word «Russia»? This question interested not only Kazakh-language researchers (for example us: the authors of the article), but also Russian-language researchers, as can be seen from the posts and videos published on social networks [11], [12].

Russian scholars who studied the etymology of the word "Russia" discovered that it originated from Greek as early as the 18th century. V.N. Tatishchev, along with etymologists of his time, believed that the word "Russia" came from "the scattering of peoples" ("от разсеяния народов") [12].

The sequence of data known to today's scientific research is as follows:

• In the middle of the 10th century, the word "Ρωσία" first appears in Byzantine inscriptions.

• In the 10th-14th centuries, the word "Ρωσία" was used in Greek texts mainly to denote the church metropolis of Rus', and did not denote the name of the state at that time.

• In 1387, the word "Росия" first appears in Cyrillic inscriptions. This word in church texts denotes the metropolis of Rus'.

• In 1435, the word "Росия" appears in the manuscript of the metropolitan's liturgical charter (богослужбный устав). After that, this word began to be used frequently among the people and became widely known.

• In the second half of the 15th century, the first data appeared that the word "Росия" began to be unofficially added to the titles of the rulers of the Moscow state.

• In the 16th century, the word "Росия" began to be widely used in literature, including in important state documents.

• In 1654, the word "Росия" (Rusia) was officially included in the title of Tsar Alexei Mikhailovich.

• In 1654, the word "Россия" (Russia) (with a double "s") was first recorded in Moscow Rus.

• In the second half of the 16th century and the beginning of the 17th century, the words "Росия" and "Россия" ("Rusia" and "Russia") were used interchangeably.

• In 1721, Peter I adopted the title of "All-Russian" (Всероссийский) emperor, which was the basis for the final approval of the spelling of the word "Россия" with a double "s" [12].

Now let's go back to the question of where the double letter «с» came from, which we were interested in above.

Such use of the word "Россия" (Russia) has been found in the territory of South-West Russia since the end of the 16th century, that is, after the union of Lublin, which united Poland and the Great Lithuanian Principality. During this period, the word was always written with two "s". There are many examples of the words "Россия", "российский" written with the double letter "с" in the publications published in Kiev, Lviv, Ostrog, Vilno and other cities at the end of the 16th century and the beginning of the 17th century.

According to the historian B.M. Klos, the word "Russia" written with two "s" undoubtedly arose in the territory of the Kiev Metropolis, as a result of the influence of the Slavic and Latin languages, as he stated in his work [13, p. 3-15].

That is, the Polish-Latin influence on the culture of South-Western Rus influenced the appearance of the double "s" in the word "Россия" (Russia). This is based on the example of the Latin language, since in medieval Latin the single "s" sound between vowels turned into a voiced sound, and to avoid this, it was necessary to write the letter twice.

In 1649, Alexei Mikhailovich invited the scholar and monk Epiphanius Slavinetsky from Kiev to Moscow. His task was to make corrections to his books. Epiphanius came to Moscow with other Kiev "correctors" and joined a group of bookbinders working at the Moscow printing house.

According to B.M. Klos, it was in the publications of the Moscow printing house that the word "Russia" with two letters "s" first appeared in Moscow Rus' [13, p. 3-15]. The tradition of such writing gradually began to spread.

Thus, the spelling of the word "Россия" (Russia) with a double "с" contradicts the Greek original, but is explained by the introduction into the Moscow printing practice of the second half of the 17th century of the tradition of word usage, which was formed in Southwestern Rus at the end of the 16th century under the influence of the Polish-Latin word culture.

Now we will consider how the word "Россия" (Russia) is pronounced as "Ресей" in Kazakh. We found interesting information on the Internet about how the word "Russia" is pronounced in other countries [14]. These names are not only interesting, but we are sure that they will become the object of research for scientists in the future. We have presented the given examples [14] in the form of a table (Table 2).

Table 2. Translation of the name " Россия " in world languages

Languages	The word «Ресей» in different languages
In Scottish (Gaelic)	An ruis
In Basque	Errusia
In Latvian	Krievija
In French	La russie
In Haitian	Larisi
In Vietnamese	Nga (Ня)
In Hungarian	Oroszország
In Malagasy	Rosia
In Polish	Rosja
In Uzbek	Rossiya
In Irish	Rúis
In Bosnian, Lithuanian, Slovenian, Croatian	Rusija
In Esperanto	Rusio
In Azerbaijani	Rusiya
In Slovak, Czech	Rusko
In Maltese	Russja
In Albanian, Tajik, Spanish, Romanian, Indonesian, Palauan, Sudanese, Javanese	Rusia
In Dutch, Danish	Rusland

In German, Norwegian, Swedish, Luxembourgish	Russland
In Icelandic	Rússland
In English, Italian, Latin, Maori, Cebuano	Russia («Раша» деп оқылады)
In Portuguese	Rússia
In Turkish	Rusya
In Greek	Ρωσία (читается - Россия)
In Welsh	Rwsia
In Xhosa	Us
In Swahili	Urusi
In Finnish	Venäjä
In Estonian	Venemaa
In Mongolian	Оху-ын
In Ukrainian	Росія
In Mari	Россий
In Macedonian, Serbian	Русија
In Bulgarian, Tajik	Русия
In Kyrgyz	Орусия
In Bashkir	Ресей
In Kazakh	Ресей
In Chinese	Élúosī (Элостар)
In Gujarati, Kannada, Marathi	Rasia
In Japanese	Roshia
In Nepali, Punjabi, Hindi	Rus
In Armenian	Rusastan
In Sinhala	Rusiawa
In Korean, Malayalam, Thai	Russia

The conclusion from this table is that each people adapts the names of different countries and states to their own language, both phonetically and morphologically. The Chat CPT artificial intelligence explains the transformation of the word "Россия" into "Ресей" (Resei) in Kazakh as follows:

The formation of the name "Ресей" (Resei) in the Kazakh language was due to the phonetic adaptation of the Russian word "Россия ". This change was due to the sound patterns of the Kazakh language and historical and cultural influences. Below I will explain the main reasons for this change:

1. The name "Россия" (Russia) in Russian:

The word "Россия" (Russia) in Russian comes from the Greek word "Ρωσία" (Россия) (Russia). This name was used in the Byzantine era to name the lands of "Русь». In Russian, the word « Россия « begins with the root «рос-» and ends with the suffix «- ия «.

2. Sound adaptation in the Kazakh language:

In the Kazakh language, the pronunciation of the name "Россия" (Russia) has changed in accordance with the phonetic laws of the Kazakh language. In the Kazakh language, words are often adapted for easier and more natural pronunciation. Thus, the name " Россия " has changed to "Ресей" (Resei). Here:

- The root "Рос-" has changed to "Рес-".

- The suffix "- ия" has been shortened to "ей" in the Kazakh language.

3. Historical and cultural influence:

Kazakhs have had long-standing historical, political, and cultural ties with Russia. As a result of these ties, the name "Россия" (Russia) was adapted to the Kazakh language and became "Ресей". This name was used in a simpler and more understandable way in the Kazakh language.

4. Written tradition and translation influence:

The name "Ресей" (Resei) was widely used in Kazakh written literature and official documents. Since this name corresponds to the grammatical and phonetic features of the Kazakh language, it quickly spread among the people.

In short, the name "Ресей" (Resei) appeared in the Kazakh language as a result of a natural adaptation of the Russian word "Россия" (Resei). This name corresponds to the phonetic patterns of the Kazakh language and is used to this day [7].

Indeed, the words that entered the Kazakh language from Russian are thick, then thinned, one of the double consonants is dropped, and words starting with the sounds р,л,с are added without a consonant before them, and sometimes the vowel at the end of the word is dropped, and they are introduced according to the phonetic and morphological laws of our language. Examples of this are the following words: жәшік (box), тәрелке(plate), сөмке (bag), кәмпит (candy), бәтеңке (boot), самауыр (kettle), зауыт (factory), кереует (bed), жәрмеңке (fair), үстел (table), күрте (jacket), мәшине (car), үтік (iron), күпәйке (coat), etc.

In conclusion, the word "Ресей" in the Kazakh language is a direct phonetic modification of the word "Россия". First, the vowels are thinned and one of the double "с" is dropped. It can be said that words consisting of double consonants are rare in the Kazakh language (most often only the double "т" consonant: тәтті, қатты, etc.). Second, the suffix - ия is given in the form -ей. In general, this suffix - ия is found in the names of a number of countries: Россия, Түркия, Франция, Словения, Индия (in Kazakh, India), Германия, etc. Even in ancient records, the Kazakh land is called "Қазахия". Many questions arise regarding this suffix - ия. But this issue will be the subject of our next study.

The double "с" in the word "Россия" is undoubtedly redundant in the Kazakh language and makes it difficult to pronounce. Therefore, the name "Россия" in Kazakh is abbreviated as "Ресей". This is, in our opinion, a simplified version, both in terms of pronunciation and spelling. As a result, the name "Ресей" has become established in the Kazakh language and is used to this day.

Thanks to the development of modern information technologies, it is now possible to obtain supporting 3data on the speech contexts in which the examined lexical units are used, as "the meaning of a word is its use" [15, 12]. Therefore, the issue is addressed in a new modern chronological framework and based on new (contemporary) speech material (media discourse, political discourse, linguistic databases: data from modern electronic dictionaries, thesauruses, and Russian language corpora, reflecting the current linguistic situation; data from free associative experiments and surveys).

To support the above, we conducted an associative experiment. The experiment involved 85 participants aged 17–20. The main group of participants consisted of first to third year students from Karaganda Buketov University and the University of Kazpotrebsouz.

The participants were young professionals from various fields (economists, lawyers, logisticians, psychologists, and foreign language teachers).

The experiment was conducted in November 2024, in the form of an anonymous survey. The questionnaire included 6 questions aimed at identifying the cognitive and associative features that form the researched concept as a mental unit. The text of the questionnaire looked as follows:

Dear students!

We kindly ask you to participate in a survey that will help us better understand your perceptions of the concept of "Russia" and its meaning today. The questionnaire is aimed at gathering opinions to study how young people perceive this important concept.

Your responses will be used for our thesis on the topic: "Representation of the concepts 'Kazakhstan', 'Russia', 'America' in modern Kazakh language (based on publicistic texts)". Your opinions are important to us in order to make the research complete and meaningful.

Your answers will be used exclusively for scientific purposes (anonymously) and will have no impact on your academic performance. Please respond honestly and openly.

Thank you for your participation and contribution to the research!

1. What images or symbols do you associate with Russia?
2. In your opinion, what best reflects Russian culture?
3. Which historical figures do you associate with Russia?
4. What qualities do you believe characterize Russian people?
5. Which natural landscapes do you most associate with Russia?
6. What contemporary events, in your opinion, shape the image of Russia today?

The survey was designed to investigate the associations that participants hold regarding the concept of "Russia," focusing on the reasons, causes, and contexts that inform these associations. Its goal was to activate the semantic field associated with "Russia," evaluate how relevant the suggested associative words are in the participants' linguistic awareness, identify the contexts in which they reflect on this concept, and gather their personal experiences connected to it.

As a result, the experiment yielded 641 responses from 85 participants. The collected data were summarized, categorized, and organized according to the frequency of specific features.

This analysis culminated in the creation of Diagram #1, titled "Defining Features of the Concept 'Russia'," which illustrates the percentage distribution of various conceptual features associated with "Russia."

Taking this into account and based on the processing of the factual material, we identified 6 conceptual features that make up the semantic volume of the concept: 1) material features; 2) personal features; 3) features related to nature; 4) features denoting spiritual values; 5) negative features; 6) geographical features.
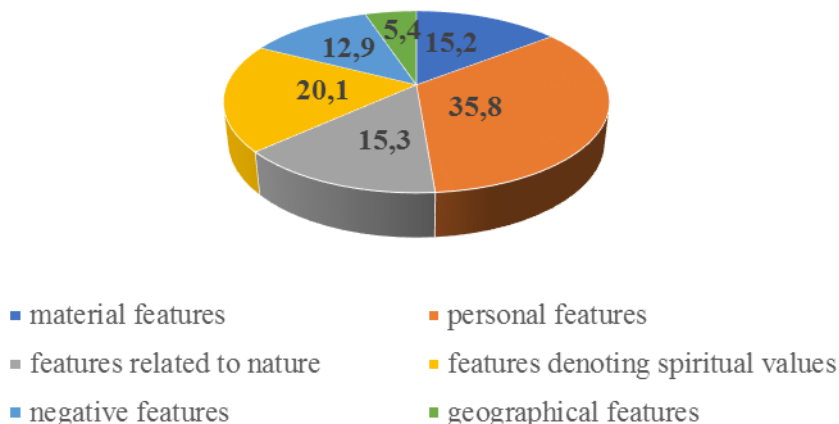
Defining Features of the Concept 'Russia'

Diagram 1 – Defining Features of the concept 'Russia'

Let's examine and comment on each feature separately, in order of its priority in the linguistic consciousness of young people aged 17-20. According to the conducted research, the *personal feature* has the highest frequency of responses — 219, which constitutes the largest percentage of the total number of responses — 35.8%.

The concept of "Russia" is revealed through the most famous image, namely, the personality of A.S. Pushkin (35 responses). In second place is the image of Peter I, who played a crucial role in Russian history by implementing significant reforms that radically changed the country (32 responses). In third and fourth places are V.I. Lenin (23 responses) and I.V. Stalin (18 responses).

Next are L.N. Tolstoy (19 responses), V.V. Putin (14 responses), Catherine II (17 responses), Ivan the Terrible (6 responses), the Romanov Dynasty (6 responses), Yu. Gagarin (4 responses), F.M. Dostoevsky (4 responses), V.L. Zhirinovsky (3 responses), G. Kolbin (3 responses), Alexander I (2 responses), M.Yu. Lermontov (2 responses), Anna Ioannovna (6 responses), N.S. Khrushchev (1 response), N.V. Gogol (1 response), E. Onegin (1 response), F.I. Goloshchekin (1 response), M.S. Gorbachev (1 response), G.K. Zhukov (1 response), D.I. Mendeleev (1 response).

According to the survey data, *spiritual values* occupy the second place in the hierarchy (123 responses), which accounts for 20.1% of the total number of responses.

The concept of "Russia" among young professionals is primarily associated with spiritual values such as creativity and classical literature. According to the

respondents' own formulations, these include: literature (21 responses), music (13 responses), folk dances (7 responses), ballet (7 responses), architecture (3 responses), folk art (2 responses), museums (1 response), cinema (1 response), theater (1 response), sports (1 response), painting (1 response), customs and traditions (1 response). Associated with patriotism, there are the following associations: patriotism (8 responses), a very large country (1 response), a militaristic country (1 response), a powerful state (2 responses), freedom (1 response), Mother Earth (1 response), the Russian language (3 responses), respect for elders (1 response), history (1 response), love for the motherland (1 response), freedom of speech (3 responses); in terms of universal human qualities: courage (6 responses), resilience (3 responses), determination (1 response), honesty, sincerity (4 responses), hospitality (6 responses), soulfulness (4 responses), simplicity (1 response), justice (1 response), kindness (4 responses), education (2 responses), hard work (3 responses).

The feature associated with nature ranked third in terms of the frequency of responses (94 responses), accounting for 15.3% of the total responses. This feature was represented by the following associations: forest (49 responses), mountains (21 responses), tundra (9 responses), fields (2 responses), steppe (1 response), swamp (1 response), winter (5 responses), snow (3 responses), birch tree (7 responses), chamomile (1 response), mushrooms (1 response), white nights (1 response).

The *object feature* was highly relevant in the minds of young language speakers. It accounted for 15.2% of the total material analyzed (93 responses).

According to the survey data, the following objects held priority: bear (29 responses), Kremlin (17 responses), matryoshka doll (16 responses), two-headed eagle (7 responses), balalaika (7 responses), moonshine (vodka) (6 responses), samovar (2 responses), borscht (2 responses), izba (1 response), fur coat (1 response), bayan accordion (1 response), ushanka hat (1 response), church (1 response).

Any phenomenon has both a positive and a negative side. The *negative feature* occupies the fifth place in our study. It represents 12.9% of the responses, indicating that it is not the most relevant, but still considered a significant priority today. This is, in our opinion, closely related to the war between Russia and Ukraine: war (46 responses), Z symbol (2 responses), dictatorship (1 response), anger (1 response), nationalism (2 responses), politics (1 response), lack of family values (1 response), alcoholism (2 responses), Russian swearing (1 response), cold-bloodedness (7 responses), isolation (1 response), arrogance (1 response), gloomy (5 responses), rudeness (1 response), aggressiveness (1 response), international conflicts (4 responses), sanctions (3 responses), economic crisis (1 response).

Lastly, the geographical feature ranks in the sixth place, with only 5.4% (33 responses): Moscow (5 responses), St. Petersburg (1 response), Soviet Union (1 response), taiga (12 responses), Baikal (5 responses), Kamchatka (1 response), Siberia (4 responses), Volga (2 responses), Black Sea (2 responses), Yakutia (1 response).

Conclusion

In conclusion, the survey revealed that the highest number of responses, totaling 219, were linked to personal features, highlighting the strong connection participants have with the rulers of Russia and prominent figures in Russian history. Conversely, the least amount of responses, only 33, pertained to geographical aspects.

It's noteworthy that the questionnaire did not feature any negative associations connected to the concept of "Russia," such as the war with Ukraine, sanctions, or international disputes. Considering the anonymous format of the survey, it can be assumed that participants might have held both positive and negative feelings. The respondents' creative contributions, centered on their personal experiences, highlight their active involvement and underscore the importance of the concept of "Russia" in the linguistic consciousness of young people. This significance transcends age; the diverse associations illustrate the concept's relevance for the youth in Kazakhstan today.

The findings of the study are summarized in the conclusion, which presents the results obtained from the linguocultural and semantic-cognitive analysis of the linguistic-mental complex "Россия/русский."

This analysis demonstrates the existence of a complex that, while distinguishing "Russia" and "Russian" as separate concepts, also illustrates how they combine to form a cohesive, multidimensional, and multicomponent entity within the linguistic consciousness of native speakers. This complex reflects various dimensions of Russia as a political, territorial, and social entity, highlighting the intricate connections among language, culture, and identity.

Due to this, three key segments are identified within the linguomental complex Россия/русский: "state," "country," and "society." These segments group structural components united by a certain semantic coherence—constants. Based on the analysis of various dictionaries, it can be asserted that the segments "state," "country," and "society" contain a wide range of cognitive features that have remained relevant to the national linguistic consciousness for several centuries.

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«РЕСЕЙ/РОССИЯ» КОНЦЕПТІСІН ОБЪЕКТИВТЕНДІРУДІҢ ТІЛДІК ҚҰРАЛДАРЫ МЕН ТӘСІЛДЕРІ

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[3] Қазақстан Республикасы Ғылым және жоғары білім министрлігі Жоғары және жоғары оқу орнынан кейінгі білім комитеті, Астана, Қазақстан

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Аңдатпа. Мақалада «Ресей/Россия» концептісінің қазіргі гуманитарлық ғылымдағы өзектілігі, когнитивтік ерекшеліктері ғылыми тұрғыда жан-жақты талданады.

Зерттеу нысаны – қазіргі кезеңдегі ұлттық концептосфераның тілдегі объективті көрінісі. Зерттеу пәні – қазіргі орыс және қазақ тілдеріндегі «Ресей/Россия» концептісінің мазмұны мен семантикалық ауқымы.

Зерттеудің мақсаты – «Ресей/Россия» концептісінің когнитивтік сипаттамаларын, негізгі тілдік ерекшеліктерін, семантикалық ауқымы мен мағыналық құрылымын, оның қазіргі сөйлеудегі және қазіргі орыс және қазақ тілдік санадағы лингвистикалық объективтілігін жан-жақты сипаттау және талдау. Сондықтан алдымен лексикографиялық дереккөздер (сөздіктер) негізінде концептінің когнитивтік ерекшеліктері, мағыналық ауқымы мен мағыналық құрылымы, сонымен қатар екі тілдегі қолданылу аясы анықталып, жан-жақты талданды, сараланды.

Мақаланың теориялық маңызы – «Ресей/Россия» концептісінің антропоцентристік, лингвокогнитивтік және лингвомәдениеттанулық, когнитивтік бағытта зерттелуі.

Практикалық маңызы – «Ресей/Россия» концептісінің Қарағанды жоғары оқу орындарының студенттері арасында өткізілген ассоциативті эксперимент деректері негізінде талданып, мағыналық жағынан әр түрлі когнитивтік топтарға саралануы. Авторлар қазіргі орыс және қазақ тілдерінде сөйлеушілердің санасында аталған «Ресей/Россия» концептінің семантикалық мазмұны мен мағыналық ауқымын эксперименттік тексеру нәтижелері арқылы ұсынады.

Басқа дереккөздерді, жазушылар мен публицистер шығармаларын зерттеу ұлттық мәдениет үшін маңызы бар «Ресей/Россия» концептісінің негізгі тақырыптық бағыттарын анықтауға мүмкіндік берген: территориялық тұтастығы, климаттық жағдайлар және табиғи ортаның ерекшеліктері, тарихи тағдырлар, саяси тұлғалар, мемлекеттілік, қоғамдық қатынастар мен экономикалық құрылыстың ерекшеліктері, этникалық ерекшелік, дін мен мифология, ұлттық мәдениет пен болмыс, діл, ұлттық мінез, идеалдар мен құндылықтар жүйесі, адамдардың өмір салты, өмір болмысы, дәстүрі мен әдет-ғұрыптарының ерекшеліктері, орыс тілі, т.б.

Тірек сөздер: концепт, «РЕСЕЙ/РОССИЯ» концептісі, ұлттық концептосфера, когнитивтік ерекшеліктер, когнитивтік бағыт, лингвоменталды кешен, мәдени-тілдік контекст, әлемнің ұлттық бейнесі, ассоциативті эксперимент

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ЯЗЫКОВЫЕ СРЕДСТВА И СПОСОБЫ ОБЬЕКТИВИЗАЦИИ КОНЦЕПТА «РЕСЕЙ/РОССИЯ»

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Аннотация. В статье всесторонне научно анализируется актуальность концепта «Ресей/Россия» в современной гуманитарной науке, а также его когнитивные особенности.

Объектом исследования является национальная концептосфера на современном этапе в ее языковой объективации. Предметом исследования выступает концептуальное содержание и смысловой объем концепта «Ресей/Россия», воплощенные в современном русском и казахском языках.

Целью исследования является комплексное описание когнитивных признаков, языковых особенностей, смыслового объема и семантической структуры концепта «Ресей/Россия», его языковой объективации в современной речи и в современном русском и казахском языковом сознании. Приводятся когнитивные признаки, смысловой объем и семантическая структура концепта по данным лексикографических источников.

Теоретическая значимость статьи заключается в исследовании концепта «Ресей/Россия» в антропоцентристском, лингвокогнитивном и лингвокультурологическом, когнитивном направлениях.

Практическая значимость заключается в анализе концепта «Ресей/Россия» на основе данных ассоциативного эксперимента, проведенного среди студентов вузов Караганды, с последующей классификацией по различным когнитивным группам с точки зрения их смыслового содержания. Авторы предлагают экспериментальную верификацию семантического наполнения и смыслового объема данного концепта в сознании современных носителей русского и казахского языков.

Изучение данных источников, трудов литераторов и публицистов позволило выявить основные тематические области понятия «Ресей/Россия», значимые для национальной культуры: территория, климатические условия и особенности природной среды обитания, общность исторических судеб, государственность, особенности социальных отношений и экономического уклада, этническое самосознание, религия и мифология, национальная культура, ментальность, национальный характер, система идеалов и ценностей, специфика образа жизни людей, традиции и обычаи, русский язык и т.д.

Ключевые слова: концепт, концепт «РЕСЕЙ/РОССИЯ», национальная концептосфера, когнитивные особенности, когнитивное направление, лингвоментальный комплекс, культурно-языковой контекст, национальная картина мира, ассоциативный эксперимент

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