

**PROBLEMS OF TRANSLITERATION IN THE STUDY OF  
STANDARDIZATION AND UNIFICATION OF  
TOPONYMS OF KAZAKHSTAN**

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**Abstract.** The article is devoted to the problem of transliteration in the study of standardization and unification of toponyms in Kazakhstan in the absence of clearly defined rules for transliteration and unification in this area.

The article substantiates the idea that the main directions of fundamental research of the group of toponymy and terminology are the frontal collection and systematization of geographical names throughout the territory of Kazakhstan and, on this basis, the development of principles for compiling and publishing dictionaries, reference books and catalogs of geographical names of Kazakhstan; determination of scientific principles and methodological foundations for the nomination of geographical objects of Kazakhstan; development of research problems and methodological principles for the restoration of historical names, the nomination of nameless geographical objects and the correction of the transliteration of existing geographical names and, on this basis, the unification and standardization of toponyms in Kazakhstan; as well as the collection, processing and systematization of scientific and popular geographical terms in the state language (based on the Latin script).

Without a deep development of the problems of toponymy and the study of toponymic vocabulary, regularities in the nomination of proper names and their structure, it is impossible to achieve unification and standardization of the spelling of geographical names.

**Keywords:** toponym, geographical names, transliteration, standardization, unification, onomastics, nomination.

### **Basic Provisions**

With the period of globalization, the scope of onomastics expanded, the object of study and its functions began to expand. The development of technology, space exploration by mankind, the construction of many buildings have led to an increase in the number of names and an increase in their diversity. As a result, the number of branches of onomastics has increased. New terms appear in onomastics, and the number of onyms is growing day by day.

“Every year more and more new terms appear, not just for sections or subsections of onomastic vocabulary, but for small groups of proper names or words similar to them, for naming the smallest differences in the functioning of onyms in different types of texts and discourses. In its “bird language”, onomastics is perhaps ahead of other areas of linguistic research” [1].

Although toponymy is one of the oldest branches of onomastics, urban planning in the world has expanded the scope of toponyms. The names of land and water, which appeared with the history of mankind, were supplemented by the names of man-made geographical objects.

### **Introduction**

A toponym is a proper name denoting the name of a natural object on Earth or an object created by man on Earth. Toponyms appeared at an early stage of civilization, and they perform, first of all, localization functions, unlike other places, information transfer. The genesis of toponyms is very diverse, each toponym has its own history. According to F.J. Ormeling Jr., toponymy is the study of toponyms, their origin, meaning, use and typology [2]. Despite the fact that people showed interest in understanding certain geographical names already in ancient times (perhaps the first toponymists can be considered storytellers and poets who tried to explain the origin of the names of various topographic objects by writing legends about them [3.]), a separate science of toponymy became only not earlier than the second half of the 19th century, judging by the fact that the word "toponymy" first appeared in the Oxford English Dictionary in 1876. Along with the term "toponymy," the word "toponomastics" was also used, obviously under the influence of English and French, where the words "toponomastics" and "toponomastique," respectively, now denote a section of linguistics, as opposed to "toponymy" and "toponymie" as a collection of names of geographical objects [4, p. 5].

The importance of studying toponymic material is due in general to the same reasons as the analysis of onomastic units. Toponyms are a valuable source for the study of the history of the language and are used in historical lexicology, dialectology, etymology, linguistic geography, since their genesis in any language is a complex, often very unpredictable linguistic process [6, p.7]. Some of their varieties, hydronyms, persist in archaisms and dialecticism and often go back to the substrate languages of peoples who lived in a territory in the past. Toponymy is directly related not only to one area of language education, but also to many areas of science. Топонимика тек тілі білімінің бір бөлігі емес, ғылымның көп салаларымен тікелей байланысты. F. M. Powick stressed the importance of the study of toponyms for history and archeology, saying that their study complements and verifies the discoveries made within the framework of these sciences [8].

Toponymy can be deliberately used as a means of creating a picture of the world, even as an ideological tool [9]. In the current context, we can also talk about the existence of such an aspect as branding toponymic units for the purpose of marketing territories [10].

Toponymic materials play an active role in determining the political situation in the country and in transboundary territories, solving social problems, and international relations. The regulation of toponyms in transboundary territories also has a significant impact on the correct solution of interstate problems.

The names of settlements, districts, cities, rivers, lakes, mountains, seas and other geographical objects have already crossed the national framework. Hotel booking systems, purchases of rail and air tickets, should understand where the

passenger wants to go not only in his country, but on a global scale. If a person, for example, incorrectly indicates his destination, then the system may well be mistaken, this will be fraught not only with inconvenience, but also with financial losses for the passenger. It is scary to imagine if the wrong name of the geographical point leads to the fact that the emergency services will receive incorrect instructions and as a result of which time will be lost, which, in turn, will lead to death. This is possible because almost all decisions made depend on global online information systems, which are based on the geographical names data contained in them. Therefore, questions and concerns about standardization and unification of geographical names have arisen at the international level.

The state language of the Republic of Kazakhstan is the Kazakh language. It is based on Cyrillic. To date, in the history of the republic, neither a special rule for the unification of records of geographical objects, nor a standard for writing in Latin used in the international arena has been approved. Special bodies dealing with this are not concentrated in one place.

Transliteration and transcription of toponyms are often written under the influence of the Russian language, and not the original language. For example: Germany, Denmark or Hungary, etc. There are more than a dozen such examples. Rivers, lakes: Tobol, Ishim, Ishi, Akkol, Akkol, Zhasylkol, Zorkol, Bozkol, Airyk, Ak, Aksu, Asha, Ablaketka, Usek, Bugun, Bizhe, Kurchum/Kursyn, Black Sea/Black Sea, etc.

In the 50s and 70s of the last century, the Main Directorate of Geodesy and Cartography of the USSR (Main Directorate of Geodesy and Cartography of the USSR) developed more than a hundred rules related to the spelling of current foreign names and geographical names of the former republics of the USSR. To this day, Kazakhstan is largely guided by these principles. The purpose of this article is to consider the problems of transliteration in standardizing the spelling of toponyms in Kazakhstan. This issue is directly related to the transition of Kazakh writing to the Latin alphabet.

The issue of transliteration in the toponymy of Kazakhstan is considered from the point of view of national and international standards and systematization.

### **Description of materials and methods**

The need for transliteration arose at the end of the 19th century. when creating Prussian scientific libraries, including work in a single catalog written in languages with Latin, Cyrillic, Arabic, Indian and other writing systems. The transliteration instruction, compiled for the needs of the etiquette library, served in the 20th century. the main standard for translating non-Latin letters into Latin.

During the study, some features of the toponymy of Kazakhstan were considered. There are several methods of transmitting geographical names that have been used in the work: transliteration, transcription, and calcification. Of course, in practice, all these techniques are often combined with each other, since each method has its advantages and disadvantages. It should be noted that until the last century, the advantage belonged to transliteration., namely, the method of alphabetic and graphical transmission of the original name.

## Discussion

Transliteration is a method of transferring geographical names from one writing system to another.

Transliteration is the exact transmission of signs of one writing by signs of another writing, whereby each sign (or sequence of signs) of one writing system is transmitted by one and the same sign (or sequence of signs) of another writing system. For example, Romanization is the transfer of non-Latin writing by means of an expanded Latin alphabet with the use of diacritical marks and letter combinations [11].

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Below you can see a number of expert descriptions about transliteration from various sources and dictionaries:

I. 1) A translation technique based on the transfer of a graphic image of a foreign word, i.e. in the transmission of letters.

2) Transmission of a text written using one alphabetic system (IA) by means of another alphabetic system (IL).

3) Transmission of letters of a foreign word using the letters of the Russian alphabet.

4) The essence of this translation technique is as follows: a foreign word or term is borrowed, which is depicted in writing with the letters of the translating language, and in oral speech is pronounced according to the pronunciation norms of the TL. It is not uncommon for translation correspondences created by a translator using this method to acquire "citizenship rights" in the TL or in one of its terminological systems.

5) The process of transferring the graphic form of the translated word without taking into account its phonetic spelling. (Explanatory Translation Dictionary. - 3rd edition, revised. - M.: Flinta: Science L.L. Nelyubin 2003).

II. [< lat. trans - through + litera - letter] - lingu. the transfer of text written in one alphabet by means of another alphabet. (Source: "Dictionary of Foreign Words". Komlev N.G., 2006).

III. Transliteration [from trans>... and Latin lit (t) era - letter], letter-by-letter transmission of a text written using any alphabet by means of another alphabet. (Source: Modern Encyclopedia).

IV. Transliteration (from Latin trans "through", littera "letter") is the transposition of words from one graphic system to another (for example, from Cyrillic to Latin). It is noteworthy that while Russian surnames in Europe are transmitted only by transliteration (for example, Ostrovskij, but not Astrofski), foreign-language surnames in Russian are transmitted by transcription (for example, Hoethe - Goethe).

Transcription conveys the sound picture of the word, transliteration - graphic. (Grammatological Dictionary 2011).

V. Transliteration:

1. Transmission of letters of one script by means of letters of another script.
2. Writing the words of one language in the alphabet of another. For example, vot so.
3. Letter-by-letter entry in multilingual dictionaries. (Source: Crossword Dictionary).

VI. Transliteration: -and; well. [from lat. trans - through and litera - letter] Lingu. Transmission of letters of one script by means of letters of another script. T. Chinese characters in Latin letters. Perform transliteration. (Large explanatory dictionary of the Russian language. - 1st ed.: St. Petersburg: Norint S. A. Kuznetsov. 1998).

VII. Transliteration: the act of writing words or letters using letters of a different alphabet or language (<https://www.oxfordlearnersdictionaries.com/definition/english/transliteration>)

VIII. Transliteration: r.v. trans·lit·er·at·ed, trans·lit·er·at·ing, trans·lit·er·ates  
To represent (letters or words) in the corresponding characters of another alphabet. (<https://www.thefreedictionary.com/transliteration>)

IX. Transliteration: to write or spell (words, letters, etc.) in corresponding characters of another alphabet (*Webster's New World College Dictionary, 4th Edition. Copyright © 2010 by Houghton Mifflin Harcourt*).

The problems of transliteration, as well as the translation of toponyms, are one of the important debatable in both theory and practice. Today, the transliteration of toponyms is of great importance in connection with the need to compile various geographical maps, atlases, travel notes, books of registrations, archival and assembly documents, telephone and address books, geographical and historical essays, guides and road maps, GPS navigation programs, Google Maps, 2GIS, written monuments, journalism and media, reference pointers and signs, etc., in foreign languages. A number of these tasks present some difficulties, as there are no clear transliteration rules in this area.

Transliteration, transcription and translation are the three main processes of transmitting geographical names. They require a versatile qualification from the toponymist. Transliteration and transcription are associated, on the one hand, with writing systems, and on the other, with pronunciation, while translation requires knowledge of several languages. A good toponymist combines skills and professional skills covering all these areas of linguistics.

In recent years, a great interest in the study of folk geographical names has immeasurably grown in sovereign Kazakhstan. Folk geographic terms play an exceptionally important role in toponymy.

Place names are often mentioned in speech. Meredith F. Burrill, an early member of the United Nations Group of Experts on Geographical Names, noted that geographical names are the language of maps, atlases and plans, providing the basic geographic coordinates in all types of official written documents.

The naming and use of names in everyday colloquial language is a dynamic process. The program of standardization and unification requires careful attention to the details of the process and an effective system for disseminating information. It

is essential that a place names authority be held responsible for the use of names by governmental bodies, without which the task of national standardization and unification of place names cannot be accomplished.

As the main and first method of transmitting names, which needs to be considered by geographical names, this is a transliteration method. The term comes from the Latin word *littera* - "letter" and indicates the basic principle: letter transfer. Transliteration is a method of transferring names from one writing system to another.

The names of settlements, districts, cities, rivers, lakes, mountains, seas and other geographical objects have already crossed the national framework. Hotel booking systems, purchases of rail and air tickets, should understand where the passenger wants to go not only in his country, but on a global scale. If a person, for example, incorrectly indicates his destination, then the system may well be mistaken, this will be fraught not only with inconvenience, but also with financial losses for the passenger. It is scary to imagine if the wrong name of the geographical point leads to the fact that the emergency services will receive incorrect instructions and as a result of which time will be lost, which, in turn, will lead to death. This is possible because almost all decisions made depend on global online information systems, which are based on the geographical names data contained in them.

Therefore, questions and concerns about standardization and unification of geographical names have arisen at the international level.

Geographical names arose in many different languages of the world. Even within a multilingual country, there are most often different dialects in which their own names sound different. In the Netherlands, for example, there has recently been a growing trend in individual geographical names to acquire a "double name" - in the official Dutch language and in the language of the provinces where they are located. In Friesland, almost all the names of geographical objects located in this province were brought into line with the spelling rules of the Frisian language. Now they are the "main ones," and once the official names in Dutch are written on maps and in atlases in parentheses. This change of names is not just an internal matter of the Netherlands. This decision should be known in all other countries of the world. Otherwise, there may be problems in the interaction between other countries.

Today, toponymic issues are dealt with by cartographic and topographic organizations at the national and international levels. There is a lot of work in such organizations - it is necessary to collect information, sort it and ensure the use of the most modern geographical names. But the main problem is that often several organizations operate nationwide that are engaged in such work. Coordinating the activities of such organizations is very difficult. In addition to names within the country, it is necessary to establish common names of geographical objects in other countries, that is, to make their correct transliteration and translation, the emergence of various options and contradictions in the use of geographical names cannot be surprised.

The problem of standardization and unification of geographical names is so serious that it is being addressed at the UN level, where the UN Ad Hoc Group of Experts on Geographical Names (UNGEGN) operates.

A special merit in the study of the names of their own Kazakh language, toponyms, belongs to Kazakhstani specialists developing various problems related to the diversity of onomastic research. They revealed the unique diversity of Kazakh geographical folk terminology, defined the features of the name of geographical objects, largely determined by the culture of the people who created these names or borrowed them.

In Kazakhstan, streets are given names related to the historical memory of the Kazakh people. This allows and makes it possible for urban and toponymic space to give national color and cause diverse historical associations.

Toponyms provide rich information about the history of the people who lived on this place, about events that occurred in the social life of this people, about the location of a certain geographical object.

The name of the former capital of Kazakhstan, Alma-Ata, which residents of this country ask to call Almaty, but which remained in Russia to be called Alma-Ata. Almaty and Alma-Ata are two different, independent names. Both were used in Russian and Kazakh. Therefore, calling them "Kazakh" or "Russian" options for each other will be rather ridiculous.

The historical name of the city of Almaty was replaced in 1854 by the tsarist conquerors with the name "Faithful." Later, the city was renamed Alma-Ata. Thanks to numismatic materials with the engraving "Balad Almaty" ("balad" translated from Arabic as a inhabited place), found by Kazakh archaeologists, it was still possible to restore the historical truth: the settlement owes its birth not to the tsarist conquerors. It existed back in 1271-1272. Its original name is Almaty.

The antiquity of the city can be judged by the fact that in its name the relict ending - your characteristic of the ancient Turkic-Mongolian languages has been preserved, indicating that the subject has any characteristic property, quality, etc. In modern Kazakh, according to grammatical rules, instead of the specified ending, the ending form -la is used, i.e. this affix is similar to Russian -th, -ny.

Since this period, the use of the name of the capital of Kazakhstan has entrenched ambivalence: Almaty - Alma-Ata, which created certain inconveniences. Transliteration into other languages was carried out from the so-called Russian version of the name. In the Kazakh language, despite the mentioned decree, all this time only the form of Almaty functioned and functions. It should be emphasized that the Kazakh transcription mentioned in the publication of the Karavan newspaper - Almaty, by the way, which does not have a single specific grapheme of the Kazakh language, is transliterated into Russian, English and many other languages without any effort of pronunciation bodies and additional graphic signs. With the acquisition of independence and international recognition of the Republic of Kazakhstan, the name of its capital began to be used only in the form adopted in the State language, i.e., the correct, original form.

In Kyrgyzstan, when renaming the city of Frunze to Bishkek, the same approaches were applied.

Document circulation in Kazakhstan is carried out in Kazakh and Russian. Moreover, geographical objects and settlements have official names in Kazakh and Russian.

Renaming geographical objects requires careful approach and research. It is not possible to study names, assign names and renaming geographical objects without considering the specifics of each region. In the oral speech of the Russian language and even in the print media, outdated names are often used. From the very beginning of its independence, Kazakhstan has pursued an active state policy of renaming cities and settlements. The names of settlements are more important than the names of natural and geographical objects, because the entire economic, economic and political life of the country relates to them.

Examples of renaming cities of Kazakhstan:

Nikolsky - Satpaev

Shevchenko - Aktau

Guryev - Atyrau

Tselinograd - Akmola region - Astana - Nur-Sultan

Faithful - Alma-Ata - Almaty

Jarkent - Panfilov - Jarkent

Dzhezkazgan - Zhezkazgan

Taraz - Yany - Taraz - Aulie-Ata - Mirzoyan - Dzhambul - Dzhambyl-Taraz

Shawgar - Yasyndyr - Turkestan - Turkestan

Chulaktau – Karatau

Kokchetav - Kokshetau

New Uzen - Zhanaozen

Nikolaevsk - Kustanay - Kostanay

Perovsk - Kzyl-Orda - Kyzlorda

Ak-Tyube - Aktyubinsk - Aktobe

Nikolsky - Satpaev - Satbaev

Petropavlovsk - Petropavl

Ust-Kamenogorsk - Ust-Kamenogorsk

Yaitsky town - Uralsk - Oral

Ucharal - Usharal

Ridder - Leninogorsk - Ridder

Nejikent - Chimkent - Chernyaev - Chimkent - Shymkent

Sary-Agach - Saryagash

Taldy-Kurgan-Taldykorgan

Karaganda - Karaganda

Semipalatinsk - Semipalatinsk

Novokazalinsk - Ayteke Bi

Chu – Shu

## **Results**

Since independence, several regions have been disbanded, the boundaries of the regions and administrative centers have changed several times. The process of renaming settlements and other facilities continues in Kazakhstan until now.

In English, since the middle of the 20th century, the name of the Chinese capital has been written according to the rules of Pinyin (romanization system for the official Chinese language of Putonghua) - Beijing. And the word "Beijing" is



gradually moving to other languages. In many restaurants and cafes, you can already find the name "duck in Badzhin" on the menu, and not "duck in Beijing" as was customary before.

The French names Chalon-sur-Saône in the meaning of "Chalon-sur-Son" and "Chalon-on-Song" are used the same way. Wikipedia offers this town as Chalon-sur-Son, and Wikiteka as Chalon-on-Song.

The German city of Rothenburg ob der Tauber as "Rothenburg ob der Tauber" and "Rothenburg am Tauber." Frankfurt am Main never gives a meaning as "Frankfurt am Main".

When designating foreign geographical names, journalists often face the problem of scientific and practical transliteration of toponyms. For example, when writing information, a dilemma often arises - Germany or Almanian, Hungary or Mazharstan, Xi Jinping or Shi Zhynpyn, Hamilton or Hamilton, Beijing or Beijin, Jordan or Urdun, Ulan Bator or Ulan Batyr, Syria or Suria, Georgia or Gurzhistan, Afghanistan or Auganstan, Bahamas or Bahamas, Hosni Mubarak or Gusni Mubarek. In the Russian academic environment, a system of transliteration of foreign names and names in Cyrillic has already been formed. Historically, the same accepted standard existed in the Kazakh-speaking academic environment.

During the period of independence, Kazakh-speaking scientists and journalists, who had the opportunity to directly connect with sources of research and information, when it came to the issue of transliteration, found themselves in a difficult situation. For this simple reason, each person writes foreign names in the way that is convenient for him. Some foreign names and geographical names in academic sources, on informational or religious sites, in the Google translator are spelled differently.

The global information space is striving for the unification and establishment of a standardized and unified transnational space. Foreign names are already intensively entering into domestic circulation in our country. The system of foreign names in the science of onomastics is denoted by the term exonym. Issues of transliteration of exonyms into the Kazakh language will arise during the creation of a world political map, school textbooks, encyclopedias and other reference books. When it comes to exonyms, all the names of states in the Kazakh language, all the numerous names of settlements, cities in them, the names of rivers, lakes and localities are meant. In everyday life, you can very often meet with these names. Other states accept official documents, rules regarding exonyms, and they work.

The rules on exonymic names have not been developed and there is no approved official list; in Kazakh-language sources, the names of foreign states are written differently. In official sources, the names of many states are given in the Russian version. Only Greece and Pakistan are given in the Kazakh version. Instead of Mazharstan and Almanian - Hungary, the Hungarian Republic, Germany - they are written in Russian. Consequently, such names as Mazharstan, Almanian, Mysyr and other names are used by journalists unofficially, in a free form. It is necessary to develop special established transliteration rules in the study of standardization and unification of toponyms.

The Ministry of Foreign Affairs of Kazakhstan should have a standardized, unified and approved list of the names of all the states of the world and their capitals for internal use. However, there is no such list yet. In Kazakhstan, cartographic products and all related materials in the national encyclopedia did not go through a special language examination. In the transcription of names, especially in the translation of foreign names, heterogeneity and heterogeneity arise. Therefore, special established and standardized rules are needed in order to achieve uniformity and norms. For example, the question arises of the concept of the designation of the word "Kyrgyzstan" on the map in the 5th volume of the National Encyclopedia and "Kyrgyzia" in the 2nd and 7th volumes. Many such examples can be cited from other geographical maps.

One of the complex scientific problems facing national onomastics is again to achieve as close as possible to the original transliteration into the Kazakh language of exonymic names, in the writing of which the advantage was given to the Russian language before. For example, Moscow - Maskeu, Algeria - Al-Zhazira, Turkia - Turkie, Cairo - Kaiyr, Tehran - Tehran, Baku - Baki, Beijing - Beizhin and others.

In English and Russian, the transliteration of individual exonyms from different languages of the world is fairly well systematized. There is a Palladium system for translating Chinese names into Latin and Cyrillic. Such systems offer rules for adaptation to their own language, but with the preservation of the features of names from several dialects of the same language. In the Egyptian dialect of Arabic, the article "Al" is written not as "al" (al), but as "el" (el), and the sound "a" in closed syllables in English gives the sound "e".

Transliteration differs from practical transcription in a simpler presentation and the possibility of introducing additional characters. Transliteration is spoken of when languages use different graphic systems (English, Armenian, Greek, Russian, Georgian), but the letters or graphic units of these languages can be put into some correspondence with each other. For example, the Greek alphabet, Latin and Cyrillic have a common basis, then most of the letters of these alphabets can be put in correspondence with each other, considering the sounds that they regularly represent.

In onomastics, the Latin alphabet is used quite intensively, it must be admitted that this is a necessary urgent matter. Scientists and specialists of the institute prepared the "Kazakh-Russian-English directory of names of administrative-territorial units of the Republic of Kazakhstan" on 700 pages. In addition to the reference book, a draft "Rules for the transliteration of Kazakh onyms in English" has been prepared.

But, unfortunately, so far it has not been possible to legitimize and establish the business of transliterating into Latin the original onomastic names, not to mention the world geographical names.

It is proposed to give as a working draft a practical transliteration as an addition to the relevant legislation before the adoption of an official national standard in the daily official use of public institutions. The development and implementation of a single national system of transliteration rests on the lack of a national standard for Kazakh writing based on the Latin alphabet.

Documentation departments in our country are based on common transliteration standards for the CIS countries. In the process of drawing up documents of citizens in the Latin alphabet, many shortcomings are allowed.

Transliteration has its advantages and disadvantages. Its main advantage is its reversibility, which makes it a useful tool. The written version of the name is minimally distorted, its carrier has a universal, language-independent identification, which is the main advantage. However, there is a possibility of distorting the sound of the word, since very often during transliteration, the borrowing language imposes on proper names the pronunciation that corresponds to its own reading rules. It is proposed to develop and publish maps in different languages for foreigners using the Latin script, for readers in any language in a single version.

The main drawback of the transliteration system is that it is “good for everyone, but not ideal for anyone”, because the introduced diacritics and special letters often do not make any sense in the writing of other languages.

Transliteration is a formal literal recreation of the original lexical unit using the alphabet of the target language, a literal imitation form of the original word. But this technique will be in demand only in cases where languages use different graphic systems, the units of which are in a certain correspondence with each other.

In its pure form, the use of transliteration is quite rare, you can often find a combination of transliteration and transcription. The translation transcription method is designed to convey the sound of the original word, but it also includes elements of transliteration. It should be noted that the main method in modern translation practice is transcription with the preservation of some elements of transliteration.

## **Conclusion**

As a conclusion, I would like to say that unification and standardization in the transliteration of Kazakh toponyms is necessary. The toponymic picture of the world embodies the character of the culture of each nation and each person. After analyzing the theoretical and practical material, we can conclude that there is a need for standardization and unification in the transliteration of Kazakh toponyms. Transliteration is a translation method in which a letter-by-letter reconstruction of the original lexical unit occurs using the alphabet of the translating language. The results of toponyms research will help to increase interest in the study of the language and culture of Kazakhstan. They will also expand their knowledge in the field of geography and will be useful for scientific research in the field of onomastics and linguistics.

The following conclusions can be drawn from the above study: 1) names and geographical names should be transliterated; 2) GPS navigators, road maps, atlases, guidebooks, dictionaries and encyclopedias can serve as reliable reference books to convey the names of prominent figures and famous geographical names; 3) sometimes it is necessary to add identifying words to the translation (region, city, district, etc.) to establish the correlation of the name with the object being defined. All these methods and methods will help to better navigate the transfer of foreign

names and geographical names in the process of transliteration from a foreign language into Kazakh.

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### ҚАЗАҚСТАН ТОПОНИМДЕРІН СТАНДАРТТАУ ЖӘНЕ УНИКАЦИЯЛАУДЫ ЗЕРТТЕУДЕГІ ТРАНСЛИТЕРАЦИЯ МӘСЕЛЕЛЕРІ

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**Аңдатпа.** Мақала Қазақстандағы топонимдерді стандарттау мен унификациялауды зерттеудегі транслитерация мәселесіне, осы салада транслитерация мен унификациялаудың нақты белгіленген ережелерінің жоқтығына арналған.

Мақалада топонимика мен терминология тобының іргелі зерттеулерінің негізгі бағыттары Қазақстанның бүкіл аумағындағы географиялық атауларды фронтальді жинақтау және жүйелеу және осының негізінде сөздіктер, анықтамалықтарды құрастыру және басып шығару принциптерін әзірлеу болып табылады деген ой негізделеді. Қазақстанның географиялық атауларының кітаптары мен каталогтары; Қазақстанның географиялық объектілерін номинациялаудың ғылыми негіздері мен әдістемелік негіздерін анықтау; тарихи атауларды қалпына келтіру, атаусыз географиялық объектілерді атау және қолданыстағы географиялық атаулардың транслитерациясын түзету және осының негізінде Қазақстандағы топонимдерді бір жүйеге келтіру және стандарттау бойынша зерттеу мәселелері мен әдістемелік принциптерін әзірлеу; сондай-ақ ғылыми және географиялық терминдерді мемлекеттік тілде (латын графикасы негізінде) жинақтау, өңдеу және жүйелеу.

Топонимика мәселелері мен топонимикалық лексиканы, жалқы есімдерді атаудағы заңдылықтарды және олардың құрылымын зерттейінше, географиялық атаулардың жазылуын бір жүйеге келтіруге, бір қалыпқа келтіруге қол жеткізу мүмкін емес.

**Тірек сөздер:** топоним, географиялық атаулар, транслитерация, стандарттау, унификация, ономастика, номинация.

## ПРОБЛЕМЫ ТРАНСЛИТЕРАЦИИ В ИЗУЧЕНИИ СТАНДАРТИЗАЦИИ И УНИФИКАЦИИ ТОПОНИМОВ КАЗАХСТАНА

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**Аннотация.** Статья посвящена проблеме транслитерации в изучении стандартизации и унификации топонимов Казахстана в условиях отсутствия четко определенных правил транслитерации и унификации в данной сфере.

В статье обосновывается мысль о том, что основными направлениями фундаментальных исследований группы топонимики и терминологии являются фронтальный сбор и систематизация географических названий по всей территории Казахстана и на этой основе разработка принципов составления и издания словарей, справочников и каталогов географических названий Казахстана; определение научных принципов и методических основ номинации географических объектов Казахстана; разработка научно-исследовательских проблем и методических принципов восстановления исторических названий, номинация безымянных географических объектов и исправления транслитерации существующих географических названий и на этой основе унификация и стандартизация топонимов Казахстана; а также сбор, обработка и систематизация научных и народных географических терминов на государственном языке (на основе латинской графики).

Без глубокой разработки проблем топонимики и изучения топонимической лексики, закономерностей номинации собственных имен и их структуры невозможно добиться унификации и стандартизации правописания географических названий.

**Ключевые слова:** топоним, географические названия, транслитерация, стандартизация, унификация, ономастика, номинация.

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