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**TÍTULO:** Naturaleza onomasiológica de la imagen neológica del vocabulario kazajo y turco.

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**RESUMEN:** El artículo proporciona una aclaración de la imagen cognitiva lingüística y holística del mundo, formada a través de la motivación como refinamiento cognitivo del nuevo uso en los idiomas kazajo y turco. En la estrecha relación de los principios cognitivos y lingüísticos de la neología, se presta especial atención al aspecto extralingüístico de las nuevas nominaciones, se revela la motivación y se indica claramente el carácter onomasiológico. En el estudio, los nuevos nombres generados en relación con las actividades humanas en los ámbitos político-social, científico-técnico y cultural han aparecido principalmente en el paradigma antropocéntrico. Las demandas comunicativas para definir procesos lingüísticos y culturales-sociales en la etapa de la lingüística moderna están asociadas con el proceso de modernización del pensamiento cognitivo del consumidor del lenguaje moderno. La relevancia de la información cultural de la sociedad moderna se revela en el sentido denotativo de los neologismos utilizados en la vida cotidiana.

**PALABRAS CLAVES:** nuevas nominaciones, neologismo, lingüística cognitiva, servicios socio-públicos, onomasiología.

**TITLE:** Onomasiological nature of neological image of the Kazakh and Turkish vocabulary.

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**ABSTRACT:** The article provides clarification of linguistic and holistic cognitive image of the world, formed through motivation as cognitive refinement of new use in the Kazakh and Turkish languages. In the close connection of cognitive and linguoculturological principles of neology, special attention is paid to the extralinguistic aspect of new nominations, the motivation is revealed and the onomasiological character will be clearly indicated. In the study, new names generated in relation to human activities in the political-social, scientific-technical and cultural spheres have mainly appeared in anthropocentric paradigm. The communicative demands for defining linguistic and cultural-social processes at the stage of modern linguistics is associated with the process of modernization of modern language consumer's cognitive thinking. Relevance of cultural information of modern society is revealed in the denotative sense of the neologisms used in everyday life.

**KEY WORDS:** new nominations, neologism, cognitive linguistics, socio-public services, onomasiology.

## **INTRODUCTION.**

As a result of intensive political, economic, scientific and technical, intercultural relations in the era of globalization, the process of development of the lexical composition of the Kazakh and Turkish languages has risen to a quantitative and qualitatively new level.

As can be seen, at the present stage in the political, cultural and economic spheres, language expressions of intensive innovations are manifested in the lexical and word-formation system of the Kazakh and Turkish languages, in the Mass media there are neological explosions.

With regard to the Kazakh language, new directions of language learning are formed and developed, which allow to expand the horizons of social activities of the language, based on the cognitive basis in accordance with the sovereignty of the country and the state status of the Kazakh language, to reveal the potential of the language, based on the deep meaning of the Kazakh word. In this regard, the integration process of development during independence also changed the language consciousness, activated the complex social function of the language.

From this point of view, the new name, formed as a result of the merger of language and knowledge, is a more complex image for marking a new concept than the translation of a simple word, which is a special lexical unit.

Such renewal compared to Turkish language // in comparison with the Turkish language, which was previously reformed in socialization process, the process of special actualization tendency of social, functional, public, communicative activities of the Kazakh language in accordance with the current State status, spread is mainly carried out during the period of independence on the basis of the traditional Kazakh word through the updated (semantic), newly created (word-formative) equivalents.

Support in determining this complex activity the researcher adheres to and connects him with a native speaker is the anthropocentric direction of modern linguistics which preserves his whole

entire spiritual value, the data of the national language in unity with history, culture, thinking of people. In connection with the communicative essence of language, a person not only perceives in consciousness the surrounding reality, a variety of phenomena but also processes it, generalizes and evaluates, reproduces in consciousness information of a new quality, uses it in everyday practice. As a result, the linguistic picture of the world created through language as a holistic reflection of these actions should be comprehensively considered in the linguo-cognitive approach in the Kazakh and Turkish linguistics.

In accordance with this principle, in connection with the expansion of new concepts and knowledge, especially in newspaper vocabulary, it is important to consider them specifically as a cognitive structure that can be measured at a certain level in the natural dynamic cognition of a person.

The connection of the subject with practical actions and background knowledge arising from the need for perception, cognition and the name of a new concept is defined as a concept created in the human mind in the scientific image of the world.

Understanding the motivation of a new word is the key to the formation and wide dissemination of its communicative quality. It is important to determine how clear the place of the marked word in the cognition of the nation. One of the main issues related to the motivation of new applications, language and knowledge unity is the ability of a language representative to express his thoughts, sequence and continuity in speech.

This is due to the anthropocentric direction of modern linguistics, indicating that it is marking in the National language consciousness depends not only on the communicative but also on the cognitive activity of the language.

## **DEVELOPMENT.**

The study revealed that the interpretation and knowledge of the spiritual and social continuity of the Kazakh and Turkic languages in the language of modern linguistics in accordance with the

knowledge of linguistically developed modern Kazakh language require comprehensive knowledge and rich linguistic experience, a deep study of a new name and a new concept in the memory and spirit of people.

Baitursynuly is not only the founder of the Kazakh terminal system formation but also a special national linguistic personality, standing at the beginning of a new process, enriching the Kazakh vocabulary, using the potential of the Kazakh word, based on the consciousness of the native speaker.

The brightest proof of that is the following terms used up to now: *bastauysh* (subject), *baiandauysh* (predicate), *anyqtauysh* (attribute), *tolyktauysh* (object), *pysyqtauysh* (adverbial), *túbir sóz* (root), *tuyndy sóz* (derivative word), *qos sóz* (word pairs), *jalań sóilem* (binary clause), *salalas sóilem* (compound clause), *sabaqtas sóilem* (complex sentence), *dauysty dybys* (vowel), *dauyssyz dybys* (consonant), *jaqsha* (parenthesis), *syzyqsha* (dashed), *buyn* (syllable) etc. given in his textbooks "Oqu quraly", "Til - qural", which based on the values of the Kazakh language.

In fact, naming new concepts, creating a new word that requires great elegance and skillful use of language is a very difficult job. A. Baitursynuly did not only define the ways of word formation in the structural system of the Kazakh language but also demonstrated the bright example of their use in the term formation. Those that served as the basis for a scientist are the real nature and cognitive continuity of the native language.

In the modern press, a group of linguist-scientists under the leadership of academician A.T. Qaidar continue the work according to the principle "to use all ancient lexical wealth of the Kazakh language" in order to update the use of words in accordance with the new concept, to identify the Kazakh equivalent of foreign language terms. One of the arguments in modern language is the new nominations.

They have become particularly active trends in the light of the current problem associated with the implementation of comprehensive social activities of the native language during the acquisition of state status. Daily public and social practice show that the main core of this important work is the formation of the Kazakh terminological system and connection of the process of new words and terminology along with intensive cognitive and social information marked in the language of society (Qaidar, 1993).

That is why the work of the Academician A.Qaidar, published in 1993, "The New Approach to Kazakh terminology" is the basis for the scientific conclusions based on the originality of the native language, its own internal potential, in accordance with the active use of the Kazakh language in modern society.

Thus, if the complex status of the language of a modern sovereign state is recognized as a spiritual and social instrument, the disclosure of the cognitive basis of new nominations formed on an effective basis using the potential of words in accordance with the social and social context of modernity is crucial.

The views of professor K.Zhubanov, H. Dosmukhamedov, N.Torekulov, K. Kemengeruly about "foreign words that do not correspond to the nature of the Kazakh word" are interconnected with the beliefs of scientists R.Syzdyq, O. Aitbayev, N.Ualiev, A.Aldasheva etc. And it is observed on the active discussion of the issues related to the development of the Kazakh spelling in the transition to the Latin alphabet, as one of the mechanisms of modernity.

In accordance with modern trends in daily work, public and social activity of the Kazakh word enhances the process of disclosure of comprehensive aspects of the new speech potential, forms an attempt to move from the scope of the general application of the word to a new concept. This process determined the need to consider on a cognitive basis as a specific language symbol, selected

and analyzed in the application of new names, formed in accordance with the pace of language development.

In accordance with this, the Kazakh linguistics began to conduct research aimed at the disclosure of cognitive approaches to the study of words in a new language form. For example, the processes of mental activity at the time of entry (consolidation) of the term in a certain area were associated with the cognitive system and formed the direction of the cognitive term studies.

In this system, it is also noted that the basis for the definition of the nominal process of new concepts is informative and informative in the content of new terms, names, dictionaries in the Kazakh language. As a result, it turned out that the combination of language with the consciousness of the consumer is directly related to the knowledge of the existence of new nominations.

The findings of Russian scientists such as N.M. Shansky, A. A. Ufimtseva T. V. Popova, N. Z. Kotelova, V.I. Zobotkina, S. I. Togoeva, A.Vezhbitskaya, V. M. P. Telia, E.S. T. Kubriakova and others regarding the problem of new word formation and its cognitive aspect were used in the work from a scientific and methodological point of view.

There were considered scientific conclusions of such scholars as A.Qaidar, R.Syzdyq, O. Aitbayuly, B.Qaliuly, N.Uali, A.Aldasheva, K. Qadyrkulov, etc. who contributed to the discussion concerning problems of application of a new name of concept in Kazakh linguistics and the formation of the cognitive aspects of new words of a national character, as well as the works of Kazakhstani scholars such as G.G. Gizdatov, E.D. Suleimenova, Sh. Zharkynbekova, S. Aqayev, Q. Aidarbek, S. Isakova, N. Aitova in the field of cognitive science.

Special studies of scientists such as B. Abylqasymov, S. Isaev, B. Momynova, Sh. Mazhitaeva, K. Yessenova, Zh. Ibrayeva and others on the course of the historical development of social and public activities of newspaper vocabulary are also very effective for given work.

Concerning the issue of formation and regulation of the terminological Fund of the Turkish language there were also used the works of Turkish and foreign researchers such as B.Brendemoen, R.Dankoff, G.L.Lewis, Ahmet Besim Atalay, Mehmet Fuat Köprülü, Zeki Velidi Togan, Ahmet Caferoğlu, Reşit Rahmeti Arat, Hasan Tahsin Banguoğlu, Vecihe Hatipoğlu Kılıçoğlu, Hasan Eren, Zeynep Korkmaz, Osman Nedim Tuna, Muharrem Ergin, Talat Tekin, Doğan Naci Aksan, Emin Özdemir, Necmettin Hacıeminoğlu, Şinasi Tekin, Berke Vardar, Mustafa Canpolat, Tuncer Gülensoy, Hamza Zülfikar, Ahmet Bican Ercilasun, Ahmet Topaloğlu and others.

According to researchers in the field of nomination, any name in the language is the result of practice. Model of chosen experience may be connected with the nature of its use, value, current activities, etc. It is known that the onomasiological aspect of cognition of the worldview through language is not only based on linguistic data but also determined by extralinguistic factors.

Anytime the appearance of names of any subject and phenomenon cannot be imagined beyond the daily experience of human life. Since every nation has a complex process that is constantly evolving and changing, regardless of its life, world view, spiritual life, depending on the era, all different names undergo changes in the process of language development. The result of any practice leaves a mark on the worldview of a man, resulting in the birth of the name. In this regard, the process of assigning a specific name to the subject perceived and shaped through cognitive actions of perception, representation, understanding, sensation etc. in the linguistic consciousness.

Ultimately, man's cognition of the surrounding world, and his activity while giving the name referring on the main feature of the subject or concept depends on his knowledge, skills, the importance of named subject.

The results of the comprehensive studies of the problem of onomasiology in linguistics are well known (I.S. Toroptsev, O.I. Blinova, N.D. Golev, L.A. Butareva, M.M. Kopylenko, A. Qaidar, T. Zhanuzakov, B. Qaliev, K.Husainov, A.Salqynbay, Q. Aidarbek and others).



Some scientists combine the research object of onomasiology and semasiology while others consider it as a part of lexicology.

Indeed, the study of the process of birth and appearance of lexical units which depicts the surrounding world is the task of onomasiology along with semasiology. From this point of view, the language, symbolizing the whole picture of the world and the concepts formed in the social consciousness, is defined as the phenomenon of human knowledge.

The concept of "meaning", "content" requires the study of cognitive, worldview character in linguistics, since the property of a word, designating the concept and creating the meaning as a phenomenon that reflects the relation between being and thinking, has become the main philosophical problem. Therefore, the process of forming the meaning of the word and the name should be determined on the basis of historical and cognitive communicative function of the language.

In this regard, the scientist who specially investigated problems of onomasiology in the Kazakh linguistics Q. Aidarbek pointed out that: "the main aspect of the phenomena under study in the framework of word formation should be nominative or onomasiological" (Aidarbek, 2010).

In recognizing the concept that unites the world with the linguistic world, and recognizing the notion of matter and its name, the essence of onomasiological research is that of the scientist's conclusion that is directly related to the cognitive basis of new applications: "In the performance of the act of nomination the nominator (nominator) verifies separate fragments of the true being with each other and establishes certain relations between them. The role of cognitive processes in creating new words is formed from this" (Aidarbek, 2010).

## **Discussion.**

### **The process of word-formation and updates.**

Generally speaking, the language has always been characterized by a continuous process of appearance and formation of new words. That is, public-social, political and economic, etc. i.e. the main word-formation methods of new names of concepts that reflect the results of development-to-rely on motives, as previously familiar cognitive, semantic support. In this regard, the role of the concept of a new nomination in the language system, only if the language is associated with an existing concept, the system will be formed and widely used as the name of a new concept.

For example, hattama – transcript, protocol, baianhathat – memo, majilishathat – minute, qyzmettik hat – official letter, qolhat – receipt, senimhat – the power of attorney that have been put into practice in the field of official correspondence.

As for the Turkish language, as an example, the following new names made from the original Turkish word yön (direction, way): yönerge (directive, instruction), yönetici (chief), yönetmen (director, filmmaker), yöntem (method, techniques), yöntembilim (methodology), etc.

Special attention was paid to the fact that these concepts, which were complicated by international terms, have become relevant to our language and consciousness and this has led to the generation of new words.

Consequently, human actions in perception, knowledge of the world are based on consistency. That is, the maximum correspondence of a new word to a new language system as well as the structural system forms its successful use character. Therefore, in the end, the principle of using linguistic treasures as a reliable source in the process of new word formation, firstly, preserves the historical system in the language structure, and secondly, continues the integrity of knowledge in the linguistic consciousness of the native speaker.

In modern linguistics, the concept of "onomasiology" was not limited only to the names and titles of the subject, but also in accordance with the significant changes associated with the expansion of the industry "onomasiology" from the point of view of the theory of the name (nomination), began to cover other extensive problems.

Ending the range of onomasiological research in the Kazakh linguistics was determined by the research in the field of semasiology, cognitive linguistics, anthropologists, linguistic Culturology, language picture of the world and others along with the results of the process of nominations. The cognitive basis of the national character in the process of the designation of a particular object has become the subject of many studies in this area (E. Zhanpeisov, Zh. Mankeeva, E. Kerimbayev, K. Rysbergenova, U Erzhanova, Q. Aidarbek, R.Panzarbekova).

### **The cognitive basis of new nominations is motivation.**

The scientific argumentation of the definition of the cognitive motivation of new applications and terms as a dynamic manifestation of the phenomena of the name associated with cognitive-social, historical-cultural, spiritual transformations and language situation affecting the modern social consciousness requires onomasiological interpretation of both synchronous and diachronic (spiritual-cognitive demand) (Bissengali, 2017).

Onomasiological researches need the complex research direction characterizing not only language but also the cognitive basis of language. Its real argument is the connection of onomasiological study with the theory of language picture of the world. In the composition of the scientific-methodological system for the study of the cognitive basis of new names, it is observed the effectiveness of using the method of onomastic interpretation.

Since national existence and worldview preserved in the language are determined not only on the basis of pure language inner legislation, onomasiological studies of language indicate that it manifests itself outside the linguistic (extralinguistic) factors. Each term has its own meaning, and

the notion is a set of cognitive knowledge of that substance or phenomenon. And onomasiology is directly related to cognition, that is, it defines what motives were based on the formation of a certain concept. Therefore, the principle "name, the concept is a reflection of national thinking and cognition" discussed in the framework of onomasiology and used in the process of nomination in relation to the act of nominative is one of the tenets that have guided in our work.

### **The onomasiological character of the modernization process in the Turkish language.**

As for Turkish onomasiology, it was originally settled in the heart of Europe, when the Turkish people left their homeland – Central Asia. The Turkic people brought their cultures and names to their places of residence and renamed the former names of local peoples in accordance with their beliefs and culture. That's why it is always legal that the area of the Turkish onomasiology is always very wide.

In this regard, scientists from countries which have been under the rule of the Ottoman Empire for several centuries had to study Turkish onomasiology to study and understand the problems of onomasiology of their own countries.

Foreign scientists who have studied the Turkish onomasiology: Laszlo Rasonyi (Rasonyi, 1963), Heikki Paasonen (Paasonen, 2009), Munkácsi Bernát (Munkácsi, 1902), Gombocz Zoltan (Gombocz, 1912), Willy Bang (Bang, 1918), Ligeti Lajos (Lajos, 1978), Gyula Nemeth (Gyula, 1916), Fekete Lajos (Lajos, 1932), Omeljan Pritsak (Pritsak, 1985) and others.

Among foreign scientists - famous Hungarian Turkologist Laslo Rasoni who has contributed to Turkish onomasiology (Laszlo Rasonyi). His scientific works on Turkic onomasiology and history were published in Turkish and foreign languages.

The first Turkic onomasiological scientific work can be called the book of Shemsettin Sami "Kamus ül A'lam" (Nominative dictionary) (Sâmi, 1896), written in 1890. This work, which consists of six volumes, presents geographical names.

Aghop Dilacar, a scientist who used the term onomasiology among Turkish scholars (Dilaçar, 1938).

Really, it will be worth mentioning the works of scientists who contributed to the development of Turkish onomasiology: Hüseyin Namık Orkun (Orkun, 1946), Hüseyin Reşit Tankut (Tankut, 1938), Ahmet Caferoğlu (Caferoğlu, 1953), Doğan Aksan (Aksan, 1969), Halil Açıkgöz (Açıkgöz, 1993), Ziyaeddin Fahri Fındıkoğlu (Fındıkoğlu, 1958), Besim Atalay (Atalay, 1935), Abdülkadir İnan (İnan, 1945), Mehmet Şakir Ülkütaşır (Ülkütaşır, 1976), Mehmet Fuat Köprülü (Köprülü, 1925), Hasan Eren (Eren, 1965), Tuncer Gülensoy (Gülensoy, 1995), Hamit Zübeyir Koşay (Koşay, 1928), Hüseyin Nihal Atsız (Atsız, 1928), Necip Üçok (Üçok, 1947), İlhan Başgöz (Başgöz, 1976), Özcan Başkan (Başkan, 1970), Sedat Veyis Örnek (Veyis, 1975), Saim Sakaoğlu (Sakaoğlu, 2001), Aydil Erol (Aydil, 1992), Ali Esat Bozyiğit (Bozyiğit, 1995) and others.

Onomasiology is as an independent scientific direction developed branch in Western countries. However, despite the fact that Turkish scientists also study onomasiology (Turkish "adbilim") and participate in onomasiological congresses at the International level, this area is not specified in the curricula of higher education institutions in Turkey.

As İbrahim Şahin, a researcher says: "Turkish linguists working in the field of onomasiology, ignored theoretical research in the world, not counting the necessary terms, classifications and methods, immediately began to collect, combine and explore language materials related to nominatives. This industry, which felt a shortage of basic terms, methods of consistent classification and research because of these shortcomings could not be prolonged for a long time in the course of practical work. Because of this, to date, onomasiology has become an unfavorable industry, having a great difference in the studies of different scientists" (Şahin, 2015).

The results of the study of historical word formation in the onomastic aspect allow us to determine the complexity in the meaning of the historical derivative word, the motives that served as the basis

for marking the conceptual, semantic, cognitive nature of nominatives and the relation between nominations and word formations.

### **Anthropocentric nature of new nominations.**

E.S. Kubryakova believes that a person chooses a name for an object from the surrounding truth. She says: "In the act of the nomination, it will be given names only for those objects to which human activity is directed. The objects themselves may belong to the outer and inner world, they may belong to the real and imaginary worlds, fictional, but a name is given to the stopped thought of the object" (Kubryakova, 1986).

In accordance with this, for example, the term – the unity of the language of communication in accordance with the unity of professional consciousness of consumers, which cannot be separated from professional activities in a particular area. It is closely related to the nomination concerning the problem of word formation. And the field of nominative linguistics in the process of studying the system of creation of any language units functioning in the name, studies the structure of the name, determines the basics of knowledge and practice of creation and formation of names, which serves as the basis for onomastic studies that determine their initial nominative features, motivation.

Therefore, a nomination is a concept based on the name which shows the individual properties of objects. It represents a reflection of a significative concept based on any linguistic sign. Thus, for any nomination, first of all, it is necessary to determine the specific significant feature of the subject and the phenomenon of which he speaks.

In this regard, if A.V. Solntsev identified that "nomination is a property of a language sign for the manifestation of any world» (Solntsev, 1987) деп анықтаса, I. P. Blinova emphasizes the cognitive and applied character of the motivational sign in the regional vocabulary (Blinova, 1972).

M.M. Ginatulin, one of the first who investigated the theory of motivation in Kazakhstan linguistics, in his theoretical work "Study of lexical units motivation" emphasizes the complex

onomasiological nature of the problem with the words: "the specifics of the study of the motivation of the names of objects and phenomena do not allow a one-sided linguistic approach, it requires a fairly deep knowledge of the properties of realities themselves (Ginatulin, 1973).

As the nominating (nominative) process in linguistics depends on time, it is divided into two categories: primary nomination and the secondary nomination (Babich, 1980).

This primary nomination is the first nomination based on the normal meaning of the word in the root state of the language; for example:

- In the Kazakh language: dem (breathe), kók (blue), qol (hand), aiaq (feet), etc.
- In the Turkish language: ev, bil, ağ, oku, sal, etc.

The secondary nomination is a new concept formed in the process of development of a ready linguistic unit, a new function, that is, a derivative nomination; for example:

- In the Kazakh language: demikpe (asthma), kóktúinek (unripe), qolhat (receipt), aiaqdop (football) etc.
- In the Turkish language: akıllı ev (smart house), bilirkişi (expert), ticaret ağı (trading network), okutman (teacher), salgın (epidemic) etc.

Therefore, according to V.I. Telia, who has specially considered this problem, ready language form is manifested as the nominative in the secondary nomination (Telia, 1977). Consequently, the second nomination is used in the literal and figurative sense, which are the basis of the new word formation.

Social, spiritual and cognitive human demand in society, scientific, economic, etc. in the process of development, constant change and development of state interests, improvement of human consciousness give rise to the problem of saturation of his life with new names. He, in turn, in accordance with the internal word-formative intralinguistic laws of the language, sometimes through historical and semantic modernization creates new names and forms new nominative

features; for example, from the beginning of the 20th century, the use of words from the press: advice, industry, teacher, etc. in certain areas and thanks to their creation of new names was made due to the expansion/contraction of their previous meanings.

The position of the maximum use of potential opportunities of the speech argues the conclusion that the native language will be the main pillar in the process of new word formation and carmina browne, providing non-infringement of the language systems in the process. And in the 15-volume edition of the “Kazakh Literary Language Dictionary” which was compiled over the years of Independence, many new nominations such as kóshbasshy - leader, pernetaqta - keyboard, úlyqtau – inauguration, bilik – authority, súryp – muslin, syiaqy – reward, synyp - class, oralman - oralman, tilashar – phrase book, kógildirler – gay were added.

#### **Nature of the renewal process during the period of independence.**

Ultimately, the creation of new names based on the internal capabilities of the language will meet the cognitive and pragmatic needs of native speakers, in the process of word formation involves word-formation mechanisms as part of the inner meaning of the derivative word. And the basis of the nomination is the image of a significant sign, the distinctive sign of the denotate outside the language. For example, political (Elbasy - Leader of Nation, egemendik - sovereignty, tayelsizdik - independence, oralman - oralman, etc.), economic (naryq - market, keden - custom, koterme sauda - wholesale, jauapkershiligi shekteuli seriktestik - limited liability partnership, etc.), scientific and technical development (bioquat - bioenergy, balamaly energia kozderi - alternative energy sources, tintuir - mouse, interaktivti taqta -interactive whiteboard, etc.), social (mangilik El, Nurly Zhol, Zhasyl El, kokek Ana, mangyrt, etc.) are results of the influence of extralinguistic factors which are manifested on the basis of new application in the language. Accordingly, examples in Turkish: halk oylaması (referendum), yatırım (investment), dışalım (import), dışsatım (export), etc.



Since on the basis of the theory of nominations, motivation, reflecting the cognitive feature of the concept, becomes a support for a new name and acquires a new meaning and can be evaluated as paradigmatic support of the general scheme in the word formation. In the classification of the archaism of the determining basis, the basic scheme is preserved in all derived words, determines the meaning of the basis which allows finding the historical and genetic roots of the word. Therefore, A. Salqynbay, the scientist who studied the historical word formation in the semantic aspect, says: "The nominative sign is the property and quality of things and phenomena in objective life, and the nomination itself is subjective, and it is a subjective opinion and knowledge of people related that subject" (Salqynbay, 1999).

And subjectivity in the nomination is expressed in the form of creation and semantic character of derivative words (new words, new names).

For example, A. Zhilkubaeva, especially investigated the nature of the names of dishes, believes that: "a subjective factor is on the basis of the initial act of nomination since any object has many features and only some of them are reflected in the consciousness of a person" (Zhilkubaeva, 1991).

### **Linguocultural character of new nominations in the Kazakh language.**

Any word that reflects the world outlook in accordance with the way life, nature and the main economy of the Kazakh people, each of the words formed a second name (secondary nomination) which determines the specifics of the name.

For example, boz dala, ak seleu, jusan isi, nar kesken, aldaspan, bozbala, aqbota, shuda jip, túie japyraq and as well as many other secondary phrases appeared only in accordance with the Kazakh cognition.

Having a wealth of nature, a comfortable climate and fertile soils, living in the vicinity of the seas, the Turkish people who are engaged in animal husbandry, agriculture, fishing and trade, having a rich menu and traditions, are determined by the following words and phrases according to their

cognition: misafirperverlik, vatan sevgisi, döner, gelincik, saz, baklava, boncuk, el öpmek, kına gecesi, kahve, kebab, lokum, simit etc.

Consequently, the subjectivity of the nomination is typical for the second nomination, largely due to the expansion of human knowledge.

The system of the historical formation of word formation can be explained through the phenomenon of motivation. In order to name the object and phenomenon recognized in everyday life practice, in the cognition of man formed a new name with the help of the previously familiar denotata and its nominative features.

For example, the semantics of words *mereitai* - anniversary, *aiyppul* - fine, *balabaqsha* – kindergarten, *jankúier* – fan, *syilyqaqy* - premium, *baǵdarsham* – traffic lights give the exact meaning of the things or concept.

For instance, the new use of “*baǵdarsham*” (traffic lights) was concentrated on words familiar to every Kazakh as “*baǵdar*” (orientation) and “*sham*” (light). Therefore, the sum of these two words means “the lamp showing the direction”. That is, thanks to two familiar old denotata and their clear nominative features, a new name was created, which was very well fixed in our language.

In Turkish, there are a lot of new names with clear semantics: *dıřalım* (import), *dıřsatım* (export), *bilgisayar* (computer), *yürüyen merdiven* (escalator), *milletvekili* (deputy) etc.

Now let's analyze and consider the term *bilgisayar* (computer). Initially, this word was included in the Turkish language by a foreign-language type of the “*komputer*” which also meant “*esepteushi*”, “*aqparatty óndeushi*”.

In the 1970s, an engineer, linguist, professor A. Köksal developed a new name in Turkish from two words “*bilgi*” (information) and “*saymak*” (count). As the nominative signs of these two words are widely known, this new word is one of the most successful new uses to the Turkish language and is firmly rooted in the modern Turkish language lexicon (Köksal, 2010).

Unfortunately, such an actual name of modernity still will not find a successful Kazakh alternative. This device, which has become a daily necessity in our everyday life, is still called "computer" in the Kazakh language.

The scientist S. Aqaev gives a deeper and broader emphasis on the power of language in relation to the cognitive character of terms that define modern new concepts of this kind. In his opinion: "Tomorrow's generation although speaking this language as a user of this language, as a full heir, may actually have poor knowledge of the native language, use other languages, perhaps he will think on a different language system. It would be a mistake, on the basis of which it would be possible to determine the loyalty and perceive the choice of such a generation as the attitude of a full-fledged, highly professional user of the language. Even those people who know the language well, cannot overcome bad taste and deceptive feelings, cannot be qualified users of the language, cannot correctly express a scientific, practical opinion about its culture. In every thought related to language and term, one feels an interest in today's foreign word" (Aqaev,2002).

This issue is also drawn attention in the "Kazakh grammar": "Onomasiology studies the action from the first descriptive name of the new concept up to the stage of becoming universal. The term Onomasiology is used in linguistics in two different meanings: narrow and broad. Onomasiology in the narrow sense is the designation of the subject of true reality and in the broad sense-the study of all names in the language" (Kazakh grammar, 2002).

### **Motivation signs for new nominations.**

This issue is related to the notion of national identity, that is, the cognitive (knowledge) aspect of language. Therefore, in the nomination process, a substantial part of the information that has been accumulated in human knowledge about the subject of human beings should be chosen as an important part of knowledge that can characterize the most distinctive features of time and space in the language consumers.

The concept of the properties of subjects which serves as the basis for the name of the substance, objectively existing regardless of the language system, and in most cases, the choice of these properties in the human mind has led to insufficient, generalized name of the new concept depending on the level of human knowledge and view.

Basically, the internal development of the language refers to pure linguistics, and external development happens through extralinguistic (society, nature, cognition) that reveals the meaning of the name, i.e. study the process between subject~concept~name~symbol is directly connected with the theory of name (nomination).

The process of learning the language in accordance with the knowledge of the consumer has caused the need for special attention to the problem of the motivation of the theory of nomination from a cognitive point of view.

We have demonstrated that the above-mentioned stage of the nomination is subject to several cognitive laws regarding the onomasiological aspect in a very complex process. The most important among these laws is the associative link in cognition, motivation. That is, motivation is a sign of the phenomenon of nature, expressed by a certain word, revealed in the conceptual practice of man. A man learns and interprets the phenomena of the world, their interrelation in his cognition, connects them with words, names. Therefore, motivation is an excellent property of language. New knowledge will necessarily be based on previous knowledge that contributes to the further improvement, development and updating through new words.

A. Almutova, a researcher highlights the following motivational characteristics in creating the names of clothes in the Kazakh language:

- 1) Motivation related to the material.
- 2) motivation associated with the form (shape).
- 3) Motivation related to the technology of production.

- 4) Motivation related to social significance.
- 5) motivation due to its ethnocultural features.
- 6) motivation depending on the color.
- 7) motivation related to activities.
- 8) motivation depending on the volume (Almautova, 2004).

Thus, alternative terms based on a motivated basis contribute to the improvement of language as a system of development of a new language and communicative essence of speech, preserve the integrity of language~society, language~nation.

In Turkish linguistics, scientists such as Doğan Aksan, Levent Aysever, Nazife Erden (Erden, 2011), Seyfullah Türkmen, Ali Akar, Günay Karaağaç (Karaağaç, 2008), Osman Mert, Şerif Ali Bozkaplan (Bozkaplan, 1987), İlhan Uçar etc. have also been interested in the motivation of new words in lexicons.

According to Dogan Aksan, there is a wide range of motivational differences among the languages in the context of the word and conceptual relation. By studying only the vocabulary of any nation, it is possible to find out the lifestyle, culture and relationships of people who speak the same language (Aksan, 1995).

As an example, the Turkish word *Anayasa*, which was once proposed as an alternative to the Latin word "Constitution", and then turned into a term and is now firmly entrenched in the vocabulary of the Turkish language. This combined word consists of two words: *ana* (mother) and *yasa* (law). The first word "ana" is a sacred concept, base, support for all mankind. That is why this new use was highly motivated and immediately absorbed into the language.

In this regard, it should be noted that in the Kazakh – Turkish cognition, as one of the features of motivation, one can say that in the Kazakh language was proposed and adopted the word "Atazań" as the equivalent of this concept.

Hamza Zülfikar believes that "Meaning is a concept or thought that, in one word, awakens the motivation of speakers in that language. Motivation forms a link between a word and the concept." (Zülfikar, 2011).

In the Turkish language, ways in the process of naming plants according to similarity with different objects provided for the basis for the appearance of more than one alternative, and it provides an abundance of information that is relevant to explain motivation with succession in cognition.

## **CONCLUSIONS.**

In conclusion, we can say ethnolinguistic, linguocultural, onomasiological researches in the formation of cognitive orientation in the Kazakh linguistics are of special importance. The first symbol of language~cognition, language~nation, language~culture continuity has been defined, in the works of scientists who formed these areas were comprehensively considered the wealth of language and spiritual treasures of culture it was laid the foundations of the course of knowledge of the nation through the language in the Kazakh language. (A. Qaidar, E. Zhanpeisov, N. Ualiev, Zh.Mankeeva, etc.)

Research in this direction is an effective and reliable argument for the formation of new titles, marking new concepts in accordance with the modernization of the national consciousness in the independence period and of valuable content for cognitive research.

One way of a new concept appearance and its verbalization is to hold the new concept into the familiar nomination area for a man through the cognitive mechanism. In this case, a person, without words, relies on their knowledge and experience of life, that is, cognition. Proof of this it is given following conclusion of E. Orazalieva about the basis of new terms, the cognitive basis of new words: "The concept of "language symbols (terms), (new nominations use - A. B.) ultimately, a set of information about a particular subject, phenomenon; concept, the concept of this subject phenomenon. In other words, cognitive education, attached to the symbol" (Orazalieva, 2007).

Through language, a man encrypts, completes, saves, decodes and distributes a variety of knowledge. Researches at the linguocognitive level try to analyze the structure of knowledge stored in new nominations and their impact on the image of native speaker's modern linguistic and conceptual world.

Fundamental studies from the linguistic and cognitive viewpoint in Turkey are most closely associated with psycholinguistic research in accordance with the model of the United States, with anthropology, neuroscience, psychology which are done in research laboratories and during practical training.

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