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Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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УДК 81-22
THE RELEVANCE OF LEARNING ENGLISH IN THE DIGITAL AGE

Yana Komarova
yana.twx@gmail.com
Students, L.N.Gumilyov Eurasian National University, Astana, Kazakhstan
Research supervisor – Saliyeva D.O.

Introduction: The modern age, which is also referred to as the digitalization age, is characterized by the technological advancements that have made it possible to collect and distribute information at our fingertips. Some of these include the rise of smartphones, tablets and computers. Without communication, people would not be able to achieve various technological advancements. It is the language that enables people to communicate and develop scientific knowledge. English is the most commonly spoken additional language in the world. Since it has long been regarded as a global language, English is very important in today's digital age. It has become a vital part of the global education and business community – "Who does not know Jack Ma, CEO, and founder of Alibaba Group. Through his efforts, Jack Ma succeeded in making Alibaba one of the largest e-commerce companies in the world" [1]. Due to the rise of digital communication, English has become the de facto language of the Internet. It is used for various forms of communication, such as email, social media posts, blogs and online news articles. It is estimated that around 50% of all web pages are written in English making it the most dominant language on the Internet. With the advent of the Internet communication has become much easier, and people from different countries and cultures can exchange information with each other and learn new things using English language. It helps to establish cultural contact between representatives of different nationalities and ethnic groups. Every year new inventions emerge, science is not standing still, and people are increasingly immersed in the world of technology and

Internet. Does English really play such an important role in the progress of humanity? And will its importance remain in the future?

Research questions: This article aims to explore the next questions: 1. How important is English in the field of online education and e-learning for a student? 2. How has the approach to learning English changed with the onset of the digital era? 3. What is the opinion of young people aged 17 to 22 about the relevance of the English language in the digital age? (Survey)

1. Education and self-development is very important for the younger generation since it is the way that they seek themselves and their vocation. Along with the technological development, there are a huge number of opportunities for students that were not previously known. The Internet contains a large amount of valuable and helpful information which can be used by each of us. With the rise of online learning, to facilitate the search for the necessary information and access to data, most scientific articles, online courses and textbooks are often published in English. This is why the importance of English in the digital world can be seen in education. English is the language of instruction for many universities and educational institutions around the world. English has become essential for academic mobility, and many programs at universities around the world are taught in English for wider accessibility. If we were to outline the fundamental advantages of English in the realm of education, the following points would be emphasized:

Accessibility: English is the primary language of many online courses and e-learning platforms, so students who are proficient in English have greater access to a wider range of educational opportunities;

Communication: Frequently, English serves as a shared means of communication among students, scholars and educators from diverse regions of the globe, thereby facilitating their cooperation and the sharing of ideas.

Globalization: English is commonly acknowledged as the global language for commerce, science and technology. Through acquiring English language skills students can enhance their readiness to engage in the worldwide economy and leverage forthcoming prospects.

Content: A considerable amount of online material is available in English, ranging from scholarly papers to educational resources, tutorials and guides. Students who possess the ability to comprehend and communicate proficiently in English will have a more effortless time accessing and understanding important materials.

Overall, English plays a vital role in the context of online education and e-learning. It can provide students with numerous benefits such as easier access to information, better communication skills and the ability to participate in a global community of learners.

2. The digital era has had a significant impact on the approach to learning English. With the advent of technology there has been a shift towards online learning platforms and digital resources, which have made learning English more accessible, convenient and interactive. The emergence of language learning apps is a notable transformation that has taken place. These apps permit learners to study English at their own pace while on-the-move. They utilize various techniques such as gamification, virtual reality, interactive quizzes and chatbots powered by AI (Artificial Intelligence) to capture learners' attention and improve their language abilities. Moreover, the Internet has simplified the process of obtaining genuine English language materials, like new articles, videos, podcasts, and etc., from any part of the world. This exposure to authentic English language materials has been proven to be a productive approach to enhance language proficiency. Another effective way to learn languages is collaborative learning. Online communication tools, including video conferencing, online forums and messaging platforms have enabled learners to

engage with native speakers and other learners and receive feedback from teachers in real-time, regardless of their location. This provides them opportunities to refine and develop their English speaking and writing skills through practice. Digital technology has also facilitated language immersion for students. By utilizing English language media, such as movies, TV shows, music and etc., learners can immerse themselves in the language, leading to improvements in their listening, comprehension and fluency skills.
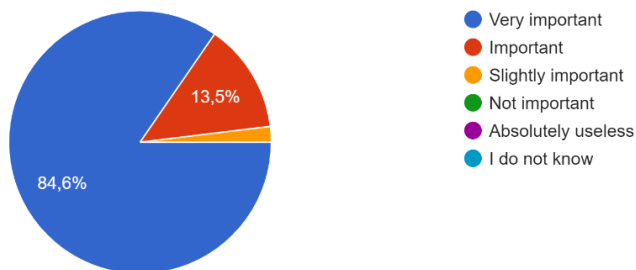
In general, the digital age has transformed the way English is learned by making it more attainable, interactive and convenient than it was in the past.

3. To learn more about the opinions of young people about the importance of English in the digital age, an online survey was conducted among students aged 17 to 22, entitled 'The Relevance of Learning English in the Digital Age'. The number of respondents: 52. The questions were compiled to find out the following: how students use English for studies; to what extent is English important in choosing entertainment content, as well as in the fields of business and trade; how the relevance of learning English will change in the near future with the development of technology. Google Survey Link - https://forms.gle/k3Wzp291qWpnUdqt5

Analysis and results:
Diagram 1:

In your opinion, how important is English in the digital era?
52 ответа

- Very important
- Important
- Slightly important
- Not important
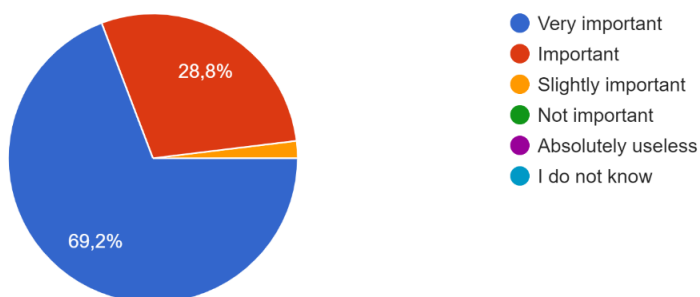- Absolutely useless
- I do not know

84,6%   13,5%

According to the first chart, 44 people answered that English is very important in the digital era, which was 84.6% of the total number of respondents. 7 (13,5%) answered that English is important, and only one person chose the option "Slightly important". None of the respondents chose the options "Not important" or "Absolutely useless". It shows that students are aware of the importance of the English language with the development of the digital era.

Diagram 2:

In your opinion, how important is English in the field of online education and e-learning?
52 ответа

- ● Very important
- ● Important
- ● Slightly important
- ● Not important
- ● Absolutely useless
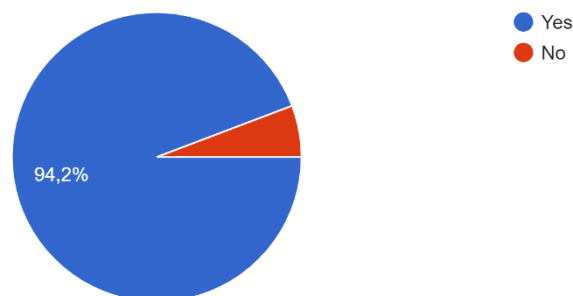- ● I do not know

28,8%

69,2%

Based on the following pie chart, we can see that 69.2% of respondents, which is 36 people, answered that English is very important and relevant in the field of online education and e-learning. 28.8% of respondents answered important, and one person choose "Slightly important". Thus, 98% of respondents realize that English is useful in online education.
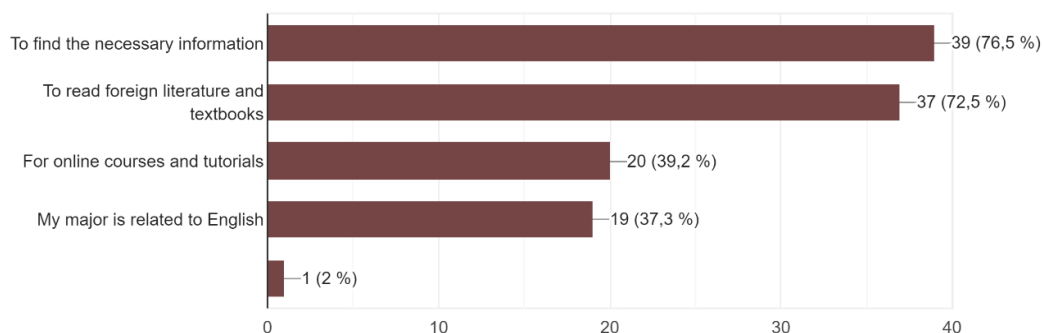
Diagrams 3 and 4:

Do you use English for your studies?
52 ответа

- ● Yes
- ● No

94,2%

If you answer 'Yes', then indicate the reason for your answer (You can choose more than one)
51 ответ

To find the necessary information — 39 (76,5 %)
To read foreign literature and textbooks — 37 (72,5 %)
For online courses and tutorials — 20 (39,2 %)
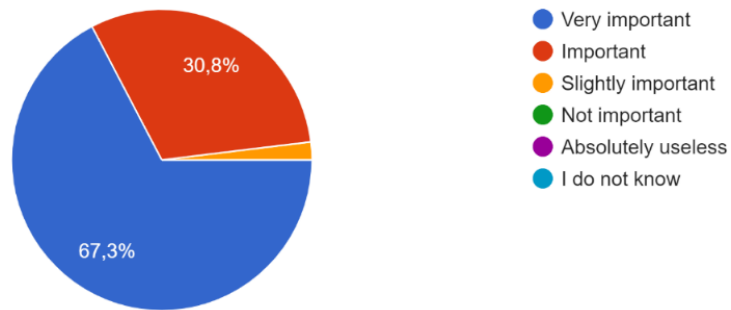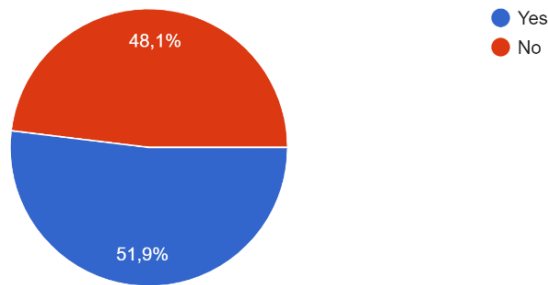My major is related to English — 19 (37,3 %)
— 1 (2 %)

According to the first pie chart, 49 people use English in their studies, this was 94.2% of the total number. Only 3 people (5.8%) do not use it. In the second graph, we can see that the majority use it to find the necessary information - 76.5% and to read foreign literature and textbooks - 72.5%, respectively. 39.2% of respondents (20) use English for online courses and tutorials. 19 out of 52 people answered that their major is related to English.

Diagrams 5 and 6:

In your opinion, how important is English for online communication and social media?
52 ответа

Legend:
- Very important
- Important
- Slightly important
- Not important
- Absolutely useless
- I do not know

30,8%

67,3%

Do you have friends from English-speaking countries with whom you communicate online in English?
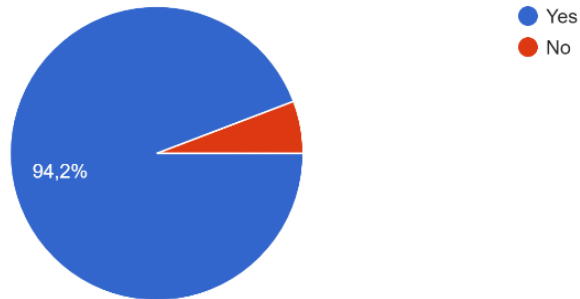52 ответа

Legend:
- Yes
- No

48,1%

51,9%

The following questions were related to social media communication and entertainment content that students prefer. We can see that 67.3% of the respondents answered that English is very important when communicating online, 30.8% answered that it is important, and only 1 person (1.9%) chose the option "Slightly important". According to the following pie chart, 50.9% have friends and acquaintances from English-speaking countries, and 49.1% chose the "No" option. The results are almost the same, with a difference of only one person.
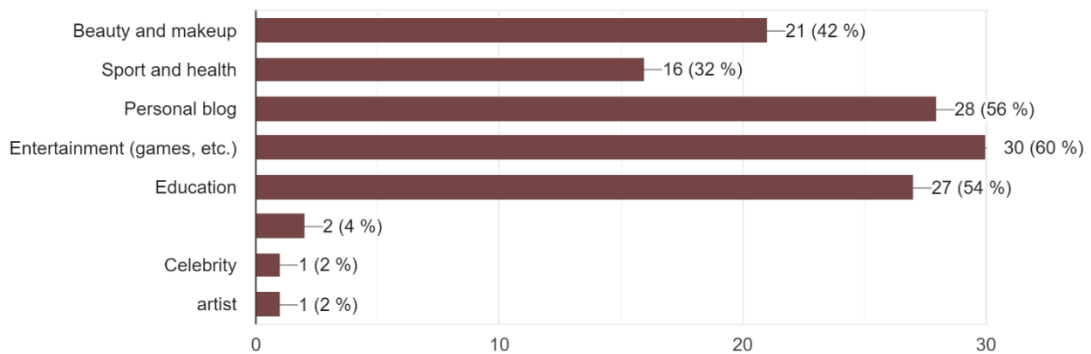
Diagrams 7 and 8:

Do you follow any English-speaking bloggers or influencers?
52 ответа

- Yes
- No

94,2%

If you answer 'Yes', then choose their content area (You can choose more than one)
50 ответов

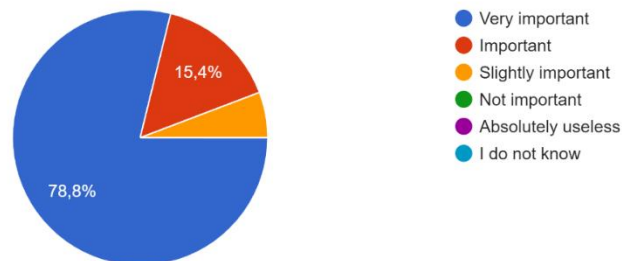| Content area	Responses
Beauty and makeup	21 (42 %)
Sport and health	16 (32 %)
Personal blog	28 (56 %)
Entertainment (games, etc.)	30 (60 %)
Education	27 (54 %)
	2 (4 %)
Celebrity	1 (2 %)
artist	1 (2 %)

94.2% of the total number of respondents follow the content of English-speaking bloggers and influencers, which is 48 people. Only four answered that they did not follow, it was 5.8%. Of the content that students prefer, entertainment (games, etc.), personal blogs and education stand out the most (60%, 56%, 54%, respectively). 42% prefer beauty and makeup-related content, and 32% chose sports and health-related content.

Diagram 9:

In your opinion, how important is English for global trade and business industry?
52 ответа

- Very important
- Important
- Slightly important
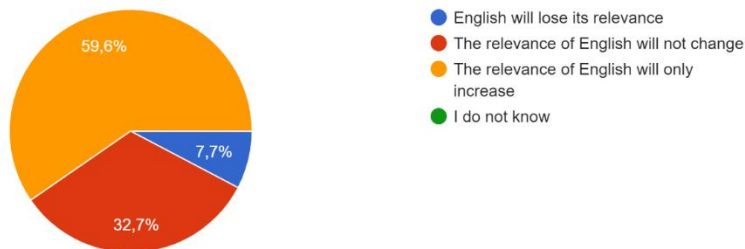- Not important
- Absolutely useless
- I do not know

15,4%

78,8%

The students were also asked for their opinion on the importance of English in the field of global business and trade. We can see the results in this pie chart. 78.8% said that English is very important in these areas, 15.4% chose the option "Important". Three people believe that English is slightly important when running global business.

Diagram 10:

In your opinion, how will the importance of English in the digital era change in the future?
52 ответа

- English will lose its relevance
- The relevance of English will not change
- The relevance of English will only increase
- I do not know

59,6%

7,7%

32,7%

We can see the results of the last question in this diagram. The question was: in your opinion, how will the importance of English in the digital era change in the future? 31 people replied that the relevance of English will only increase. It is 59.6% of the total, which is more than half. Almost 33% said that the relevance of English will remain stable, and only almost 8% chose the option "English will lose its relevance".

Conclusion: Based on the conducted online survey, it can be concluded that most students are aware of the relevance of the English language in the world of technology and even believe that it is knowledge of English that can help them become successful in the future. Thanks to the English language, there is a global cultural dialogue between people from different parts of the world, which helps to establish communication and develop the area of science and trade. Thus, people learn the traditions of other nations and become more loyal and tolerant to others, which leads to favorable relations between countries. As the world becomes more and more interconnected and the digital economy continues to expand, the ability to speak English fluently is expected to become increasingly important in the future. The world is developing, and with the advent of technology, language learning methods are becoming more comfortable and convenient for everyone. Thus, technology literally tells us that it's time to learn foreign languages and develop in this area. After conducting this survey, you can find that young people learn English not only in order to succeed in something in the future or to link their future profession with it, but also as entertainment, because the better your knowledge of English, the more content on the Internet you can understand, starting from interesting life hacks and guides, continuing with podcasts and videos, ending with tips on health and proper makeup.

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УДК 8'81
ПЕРЕВОДЫ ФЭНТЕЗИЙНЫХ ПРОИЗВЕДЕНИЙ ТОЛКИНА С АНГЛИЙСКОГО НА ФРАНЦУЗСКИЙ ЯЗЫК: ЛИНГВО-КУЛЬТУРНЫЙ ВЫЗОВ

Копнин Егор Ильич
arkilonn@yandex.ru
Студент Института иностранных языков МГПУ, Москва, Россия
Научный руководитель – О. А. Дубнякова

Фэнтези, будучи одним из самых молодых литературных жанров, оформился относительно недавно и все еще продолжает развиваться. Согласно исследованию Е. В. Гольденберг жанр фэнтези стоит разграничивать с двумя смежными жанрами литературы воображаемого – с фантастической литературой или фантастикой и научной фантастикой [3]. В рамках упомянутой классификации можно сказать, что фэнтези основывается на договоре между автором и читателем, когда читатель отдает себе отчет в том, что вступает в область иррационального, в которой любые сверхъестественные и фантастические феномены не будут объяснены логично для реального мира, а, наоборот, будут представлены как само собой разумеющееся.

Несмотря на то, что первые фэнтезийные произведения начали появляться еще в конце девятнадцатого – начале XX века, моментом окончательного формирования жанра исследователями принято считать середину прошлого столетия, когда были созданы такие произведения, как «Властелин колец» и «Хоббит» Дж. Р. Р. Толкина и «Хроники Нарнии» К. Льюиса. Так А. В. Демина отмечает «Традиционно первооткрывателем фэнтези как самостоятельного жанра литературы считается английский писатель и ученый-лингвист Джон Рональд Руэл Толкиен, автор классической фэнтезийной трилогии «Властелин колец» (1954 г.)» [5]. Мировая популярность «Властелина колец» впоследствии сгладила данную хронологическую особенность и возвела именно профессора Дж. Р.Р. Толкиена в ранг «отцов-основателей» нового жанра в литературе. Стоит отметить, что вышеуказанные романы не только стали классикой жанра «Фэнтези», но и породили поджанр «Эпическое/Высокое фэнтези или Фэнтези-эпопея», который во многом схож с литературным жанром «Эпос».

Следующим пунктом в нашем исследовании необходимо выделить особенности жанра «Высокое фэнтези», связанные с лингвокультурной дифференциацией рас и народов в придуманном автором мире. Ведь при наличии различных языков и языковых наречий внутри произведения необходимо учитывать появление в тексте топонимов и антропонимов, которые грамматически, фонетически и этимологически связаны с лингвокультурой каждого отдельного народа и расы, созданных автором для своего фэнтези мира.

Следует начать с крайне важного для нас термина «лингвокультура», на котором основывается все дальнейшее исследование.