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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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- Creativity and intuition: The ability to create something new, unconventional, or interpret information in the context of a broad understanding of the world are aspects where AI is not yet as developed.
- Contextual understanding: In some situations, especially in unstructured or changing environments, AI may struggle with understanding context or interpreting intentions.
- Moral and ethical decision-making: Ethical and moral questions can be challenging for AI algorithms due to their insufficient understanding of human values and social context.
- Physical skills: Some tasks require physical presence and action that AI cannot perform, such as manipulating objects in complex environments

Human should collaborate with AI by leveraging their strengths such as creative thinking, ethics, and critical reasoning. This involves training AI, managing data, as well as analyzing and interpreting results to make informed decisions. Additionally, it's important to remember continuous learning and development to effectively harness the opportunities provided by AI. Furthermore, humans should maintain clear goals and expectations from AI collaboration, ensuring transparency and accountability in the use of technologies and data. It's also important to be adaptable to changing conditions and technological capabilities to effectively interact with AI in various fields of activity.

To maximize the benefits of AI and minimize its potential negative consequences, a comprehensive approach is needed, including effective regulation, ethical standards, and interdisciplinary cooperation. Continuing research in the field of AI development, as well as discussion of its ethical, social, and legal aspects, are an integral part of this process.

Ultimately, the key question is how society can use AI in the most productive and responsible manner to ensure a fair and sustainable future for all its members.

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UDC 908

ROLE OF MERCHANTS IN THE MODERNIZATION OF THE IRTYSH REGION IN THE 19TH - EARLY 20TH CENTURY

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The Pavlodar Priirtysh region, located on an important transportation route, played a pivotal role in the development of trade in the area. Its strategic geographic location facilitated active exchange of goods, making it a hub of trade flows. The presence of extensive natural resources and the development of commodity-money relations in the 19th century complemented this stimulus for trade development, creating favourable conditions for attracting merchants and stimulating industrial growth in the region. These factors attracted entrepreneurs and investors, promoting economic diversification and strengthening the region's position as a significant trading center.

The construction of a fortified line along the Irtysh River was a crucial moment in the history of trade in this region, turning the trade route into a safer and more attractive option for merchants. It significantly expanded trade opportunities and attracted new participants, including merchants from

Bukhara, Kashgar, Tashkent, and Yarkand. The decision by the Russian government in 1747 to allow duty-free and pledge-free barter trade with Kazakhs, Bukharans, and Dzungars, as well as the permission for regular trade in the Semipalatinsk and Yamyshevsk forts in 1753, played a key role in furthering trade development in this region. The Semipalatinsk fortress became the main trading center on the Irtysh, attracting significant customs duties [1, p.88, c.100, c.106].

In the second half of the 16th century, trade flourished in the Yamyshevsk fortress between Kazakhs and Russians, leading to the exchange of various goods, including livestock, wool, and fabrics. However, this exchange was not always equitable and often disadvantaged the Kazakh side [2, p.330].

In 1764, barter trade between Kazakhs near the Irtysh line was permitted, stimulating diverse commodity exchange. Later, in the late 18th to early 19th centuries, the government began to support internal trade between the merchants and Kazakhs, granting various privileges and rights to trade duty-free. Russian merchants also gained the right to engage in duty-free trade in the steppe and often conducted trade through intermediaries, offering goods on credit against raised livestock.

In the first half of the 19th century, there was a significant growth in trade, particularly with the involvement of Kazakhs in this process. Kazakhs actively engaged in trading livestock, raw hides, and wool, which were crucial commodities for meeting the needs of draught animals and meat in the Siberian and Volga regions. Additionally, they supplied raw materials to tanneries, soap factories, candle makers, and leather workshops in Siberia, as well as to the Cossack woolen factory in Omsk. On the other hand, Russian traders also increased supplies of various goods, including bread, tanned leather and products thereof, haberdashery, and jewelry. This highlights the significant role of trade in meeting the needs of both sides and expanding trade relations between Kazakh and Russian traders.

In the second half of the 19th century, the development of commodity-money relations continued, leading to the emergence of new trading centers such as Pavlodar and Bayan-Aul. This period was characterized by the emergence of numerous fairs and the development of urban trade, stimulating the active development of these centers. For instance, in Pavlodar, traders actively interacted with both neighbouring villages and at fairs held from mid-November. In the 1860s, the city hosted the Nikolayev Fair, the turnover of which by the end of the 1860s approximately reached 250 thousand rubles [3, p.501]. In the Bayan-Aul district, by the early 1860s, there were already 68 Kazakh traders with small turnover capital of up to 3,000 rubles, as well as traders of other nationalities with capital of up to 50,000 rubles. By the end of the 19th century, there was one first guild merchant in Pavlodar with a million-ruble fortune, as well as 63 second guild merchants. These data indicate the growth and strengthening of trade relations in the region, as well as the diversity and development of trading enterprises and entrepreneurship during this period.

In the history of Pavlodar, there are notable entrepreneurs who engaged in livestock trading and played a significant role in the region's economic development. One prominent example is a peasant named Sorokin, whose story became a symbol of success and wealth. Starting with a small farm in Karasuk, Sorokin quickly expanded his business, relying on successful investments and entrepreneurial talent.

Sorokin began his journey by leasing land from the mining department. However, his ambitions did not stop there - he expanded his activities by venturing into the business of re-selling bread. By purchasing grain at advantageous prices and selling it at a markup, he successfully increased his capital. Drawing on this experience, Sorokin decided to invest in agriculture and actively engage in livestock trading.

By forming herds of thousands of cattle, he organized large shipments to various regions, such as Orenburg and the Yenisei. To expand his business further, he did not limit himself to cattle trading but also acquired a tannery and two manufacturing shops in Pavlodar. Thus, his entrepreneurial success became the starting point for the formation of a whole dynasty of merchants in Pavlodar.

According to a source, after his death in 1878, each of his six sons and two nephews inherited 40,000 rubles [4, p.104]. This example illustrates not only Sorokin's successful business career but also his important role in shaping the economic landscape and merchant community of Pavlodar.

Pavlodar merchants played a significant role at the Kuyandin (Botov) fair, which emerged in 1848 on the border of Semipalatinsk and Pavlodar districts and lasted from June 1 to July 1. This trading center was the true heart of economic activity in the region, attracting merchants and buyers from all surrounding lands. The presence of a branch of the State Bank, telegraph, and post office at the fair made it even more attractive for trade and financial transactions. By the end of the 19th century, the turnover of the fair reached 3 million rubles, indicating its importance for the regional economy.

At the Kuyandin fair, goods could be purchased at more favourable prices than in cities, which attracted many buyers and contributed to its prosperity. This trading center also provided an opportunity for locals to earn income by selling their goods and services, and it served as a venue for various entertainment and information exchange.

In addition to the Kuyandin fair, salt trade thrived in the Pavlodar district, satisfying the needs of both Kazakhstan and Western Siberia. Salt played a crucial role in the cargo turnover along the Irtysh River, accounting for up to 60% of the total cargo volume. A significant moment in the history of salt trade was the voyage of the first steamship "Ura" to Pavlodar for Korjakovsky salt in 1861, indicating the growth of trade connections in the region. By the end of the 19th century, the Aitykins merchants acquired their own steamship, providing them with even more opportunities for expanding trade. Furthermore, the Pavlodar district offered other goods for sale, such as tobacco and watermelons, complementing the region's trading assortment. Pavlodar also became a significant center for bread trade, through which substantial volumes of flour and grain passed. By 1905, the cargo turnover of Pavlodar docks exceeded 2 million poods, indicating the growth of trade operations and economic prosperity in the region [5, p.59].

The initial steps of industrial production were a significant factor influencing trade development in the region. By 1874, the Pavlodar district already had four tanneries, three salterns, and one brick factory in operation, producing goods worth a total of 15,000 rubles. These enterprises became not only a source of income but also centers for attracting labor, contributing to population growth and consumer demand.

By the end of the 19th century, Pavlodar already had six similar enterprises operating, including a soap factory, two salterns, and three brick factories. These enterprises attracted not only local residents but also labor from neighboring areas, contributing to the growth of labor resources and the creation of new jobs.

Moreover, a significant number of other enterprises operated in the district, including mills, oil mills, candle factories, and others, totaling 119 [6, p.77]. This indicates the diversity of industries and the variety of goods produced in the region.

An important stage in the industrialization of the region was the establishment in 1899 of ship repair workshops with several foundries. This event opened up new prospects for the development of local industry and the creation of new jobs.

Significant projects, implemented in the late 19th and early 20th centuries, such as the construction of the Spassk plant where the production of copper and silver from the Bayanaul ores began, as well as the start of coal mining in the Ekibastuz deposit, played a big role. These activities not only contributed to the region's economic growth but also attracted new investments and labor.

Despite the slow pace of development, the region's prospects were notable. In the early 20th century, a branch of the Siberian Trade Bank was opened in Pavlodar, indicating confidence in the region's development potential and its market environment.

These examples of industrial development in Pavlodar and its surroundings indicate the gradual emergence of the region as a center of industry and trade. The construction of factories, the extraction of minerals, and the development of transportation infrastructure not only contributed to economic growth

but also created new jobs and attracted investments to the region. Moreover, they stimulated further development of trade relations and contributed to improving the standard of living for the local population.

In the 19th and early 20th centuries, merchant activity in the Irtysh region engaged in active trade both domestically and internationally. Thanks to merchants' trade connections, the region gained access to new technologies, goods, and capital, contributing to the development of industry, agriculture, and infrastructure. However, merchant activity was not only an economic force but also a social factor of change. Merchants played a significant role in shaping urban intelligentsia and public institutions. They contributed to the development of education, culture, and charity. The active involvement of merchants led to the transformation of the urban environment. The construction of new buildings, shops, factories, and warehouses became a characteristic feature of Irtysh cities. This contributed to improving the lives of urban dwellers and creating favorable conditions for business. Merchant activity played an important role in modernizing the Irtysh region in the 19th and early 20th centuries.

Based on the above, it can be concluded that significant changes are taking place in the socio-economic development of the region in the modern period. The traditional development model is being disrupted, and new civilizational features are emerging. Although the extent of their development should not be overstated, the Pavlodar Irtysh region is not a leading center of progress. Nevertheless, it is actively involved in the ongoing and forthcoming changes.

Thus, merchant activity played an important role in modernizing the Irtysh region in the 19th and early 20th centuries. Its influence extended to various spheres of life and ensured balanced economic and social progress. Active trade, social influence, and contribution to the development of urban infrastructure contributed to the economic and social progress of the region. However, it should not be forgotten that merchant activity also faced a number of challenges and problems, including competition, economic crises, and social inequalities. Despite this, its contribution to the development of the Irtysh region remains significant and undeniable.

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THE INTEGRATION OF ENGLISH LANGUAGE INTO KAZAKH RAP AS AN INDICATOR OF THE INFLUENCE OF WESTERN CULTURE ON KAZAKHSTAN

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