

ТІЛАРАЛЫҚ ИНТЕГРАЦИЯ, ЛИНГВИСТИКАЛЫҚ ЖӘНЕ ЛИНГВОДИДАКТИКАЛЫҚ ЗЕРТТЕУЛЕРДІҢ МӘСЕЛЕЛЕРІ
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ КОНФЕРЕНЦИЯ ЖИНАҒЫ

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UNVEILING THE POWER OF NAMES: EXPLORING THE ROLE OF GENDER IN URBAN NOMINATION

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Түйіндеме: Қазіргі уақытта қоғамда атаулардың сан алуан мәдени және әлеуметтік ерекшеліктері бар, бұл олардың бірегей болмысын жеткізуде ерекше әсер етеді. Күнделікті өмірде әркім өзін атаулармен қоршап тұрғанын байқай алмайды және олар қандай заттың немесе адамның есімі болса да, қоғамның барлық саласына белсенді түрде қатысады. Атаулар әлеуметтік нормаларды, соның ішінде гендерлік сәйкестік ерекшеліктерін қызықты түрде білдіретін тарихи өзгерістер мен мәдени ерекшеліктердің жиынтығы бар құмыралар болуы мүмкін. Бұл жұмыс толық талдауға және жалқы есімдер мен гендерлік ұғымдар арасындағы байланысты анықтауға бағытталған. Жалқы есімдер туралы ғылым болып табылатын ономастиканың зерттелуі атаулардың қалай жасалатынын, олардың тарихи маңызы неде және қандай әлеуметтік жағын көрсететінін түсінуге мүмкіндік береді. Қала объектілерін атау және қабылдау процесінде гендерлік стереотиптердің әсеріне ерекше акцентуация қойылады. Зерттеудің мақсаты - нақты атаулар, әсіресе қалалық ортада, жеке сәйкестендіру құралы ретінде ғана емес, сонымен қатар гендерлік рөлдерге қоғамның көзқарасының динамикасы мен өзгерістерін көрсететін айна ретінде қызмет ете алатынын анықтау. Бұл зерттеудің нәтижелері қазіргі қоғамдағы гендерлік сәйкестендіруге қатысты маңызды проблемаларды жалқы есімдер объектісі арқылы ашады.

Аннотация: В настоящее время в обществе существует большое разнообразие культурных и социальных характеристик имен, которые оказывают особое влияние на передачу их уникальной идентичности. В повседневной жизни не все могут заметить, что они окружены именами, и независимо от того, какие у них имена предметов или людей, они активно участвуют во всех аспектах жизни общества. Имена могут быть сосудом, в котором собраны исторические изменения и культурные особенности, которые интересно выражают социальные нормы, включая особенности гендерной идентичности. Целью данной статьи является тщательный анализ и выяснение взаимосвязи между именами собственными и гендерными концепциями. Изучение ономастики, науки об именах собственных, дает возможность понять, как строятся имена, каково их историческое значение и какие социальные аспекты они отражают. Особый акцент делается на влиянии гендерных стереотипов на процесс наименования и восприятия городских объектов. Цель исследования - выявить, как имена собственные, особенно в городской среде, могут служить не просто инструментом индивидуальной идентификации, но и зеркалом, отражающим динамику и изменение общественного отношения к гендерным ролям. Результаты данного исследования прольют свет на существенные проблемы гендерной идентичности в современном обществе через призму имен собственных.

Abstract: Nowadays there is a great variety of cultural and social characteristics of names circulating in the society that takes a special impact in conveying their unique identities. In daily life not everyone can notice that they are surrounded by names and no matter of what objects' or people's names they are, they actively take part in every aspect of society. Names may be a jar in which there is a collection of historical changes and cultural peculiarities that interestingly express social norms including features of gender identity. This paper aims to analyze thoroughly and to elucidate the relationship between proper names as well as gender concepts. The study of onomastics, which is the science of proper names, brings a chance to understand how names are built, what their historical importance is and what social sides they reflect. Specific accentuation is set on the impact of gender stereotypes in the process of naming of city objects and perception. The objective of the study is to reveal how proper names, specifically in an urban environment, can serve not just as a tool for individual identification, but also as a mirror reflecting dynamics and changes of public attitudes towards gender roles. The results of this study will shed light on essential problems concerning gender identity in contemporary society through the lens of proper names.

Түйін сөздер: гендер, ономастика, пәнаралық зерттеу, тіл, жалқы есімдер, гендерлік стереотиптер

Ключевые слова: гендер, ономастика, междисциплинарные исследования, язык, имена собственные, гендерные стереотипы

Keywords: gender, onomastics, interdisciplinary research, language, proper names, gender stereotypes

Introduction

Nowadays the issues concerning gender includes different disciplines, may it be in the field of social policies, media studies, anthropology, political science, history and so on: it remains actual. Gender can be studied from different sides. For example, it might be visible from the social and cultural angle of masculinity and femininity, as well as biological aspects of them. The present issues concern the first aspect in the society, though in the different contexts both ways are connected in a subconscious way. In the last decades of the 20th century, gender linguistics commenced exploring the concept of gender in a language: how it may be grasped

in the context of a speech and what lexicons contribute to gender differentiations. Thus, society can see gender issues in different social aspects. However, in the world of names, the gender is seen clearly in identifying everything they denote. Particularly, the first attempt in exploring gender in the context of proper names that are connected to objects of a city is going to be made with this paper. To open the topic widely, foreign (Lihong Gu, S.B.Nikolaenko, B.H.Musukaev), Russian (A.V.Kirilina, M.Tomskaya, V.I. Suprun) and Kazakh (I.G.Orazbekova, G.K.Ismagulova, Kh.Kh. Nurseitova, G.B. Madieva) works of researchers were reviewed. This paper presents an approach to combining gender linguistics and onomastics in interdisciplinary research.

Concepts of gender in language: Reflection and Influence

Language is a fundamental necessity in everybody's life, whether it be in a work life, family gatherings, friend meetings, relationships. People on this earth are believed to be communicative creatures, and there is no communication without language. Even sign language has its language, so nobody can deny that language plays a crucial role in anybody's life. As a language has some grammatical features, a noteworthy point can come up related to this fact. The concept of gender can be seen in a language too. It is sometimes noticeable in celebrities', political people's, and society's speeches. Therefore, in order to understand the concept of "gender", let us turn to a review of the works of some scholars.

Language manifests the reflection of traditional gender roles through linguistic units. Some languages, such as Russian, German, French ones, have gender category in their grammar. For example, these languages in which words have grammatical genders (masculine, feminine, neuter) can be accompanied by association and perceptions of the respective genders. These associations have the potential to influence perception of the world and stereotypes in relation to gender. And if the language has this kind of tendency, then names may also convey gender shadows. Through words, some gender stereotypes are extremely noticeable. In the modern linguistics, the concept of gender reflected through speech and communication is becoming to be a new field of study.

According to domestic researcher I.G.Orazbekova, there are two main historical waves of researching gender studies. Beginning from the middle of 20th century, there was a big tendency called "feminism" that occurred in the consequence of "student revolution". This idea has led to a new broader acknowledgment of social cultural aspects of gender. Thus, a new theory appeared because of the "democratization of western society". The battle with patriarchal mindset led to the awareness of gender's importance from the scientific glance. The second wave consumed the rest decades of the 20th centuries, revealing a new "feminist criticism of language" concepts in linguistics. I.G.Orazbekova has drawn attention to the fact that this concept is breathing till today, but in a slight way undergoing a critical "alarmist stage" [1].

Hence gender has drawn a huge attention from those times. It can be clearly observed that many countries are arranging meetings to draw attention to the gender stereotypes.

The works of Russian researchers A.V.Kirilina and M.Tomskaya show that, language changes in the context of gender issues [2]. Contemporary societal changes in relation to gender issues are also reflected in language. The emergence of new terms and their integration into language use indicates society's desire for a more inclusive and sensitive use of language. For example, the introduction of neutral pronouns and new forms of address makes it possible to avoid previous stereotypes and address people respectfully regardless of their gender identity. This tendency is mostly seen in the western and northern countries. For example, American people tend to give unisex or gender-neutral names to their children due to the social tendencies now.

The current state of knowledge on Kazakhstan's gender condition in the context of proper names is in the need of exploring. Although many researchers have paid attention to the gender issues in the context of language in their works.

In the work "Лингвокультурологический аспект гендерных отношений: сопоставительный аспект" written by G.K.Ismagulova, there was conducted comparative

analysis of gender relations in the Russian, German, and Kazakh languages with the aim in identifying similarities or differences of gender concepts in those languages. The analysis was made based on the proverbs and sayings related to both genders. The results showed that the “boy/husband/son/father” and “girl/wife/daughter/mother” both are mostly depended on the context of cultural aspect conditioned by ethnocultural traditions and national specifics of the language. It means that in different language according to the context of sayings or proverbs, the differences, and similarities in meaning of both genders vary from the nation’s mentality and how owners of that nation got used to see both genders with moral principles. It turns out that stereotypes about each gender is set by whole nation rather than individuals and they have been existed so far having roots from past times. In this work, there was discussion about the negative and positive perception of each gender as well as the fact that there are more merits gained from boys rather than girls. Frankly, it is believed that only boys can help a family being the heir and the daughter has absolutely no rights to inheritance even in case of parents' death, determined the low social status of the girl and woman. Another new thing in the work was that some natural phenomena as mountain used for boys while girls relate to water and earth in Kazakhstan, thus even natural phenomena is somehow defined to be feminine or masculine. In Russian and Kazakh proverbs, the negative perception of girl pursuing the leadership is expressed tremendously, whereas in German sayings aspiration to leadership is viewed from the positive side. According to quantitative analysis, that was based on particular amount of sayings, in a table with various “Internal attributes, External attributes, Interpersonal attributes” of both gender in three languages illustrated the difference in percentages giving overview of how each nation see genders. Namely, while girls are judged by their appearance and weakness, boys are noticed by their personality traits like bravery, power, willpower, and courage [3].

Kh.Kh.Nurseitova suggested new terms, such as “linguogender”, “communicative behavior”, “social symbolism”, oriented in the context of cognitive-discursive approach with a goal of analyzing communicative behavior of each gender. “Social symbolism” is the reflection of certain action, fact, and event in the mind of people that is formed in a specific nation. All of these phenomena acquire in the consciousness of the people a symbolic meaning, characteristic and uniform for the whole given society. By “communicative behavior” one could understand the norms of communication of particular nation or group of people. The author acknowledged some concerning questions about discrimination of women in discourse or who have access to tools of power in society. “Linguogender” is defined as any manifestation of a person’s gender characteristics in language or speech. There are certain gender conventions in their communicative behavior. For example, the male convention is thought to be a “competitive type”, while the female convention is associated with “cooperative type”. If women are more likely to show a tendency to ask questions, maintain a dialogue, expressing solidarity and agreeing with the interlocutor, then communication of male type is supposed to be less dynamic, flexible, and less concentrated on the interlocutor [4].

The work of Kh.Kh.Nurseitova clearly demonstrate how each genders has their communicative conventions determined by society, also showing the tendency already set in the mind of cross-cultural communities. If women tend to be family or interpersonal surrounding oriented, then men are seen to be dominant in their speech and action.

And Lihong Gu’s research called “Language and Gender: Differences and Similarities” states that most people consider the language of females to be conservative, but in fact women are able to enrich their vocabulary easily with new words than men [5]. This point of view leads us to the fact that it agrees with the above analysis stating that women’s communication behavior is more flexible compared to men’s.

It is worth noticing that the analysis about gender somehow conclude with the fact that most phenomena about women and men are in some way similar globally, so one could accept gender differences and similarities to be world widely stereotyped. Although different countries has their own visions about gender and now surprisingly other types of genders are appearing to the world and global data counts 300 genders according to S.B.Nikolaenko. Through the work of

S.B.Nikolaenko called “«Ономастический» гендер при формировании метапредметных компетенций (на материале дидактического содержания учебника по русскому языку)” there can be seen a new way of analyzing gender in language and names in the educational space based on content-analysis of a middle school book. S.B.Nikolaenko suggested to add a new term, according to an experiment held, called “onomastic gender” into the pedagogical science which means it provides with the “replenishment of students' knowledge about gender values, roles, characteristics and norms of behavior fixed in onomastic units”. As S.B.Nikolaenko indicates gender stereotypes are formed in the mind of people from their childhood indirectly or directly, thus this will show the reality of society through the linguistic picture of the world [6].

Now it is distinctly noticeable that gender is being explored from various angles.

Essentials of proper names in society. Onomastics as an interdisciplinary study

Proper names play an important role in society by providing unique labels for individuals, places, and phenomena. Proper names are not just words: they carry deep semantics and social cultural significance in society. They are key elements in communication, history, identification and even in the formation of collective memory. As G.B. Madieva and V.I. Suprun pointed out, proper names are the foremost active layer of the vocabulary, that constitutes the onomastic space, characterized by the design of the world existing within the cognitive representation of the naming people. Different types of extralinguistic factors, such as geographical, archaeological, historic, social, cultural and so on, have an effect on the character and composition of proper names [7, p. 12]. It means that some factors, like social and cultural ones, affect on naming.

Onomastics, as a field concerned with the study of proper names, goes beyond simply assigning labels to objects or people. It is an interdisciplinary science involving linguistics, sociology, anthropology, history, cultural studies and even computer science. According to B.H.Musukaev, if there is a new direction that should be studied, then expansionism is needed to explore the historical and social information contained in anthroponyms, toponyms and other ononyms [7, p. 27]. And here gender can be studied through proper names by analyzing the frequency and semantic structure.

The types of proper names called “ergonymy” and “urbanonymy” are one of the key ones in this vast field of study. Ergonymy studies names associated with work, production, places of labor and, in general, the sphere of labor activity. They can be the names of institutions, organizations, educational institutions, stores. Urbanonymy, in contrast, studies names connected to intercity facility. They are names of streets, boulevards, squares, individual buildings. According to need of society, the proper names can appear and be depended on that. It means that current state of gender in a country can be seen through these proper names.

Importance of an Onomastics in the formation of gender connotations.

Cities, neighborhoods and commercial enterprises can acquire certain gender associations in the public consciousness. Some urbanonyms and ergonyms are often perceived as more "masculine" or "feminine" depending on various factors such as history, cultural characteristics, architectural landscape, and content peculiarities. An example is the association of older historic cities with masculinity, while modern business districts may be associated with feminine elegance. Another instance is associations with the names of streets and squares named after influential people from history. People somehow connect these urbanonyms with a particular gender identity because of the characteristics of these people's own names, may it be biological sex differentiation, character traits or impressive traces left in history. A significant example from Kazakh proper names is the choice of linguistic forms in surnames, the use of certain suffixes like “-ұлы” or “-қызы” can give certain "feminine" or "masculine" characteristics to city objects.

Sometimes the proper names of people that are used for naming objects in a city can not be associated by their biological gender identity, it goes beyond. People's names are sometimes presented with facts such as where they are from: what nation or country, culture, or era.

Investigation of gender through proper names in urban environment needs to be looked from different angles, bearing in mind different characteristics these names carry. These characteristics are depended on the connotations in the mind of individuals. For example, the district in Astana city called “Charles de Gaulle” is associated by some residents as having exquisite and vintage elegance because of the appearance of buildings and apartments that resemble France. Another reason could be the fact that France is somewhat believed to have a feminine culture and French women are mostly accepted as fashionably elegant ones, or its famous welfare system of work balance. Moreover, others may think the district named after former president of France is somehow gives masculine feature due to his biological identity and status. Thus there can appear the formation of stereotypes about the behavior and character of people living in this area.

It is apparently seen that stereotypes are the key features in identifying gender.

Conclusion

Not only reflecting but also influencing the public consciousness, language is able to form and change perceptions of gender. Words carry not only semantic but also emotional load, forming certain associations and influencing perception.

Onomastics, as an interdisciplinary study with gender linguistics, helps us better understand how proper names shape, influence our society, and better understand the state of gender perception in the country. By analyzing the meanings of ergonyms and urbanonyms, we expand the understanding of the influence of language on the formation of gender connotations in society. It also allows us to identify the problems of gender inequality faced by different spheres of life.

Proper names are not only a means of denoting locality but can also serve as a mirror to reflect and shape gender connotations. Exploring this interaction allows us to better understand how language and urban culture interact to create unique images and associations that influence our perception of the world around us.

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ПРОЯВЛЕНИЕ ЯЗЫКОВОЙ ГИБРИДИЗАЦИИ В ДЕЛОВОЙ КОММУНИКАЦИИ

Е.Д. Ишутова

ЕНУ им. Л. Н. Гумилева

Аннотация: Бұл мақала гибрид процестерінің іскерлік коммуникация саласындағы тілдік будандастыруды дамытуға әсері мәселесіне арналған. Жеделдетілген гибрид жағдайында әртүрлі мәдениеттер мен тілдердің өзара әрекеттесуі барған сайын өзекті бола түсуде, бұл компания атауларында, маркетингтік науқандарда және брендтерде гибриді тілдік құрылымдардың қалыптасуына әкеледі. Мақалада сөзжасам арқылы іскерлік байланыстың жаңа түрлерін құруға ықпал ететін тілдік және мәдени элементтерді араластыру процесі