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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 имолодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

be overstated, as it contributes to a more effective and enjoyable learning experience for all involved. The modern educational process provides for the transformation of the role of the teacher and a significant increase in the influence of non-didactic factors in foreign language classes. The organization of a safe and motivating educational climate that creates and supports incentives for learning becomes a prerequisite. After all, the educational environment is based not only on intellectual exercises, but also psychologically unites students and teachers. If the teacher does not bother to create these meaningful connections, then the student may not learn the subject. A modern foreign language lesson is a live communication with an emotionally charged atmosphere, it is essential that this charge be positive.

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THE INFLUENCE OF CODE-SWITCHING FREQUENCY ON IDENTITY FORMATION IN KAZAKHSTANI SOCIAL NETWORKS

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Introduction. Code-Switching and Identity Construction on social media is probably one of the captivating topics of these days. In this study, we aim to explore the relationship between language choices and identity formation in Kazakhstani social networks. The main research question of this article is to study the influence of code-switching frequency on identity formation, in particular, based on interaction in Kazakhstani social networks, in order to advance our understanding of identity formation in the Kazakh landscape.

In today's world, the way we construct our identity through language is a topic of increasing fascination. Sociolinguists, who study the relationship between language and society, are particularly interested in a phenomenon called code-switching. Code-switching refers to the practice of effortlessly alternating between two or more languages within the same conversation[1]. This isn't simply a matter of translation; it's a deliberate strategy that allows speakers to craft a specific persona and signal their social affiliations. The rise of social media platforms has provided a fertile ground for exploring this dynamic relationship between language and identity. Social media offers a unique

"linguistic landscape" where individuals from diverse backgrounds can interact, blurring geographical and cultural boundaries. This constant interplay between languages creates the perfect environment for code-switching to flourish.

Recent studies in sociolinguistics have shown that the process of constructing identity is multifaceted. According to some scholars, the concept of identity is not fixed, but rather changeable and dynamic. Zhou-ming [2] and Burke [3] emphasize the contextual and situational nature of identity, with the latter emphasizing the role of social structure and the potential for negotiation and change. Märtsin [4] further explores the fluidity of identity, suggesting that it is fleeting, multiple, and constantly recreated through dialogue. These perspectives together challenge the traditional view of identity as a stable and unchanging entity. We constantly negotiate and perform our identities through our interactions with others, and language plays a crucial role in this ongoing performance.

Social media platforms offer a unique stage for this identity performance. We can highlight the concept of "presentation of self" on social media, where users curate their online persona through selective self-disclosure, has been extensively studied. Brivio [5] and Milani [6] both found that users are conscious of the way they present themselves on social media, with Brivio noting that this is influenced by their aims, readership, and the technical possibilities of the platform. Counts [7] further explored the desired self-presentations of personality traits during online profile creation, finding that users are able to create profiles that match their desired self-presentation. These studies collectively highlight the deliberate and strategic nature of self-presentation on social media. Code-switching becomes a powerful tool in this curation process. By strategically incorporating different languages, users can signal their membership in specific online communities, express solidarity with certain groups, or even establish a sense of power dynamics. For instance, a user might primarily post in English, the dominant language of social media, but occasionally switch to their native language when addressing close friends online. This code-switching act simultaneously acknowledges the broader online audience while maintaining a sense of intimacy within their specific cultural group.

The frequency of code-switching also plays a significant role. Research on code-switching has highlighted its role in reflecting a fluid and hybrid identity [8]. This phenomenon is particularly prevalent in social media interactions, where it is often used to navigate multiple languages and cultures [9]. Brdarević-Čeljo adds to this by exploring the variation in attitudes towards code-switching and its frequency among multilingual speakers [10]. These studies collectively suggest that a high frequency of code-switching can indeed indicate a more fluid and hybrid identity, reflecting the user's comfort navigating multiple cultures and languages. Conversely, a more controlled approach to code-switching might suggest a desire to maintain separate facets of one's identity or cater to specific audiences within the online platform.

Methodological background. Research context. The article explores how code-switching affects the formation of identity among individuals in Kazakhstan's social network landscape. The analysis is based on a specific YouTube show called "Жаңа жыл Party" (Zhana Zhyl Party), which not only showcases code-switching but also has it in its title[11]. The research used purposive sampling to select four interviews from ten available videos focused on a popular New Year's show which featured interviews with a diverse group of Kazakhstani guests. We employed qualitative content analysis to investigate instances of code-switching between Kazakh, Russian, and English by both the interviewer and the guests. The study respected ethical guidelines for online data collection and solely analyzed publicly available information shared by participants. We aimed to use purposive sampling and qualitative content analysis to understand the complex interplay between code-switching and identity formation within the Kazakhstani social network landscape.

Data analysis

The data analysis process involved several stages:

Step 1. Material Selection: A popular New Year's show featuring interviews with Kazakhstani guests was chosen on YouTube. To ensure a comprehensive analysis, a purposive sample of four interviews was selected out of the ten available videos.

Step 2. Transcription: Each chosen video was meticulously transcribed, creating a written record of the conversations for further analysis. This step allowed for a closer examination of language use.

Step 3. Identification and Counting of Code-Switching Instances: The transcribed videos were examined to identify instances where speakers switched languages between Kazakh, Russian, and English. All instances of code-switching were documented and meticulously counted for each language combination within each interview.

Step 4. Comparative Analysis: The frequency of code-switching across the four interviews was compared. This comparison aimed to uncover potential connections between the frequency of code-switching and the formation of identity within the context of the interviews.

The study relied primarily on readily available YouTube videos as the source data, with additional tools such as software for transcribing the videos and spreadsheets for data analysis to support the findings. The results of this research study will hopefully contribute to a deeper understanding of how code-switching frequency interacts with identity formation in the Kazakh social network landscape and inform future research in this field.

Results and Discussion

The following study analyzed patterns of code-switching in YouTube interviews featuring Kazakhstani guests. A total of 245 instances of code-switching were found across four videos, revealing interesting trends in how language choices are intertwined with conversations. One notable observation is the prevalence of code-switching within the dominant discourse language. The figures indicate a significantly higher frequency (102 instances) of Kazakh speakers switching to Russian compared to English (32 instances). This suggests that speakers tend to rely on the more familiar second language (Russian) when encountering momentary gaps or seeking specific expressions. Similarly, the figures also show a higher frequency (27 instances) of Russian speakers integrating Kazakh words into their speech compared to English (9 instances). (See Fig.1, Fig. 2.) This reflects a similar comfort level with incorporating elements of the co-dominant language within the primary discourse.

Instances of code-switching during Kazakh
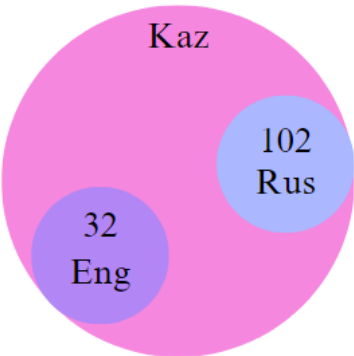
discourse
Fig. 1
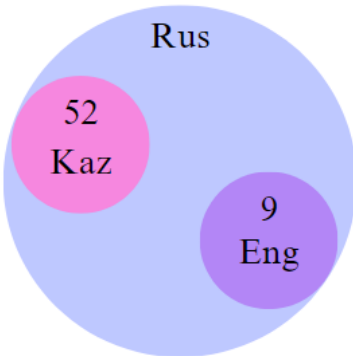Instances of code-switching during Russian
discourse
Fig.

Examples of Kazakh – English Code-switching instances

During a discussion of one guest's activities last year, the interviewer added an English word to indicate "busyness", perhaps suggesting that the interviewee or the wider audience might be familiar with the term.

*Interviewer: -Мирас, былтыр енді сенің өнер жылын өте сондай **биззи** (busy) болды, да!? [-Mïras, bıltır endi seniñ öner jılın öte sonday **bïzzï** (busy) boldı, da!?]*

Other examples of code-switching use case:

*Interviewer: - Ол менің **лейт найт шоуды** латте деп жатыр ғой.*
 [Ol meniñ leyt nayt şowdı latte dep jatır ğoy]

*Guest 3: -Сендерде **хонеймун** (honeymoon) болған жоқ, иә?[-Senderde **honeymin** (honeymoon) bolğan joq, ïä?]*

*Guest 4: - Шүкір бәріде **солдаут** (sold out) болды. [-Şükir bäride soldawt ((sold out) boldı.]*

Examples of Kazakh – Russian Code-switching instances:

In the example below, mainly underlined words are used to support or link ideas, rather than conveying important information.

- **Что-то** мен ойлаймын **что как будто бы они** сені көріп **такие** «**а че так** бізде мобилограф жоқ па ? **Давайте** біз тоже мобилографты алайық.» **Давай** сол видеоны көрейік, **да!** *[Çto-to men oylaymın çto kak bwdto bı onï seni körip takïe «a çe tak bizde mobïlograf joq pa ? **Davayte** biz toje mobïlograftı alayıq.» **Davay** sol vïdeonı köreyik, da!]*

*Interviewer: -Ғабиден, Ақ Ордаға жұмыс істеуге **вообще** жұмысқа орналасу қиын ба, қиын емес па? [-Ğabïden, Aq Ordağa jümıs istewge **voobşçe** jumısqa ornalasw qïın ba, qïın emes pa?]*

Examples of Russian - English Code-switching instances:

In an interview segment about plans, the interviewee used the word "event", potentially appealing to a younger audience familiar with the term in the entertainment industry.

- *И уже третий год, мы катаемся, вроде выступаем, работаем, **ивенты**, концерты. Все на уровне. [I uzhe tretiy god, my katayemsya, vrode vystupayem, rabotayem, **iventy**, kontserty. Vse na urovne.]*

Other examples of code-switching use case:

*Interviewer: -Причём мой салат будешь есть ты. Ооооо **О май гад**! амре ты грязнуля! [Prichom moy salat budesh' yest' ty. Ooooo **O may gad**! amre ty gryaznulya!]*

*Guest 1: -Прямо **тайминг** есть что ли?[Pryamo **tayming** yest' chto li?]*

*Interviewer: -Например, как про группу **Queen**?[Naprimer, kak pro gruppi **Queen**?]*

Examples of Russian - Kazakh Code-switching instances:

The guest, in turn, occasionally switched from Russian to Kazakh with phrase like **"kudai kalasa"** (God willing), showcasing a desire to connect with the interviewer and the Kazakh audience on a cultural level.

- *Да, **құдай қаласа**, следующий год он такой международный.*
[Da, kҩday kҩalasa, sleduyushchiy god on takoy mezhdunarodnyy.]

Other examples of code-switching use case:

*Guest 1: -У каждого в принципе свой путь. Я не знаю **қандай** проект мне попадется. [U kazhdogo v printsipe svoy put'. YA ne znayu kҩanday proyekt mne popadetsya.]*

*Interviewer: -Ну вот самое важное самая такая **манызды манызды**. [-Nu vot samoye vazhnoye samaya takaya **manyzdy manyzdy**]*

Although intra-language code-switching is more common, instances of inter-language code-switching (Kazakh-English, Russian-English) offer valuable insights into identity formation. The relatively low frequencies observed in the figures suggest a more deliberate use of English, which could be attributed to a desire to introduce specific terminology or concepts not readily available in Kazakh or Russian, signal a cosmopolitan or international identity, or address a wider audience potentially including English speakers. Further analysis of the context surrounding these instances would be crucial to fully understand the motivations behind these code-switching choices. It is important to recognize the insights provided by Moyo, who emphasizes that code-switching among bilingual individuals does not indicate a lack of language proficiency [12]. Rather, it reflects a

complex interplay of various factors. The high frequency of code-switching between Kazakh and Russian observed in this study aligns with this notion. The speakers in the analyzed interviews demonstrated fluency in both languages and were not deficient in either language.

By understanding the multifaceted nature of code-switching, we can move beyond a simplistic deficiency model and appreciate the speaker's agency in shaping their linguistic choices. These choices serve as valuable markers in the ongoing construction of identity within the Kazakh social network landscape. This study is a useful starting point for further research. However, it is worth noting that the length of the videos used in the study may have influenced the observed code-switching patterns. Although the selected videos covered a variety of durations to account for this effect, future research can benefit from a more controlled approach.

Conclusion

In conclusion, the study of code-switching on social media offers a fascinating window into the ever-evolving relationship between language and identity. This study investigated the influence of code-switching frequency on identity formation in Kazakhstani social networks. By analyzing code-switching patterns in YouTube interviews featuring Kazakhstani guests, the research yielded valuable insights. The findings revealed a dominance of intra-language code-switching, suggesting speakers' comfort level within their primary language and familiarity with the co-dominant language. However, the presence of inter-language code-switching hinted at a more strategic use of English, potentially linked to specific identity goals. This research acknowledges the limitations of focusing solely on video length as a potential factor influencing code-switching patterns. Future studies could benefit from including a wider variety of social media platforms, employing mixed-methods approaches, and controlling for video duration or normalizing transcripts. By continuing to explore the interplay between code-switching and identity in Kazakhstani social networks, we can gain a richer understanding of the multifaceted nature of identity formation in this dynamic digital landscape. This understanding can contribute to broader discussions on bilingualism, identity construction, and the evolving communication landscape in Kazakhstan.

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