

ISSN 2518-1483 (Online),
ISSN 2224-5227 (Print)

2019 • 1

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

БАЯНДАМАЛАРЫ

ДОКЛАДЫ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

REPORTS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

PUBLISHED SINCE 1944



ALMATY, NAS RK

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«Қазақстан Республикасы Ұлттық ғылым академиясының баяндамалары»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» Республикалық қоғамдық бірлестігі (Алматы қ.)
Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 01.06.2006 ж.
берілген №5540-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://reports-science.kz/index.php/en/archive>

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Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

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Доклады Национальной академии наук Республики Казахстан»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Собственник: Республиканское общественное объединение «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан №5540-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год.

Тираж: 500 экземпляров

Адрес редакции: 050010, г.Алматы, ул.Шевченко, 28, ком.218-220, тел. 272-13-19, 272-13-18

<http://reports-science.kz/index.php/en/archive>

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Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5540-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of 219-220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://reports-science.kz/index.php/en/archive>

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Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

**REPORTS OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**

ISSN 2224-5227

<https://doi.org/10.32014/2019.2518-1483.21>

Volume 1, Number 323 (2019), 133 – 137

UDC 8:81:371

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dingokz@mail.ru**LINGUO-CULTURAL STUDY
OF LEXICO-SEMANTIC GROUPS "CLOTHING"**

Abstract. The author conducted a survey study of lingua-cultural studies in the framework of a new direction, both scientific and for the purpose of the Internet communication field, by means of a comparative method, that is, it is devoted to building and analyzing the lexico-semantic field "Clothes" in Russian and English. The relevance of the research topic in the specifics of this vocabulary, since the analysis of its semantic aspect requires constant concentration to extra-linguistic reality, as well as to ethnographic factors. However, the study of the names of "clothing" as a community of structure, caused the need to take into account the changes occurring as a result of the transformation of economic and socio-political living conditions. In general, the picture of the world has undergone significant changes in the way new sectors have appeared - these are astronautics, the latest technologies, computer equipment, innovative projects, genetic engineering and more. Accordingly, a new sector in human activity automatically fixes attention on the lexical field.

Keywords: linguistic-cultural studies, juxtaposition, lexico-semantic field, clothing, changes, research, analysis, new sector.

INTRODUCTION

The lexical meaning of many words has a complex structure and consists of semantic particles, or fam. In this case, the main, or nuclear, seme and peripheral, located hierarchically around the main, or nuclear, seme are distinguished. The study was carried out in the framework of a new research area - comparative linguistic-cultural studies - and is devoted to the construction and analysis of the lexico-semantic field "Clothes" in the Russian and English languages.

IN AND. Zabotkina, exploring new vocabulary units in the aspect of functional lexicology, notes that the picture of the world is changing, new sectors are emerging: astronautics, computer technology, genetic engineering. The emergence of a new sector in the active experience of a person is automatically recorded on the lexical map. Between the picture of the world as a reflection of the real world and the language map as the fixation of this reflection, there is a complex, unidirectional dialectic relationship that indicates a change in categorization in the picture of the world, the emergence of new concepts [1].

An important aspect of the conceptualization of emotions in the linguistic picture of the world, which is directly related to the symptomatic vocabulary, is their relation to the idea of light. Positive emotions (love, joy, happiness) are conceptualized as bright, and negative emotions (hate, longing, anger) as dark.

MAIN PART

"Whenever we are dealing with the inner world of man, language is perhaps the most reliable conductor to this world, because it reinforces the experience of the introspection of tens of generations over thousands of years" [2].

G.M. Alimzhanova [3] gives a structured and precisely worked out system of methods for linguoculturological analysis. Based on this research, it is possible to distinguish the following methods used in linguoculturological analysis:

1. Comparative-functional method: aimed at identifying differences between the two compared languages and identifying differences at the level of functioning of linguocultural units. This category can

be attributed, and allocated VA. The oil contrastive method, since it also aims at identifying the most significant discrepancies in language structures in general and at its individual levels, and, as a result, produces optimal recommendations for concretely overcoming discrepancies between the native language and non-native [4].

2. The semiotic system-structural method: manifests itself in a systemic description of the facts of language and culture, taking into account not only the general connection of phenomena, but also the natural connections between parts of a single phenomenon, that is, taking into account their structural organization, and the definition of semantics.

3. The method of semantic linguistic-cultural field, proposed by V.V. Sparrow, is one of the main in the study of various linguistic and culturological units on the material of different systems of languages, because this field contains "the focus of generation, perception and evaluation of cultural values expressed in language" [5].

4. Methods of field ethnography, aimed at collecting material-source of scientific knowledge:

a) survey - one of the main methods of collecting primary information in ethnographic and ethnosocial research, based on the socio-psychological interaction of the researcher and the respondent;

b) observation is a method of studying and fixing the whole complex of ethnic, national and peculiar cultural and everyday data, based on direct contact between the researcher and the object of study;

c) the method of remnants is based on the fact that in the culture of every nation the remnants of the past are preserved, from which conclusions can be drawn about the state of affairs at an earlier historical stage [6].

boron material source of scientific knowledge:

5. The experimental method is a study in which the conditions necessary and sufficient for the manifestation and measurement of the connection between the phenomena of interest to the experimenter in connection with the purposeful testing of an already formulated scientific hypothesis are being created or sought. In linguoculturology, several variations of this method are used:

a) modeling experiment: the subject acts according to the instructions of the experimenter and knows that he participates in the experiment as a subject;

b) associative experiment: used to identify verbal associations from the perspective of the national-specific cultural characteristics of a country, the respondents' attitude to a particular culture of the country through the prism of their national language picture of the world.

6. Interview is a method of obtaining primary information through direct, purposeful conversation between the interviewer and the respondent. It is used at an early stage of the study to clarify the problem and draw up a program, when interviewing experts, specialists; allows to take into account the peculiarities of the person being interviewed.

7. Descriptive method: allows you to make a systemic description of linguistic facts and cultures, linguocultural units on the material of different system languages. Taxonomic description implies the establishment of classes of linguistic units and relations existing between them; The dynamic description consists in the description of all the rules that generate the correct language expressions and only them (presented in the generating grammar or in the "meaning - text" model).

8. Distribution method: based on the study of the environment (distribution), the context of the use of individual units in the text.

Various types of linguistic and cultural analysis are also formed on the basis of private scientific research methods in linguoculturology.

The most widely distributed among researchers is conceptual analysis — a method that involves identifying concepts, modeling them on the basis of conceptual commonality of means, their lexical representation in use and text, and studying concepts as units of a conceptual picture of the world of an ethnos [7]. Its goal is to "identify the paradigm of culturally significant concepts and describe their concept sphere". The object of the study is the meanings conveyed by individual words, grammatical categories or texts, and the involvement of a large body of contexts of using words in various texts allows not only to outline the concept in question, but also to structure it, isolating a set of the most characteristic features.

There are two approaches to the study of the concept: linguocognitive and linguocultural. Within the framework of linguo-cognitive science, the concept is interpreted as an operational informative unit of the

memory of the mental lexicon, the conceptual system and the language of the brain, the whole picture of the world, reflected in the human psyche. We see this interpretation of the concept in the works of E.K. Kubryakova, Z.D. Popova, I.A. Sternina, VN Telia, and others [8].

In this case, the integral seme is "clothes" in a broad sense as "a set of objects with which they cover, clothe the body" [9]. In the "New Dictionary of the Russian Language" by T.F. Ephraim clothing - is: 1) a collection of objects (from fabric, fur, leather, etc.), which cover the body or put on him; 2) what is worn on someone or what someone is wearing [10]. The archisk field, i.e. the unit expressing the general meaning is "vestment, covering the body". Thus, the core (name) of the lexical-semantic field in the Russian language is "clothing".

After analyzing the definitions of words in the explanatory dictionaries of the Russian language included in the named integral to this, we can identify the center of the field. In our opinion, the center of the lexico-semantic field "Clothes" are: clothes, costume, toilet, dress (in the broad sense of the synonymous lexeme "clothes").

It is globalism and Internet communication that led to the development of an on-line casual fashion clothing trade, since All these "averaging" world population trends characteristic of globalism were projected onto the general characteristics of clothing, its classification in catalogs in approximately the same form, regardless of whether the catalog belongs to a particular culture. This fact allows you to take almost any catalog of clothes and conduct research on it, because The development trend of the vestibimentary code is the same.

The lexico-semantic field "Clothes" of the Russian language is a hierarchical multistage system in which microfields are distinguished: women's clothing, men's clothing, accessories, shoes, unisex (clothing and shoes).

Groups "according to the conditions of operation" (outerwear, underwear, hosiery, home clothes), and "for the intended purpose" (casual clothes, clothes for sports and leisure) are brought to the near periphery. The distant periphery consists of groups "according to the nature of the support" (shoulder, waist), "according to the season" (summer, winter, demi-season, all-season). The composition of the microfield "men's clothing" includes the hyponym "ceremonial clothing."

The most numerous group in this LSP is the group of "women's clothing" (67 LE). In our opinion, this indicates that the clothes of Russian women are diverse and adapted for various purposes. At the same time,

It can be noted that in the microfield "women's clothing" and in the microfield "men's clothing" the "casual wear" group contains more LEs than the "sportswear" group. From this we conclude that in Russian culture people prefer to dress strictly and elegantly.

The group of "women's shoes" also contains more LEs than the group of "men's shoes", but the similarity lies in the fact that the group of "shoes for sports and leisure" has more LEs than the group of "casual shoes". This, in our opinion, testifies to the fact that in modern Russia, comfortable, soft shoes that do not hinder movement and do not cause inconvenience take advantage. Also noteworthy is the fact that the "clothing and footwear unisex" groups are small in number (32 and 11 LU, respectively). From this we conclude that in Russian linguistic culture, despite global trends, there are still gender boundaries.

In the studied vocabulary-semantic field of the Russian language "Clothing", of the 206 lexical units in vocabulary sources, approximately 5% are transcriptions of English lexical units, which have ceased to be exotic and in modern Russian linguistic culture function as independent words, for example: Russian. blazer - eng. blazer, russk. Macintosh - English Mackintosh, Russian shorts - eng. shorts. Along with these lexical units, we separately consider 49 lexical units, which, despite widespread use in everyday life, in the media and professionals in the field of clothing and fashion, are not recorded in the dictionary sources and are not included in the lexical composition of the Russian language.

The lexico-semantic field of nouns - the names of "Clothing" in the English language is 333 lexical units. The following microfields are distinguished in this LSP: women's wardrobe, men's wardrobe, accessories, footwear, Unisex (clothing, footwear).

The "peripheral conditions" (outwear (overcoat), clothes, lingerie, hosiery, home wear), "purpose wear" (casual wear, sportswear and active wear) are brought to the near periphery. The distant periphery consists of the groups "according to the structure" (shoulder, waist), "season" (summer, winter, winter, autumn, winter wear), year-round. The "wardrobe" microfield includes the "formal wear" hyponyme.

The most numerous group in this lexical-semantic field is the group “women's clothing” (157 lexical-semantic field). In our opinion, this suggests that the clothes of English women, like Russians, are diverse and adapted for various purposes. It should be noted that both in the women's clothing microfield and the men's clothing microfield, the casual wear group contains more lexical items than the sport and active wear group, although it is also quite voluminous (women's clothing — 42, men's clothing - 25).

From this we conclude that in English culture it is customary to dress depending on the event, but at the same time there is a tendency towards a freer sporting style. The women's footwear and women's footwear groups contain the same number of LUs, while the casual footwear group (23 lexical units) contains much more lexical units than the sports and active footwear group (7 lexical units). This, in our opinion, indicates that in modern English society, preference is given to beautiful, but as far as possible comfortable shoes. Also noteworthy is the fact that the Unisex Clothing and Unisex Footwear groups are numerous (73 and 21 lexical units, respectively). From this we conclude that in English linguistic culture, society adheres to the global tendency to erase gender boundaries and search for universal clothing and footwear.

CONCLUSION

Each language has its own ways of creating imagery, reflecting the national and cultural identity. At the same time, the unique abilities of the people are reflected, direct contacts between nature and man are recorded. Observation of this allows an analysis of the diversity and richness of the national culture, world view in the linguistic and cultural aspect. In other words, each language is nationally specific, it reflects not only the peculiarities of the natural conditions, but also the life of society, its history, the mentality of each ethnic group, the originality of its national character and culture.

Thus, one of the most important components of the ethnic identity of a people is clothing. Its names occupy a special place in the linguistic picture of the human world, they are directly related to the way of life, history, culture of the people, their development and functioning depend on social changes in the life of the ethno-cultural community. The value of clothes is not exhausted only by its utilitarian role. Being one of the most stable ethnic indicators, the folk costume has long performed ceremonial, symbolic, social functions. The formation of the traditional complex of folk clothes is influenced by ethical, aesthetic ideas, traditions of generations, material and economic conditions of life, as well as links with other ethnic groups. The specificity of this vocabulary is such that the analysis of its semantic spectrum requires a constant appeal to extra-linguistic reality, to ethnographic data. The study of clothing names as an integral structure necessitated taking into account the changes occurring in the traditional costume of the Cossack subethnos as a result of the transformation of economic and socio-political living conditions.

УДК 8:81:371

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Аннотация. Автор ғылыми және ғаламтор-коммуникация саласының жаңа бағыты бойынша лингво-мәдени зерттеулерді салыстырмалы әдіс арқылы, яғни «Кілттер» лексика-семантикалық өрісін ресейлік және ағылшын тілдерінде құруға, талдауға және зерттеуге арналған. Зерттеу тақырыбының өзектілігін осы лексиканың ерекшеліктерімен салыстыруға болады, өйткені оның семантикалық аспектісін талдау қосымша тілдік шындыққа, сондай-ақ этнографиялық факторларға үнемі шоғырлануды қажет етеді. Алайда, «киім» атауларын құрылымдық қоғамдастық ретінде зерттеу, экономикалық және әлеуметтік-саяси өмір сүру шарттарын өзгерту нәтижесінде пайда болған өзгерістерді ескеру қажеттілігін тудырды. Жалпы, әлемнің бейнесі жаңа салалар пайда болғанда айтарлықтай өзгерістерге ұшырады - бұл астронавтика, жаңа технологиялар, компьютерлік техника, инновациялық жобалар, гендік инженерия және тағы басқалар. Тиісінше, адам қызметінің жаңа саласы лексикалық салаға автоматты түрде назар аударады.

Түйін сөздер: лингвомәдениеттану, салыстыру, лексика-семантикалық өріс, киім, өзгерістер, зерттеу, талдау, жаңа сектор.

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**ЛИНГВО-КУЛЬТУРОЛОГИЧЕСКОЕ ИССЛЕДОВАНИЕ
ЛЕКСИКО-СЕМАНТИЧЕСКИХ ГРУППЫ «ОДЕЖДА»**

Аннотация. Автором проведено обзорное исследование лингво-культурологии в рамках нового направления, как научного, так и с целью интернет-коммуникационного поля, путем сопоставительной методики, то есть посвящено построению и анализу лексико-семантического поля «Одежда» в русском и английском языках. Актуальность темы исследования в специфике данной лексики, так как при анализе ее семантического аспекта требуется постоянное сосредоточение к внеязыковой действительности, а так же к этнографическим факторам. Однако, изучение названий «одежды», как общности структуры, вызвало потребность учитывать и изменения, происходящие в результате преобразования экономических и социально-политических условий жизни. В целом, картина мира претерпела значительные изменения так, как появились новые сектора – это космонавтика, новейшие технологии, компьютерная техника, инновационные проекты, генная инженерия и другое. Соответственно новый сектор в деятельности человека автоматически фиксирует внимание на лексическом поле.

Ключевые слова: лингво-культурология, сопоставление, лексико-семантическое поле, одежда, изменения, исследование, анализ, новый сектор.

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ISSN 2518-1483 (Online), ISSN 2224-5227 (Print)

<http://reports-science.kz/index.php/en/archive>

Редакторы *М. С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 07.02.2019.
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
10,5 п.л. Тираж 500. Заказ 1.