

Summary to the thesis of Kuralay Serikyky Mukusheva on the theme "Kazakh publicism of the beginning of the twentieth century: national worldview and the concept of " Dala "

Relevance of the research topic:

At this stage, which is of great importance to our national culture, the opportunity to recreate and revive the values of culture and history is unique. Therefore, the scientific refinement of the problems of the world outlook in the Kazakh epoch reflects the relevance of the topic. Independent Kazakhstan is striving to get a worthy place in the history of the world community, due to its historical contribution to world culture. It is impossible to cross the path of national culture and the life of the people, the source of the spiritual life of the Kazakh life. Only then can we continue to comply with the national consciousness and the process of its development. Our goal is to join the 30 developed countries. It is planned to fill the historical memory of the people and to fill the history and culture of the country with many good news. It is important to revise the direction of science, science, and inventory of the "national code" heritage of the Kazakh nation. This is a clear path to the country's goal. Here it is appropriate to study the past, apply to his great personalities, analyze the national, civil idea, evaluate the social-political orientation, and explore their worldview views.

Alash Ordaz's celebrants, which left a bright mark in the history and culture of the Kazakh people in the early twentieth century, raised the Kazakh press to a new level.

The beginning of the 20th century was a period of national intelligentsia who had been struggling against the colonial rule of the Tsarist Soviet government in the struggle for the freedom of the Kazakh people. The great ideals of the same period, both now and in the present, have a great contribution to the spiritual values of the Kazakh society and serve as a basis for research and new intellectual initiatives in the development of our country. The Alash ordai poetry composed a great deal of questions and views on ideologies in different spheres of the Kazakh world, based on the great ways and goals of the nation, its history, culture, nationality. This basis, first of all, can be a unity, a pillar and a signal to us from the essence, that is, the national idea can be seen from the cosmos, and we want to emphasize the notion of poetry not only in the genre but also in its entirety in society and in science. Secondly, empathy is a powerful force that increases the inner potential of a person.

At the beginning of the century, political events in the Russian Empire served as the basis for the steppes in the Kazakh steppes to begin a national liberation movement, seek national spiritual consciousness and seek spiritual support for the nation. It is impossible for a non-soulless nation to live equally with other peoples. Dulatov said, "People who have lost their history are the lost people". 1915, №155 /. That is why the intelligentsia from the Kazakhs took on the study of Kazakh civil history, literature and culture with the purpose of awakening and forming the national consciousness of the people, despite the fact that they are different. At these times, he was the author of numerous works by A.Bokeikhanov, A.Baitursynov, M. Dulatov, H. Dosmukhamedov, S.Toraigyrov, M.Zhumabayev, Zh.Aimaulytov, S.Saduakasov,

M. Auezov, R.Maksekov, K.Kemengerov, Y.Mustambayev, S. Kozhanov, S.Seifullin, t. p. thoughts "Kazakh", "Aikap", "Sana" and so on. newspapers published in the newspapers, as they understood that their close relationship with the intelligentsia was through newspapers, and that the positive feedback from the newspaper helped keep the direction properly. The essay was educational, the purpose of which was to explain to the people, the development of the country, the desire for independence. The pursuit of independence, the dream of being a free country, has a centuries-old history. The Alaskorians took this idea to the people, to the world in the fateful history of history. The nationalists, who were gathered around the party "Alash", carried out extensive work. They are political figures, creators, scholars, and business people. Therefore, their legacy can become a topical form of a number of industries. Their position - the problem of land, the subterranean wealth of the earth for the benefit of the Kazakh people, the unity of the nation, the spirituality of the nation, the development of independent science and national ideology.

Alash citizens started publishing Kazakh newspapers and magazines. The new spirit creator, dealing with these issues, formed the environment and laid the foundations of the Kazakh phrasebook. The Kazakh ideology was formed despite the blockade of the royal government during the 20th century. Their good and shady destiny was solved in this connection. The first quarter of the twentieth century can be called a period of political struggles and spiritual renewal.

According to Mukhtar Auezov, the existence of the newspaper "Abai" - the name of the newspaper "Kazakh" will increase its dignity and value. Until the October Revolution, many newspapers and magazines did not exist, and most of them were oriented towards nationalism, similar to the newspaper "Kazakh". At the same time, the publications were published in the following stages: "Alas, my defense, you Alash! Go on sacrificing animals on your way "to" Alash "[1, p. 87], and did not conceal the fact that they were going to sacrifice.

Undoubtedly, the sons of the Kazakhs who have gained the wisdom of the Kazakh steppe have inherited the eternal love for their nation and their inheritance for the nation of eternity.

The genuine chronicles of the Kazakh public life of the twentieth century, the source of national consciousness, contributed to the formation and development of our independent journalism, made an invaluable contribution to the awakening of the national consciousness of the people, formed civil and political views. A. Baitursynov compares the difficult situation in the Kazakh steppes to "dark clouds." "The bottom is unknown. We do not know what will happen. Barefooted feet, bare head, sacked horses, we are not crowded, we are hungry and secure "[2, p. 77], - said the centuries-old nation without any hesitation.

"It is necessary to have knowledge, to be knowledgeable, to be rich, to be wealthy, to be strong, to work in the path of those who need it." [2, p. 25]. The most important thing for them was nationality, citizenship, language, nationality, religion, power and courts.

It is important to explore the spirituality of the nation and to identify and print accurately and accurately the historical and political events of the Kazakh society of the early twentieth century.

After the country gained its independence, the country was given a special opportunity to analyze important cultural and historical values. Our goal is to join the 30 most developed countries in the world. It is planned to fill the historical memory of the people and to fill the history and culture of the country with many good information. It is crucial to examine the competitiveness, education, science in any area of the Kazakh nation and inventory of the "national code" heritage. In the study, the poetry of the twentieth century is intended to be considered from the point of view of national spirit, national code and national thinking. There is a need to formulate the scientific experience of Alash publicists, especially in the spirit of spiritual revival of spiritual and cultural traditions and world outlook and in the whole scientific system. Therefore, carrying out scientific researches on world outlook data, creating various books, encyclopedias, bringing the national archival fund to future generations will become one of the most urgent problems of today.

Nowadays, the process of integration of science is a priority. Modern trends in science are modernization of public consciousness. The phenomenon of innovative breakthrough in humanities should be understood as the methodology of any discoveries. Methodology is a methodology for the implementation and application of complex theoretical and practical tasks. In our work we aimed to find a set of modern world outlook principles and ways to implement them.

The beginning of the 20th century is a period of various struggles and spiritual renewal. The real-time dimension, the expression of the real time at that time is a poem, because it is addressed to a specific reader with a specific question, his author's clear, sincere, clear-cut statement. The study of the language of hello gives a clear idea, information accuracy, and author's position. The exploration of the concept of the comet exposes the idea of dialogue in the early twentieth century. The idea is that we are the traffic lights today.

By analyzing expedient materials of the Kazakh ideological values, the concept of "Steppe" was widely discussed. The concept of "steppe", which has a historical and cultural significance, has a lot of data on Alash's press.

The interest in exploring the language of racism and its concept of imagination is largely explained by the expansion of modern social and economic, political and international relations between people and countries.

Formation of "Steppe" concept is not only the field of its use in the dialogue, but also the discovery of the historical and cultural significance of the use of its materials in the emotional and ethical aspect of the Kazakh mentality. The concept of "steppe" is one of the concepts of the Kazakh nature, so it is understood that it has a social and cultural significance in the dialogue, which promotes a sense of loyalty, pride, holiness, accomplishment and dignity.

For the first time, DS Likhachev conceived the notion of the conceptual concept that defined the concept of the concept. "Concepts that make up the concept of a national language are in many different fields." The scientist also believes that the concept of national language should be closely interconnected with folk culture. He says: "The more national culture, the more rich the literature, the folklore, the science, the better the visual arts, the greater the national language concept, the more it is associated with the whole historical experience of the nation" [3, p. 177].

In the Chronicle of Mashhur Zhusip Kopeyev: "The sunrise to the Syr Darya, the Irtysh to the east, the Zhetisu to the south, the Volga-Ural to the north, the Dasht-i-Kipchak settlement between the four waters, and the Kipchaks were inhabited by ninety-two tribes. "Is it a lot of Chinese, a lot of Kipchaks? This is the reason why it was "» [4, p. 303]. It is known that the livestock area in the Eurasian steppes has the name of the Great Steppe. That is, we call the vast region, which begins from the Korean Peninsula in the Far East and extends its boundaries to the Black Sea, from Baikal and South Siberia to Afghanistan. Today's historical monuments and monuments prove that the Kazakh people are directly involved in this field.

Similarly, Lumen Gumilev's stories of great steppe ethnos, written in the books Hunnu, Dragon Toriki, have a history, and, in contrast to Soviet science, the article titled "Old Russian and Great Stage" "Is not a blank word.

The Magzhan Magazine's poet, poet: When many Turkish descendents are scattered, do not they see a black shanyrak in Kazakh? "[5, p. 27], "he said. Nowadays, research on the idea of a wet, mountainous and steppe civilization in the Eurasian continent, from Altai to the Dnieper, which attracts all the world. Therefore, the concept of "steppe" and the eccentric spirit of the early twentieth century is one of the key innovations in our study.

In his "History Wave" the Head of the State said that "the sacred treasures of spirituality were built on the basis of the proofs of the contribution of the Turkic peoples to the world civilization," continued the spiritual hegemony and gave a creative impetus to the great Turkic people from the deepest corners. " 75].

The steppe is Kazakh, and Kazakh is a steppe, since the Kazakh outlook is closely related to nomadic life, and the Kazakh tissue is also associated with it. Fighting for the earth, fighting heroism, tolerance to any difficulty, comprehending the essence of life with the nature of the steppes, traditions, beliefs, holiness, singing, literacy all come from the formation of a lifestyle. The steppes are influenced by the Kazakh identity, such as the violation of the steppe law, the wide openness of the steppes, the hawkish, the needy steppe breastplates. The nomadic lifestyle of the population was to avoid the degradation of the steppes' livestock, along with the search for suitable pastures for their livestock. As a result of perception and perception of the environment and the steppe world, world viewpoints were formed.

Historically, the President of Kazakhstan, Nursultan Nazarbayev, in the book "On the Crossroads of the Centuries" tells of the collapse of the USSR, which has been eradicated, has deep rooted deep historical roots. The main task today is to bring the national nature to normal. "... We need to be careful about the development of our culture, national identity, political history and culture, our ethnic traditions and so on, taking into account our civilization and cultural background" [7, p. 7].

Kazakh world outlook was closely related to nomadic mentality. Kazakhs have always been associated with looking for suitable pastures and well-being for their livestock. Understanding and perception of the environment and the world of the times has led to worldview views.

Academician Manash Kozybayev, emphasizing the main goals in the way of strengthening our independence, calls for the reorientation of our national identity. According to the scientist, "national perception is not just a set of concepts and not a

concept, but our perception of our perceptible world, our perception of our perception of our blood in our mother's milk for many centuries, and our evaluation criteria" [8, p. 221] If we accept any new doctrine and scientific novelty from our own outlook, only the fruitage of the doctrine and the news that has come to the fertile soil will become clear. We can achieve world civilization only through high appraisal by absorbing worldly benefits such as science and education, culture and art of our nation. Therefore, when planning to bring the history of our country to the public consciousness, we should never forget the systematization of national ideology in the Kazakh epoch of the twentieth century.

Educating the younger generation in the spirit of Kazakhstan patriotism is one of the most acute requirements of the state. Taking into consideration the preservation of the rich cultural heritage of the Kazakh leadership, the creation of a great deal of world literature and science in our mother tongue, raising the level of cultural and intellectual education of the nation, and promoting the younger generation to the universal values, and positively influencing the formation of a world outlook on the nation's rich heritage. will be fruitful steps.

Object of research: Articles published in newspapers and magazines published in the beginning of the twentieth century, concept "Steppe" in the lexicon of the phraseology.

Subject of the research: The heritage of Alash at the beginning of the 20th century and modern problems of its study and teaching. History of Kazakh Journalism, Alash Press, Steppe Concept. Mechanisms of conceptual approach to the concept of "steppe" from the texts of lecture materials, Kazakh journalism, theory of linguistic personality.

Sources of research: press materials of the Kazakh dialogue leaders in the beginning of the twentieth century, works of Alash intellectuals, research and cognitive works.

Methods of the research: Literary analysis, accumulation, historical-comparative and complex-explanatory methods were used in the research. analytic analysis, lexico-semantic, figurative-symbolic, ethno-social analysis, classification, systematization, modeling of the general idea, interpretative method.

Methodological bases of research:

Among the researchers of journalistic science K.Bekhozhin, B. Kenzhebeyev (9), T. Amandosov [10], T. Kozhakeev, R. Nurgali [11], Sh.Eleukenov, U.Sobhanberdin [12], S.Imashev, A.Idrissov , S.Matvienko, T.Idrysov, K.Abildaev, M. Argynbayev, S.Masgutov, R.Sagymbekov, N.Omashev [13], U. Kalizhan [14] D.Kamzabekuly [15], T. Dzurtbay, K. [16], K.Allaubergen [18], K. Kamzin, S. Medeubekovich, A.Majdjak [19], K.Sak [20], M. Kozybaev, S. Kadyrov, S.Kozybayev, U.Abdymanovich [16], B. Zhakyp [17] Sh. Nurgozhina and A.Ramazanova also have some opinions about the poem looking for.

E.D. Suleimenova, 21, who examined the worldview of the ethno-cultural world of humanity, has identified the concept of emotions, Gestalt-structured concepts in the Kazakh language study, which proves the recognition of the world through the meaning of linguistic symbols. Zhamanbaeva, G. Gyzzatov, who systematized the typology of speech cognitive modeling, has been a full-fledged researcher of Sh.

Yelemessova [23], who has become a source of research for national and cultural components in the concepts.

Purpose and tasks of the research: The world view of the Kazakh phrasebook in the beginning of the twentieth century and the complex analysis of the linguistic and cultural concept of "Dala" in the Kazakh language consciousness. The national vision in the Kazakh Leader of the 20th century, the conceptual potential of the text to reveal spiritual values and the study of its laws in the field of journalism.

In this regard, the following tasks have been set:

- search for integrity of the Kazakh steppe "Kazakh land - the Kazakh land" of the beginning of the 20th century, revealing the interconnection and connection of the historical moments of the formation of the Kazakh world;
- Defining the role of M. Kopeev in the dialogue;
- The essence of historical, literary phenomena and concepts such as continuity of tradition in the dialogue in the early 20th century, spiritual continuity;
- a new assessment of the good effects of the Alash-makers in the development of the Kazakh worldview methodology and its content structure;
- to analyze the main theoretical conclusions of the concept of "concept" and the problems of the national-cultural component in linguistics, to identify signs that are based on the texts of the texts:
- Explaining the code of author's political thoughts, presented by the concept of "Steppe" in the Alash Codex;
- to discover the peculiarities of the concept of "Steppe" in the emotional-ethical aspect of the Kazakh mentality, culture;
- Review of the etiological interpretation of "Steppe" lexeme, historical expertise in the process of formation;
- visual and symbolic interpretation of the concept "steppe" in the Kazakh phraseology, opening semantic fields;
- Defining a textual symbol of the concept of "steppe" in the publicistic genres;
- Development of the methodology of comprehensive studying of the Kazakh language in the university, definition of scientific and theoretical foundations, justification of didactic and individual subject matters;

Scientific novelty of the research:

- The concept of the national ideology and the concept of "steppe" in the Kazakh phraseology of the beginning of the XX century were first considered in one scientific system;
- In the research, the world outlook trends in the formation of the Kazakh press have been individually dealt with by starting the nature of publicism that publicism promotes the benefit of the nation;
- At the beginning of the twentieth century, the sharp ideas and bold suggestions of publicism, publicists in the formation of national public opinion were analyzed from the point of view of civil, pragmatism;
- The ideas of the Alash ally who fought for the independence of our people in the Kazakh steppes reflected the political, economic and spiritual issues as the beginning of competition;

- The research focused on the contribution to the formation and development of M. Kopeev's journalism, his role was remarkable;

- The concept of "steppe" is an internal and external indicator of freedom and a comprehensive analysis of the person who has shown the position of the Kazakh nomads in the beginning of the twentieth century;

- Dynamics of the content components composing the "Steppe" concept in the Kazakh phrasebook was compiled;

Theoretical significance of the research:

The findings and conclusions of the research will help to clarify the scientific-theoretical foundations and principles of research on the Kazakh poetry and to analyze its problem. At the same time, the formation of Kazakh publicity, channels of development are broadly individualized, in the future this research can lead to new research and analytical results in the field of testing and analysis of conceptual visualization of the Kazakh publicity. At the same time it focuses on the national vision and the pre-requisite in the most important and necessary spheres of innovative approaches and the use of new technologies.

Practical essence of the research:

- The materials and results of the research can be used in the theoretical, practical courses "Alash", "National Dietet", "Language of Journalism", "Media Stylistics";

- The research conclusions can be applied to the journalists in the special genre and special seminars on writing genres and to improve speech skills;

- Explanatory and phraseological dictionaries of the language analysis that were made during the study can be applied in practice;

- The branch pragmatic ideas of the Alash giants can be made as special courses in the University;

Suggested defense:

- Views on the statehood, national-cultural values in the Kazakh Leader of the XX century, the economic concepts of Alash Orda people, social modernization, the past political history of Kazakhstan will be oriented today;

- Alash kosemperi - the nation's unequivocal whole, its territory as a territory, the national celestial, the right to determine its land and share in the land as a land, the field work;

- The study of the conceptual field of the referendum in connection with the expansion of modern social and economic, political situation and international relations between people and countries;

- can work as a principle of organization of journalistic text, providing the cognitive picture of the writer's speech, the implementation of the game, the intentions of the writer from the poetic materials of Alashorda;

- Concepts in journalistic texts deliver the author's thoughts, ideas;

- The concept of "steppe" does not exist in informative texts. Often the content of the analytical and artistic-genre genre reflects the conceptual tone. Analytical texts are included in the overall concept of a conceptual or situation analysis. In the artistic and journalistic genres, the concept of "steppe" often gives a personal copyrights, allowing the interpreter or journalist to interpret the situation in a unique way;

- The concept of "steppe" is an indicator of intensive creative activity in the author's mind, a bright sign of the individual style of the author, whose main purpose is negative or positive assessment of the social phenomenon, not the conceptual name, but through the concept, the leader or journalist will be able to diversify the range of his speech;

- The concept of "steppe" is impressive and impressive as a socio-political phenomenon in the Kazakh phrasebook of the 20th century. "Dala" is a linguocultural concept, the main content of which is reflected in the form of the study:

1) symbolic side of the image, which describes the contradiction of policy in two directions;

2) the concept of "steppe" as a conceptual manifestation of the politician, character of politicians, political situation;

3) value of the concept of explicit and implicit behavior in the society as interpretative interpretation.

- The concept of "steppe" is of national significance, the concept of modernization with the possibility of growth, expansion and transformation in the Kazakh language environment.

Publication and approval of the research: Research and implementation of the research results: Published in the republican scientific editions, established by the Committee for Supervision and Certification of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan on the issues that form the theoretical essence and content of the dissertation work. Also published and approved in international scientific journals of international, national scientific-practical conference with non-zero impact factor, included into the Scopus database.

Manuscript of the dissertation was discussed at the Department of Press and Electronic Media at the Al-Farabi Kazakh National University.

Structure of the research work: The research consists of introduction, three chapters and conclusion, as well as a list of used literature.