General description of work. Since Kazakhstan gained sovereignty, Kazakh terminology has been rapidly developing, while the attitude to the term "term" has changed significantly. Many separate terminological units of the Soviet period, used for many years in the Russian and English versions, found a new sound in the Kazakh language. However, there are cases when translated into Kazakh or newly created new terms in the professional and scientific sphere raise controversial issues. Given the fact that language is always in development, in dynamics, we believe that the works devoted to the study of the above problems contribute to solving the problems associated with such situations. We believe that the study of terminological units in the paradigm of cognitive science will contribute to the intensive development of terminology in the future, thereby determining such studies as a relevant sphere in modern Kazakh linguistics. In Kazakh linguistics there are fundamental for the formation of the scientific and theoretical foundations of Kazakh terminology works by A.Baytursynov, K.Zhubanov, A.Kaydar, O. Aytbauly, B.Kaliuly, Sh. Kurmanbayuly, K. Aydarbek, B. Momynova, devoted to the definition of semasiological laws of terminological vocabulary; there are works by S.Akayev, Sh. Bilyal, E.Abdirasilov, in which the issues of knowledge of terminological theory in general are studied; there are studies by S. Isakova, A.Azamatova, M.Kozhayeova, concerning information and cognitive-pragmatic features of terminology; the formation of separate terminological systems are devoted to the work of A.Junisbek, A.Aldasheva, M.Malbako, S.Aliszanov, K.Ayapbergenova, M.Moldazhazharova, A.Konyrova, A.Nurzhanova, S.Sarsenova, A.Issanova, etc. However, the problem of the connection of terminological nomination with its representation in the consciousness of a person in the form of cognitive structure or structure presented in this study, which is first considered as the relevance of the dissertation work.

Relevance of the research topic. The dissertation was carried out in the context of modern terminological and linguistic-cognitive studies aimed at comprehensive study of terminological and representative aspects of the cognitive approach to language (S. Isakova, A. Azamatova, N. Boldyrev, etc.). A representative aspect is closely related to the linguistic forms of knowledge representation in the processes of conceptualization and categorization of the world. The concept of mental representation is central in cognitive science, since its task is to show the building thought processes in the course of which an "internal" cognitive structure is formed, conventionally denoted as a concept, frame, gestalt, script, script, etc. According to R. Langakker, language
does not have self-sufficiency and cannot be described without taking into account cognitive processes. This circumstance explains the high cognitive interest of linguists in studying the problems of the relationship between language and thought, word and thought. The object of many modern linguistic studies are various types and formats of knowledge, as well as mechanisms for representing knowledge by linguistic means. Linguistic and cognitive research in recent years has shown that the extensive phase of accumulating specialized knowledge on the relationship between world information and linguistic structures is coming to an end and a new phase is beginning, the main task of which is to study the ways in which information is presented and distributed. In this regard, it is relevant to study the processes of encoding and decoding information, which is defined as the implementation of the thought process of a person. The modern scientific paradigm allows us to consider a cognitive unit (cognition, thought, unit of knowledge, etc.) in connection with its representation in the form of a linguistic unit. The study of this issue on the material of new Kazakh terms makes it possible to identify: the main problems occupying the cognitive space of science and professional spheres; ways and means of presenting this information in various cognitive formats; explicit and hidden linguistic and cognitive techniques that allow you to effectively create new terms, as well as translate existing ones into the Kazakh language.

In the age of intensive technological development, in the process of globalization, new phenomena, objects, and, as a result, new names appear every second – and these are mainly new terms and terminological combinations that appear in one language, freely and quickly move to other languages. Such phenomena of the transition of new words significantly affect national languages, and the processes of entering new terms in the fields of technology, medicine, new information technologies are based on ancient Latin, Greek and modern German, English. This situation with neologisms is typical not only for the Kazakh language, but also for other world languages. In addition, there is a separate layer in the vocabulary of the Kazakh language, which is included in the Kazakh language through the Russian language, consisting mainly of terms and term combinations. Due to changes in socio-political, cultural, economic situations, the terminology of language units included in Kazakh through the Russian language is another important issue requiring special attention. All of the above requires a separate study, and we believe that the study of terminological units in the light of cognitive science will contribute to solving the above linguistic problems and problems. At the same time, the study of terminological units from the standpoint of their reflection in consciousness in the form of cognitive structures (units of knowledge) will contribute to the development of cognitive terminology in Kazakh terminology. This study defines the nature of the terminological unit and at the same time defines the connection with the cognitive structures reflected in the subject's consciousness, in which the awareness of scientific thought and its representation (transmission) occurs, which makes it possible to increase the scientific communication of the subject of speech, and at the same time, there is "preservation" in the consciousness of the terminological unit and the cognitive structure associated with it in the form of mental (mental) units.

**The purpose of the dissertation** is to study new Kazakh terminological units in terms of the implementation of the main cognitive formats of knowledge and their representation in the form of a language unit, reflected in connection with cognitive
structures that contribute to the preservation, interpretation and reproduction of information coming from outside. In this regard, the objects of research are determined: cognitive categories (cognitive structures – concept, frame, and gestalt) and a language unit – a terminological unit (term, term combination); the relationship of these categories is determined: a language unit – a term and a cognitive unit – a cognitive structure. In order to achieve the above objective, the following objectives are pursued:

- determine the nature and role of the term in the Kazakh language on the basis of the identification of its specific features indicated by domestic and foreign linguists, terminologists;

- to compile a descriptive base of cognitive processes of association, visualization and metaphorization as the main formats that ensure the preservation and interpretation of information, thought processes of the subject;

- define the principles of the integrated approach in the conceptual analysis, describe the algorithm of actions in the conceptual approach;

- to describe and determine the ways and means of representing information in the most frequent cognitive formats of information coding in scientific and professional spheres on the basis of the connection of terminological units and related cognitive structures: concept, gestalt, frame.

- to perform linguocognitive and conceptual analysis of new Kazakh terms-analogues previously borrowed from foreign languages (Russian, English);

- justify the possibility of effectiveness of further application of new artificially created Kazakh terms, provided that language units are formed on the basis of national concepts, taking into account the national language picture of the world.

Object of study: Newly created Kazakh terminological units (terms and term combinations); (on the material of the "Kazakh terminology dictionary", socio-political terms approved in the "Kazakh-Russian dictionary of social sciences"). Bilingual parallel corpus consisting of new and newly created Kazakh terms and their previously used Russian-language, English-language versions in the amount of 600 language units (terms and terminological combinations).

The subject of the study is the representation of frequency formats of knowledge preserved in the definitive structure of new Kazakh terminological units and their cognitive content.

The theoretical significance of the dissertation work is that it makes a certain contribution to solving the problems of a new stage of understanding, the problem of the relationship between linguistic and cognitive structures, linguistic and cognitive processes and their interaction on the material of terminological dictionaries. Also, as a theoretical significance, this work is a certain addition to the studies in Kazakh terminology, which touch on the issues of cognitive terminology, terminology. The results of the research can be used as elective courses for studying in philological specialties, as well as serve as a basis for further theoretical research in this direction.

The practical significance of the dissertation work is due to the possibility of applying the results obtained in the development of courses and textbooks in the field of cognitive terminology for students, undergraduates and doctoral students of PhD philology faculties. As a result of the study, connections of terminological units and cognitive structures are determined as their linguistic representation on the basis of
conceptual analysis, which allows further study of new Kazakh terms in the light of the cognitive paradigm. The provisions of the work identified in the course of the study contribute to the creation of new terms and the translation process of existing foreign-language terms into Kazakh.

**Research methods.** The relationship of the terminological unit and the cognitive structure displayed in the mind of the subject is investigated on the basis of conceptual analysis as the main method of cognitive linguistics. The tasks also necessitated the use of linguistic and cognitive analysis – when identifying cognitive formats for encoding information and interpreting the semantics of verbalizing language units. In addition, lexical-semantic analysis, methods of systematization, grouping of the studied language units, as well as statistical and comparative methods are used.

**Sources of research.** Terminology units from terminology dictionaries, official and social websites and portals are taken as sources for research work. (Russian-Kazakh, Kazakh-Russian dictionary of terms and nominations. Edited by Sh. Kurmanbayuly, S. Sapina; Kazakh-Russian dictionary of social sciences terms. Stat. O. Aitbayuly, K. Aydarbek, N. Ashimova, B. Zhonkeshov, Sh. Nurmysheva, N. Shulenbayev).

The methodological basis of the study is fundamental work in the field of cognitive linguistics, terminology and terminology, linguocognitology: E.S. Kubryakova, J. Lakoff and M. Johnson, N.N. Boldyrev, V.Z. Demyankova, Zh. Mankeyeva, O. Aitbayuly, B. Kaliuly, Sh. Kurmanbayuly, A. Azamatova, S. Isakova and others.

The methodological foundations correspond to the main parameters of the modern paradigm of language science: expansionism (interdisciplinarity and interlevel linguistic analysis), anthropocentrism (orientation to the human factor in the language) and neofunctionalism.

**Provisions of the thesis put forward for consideration are the following:**

1. Based on the linguistic-cognitive approach and conceptual analysis, it is shown that the terminological unit (term and terminological combination) corresponds by its nature and structural structure to the definition of the cognitive frame structure.

2. In most cases, the connection of the terminological structure with the cognitive structure displayed in consciousness has a conceptual basis, expressed in the use of basic concepts such as land, water, space, time, color and species concepts, etc. In the formation of terminological units with such concepts in the form of a structural particle or a basic unit, associative and metaphorical modeling is often used.

3. The functional significance of the terminological unit reflected in consciousness in the form of a cognitive structure of gestalt associated with the expressed personal experience and the sensory-perceptual state of the subject is described, which in linguistic representation corresponds to the implementation of pragmalinguistic functionality.

4. It is proved to be more effective to use new artificially created Kazakh terms and term combinations in cases of creation of a terminological unit on the basis of the national linguistic picture of the world or when national concepts are a component of the terminological combination.
The results of the study. The results of the study were discussed at a meeting of the Department of Turkology and Language Theory of Al-Farabi KazNU. The main content and results of the study are reflected in 13 publications in the form of articles in scientific journals. Including: 1 article in the journal indexed by the SCOPUS database; 3 articles in journals included in the List of the Committee for Control in the Sphere of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan (CCSES); 9 articles in foreign scientific journals and materials of international scientific-practical and scientific-methodical conferences.

Scope and structure of dissertation work. The thesis consists of an introduction, three chapters, a conclusion, a list of references and annexes. The volume of the dissertation is the main content is 150 pages without annexes.