

ABSTRACT

of the thesis «Linguacultural components in the formation of the national clothes discourse of the Kazakh and Turkish ethnic groups» submitted for the degree of Doctor of Philosophy (PhD) in the educational program «8D02209 – Oriental studies»

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The relevance of the research topic. Preserving cultural heritage and ensuring its continuity across generations, along with maintaining and revitalizing national identity, are essential conditions for the viability of any ethnic group. In this context, national clothing is not merely a utilitarian or decorative element but a complex cultural artifact that reflects both the spiritual and material values of a people, their aesthetic preferences, worldview, and social structure. It serves as a powerful symbol of ethnic uniqueness and historical memory.

The understanding and promotion of national culture often begin with the revitalization of cultural artifacts - emblematic elements of collective heritage. In this regard, the initiative of the President of the Republic of Kazakhstan, Kassym-Jomart Tokayev, to establish a National Clothing Day and his call for wearing traditional attire at festive and ceremonial events represent a significant step toward strengthening national identity. As the President stated, "National clothing is an important manifestation of our unique national essence."

Most elements of Kazakh traditional clothing trace their origins to the Turkic era and have been preserved through generations after adapting to a nomadic way of life. Each item of clothing is not simply a practical object but a semantically and linguoculturally meaningful text through which historical dynamics, value systems, and the ethnic worldview are communicated.

The discourse of national clothing is revealed through linguocultural components, enabling the reconstruction of perception and interpretation mechanisms specific to each ethnic group. The names of clothing items, set expressions, idioms, and proverbs that reflect symbolic meanings function as linguocultural units – verbal forms that preserve collective memory. These units, operating within discursive space, expand and interact with cultural concepts, collectively forming the content of the national code.

National clothing is an integral part of the linguocultural system that shapes both the linguistic and mental worldview. The symbolic meanings associated with clothing vocabulary directly correlate with categories such as national consciousness, identity, and value orientations. In this regard, a comparative study of Kazakh and Turkish terminology in the domain of clothing reveals nomination strategies, etymological layers, processes of cultural-linguistic transformation, and key factors of ethnic identity formation.

The relevance of this study lies in the lack of comprehensive comparative linguocultural research on national clothing vocabulary in the Kazakh and Turkish languages. Moreover, analyzing the discourse of traditional clothing offers opportunities to identify both shared and unique traits in the ethnogenesis and cultural development of the two peoples.

Despite a considerable body of linguistic research on clothing terminology, most studies are limited to etymological, nominative, or technological aspects. In both Kazakh and Turkish scholarship, traditional clothing is typically examined within local or ethnocomparative frameworks: in Kazakh linguistics – with a focus on lexical-semantic analysis and classification, and in Turkish – within descriptive and etymological approaches.

However, there is a notable lack of in-depth studies aimed at revealing the worldview foundations and ethnocultural models of the Kazakh and Turkish peoples through an analysis of clothing-related vocabulary. This gap is partially due to the effects of globalization and technological shifts that have threatened the continuity of traditional lifestyles and cultural distinctiveness. Consequently, there has been a renewed interest in national dress as a meaningful marker of ethnic culture.

In addition, analyzing clothing artifacts within the framework of discourse makes it possible to reconstruct the specific features of historical trajectories, value constants, and symbolic structures of the Kazakh and Turkish ethnocultures. The study of conceptospheres, cognitive categories, and cultural invariants of both peoples within a linguocultural paradigm offers new perspectives for identifying and describing unique national characteristics in contemporary humanities research.

Object and Subject of the Dissertation Research

Object of the research: The components of traditional clothing of the Kazakh and Turkish peoples and the terminology associated with them.

Subject of the research: The meanings, structures, usage, and etymologies of the linguocultural components that form the discourse of national dress in Kazakh and Turkish ethnic cultures; the conditions under which these elements attain conceptual status; and the role of information derived from the material and ideological aspects of clothing- as artifacts - in constructing and conveying the national code.

Purpose and Objectives of the Research

Purpose of the research:

To study the linguocultural components that form the discourse of national clothing in Kazakh and Turkish cultures from the perspectives of linguoculturology and ethnolinguistics, and to identify their semantic content as markers of national identity.

Objectives of the research:

- To examine clothing as a cultural object and define its ideological content based on the three-level artifact model, outlining analytical principles within the frameworks of nomination and discourse theories;
- To provide an overview of historical periods and reforms that influenced the formation of Kazakh and Turkish national clothing, and to determine the analytical directions based on research approaches related to costume studies;
- To identify mythologemes associated with clothing components and describe culturalemes and linguocultural elements that reflect the national specificity of the Kazakh and Turkish peoples as discourse-forming components;
- To determine the conceptual and symbolic nature of clothing-related terms found in Kazakh and Turkish proverbs and sayings of shared origin, and to identify

the causes of divergence that led to the development of non-equivalent units in each language;

- To explore the meanings and connotations of clothing-related terms within idioms and conduct a comparative analysis of their usage and functions in the Kazakh and Turkish languages;
- To uncover the symbolic function of clothing in the context of rituals and traditions, viewing it as a component of the national code, and to determine its role in shaping the worldview and mentality of both peoples;
- To identify the local features of ethnic clothing and analyze the manifestations of national style in components of the contemporary clothing discourse, as well as to investigate the motivations behind ideas related to the revival of traditional attire.

Theoretical and methodological base of the research The theoretical foundation of this research is based on the scientific concepts of both domestic and foreign scholars. Due to the interdisciplinary nature of the topic, the discourse of national clothing and its components was studied based on research from various fields, including linguoculturology, ethnolinguistics, semiotics, etymology, onomasiology, anthropology, and psychology.

Theoretical approaches to artifacts from anthropological and cultural-psychological perspectives were guided by the works of M. Cole, C. Geertz, and C. Lévi-Strauss, who interpreted the essence and structure of artifacts through cultural and symbolic interpretation. The concepts of scholars such as A.R. Luria, who examined the role of culture in cognition and the linguistic worldview, were also taken as a basis. In the field of linguoculturology, the studies of V.V. Vorobyov and V.A. Maslova provided essential frameworks regarding cultural concepts emerging from the interrelation of language and culture. Based on these perspectives, it was determined that clothing discourse is formed through linguocultural components and is reflected in the national consciousness in the form of cultural lexicon and naming patterns. V.N. Telia's view of language as a repository of cultural codes, symbols, and discursive strategies formed a crucial theoretical underpinning. The methodological works of A.A. Ufimtseva, who posited that cognition of the world is realized through words and concepts, were also used as a foundation.

In Kazakh linguistics, the fundamental research of A.T. Qaydar in the field of ethnolinguistics; the theoretical approaches of Zh.A. Mankeyeva, R. Syzdyk, and A. Salkynbay, aimed at identifying the national character of cultural vocabulary, played a key role in shaping the theoretical basis of this study. Moreover, the contributions of S. Kenjeakhmetuly and A. Tautuly, who explored the interrelation of language and culture, were significant. In Turkish linguistics, the research of D. Aksan, O. Çobanoğlu, A. Koç, R.E. Koçu, and B. Gülensoy on clothing terminology; folkloric studies by Ö. Çobanoğlu, F. Temizyürek, and İ. Şenesen; and studies on the historical formation of Turkish dress by S. Türkoğlu, F. Koç, A. Koç, E. Kosa, S. Aydın, and N. Ertürk were taken into account. Ethnocultural approaches were drawn from the works of A. Artun, M. Şakir Ulutaşır, P. Boratav, M. Özder, and G. Karaman.

Research Methods The research employed the following methods: Comparative-historical method: used to analyze the origins and historical

development of national clothing terminology in Kazakh and Turkish; Cultural-ethnographic method: aimed at identifying the ethnographic significance of clothing-related terms; Linguistic method: applied to study the semantic structures and linguocultural components of clothing terminology; Discourse analysis: used to examine the processes by which clothing-related concepts are formed in the cultural consciousness. The empirical basis of the research consists of data obtained through specially conducted surveys and their results.

Scientific Novelty of the Dissertation The following scientific contributions were made as a result of the dissertation research:

- For the first time in Kazakhstani scholarship, the national clothing of the Kazakh and Turkish peoples was examined from a linguocultural perspective, and analyzed based on the ideological structure of artifacts;
- Mythologemes of cultural objects defining the national specificity of Kazakh and Turkish traditional clothing were identified, and their linguistic representations – nominal units functioning as culturalemes and linguocultural elements – were explored;
- Although certain culturalemes have ceased to be actively used in everyday life, they continue to function as linguocultural units, reflecting the cognitive patterns, worldview, and linguistic conceptualization of the respective ethnic groups;
- A comparative analysis of clothing elements in the Kazakh and Turkish traditions revealed that external influences intensify local specificity and lead to an increase in the variety of clothing forms;
- The conceptual content of components shaping the discourse of national clothing was determined through an analysis of proverbs, sayings, and idiomatic expressions;
- Discourse-forming components of clothing were studied from a linguocultural standpoint in connection with rituals and customs, revealing that the resulting cultural concepts contribute to the formation and interpretation of national identity.

Theoretical Significance and Practical Value of the Research The materials and findings of this study contribute to the further development of one of the key areas in contemporary linguistics – linguoculturology. The linguistic and cultural analysis of core material and spiritual concepts provides an opportunity to explore in depth the cognitive frameworks of Turkic peoples, as well as the general patterns of human thought. The outcomes of the research may aid in formulating and addressing new issues in cultural studies, intercultural communication, and cognitive linguistics.

The **practical value** of this study lies in the compiled and systematized material, along with its findings, which contribute to a deeper understanding of how cultural concepts function as tools for constructing linguistic reality and reflecting ethnic mentality. The research materials can be incorporated into dictionaries of Kazakh and Turkish cultural concepts. The proposed analytical approach to linguistic material can be applied in lexicographic practices. Furthermore, the results of this research can be effectively utilized in the teaching of the Kazakh and Turkish languages across various educational levels.

Provisions proposed for defense. The names of national clothing in the Kazakh and Turkish languages represent key linguocultural components that reflect the historical, cultural, social, and spiritual essence of the respective ethnic groups.

- National clothing serves as one of the primary external indicators of a people's ethnic identity;
- As an artifact, clothing functions as a text with a source-like quality, manifested in its connotations and reflective of a people's cultural essence;
- The functions of components of national clothing are subject to change depending on the discursive context;
- The traditional costume is the result of a long-standing cultural dialogue between a people and their surrounding environment;
- The replacement of certain clothing elements that have fallen out of use due to environmental adaptation is driven by functional necessity;
- The sacral meaning of national clothing terms is determined by their participation in cultural discourse;
- Elements of military dress in many world cultures originate from the equestrian civilization and, in terms of etymology, discursive formations, and functions, are connected to the Turkic world;
- Although some elements of traditional clothing are no longer in active use, they continue to exist from an onomasiological perspective as a static foundation of the lexical system;
- In the modern context, ethnic clothing elements, endowed with the function of expressing national spirit, are capable of representing a model or a holistic image of national dress as a bearer of cultural identity.

Discussion and Approval of the Dissertation

The scientific conclusions and findings of the dissertation were discussed at the meeting of the Department of Turkology and History of Eastern Countries, Faculty of Oriental Studies, Al-Farabi Kazakh National University. The results of the research have been published in a total of six scientific articles in both domestic and international academic publications. Among them, four articles were published in journals included in the list of the Committee for Quality Assurance in the Sphere of Education and Science of the Republic of Kazakhstan, and one article was published in the proceedings of an international scientific-practical and national conference. Additionally, one article was published in a foreign journal indexed in the Scopus database.

Structure of the Dissertation

The dissertation consists of an introduction, three main chapters, a conclusion, a list of references, and appendices.