Brief information about the project

Name of the project	AP09058073 «Elaboration of teaching materials to study Kazakh culture and language for an English-speaking audience with application of modern technologies» (0121PK00341)
Relevance	By the end of the 20th century, Kazakh language became one of the endangered languages of the world. The demand for learning language was low. Despite the publication of works on the study of the Kazakh language, most of them were based on the works of Soviet times. These works were focused on domestic demand, that is, for the Russian-speaking audience. Many textbooks were written without any competitive spirit. However, over the past 10 years, the situation with the Kazakh language has begun to change for the better. Due to the increase in requests for the study of the Kazakh language, textbooks with better content began to be published. These benefits mainly meet the needs of the domestic market. External needs are not adequately met. Potential visitors decide to study Russian due to the lack of the necessary resources to study the Kazakh language. Lack of necessary resources pushes tourists and other visitors to abandon the Kazakh language. Thus, leaving many cultural, ethnic, and other features of Kazakh culture closed to visitors. This factor not only interferes with the promotion of the Kazakh language and culture, but also negatively affects ethno-tourism and the image of the country. Therefore, the solution to this issue is of strategic importance for the state. One of the main reasons for the lack of resources is the extremely small number of Kazakh language teachers who speak English. Consequently, lack of knowledge of English also leads to the problem of developing materials on Kazakh culture and language for the English-speaking contingent. In this regard, the project team is formed of specialists in Kazakh and English languages and wishes to develop, in cooperation, a textbook and website for English-speaking consumers. As a result of the elaborated materials, the research group will contribute to solving the problem of the lack of educational materials oriented for the English-speaking audience.
Purpose	Based on comparative research experience of domestic and foreign methodology of teaching foreign languages with the use of modern technologies to develop a textbook and website for the study of Kazakh culture and foreign language as a foreign language.
Objectives	I. to study modern teaching materials on second language acquisition. II. to analyze the cultural and philosophical foundations of Kazakh culture. III. to analyze websites on learning languages. IV. to collect authentic materials in Kazakh for inclusion in the course. V. to preparate adapted texts for video, listening and reading section. VI. to get acquainted with modern IT of education. VII. to study the most significant modern Kazakhstani cultural and social phenomena. VIII. to make up questions for a questionnaire, in order to assess the effectiveness of the compiled materials. IX. to study the most significant Kazakhstani cultural and historical events.

	X. to conduct an empirical analysis of materials on the study of Turkic languages as a foreign language for an English-speaking audience. XI. to explore the experience of teaching Kazakh culture and language at universities in the USA and Great Britain, establishing contacts with these universities. XII. to analyze and systematize the previously collected materials and develop a modern textbook for the study of Kazakh culture and language.
Expected and achieved results	I. a prospective syllabus of the course will be created; II. Materials will be created taking into account the cultural and philosophical characteristics of Kazakh culture; III. A website and a plan for updating the website content will be created; IV. The materials will be uploaded to the website. Materials will be supplemented throughout the project; V. The multimedia course materials will be uploaded to the website. Materials will be supplemented throughout the project; VI. Potential options for introducing modern IT into this course will be considered. VII. Materials will be created taking into account the regional and cultural features of the Kazakh culture; VIII. A systematic survey will be conducted among the users of the site, the results of which will be included in an article in an international scientific journal of the Web of Science database. IX. Materials will be created, taking into account the cultural and historical features of Kazakh culture; X. Materials will be compiled, taking into account the peculiarities of planning and compiling materials for the development of languages belonging to the Turkic languages; XI. Materials on teaching Kazakh culture and language in US and UK universities will be studied and contacts will be established with these universities; XII. As a result of the research carried out within the project, 4 articles were published in peer-reviewed domestic publications, 1 Scopus article, 1 textbook, an online course, www.learn-kazakh.com, based on the results of focus group research, were developed and launched.
Research team members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to relevant profiles	1. Omirbekova Aliya Omirbekovna, candidate of philosophical sciences, Hirsch Index – 2; ORCID 0000-0002-6243-01175, Scopus Author ID 57208206025. 2. Zhumashova, Zhuldyz, PhD doctor; Hirsch Index – 1; ORCID 0000-0001-6919-4665, Scopus ID 56548839700
List of publications with links to them	1. Kenzhekhanova K. Azimbayeva I.K., Zhaparova A.Zh. Anthropocentric paradigm of phraseological units in the literary translation // KazNU Bulletin. Philology Series, №4 (184). – Almaty, 2021. – P. 194-200. https://philart.kaznu.kz/index.php/1-FIL/article/view/3638 2. A. Zh. Aksholakova. The category of verb tense in the Russian, Kazakh and English languages based on the formation of grammatical competence // KazNU Bulletin. Philology Series, №1 (185). – Almaty,

	2022. – P. 11-22. https://philart.kaznu.kz/index.php/1-FIL/article/view/3798
	3. G. Rysbayeva, S. Aliyeva, B. Kulbekova, Zh. Zhumashova Features of the artistic language in anthropocentric proverbs (based on the material of Kazakh-Russian proverbs and sayings) // KazNU Bulletin. Philology Series, №2 (186). – Almaty, 2022. – P. 194-200. https://philart.kaznu.kz/index.php/1-FIL/article/view/3981
	4. A. Omirbekova. NATIONAL CULTURE IN LANGUAGE LEARNING // The journal of socio-humanitarian research "Al-Farabi". – Almaty, 2023. – № 3 (83). – P. 26-39. https://alfarabijournal.org/index.php/journal/article/view/850
	5. Zh. Zhumashova; A. Aksholakova; A. Omirbekova; B. Kulbekova. Challenges and Recommendations for Teaching and Learning Kazakh as a Second Language // International Journal of Society, Culture and Language, ISBN 2329-2210. Volume 11, 2 (Themed Issue on Language, Discourse, and Society) , July 2023, , Pages 119-131 https://doi.org/10.22034/ijscl.2023.1995923.2967 https://www.ijscl.net/article_706401.html