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TOPONYMS IN THE AKMOLA REGION**

Annotation. The article is devoted to the interlingual transfer of toponyms of the Akmola region of Kazakhstan, the complex process of adaptation of geographical names in the context of cultural and linguistic interaction is considered. The research analyzes the mechanisms of adaptation of toponyms, change of local geographical names when translated into other languages, preserving or losing unique ethnolinguistic features. The work considers the main approaches to the adaptation of toponyms and strategies aimed at preserving the authenticity of names, which is important for maintaining the cultural heritage and local identity of the region. Particular attention is paid to the difficulties and compromises that arise when translating toponyms and their impact on the perception of the linguistic and cultural appearance of the Akmola region. The results of the study emphasize the importance of an integrated approach that takes into account both phonetic and cultural-semantic features in the interlingual transfer of geographical names, which helps to strengthen mutual understanding and respect between cultures.

Keywords: interlingual transmission, toponym, adaptation, ethnolinguistics, cultural heritage, translation, geographical name.

Introduction. The interlingual transfer of toponyms is a complex and multifaceted process that plays an important role in the preservation and adaptation of the cultural heritage of regions. In the context of globalization and intercultural exchange, the issue of transferring toponyms while preserving their linguistic and cultural identity is of particular importance. Sh.K. Zharkynbekova et al. mention that the toponymic picture of Kazakhstan is distinguished by ethnocultural originality, which is associated with the mental characteristics, conditions and way of life of the country's inhabitants, geographical location and historical development of society. It has its own specifics, due to the interaction of the languages functioning in the country [1], [2], [3], [4].

The Akmola region, with its rich history and ethnolinguistic diversity, is a prime example of an area where toponyms reflect unique ethnic and linguistic characteristics. Geographical names here carry cultural codes associated with the history, traditions, and worldview of local peoples [5]. For example, A. Meirbekov describes toponyms as a linguistic unit that functions as an oral map, instructions for nomadic peoples living on the vast territory of the Eurasian continent. "They were stars in the night sky that served as landmarks for sailors. In fact, nomadic toponyms are more than just geographical names. They not only determine the location and distinguish places but also contain specific information for nomads" [6].

**The research was carried out within the framework of the project "Unification of Kazakh onyms in English-language texts: translation studies" (AP23490448), funded by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan for 2024-2026.*

Toponyms are a unique class of proper names that are closely related to the spatio-temporal context in which they exist. They reflect not only the natural, but also the social, historical and cultural characteristics of a region. For example, toponyms can encode data about the past of a person, its language contacts, migration processes and even ideological attitudes. However, in most modern studies, this specificity often fades into the background, since the main focus is on the universal features of onomastic vocabulary.

At the same time, the adaptation of toponyms in a multilingual environment, their translation and transliteration require special attention. Each case of transferring a geographical name to another language system is not just a linguistic act, but also a cultural event. These processes reveal complex mechanisms of choice between preserving the original sound, conveying the meaning and taking into account linguistic norms. This is why the study of toponyms as an independent class of proper names should occupy a central place in onomastics, providing valuable data for both theoretical research and applied tasks, such as the standardization of geographical names or the development of translation strategies.

The issues of interlingual transfer of onomastic vocabulary have not yet found their solution, since there is no unambiguous answer regarding the translation of one or another onomastic name into a foreign language, just as there is no single model for translating onyms. In support of this, V.I. Legenkina writes: "the specifics of interlingual transfer of toponyms as a separate class of proper names have not yet been sufficiently studied." [7].

Methodology and research methods. The methodological basis for the study of interlingual transmission of toponyms in the Akmola region was a comprehensive approach combining the methods of onomastic analysis, comparative linguistics and translation interpretation. The use of these methods allowed for a deep understanding of the linguistic and cultural features of the transformation of geographical names when they are transmitted to a foreign language environment. The study included 190 toponyms that representatively reflect the geographical, historical and ethnocultural diversity of the Akmola region. The sources for selecting toponyms were official maps, administrative registers, historical and ethnographic reference books, as well as data from media discourse and educational materials in Russian, Kazakh and English.

The following main methods were used in the study:

1. Etymological and historical-cultural analysis of toponyms. An analysis of the origin and evolution of toponyms allowed us to identify their motivational structures, etymological roots and symbolic meanings that are important for preserving semantic identity during interlingual transmission. Particular attention was paid to toponyms associated with natural objects, historical events and ethnocultural symbolism.

2. Transformational analysis of interlingual adaptation, i.e. analysis of adaptation, transcription and transliteration methods in translation of toponyms into English. This method included a comparison of original toponyms and their equivalents in the target languages (primarily Russian and English) in order to identify methods of transmission: transliteration, transcription, calque, partial or complete translation. The analysis was carried out according to the following criteria: preservation of phonetic appearance, transmission of semantics, compliance with the graphic and grammatical norms of the target language. Such analysis is also important for identifying the best ways to transmit toponyms without losing their semantic and cultural significance.

3. Classification of adaptation mechanisms. Based on the analysis, the main mechanisms of interlingual adaptation were identified and systematized: phonetic, graphic, lexical-semantic, ethnocultural, administrative-legal and grammatical. Each mechanism was matched by specific examples extracted from the language material. This made it possible to create a typology of adaptation strategies and trace their influence on the preservation/loss of identity.

4. Contextual and discourse analysis. The functioning of adapted toponyms in texts of various genres was considered - from scientific publications and tourist guides to the media and Internet content. This provided an understanding of the degree of stability and acceptability of adapted forms in the linguistic consciousness of speakers.

5. Method of comparative-contrastive analysis. Comparison of the models of transmission of the same toponyms in Russian and English allowed to identify differences in national approaches to transmission of proper names and to determine which aspects are preserved and which are lost during translation in different language cultures.

The integrated use of these methods contributed to the study of the adaptation processes of toponyms in the Akmola region, ensuring the preservation of their unique linguistic identity during interlingual transmission.

Discussion and observation. Today, the process of interlingual adaptation of toponyms of the Akmola region faces a number of challenges, such as the need to preserve semantic and phonetic uniqueness, cultural significance and symbolism. When translating or adapting toponyms into other languages, the problem of preserving identity and authenticity arises, which requires a careful approach to conveying the meanings embedded in local names.

Zh.M. Konyratbayeva writes that the formation and development of the onomastic system of regions and their structure are influenced by various social factors at different levels. By studying the dynamics of the onomastic development of each region (North-South, West-East), we can see how many names have influenced the cultural and social life of the region's population [8].

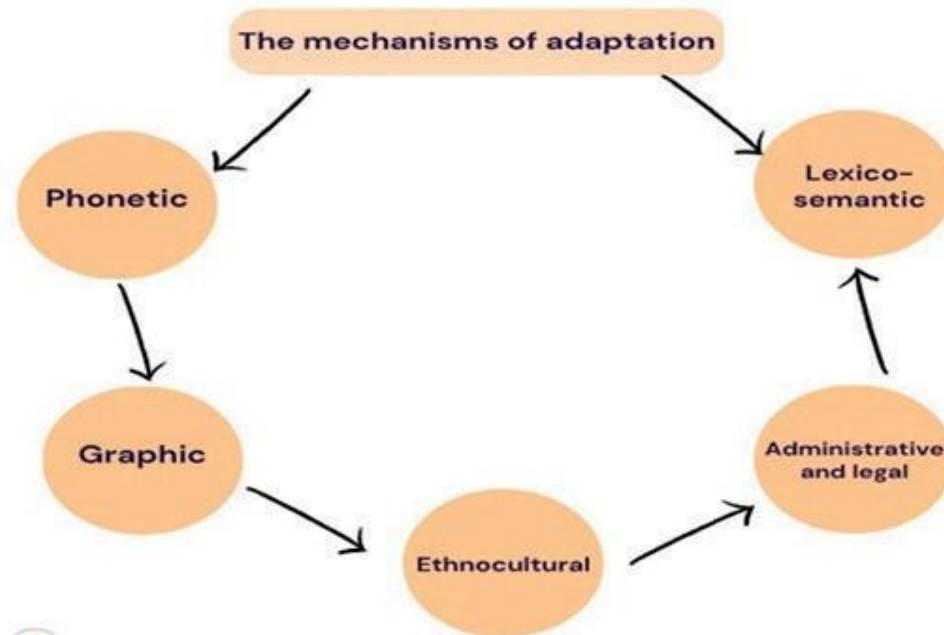
The introduction of global and local translation norms, as well as the cultural and linguistic characteristics of different peoples, influence the preservation and perception of toponyms, which requires the development of approaches that allow preserving local linguistic features in an interlingual environment [9].

It is worth considering the fact that the regional system of toponyms retains its own cultural and historical code, which provides information about the culture, history, traditions and customs of the people who lived in this region. N.K. Frolov, studying the semantic adaptation of toponyms, writes: "As is known, a developed regional system of geographical names consists of native-language toponyms, to which toponyms from the languages of those who lived in the past in this territory and neighboring peoples were historically added" [10].

The study of the toponymy of the Akmola region and its etymological analysis with the identification of key elements that form their identity helped to understand the internal structure of toponyms, root elements and morphemes that should be preserved during translation or adaptation. In this regard, A.V. Dybo and others write: "The emergence and stabilization of a toponymic system is significantly influenced by the history of the territories where it is widespread. This includes the history of the settlement of lands by speakers of different languages, and the types of economic and cultural activities, and other features of the material and spiritual culture of the peoples who settled and are settling them. While the population of a particular region migrates and moves to another place, and its language ceases to be used in this region, geographical names that go back to the words of this language can be preserved for centuries in the languages of the following waves of settlement. The etymology of such words is often obscured by subsequent linguistic processes, especially folk etymology (re-etymologization), a textbook example of which is the Russian hydronym" [11].

The aim of the study is to analyze the mechanisms and strategies of interlingual adaptation of toponyms in the Akmola region, as well as to identify factors that influence the preservation of linguistic identity in the process of their transfer to other languages. "The adaptation of toponyms also affects the identity of local residents. Knowledge and use of original names can contribute to the preservation of cultural memory and local identity" [12]. Figure 1 shows the main mechanisms of adaptation.

Figure 1 – Basic mechanisms of adaptation



Cross-linguistic adaptation of toponyms is a process in which geographical names (toponyms) are borrowed by one language from another and undergo changes in pronunciation, spelling, semantics or morphology in order to “fit” them into the system of the recipient language. Research shows that such processes not only reflect linguistic but also cultural and historical features of interethnic interaction. Mechanisms of cross-linguistic adaptation of toponyms represent a variety of approaches to the transmission of geographical names that take into account the features of phonetics, graphics, semantics, culture and administrative requirements [13].

- **Phonetic adaptation** involves transferring the sound structure of a toponym into the target language with minimal changes. This method aims to preserve the original sound of the name as much as possible, despite the difference in the phonetic systems of the languages.

On the phonetic adaptation of toponyms M.N. Nechay writes: “The sound composition of one language never coincides with the sound composition of another. Therefore, when switching from one language to another, a person needs to develop new motor sensations of speech or “operate with those motor sensations with which he articulates the sounds of his native language”, but at the same time “replace foreign sounds with the sounds of his native language closest to them” [14]. Consequently, when transferring between languages, it is important to pay attention to and take into account the phonetic structure of the language into which a particular toponym is translated. For example, the toponym Kokshetau is adapted to Russian by replacing the specific (absent) Kazakh letter “ө” with the Russian “o” and replacing “u” with “v” in accordance with the norms of the Russian language as Kokchetav .

Another example of phonetic adaptation is the toponym Kyzylzhar, which is adapted into Russian using the letter “k” - Kyzylzhar , where “kyzyl” (Kaz.) means “red”, and “heat” (Kaz.) means “precipice”.

- **Graphic adaptation** is associated with the use of the original spelling of a toponym within the capabilities of the alphabet and graphic norms of the target language. Modern linguists note the complexity and lack of development of issues of standardization in the field of spelling of geographical names. According to the well-known researcher in this field N. Kadmon, “One of the serious problems of toponymy is that geographical names arose in many different languages. Therefore, working with such names entails two separate problems. The first is the issue of pronunciation, and the second is the written or graphic expression of the name. Both problems

should be solved by a toponymic specialist (toponymist)" [15, 96]. The main goal of this approach is to preserve and adapt the written form of the name, taking into account the phonetic differences that may arise when switching from one alphabet to another. Most often, this type of adaptation is applied to languages with different graphics (hieroglyphs, ligature, Latin, Cyrillic). The translation of toponyms from Arabic, Chinese, Korean or Japanese into Russian, Kazakh, English or other languages will be different. For example, Persian *بعبسا دابآ* [Abbās Ābād] has several spelling options in Russian: Abaz-Abad, Abasabal or Abas-Abad. Another variant of the spelling of this city and fortress can be found in the "Travel Notes" of A.S. Griboyedov with a double bb in the first part of the toponym: Abbas-Abad [16].

G. Gallarín notes the phonetic changes in proper names in the historical and modern context, which is especially relevant for onomastic research. The scientist, studying the onomastics of the Spanish language, writes: "both in historical and modern sources, there are many variants of the same proper name; some represent different phases of the process of phonic changes, others indicate different transmission routes, so that, taking into account the evolution of the Spanish language, the variants found in the corpus can be adequately studied" [17, 48]. Thus, the many variants of the same name can reflect both phases of phonetic changes and different transmission routes and have several key aspects. For example, the toponym Shchuchinsk (Russian) / Schuchinsk (English). Due to the absence of the letter "щ" [š] in the English alphabet, there are several variants of the toponym spelling in English: Shuchinsk, Schuchinsk, Shchuchinsk, where the graphic (visual) and partially phonetic similarity to the original is preserved. Such adaptation is relevant when switching from Cyrillic to Latin or between languages with different scripts.

- **Lexical-semantic adaptation** consists of translating or transforming significant parts of a toponym that reflect important elements of meaning. This method is especially relevant for those parts of a toponym that denote natural or geographical features, such as a river, mountain or steppe. Thus, lexical-semantic adaptation helps make the name understandable to native speakers of the target language, conveying the main meanings of the toponym. Examples of this adaptation are the toponyms Chebachye (Russian)/ Shabaqty (Kazakh) and Shchuchinsk (Russian)/ Shortandy (Kazakh).

According to one version, Chebachye (Russian) / Shabaqty (Kazakh) comes from the word "shabak" in the Kazakh language, which means "small fish; fry; sprat" [18]. The suffix "-ty" in Turkic languages is often used to form adjectives or nouns denoting belonging or characteristic. Thus, "Shabakty" can be interpreted as a place where young fish are found or a fishing spot.

- **Ethnocultural adaptation** takes into account the cultural and historical aspects of the toponym. Here, the preservation of the cultural connotation and ethnic symbolism that can be embedded in the geographical name plays an important role. This approach allows preserving the unique ethnocultural shades and values associated with the toponym. In interlingual transfer, in addition to the cultural connotation and ethnic symbolism, it is also important to consider the intercultural component and extralinguistic factors.

In the ethnocultural adaptation of toponyms, it is also important to take into account cultural transfer. This term was proposed by the French scientist M. España. According to the scientist, the purpose of cultural transfer is "to identify the interconnections and interpenetrations of national cultural spaces", to study "the mechanisms by which similar forms of culture are able to perceive external influences" [19, 7]. Consequently, in the interlingual transfer of toponyms, it is important to take into account the cultural values and characteristics of a given culture, since in the ethnolinguistic adaptation of toponyms, certain elements characteristic of another cultural and geographical area are transferred from one regional-cultural environment and subsequently transformed. For example, the name of the village of Rozhdestvenka in the Akmola region is associated with an Orthodox holiday.

In our position, we support the position of Ye.Ye. Dmitrieva that "any assimilation of a cultural phenomenon is in itself a translation into its own cultural language, in which something changes in the receiving culture, but something certainly changes in the influencing culture as well. If we talk about translation in the literal sense of the word, then it is obvious that the

translated text is never equal to the original, and even with the most accurate translation it brings as much to the culture into whose language it is translated as to the one from whose language it was translated." Therefore, when transferring toponyms between languages, it is necessary to conduct a comparative study of "national forms of comparatism associated with the history of intellectual, spiritual, etc. relations between different countries and cultures" [20]. For example, the city of Yereymentau in the Akmola region, former name Ermentau was renamed to Yereymentau in Russian, retaining its cultural and historical significance, reflecting local characteristics. Additionally, we can observe phonetic change in the first letter 'E' which sounds in Kazakh as [je / ye], this explains the additional letter Y in the toponym Yereymentau.

Abdukhallilova V.V. gives the following definition of cultural transfer: "cultural transfer is not just a process of circulation of objects and ideas as they are, but their constant reinterpretation, rethinking, re-signification" [21].

- **Administrative and legal adaptation** is aimed at changing toponyms in accordance with legislative norms or official recommendations of the target country. In such cases, the adaptation of names is carried out taking into account the requirements of official documents and registration standards, which is important for the correct execution of documents and their compliance with legal norms. For example, depending on political and administrative decisions, the name of the city of Astana over time changed from "Akmola" to "Tselinograd", "Akmola", "Nur-Sultan".

Referring to the ability of toponyms to adapt to the grammar of the host language (when translating Kazakh geographical names into Russian), A.Zh. Aksholakova identifies another category – grammatical adaptation of toponyms [22].

Grammatical adaptation of toponyms is a process in which geographical names (toponyms) borrowed from other languages changed in accordance with the grammatical norms of the recipient language. Adaptation of toponyms allows them to fit more naturally into the structure of the language and facilitate their use in speech. There are several ways of grammatical adaptation:

1. Declension of toponyms
2. Changing the form of adjectives
3. Changing the endings of toponyms
4. Using definite articles or prepositions

These mechanisms help to create a compromise between preserving the uniqueness of a toponym and adapting it to the characteristics of the target language, ensuring cultural and linguistic integrity during interlingual transmission [23].

Examples of interlingual adaptation of toponyms of the Akmola region demonstrate the diversity of approaches to the transfer of geographical names into other languages, taking into account phonetic, graphic, semantic and cultural features.

Each of these approaches helps to preserve the significant elements of names when transferring them into another language, reflecting both the cultural and historical characteristics of the region. The examples in the table show that the choice of adaptation mechanism depends on the purposes of transfer – preserving the sound, meaning, cultural identity or official status of toponyms. However, in order to ensure the most accurate reflection of the unique features of toponyms in another language environment, it is also necessary to consider more specific strategies for preserving identity and take into account the influence of external factors [24]. Thus, adaptation mechanisms allow not only to preserve the ethnolinguistic specificity of toponyms, but also to adapt them to the needs of the target language without losing their cultural value.

Identity strategies such as minimal change and cultural adaptation help to find the best way to convey toponyms while respecting their authenticity and cultural memory. In addition, factors such as the cultural context and linguistic features of the target language play an important role in adaptation decisions, determining how a name can retain its uniqueness and be understood by speakers of another language.

Minimal change strategies aim to preserve the original name with minimal adjustments, allowing the toponym to be conveyed almost in its original form. This is especially important for

toponyms with historical and cultural significance, as minimal changes ensure authentic sound and visual similarity, strengthening the connection to the original culture and heritage.

At the same time, cultural adaptation allows for the ethnographic and symbolic aspects of toponyms to be taken into account, ensuring their meaningful perception in a new linguistic context. This approach is important for names that carry a unique meaning or have special symbolism for the local population, which makes their adaptation not only a translation, but also a means of cultural exchange [25].

Another aspect that must be taken into account in interlingual transmission is the historical and etymological basis of toponyms, since the formation and strengthening of the toponymic system in a country is closely linked to the history of a given territory and the regional-cultural environment where it is widespread.

Factors such as cultural context and linguistic features form the basis for decision-making when adapting toponyms. Cultural context helps to determine which elements of a name should be retained to express local identity, while linguistic features of the target language may require phonetic and graphic adaptations to make the name understandable and harmonious for a new audience. Thus, an integrated approach that includes identity strategies and consideration of influencing factors allows for the preservation of the uniqueness and significance of toponyms when they are transferred to another language, ensuring a balance between preserving cultural identity and adapting to the new environment. Therefore, taking into account the linguistic and cultural context is the cornerstone of the successful transmission of toponyms in a multilingual environment.

Results. The analysis of 190 toponyms from the Akmola region revealed a diverse system of interlingual adaptation mechanisms that reflect both linguistic patterns and deep cultural meanings embedded in geographical names. The results demonstrate that the transmission of toponyms into Russian and English is not limited to technical processes of transliteration or transcription but represents a complex interaction of phonetic, graphic, semantic and ethnocultural factors that shape the preservation or transformation of identity during interlingual transfer.

The analysis of interlingual adaptations of toponyms from the Akmola region reveals a wide range of mechanisms used to transfer geographical names into other linguistic environments. The collected examples demonstrate that the adaptation of toponyms is influenced by phonetic, graphic, semantic and cultural considerations, each of which contributes to preserving essential elements of the original name during translation.

The results show that the choice of a particular adaptation strategy depends on the purpose of transmission. In cases where the sound form is prioritized, transliteration and phonetic approximation are employed to maintain the auditory similarity of the name. When conveying meaning or cultural significance is essential, strategies based on semantic and cultural adaptation are applied. This variability confirms that interlingual transfer functions not only as a linguistic process, but also as a means of preserving the cultural and historical identity of the region.

The study shows that phonetic and graphic adaptation are the most frequently used mechanisms in the interlingual transfer of Akmola toponyms. These strategies allow the original sound form to be retained as much as possible, while also adjusting the written form to the orthographic system of the target language.

Examples such as Kokshetau → Kokchetav and Shchuchinsk → Shuchinsk / Schuchinsk demonstrate that adaptation decisions are often driven by the phonetic limitations of the target language, particularly when transferring from Cyrillic to Latin-based alphabets. Variability in spelling, as observed in several English versions of the same toponym, indicates that phonetic approximation often outweighs standardization in practice.

Lexical-semantic adaptation was found to be especially relevant for toponyms reflecting natural features, flora, fauna or traditional economic activities. In several cases, semantic transparency facilitated the transfer of culturally significant components.

Toponyms such as Chebachye / Shabaqty and Shchuchinsk / Shortandy reveal how semantic roots can undergo reinterpretation in different linguistic environments. The study confirms that

semantic adaptation contributes to improving the comprehensibility of toponyms for speakers of the target language while maintaining elements of their initial meaning.

A significant group of toponyms contains ethnocultural components that are crucial for interpreting local history, worldview, traditions and religious symbolism. The analysis demonstrated that interlingual transfer involving such names requires attention not only to linguistic equivalence but also to cultural connotations.

Examples such as Rozhdestvenka or Yereymentau illustrate that ethnocultural adaptation frequently involves cultural transfer, reinterpretation and transformation of symbolic meanings. The phonetic evolution observed in Ermentau → Yereymentau shows the interaction of cultural identity with modern language norms. These findings align with the theoretical position that cultural transfer reshapes both the receiving and the source cultural systems.

The etymological analysis revealed that many toponyms of the Akmola region contain archaic lexical layers and traces of earlier linguistic contacts. Such names often preserve elements of steppe nomadic culture and reflect historical settlement patterns across Eurasia. The study confirms that etymologically complex toponyms – especially those with obscured origins – tend to undergo minimal formal change in interlingual transmission, as significant transformations would risk losing important historical information.

The results further show that administrative-legal adaptation plays a decisive role in standardizing geographical names for official use. Political decisions and national naming policies directly affect the form of toponyms transmitted to other languages. The example of Akmola → Tselinograd → Akmola → Astana → Nur-Sultan → Astana demonstrates how administrative renaming leads to changes in interlingual representation and influences all subsequent adaptation processes.

The examples analyzed indicate that minimal-change strategies are particularly effective for toponyms with strong historical or symbolic value. Such approaches allow the name to retain its authentic phonetic and visual form in the target language, ensuring continuity with the cultural heritage of the source community. Conversely, cultural adaptation strategies prove important for names that contain ethnographic or symbolic components not directly reproducible in another language. In such cases, adaptation ensures comprehensibility for new audiences while safeguarding core cultural meanings.

The comparative analysis of Russian and English usage shows that grammatical adaptation is an essential mechanism for integrating toponyms into the morphosyntactic norms of the receiving language. In Russian, integration is expressed primarily through declension patterns and the modification of endings, whereas in English, adaptation may involve article usage or fixed syntactic structures. These differences highlight national variation in the treatment of proper names.

The discourse analysis revealed considerable variation in the representation of toponyms across different genres, particularly in media and online content. While scientific and administrative texts tend to use standardized forms, media discourse demonstrates a wider range of phonetic and graphic variants. This instability indicates ongoing competition between different adaptation strategies and underscores the need for clearer guidelines for the interlingual transfer of Kazakh toponyms.

Across all categories of analysis, the findings confirm that the most successful interlingual transmission of Akmola toponyms occurs when several mechanisms – phonetic, graphic, semantic, ethnocultural and grammatical – operate simultaneously. Such integrated strategies allow for the preservation of the toponym's uniqueness and cultural value while ensuring comprehensibility and normative compatibility in the target language.

The findings also highlight the role of external contextual factors in shaping adaptation decisions. The cultural environment of the target language influences which elements of local identity should be preserved, whereas its phonetic and orthographic system may necessitate certain modifications for the toponym to remain harmoniously integrated. The study further shows that historical and etymological foundations of toponyms must be considered in the

adaptation process, as the toponymic system of any region is deeply intertwined with its historical development and cultural landscape.

Overall, the results confirm that an integrated approach – combining identity –preserving strategies with consideration of linguistic and cultural factors – ensures the most accurate and culturally sensitive transfer of toponyms. Such an approach allows the uniqueness and significance of geographical names to be maintained in multilingual contexts while adapting them to the communicative needs of the target language.

Conclusion. In conclusion, it should be emphasized that the interlingual transfer of toponyms of the Akmola region is an important and multifaceted process aimed at preserving linguistic identity and cultural heritage in the context of globalization and intensifying intercultural interaction. Toponyms, being a unique linguacultural phenomenon, carry a semiotic load reflecting the historical development, ethnocultural traditions and worldview attitudes of the region's population.

The results of the study indicate that various mechanisms and strategies of interlingual adaptation – from minimal changes that preserve phonetic and graphic similarity with the original to deep forms of cultural transformation – allow for the effective transmission of geographical names without losing their ethnolinguistic and cultural significance. In this case, it is not so much the formal transmission of the sound or morphemic composition of a toponym that is of particular importance, but the preservation of its semantic integrity, symbolic load and associative connection with the original culture.

Successful interlingual adaptation of toponyms ensures the preservation of their phonetic and semantic uniqueness, thereby promoting cultural continuity and historical memory. Such approaches not only ensure the recognition of geographical objects in a foreign-language context, but also form a stable connection between the linguistic form and local identity, which is a necessary condition for preserving national identity in a globalizing world.

Thus, the development and application of complex strategies for the adaptation of toponyms based on the consideration of phonetic, semantic, graphic and cultural factors is an important task of modern onomastics and translation studies. Such strategies allow not only to preserve the unique features of geographical names, but also to ensure their functionality in a new language environment, thus acting as a tool for intercultural communication and mutual understanding between peoples. This emphasizes the importance of further research in the field of interlingual transformation of toponymic vocabulary in order to form unified principles for the transmission of onyms that meet both linguistic and cultural requirements.

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ОНИМДЕРДІҢ СЕМАНТИКАСЫ: АҚМОЛА ӨңІРІ ТОПОНИМДЕРІНІҢ ТІЛАРАЛЫҚ БЕРІЛУІ

Аңдатпа. Мақала Қазақстанның Ақмола облысының топонимдерін тіларалық беруге арналған, мәдени және тілдік өзара іс-қимыл контекстінде географиялық атауларды бейімдеудің күрделі процесі қарастырылады. Зерттеу топонимдердің бейімделу механизмдерін, басқа тілдерге аударылған кезде жергілікті географиялық атаулардың өзгеруін, бірегей этнолингвистикалық ерекшеліктердің сақталуын немесе жоғалуын талдайды. Мақалада аймақтың мәдени мұрасы мен жергілікті бірегейлігін сақтау үшін маңызды болып саналатын атаулардың түпнұсқалығын сақтауға бағытталған жер атауларын бейімдеудің негізгі тәсілдері мен стратегиялары қарастырылады. Топонимдерді аудару кезінде туындайтын қиындықтарды олардың Ақмола облысының тілдік және мәдени келбетін қабылдауға тигізетін әсеріне ерекше назар аударылады. Зерттеу нәтижелері географиялық атауларды тіларалық беру кезінде мәдениеттер арасындағы өзара түсіністік пен құрметті нығайтуға ықпал ететін фонетикалық және мәдени-семантикалық ерекшеліктерді ескеретін кешенді тәсілдің маңыздылығын көрсетеді.

Түйін сөздер: тіларалық берілу, топоним, бейімделу, этнолингвистика, мәдени мұра, аударма, географиялық атау.

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СЕМАНТИКА ОНИМОВ: МЕЖЪЯЗЫКОВАЯ ПЕРЕДАЧА ТОПОНИМОВ АКМОЛИНСКОГО РЕГИОНА

Аннотация. Статья посвящена межъязыковой передаче топонимов Акмолинского региона Казахстана, рассматривается сложный процесс адаптации географических названий в условиях культурного и языкового взаимодействия. Исследование анализирует механизмы адаптации топонимов, как местные географические названия изменяются при переводе на другие языки, сохраняя или утратив при этом уникальные этнолингвистические особенности. В работе рассматриваются основные подходы к адаптации топонимов и стратегии, направленные на сохранение аутентичности названий, что имеет важное значение для поддержания культурного наследия и локальной идентичности региона. Особое внимание уделено трудностям и компромиссам, возникающим при переводе топонимов, и их влиянию на восприятие языкового и культурного облика Акмолинского региона. Результаты исследования подчеркивают важность комплексного подхода, который учитывает как фонетические, так и культурно-семантические особенности при межъязыковой передаче географических названий, что способствует укреплению взаимопонимания и уважения между культурами.

Ключевые слова: межъязыковая передача, топоним, адаптация, этнолингвистика, культурное наследие, перевод, географическое название.

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