

ISSN 1999-4214 (print)  
ISSN 2957-5095 (online)

ЕУРАЗИЯ ГУМАНИТАРЛЫҚ ИНСТИТУТЫНЫҢ  
**ХАБАРШЫСЫ**

**ВЕСТНИК**

ЕВРАЗИЙСКОГО  
ГУМАНИТАРНОГО  
ИНСТИТУТА

**BULLETIN**

OF THE EURASIAN HUMANITIES  
INSTITUTE

**№ 1/2023**

Жылына 4 рет шығады  
2001 ж. шыға бастаған

Выходит 4 раза в год  
Начал издаваться с 2001 г.

Published 4 times a year  
Began to be published in 2001

Астана, 2023

---

Бас редакторы **Дауренбекова Л.Н.**  
А.Қ. Құсайынова атындағы Еуразия гуманитарлық институтының доценті,  
филология ғылымдарының кандидаты, Астана, Қазақстан  
Жауапты редактор **Алимбаев А.Е.**  
А.Қ. Құсайынова атындағы Еуразия гуманитарлық институтының доценті,  
философия докторы (PhD) Астана, Қазақстан

**Редакция алқасы**

<b>Аймұхамбет Ж.Ә.</b>	филология ғылымдарының докторы, профессор, Л.Н. Гумилев атындағы ЕҰУ, Астана, Қазақстан
<b>Ақтаева К.</b>	филология ғылымдарының докторы, профессор, А. Мицкевич атындағы Польша университеті, Познань, Польша.
<b>Әбсадық А.А.</b>	филология ғылымдарының докторы, профессор, А. Байтұрсынов атындағы Қостанай өңірлік университеті, Қостанай, Қазақстан
<b>Бредихин С.Н.</b>	филология ғылымдарының докторы, профессор, Солтүстік Кавказ федералды университеті, Ставрополь, РФ
<b>Гайнуллина Ф.А.</b>	филология ғылымдарының кандидаты, доцент Ә. Бөкейхан атындағы университеті, Семей, Қазақстан
<b>Ермекова Т.Н.</b>	филология ғылымдарының докторы, профессор, Қазақ ұлттық қыздар педагогикалық университеті, Алматы, Қазақстан
<b>Есиркепова К.Қ.</b>	филология ғылымдарының кандидаты, қауымдастырылған профессор, А. Байтұрсынов атындағы Қостанай өңірлік университеті, Қостанай, Қазақстан
<b>Жүсіпов Н.Қ.</b>	филология ғылымдарының докторы, профессор, Торайғыров университеті, Павлодар, Қазақстан
<b>Курбанова М.М.</b>	филология ғылымдарының докторы, профессор, Алишер Навои атындағы Ташкент мемлекеттік өзбек тілі мен әдебиеті университеті, Ташкент, Өзбекстан
<b>Қамзабек Д.</b>	ҚР ҰҒА академигі, филология ғылымдарының докторы, профессор, Л.Н. Гумилев атындағы ЕҰУ, Астана, Қазақстан
<b>Құрысжан Л.Ә.</b>	филология ғылымдарының кандидаты, профессор, Ханкук шетелтану университеті, Сеул, Оңтүстік Корея
<b>Онер М.</b>	философия докторы (PhD), профессор, Эгей университеті, Измир, Туркия
<b>Пименова М.В.</b>	филология ғылымдарының докторы, профессор, Шет ел тілдері институты, Санкт-Петербург, РФ
<b>Сайфулина Ф.С.</b>	филология ғылымдарының докторы, профессор, Қазан федералды университеті, Қазан, Татарстан, РФ

Редакцияның мекенжайы: 010009, Астана қ., Жұмабаев даңғ., 4  
Телефон/факс: (7172) 561 933; E-mail: eagi.vestnik@gmail.com, Сайт: ojs.egi.kz

Еуразия гуманитарлық институтының Хабаршысы.

Меншіктенуші: «А.Қ.Құсайынов атындағы Еуразия гуманитарлық институты»

Қазақстан Республикасы Ақпарат және қоғамдық даму министрлігі Ақпарат комитетінде қайта есепке қойылды. Тіркеу № KZ92VPY00046970 17.03.2022

Басуға 15.03.2023ж. қол қойылды. Пішімі 60\*84 1\8. Қағаз офсеттік Көлемі. БТ.

Таралымы 200 дана. Бағасы келісім бойынша. Татсырыс № 89

«Ақтаев У.Е.» баспасында басылып шықты

© А.Қ. Құсайынов атындағы Еуразия гуманитарлық институты

---

Главный редактор **Дауренбекова Л.Н.**  
Кандидат филологических наук, доцент Евразийского гуманитарного института имени А.К. Кусаинова,  
Астана, Казахстан

Ответственный редактор **Алимбаев А.Е.**  
Доктор философии (PhD), доцент Евразийского гуманитарного института имени А.К. Кусаинова, Астана,  
Казахстан

#### Редакционная коллегия

<b>Аймухамбет Ж.А.</b>	доктор филологических наук, профессор, ЕНУ имени Л.Н. Гумилева, Астана, Казахстан
<b>Актаева К.</b>	доктор филологических наук, профессор, университет имени Адама Мицкевича, Познань, Польша.
<b>Абсадық А.А.</b>	доктор филологических наук, профессор, Костанайский региональный университет имени А. Байтурсынова, Костанай, Казахстан
<b>Бредихин С.Н.</b>	доктор филологических наук, профессор, Северо-Кавказский федеральный университет, Ставрополь, РФ
<b>Гайнуллина Ф.А.</b>	кандидат филологических наук, доцент университет имени А. Бокейхана, Семей, Казахстан
<b>Ермекова Т.Н.</b>	доктор филологических наук, профессор, Казахский национальный женский педагогический университет, Алматы, Казахстан
<b>Есиркепова К.К.</b>	кандидат филологических наук, профессор, Костанайский региональный университет имени А. Байтурсынова, Костанай, Казахстан
<b>Жусипов Н.К.</b>	доктор филологических наук, профессор, Торайгыров университет, Павлодар, Казахстан
<b>Курбанова М.М.</b>	доктор филологических наук, профессор, Ташкентский государственный университет узбекского языка и литературы им. Алишера Навои, Ташкент, Узбекистан
<b>Камзабек Д.</b>	академик НАН РК, доктор филологических наук, профессор, ЕНУ имени Л.Н. Гумилева, Астана, Казахстан
<b>Курсыжан Л.А.</b>	кандидат филологических наук, профессор, Университет иностранных языков Ханкук, Сеул, Южная Корея
<b>Онер М.</b>	доктор философии (PhD), профессор, Эгейский университет, Измир, Турция
<b>Пименова М.В.</b>	доктор филологических наук, профессор, Институт иностранных языков, Санкт-Петербург, РФ
<b>Сайфулина Ф.С.</b>	доктор филологических наук, профессор, Казанский федеральный университет, Казань, Татарстан, РФ

Адрес редакции: 010009, г. Астана., пр. Жумабаева, 4  
Телефон/факс: (7172) 561 933; E-mail: eagi.vestnik@gmail.com, Сайт: ojs.egi.kz

Вестник Евразийского гуманитарного института.

Собственник: «Евразийский гуманитарный институт имени А.К.Кусаинова».

Министерством информации и общественного развития Республики Казахстан Комитет информации постановлено на переучет № KZ92VPY00046970 17.03.2022

*Подписано в печать 15.03.2023 ж. Формат 60\*84 1\8. Бум. Типогр.*

*Тираж 200. Цена согласовано. Заказ № 89*

*Напечатано в издательстве «У.Е. Актаева»*

© Евразийский гуманитарный институт имени А.К. Кусаинова  
Chief Editor **Daurenbekova L.N.**

---

Candidate of Philological Science, Associate Professor of the A.K. Kussayinov Eurasian Humanities Institute  
Institute, Astana, Kazakhstan

Editor-in-Chief **Alimbayev A.E.**  
Doctor of Philosophy (PhD), Associate Professor of the A.K. Kussayinov Eurasian Humanities Institute, Astana,  
Kazakhstan

#### Editorial Board

<b>Aimuhambet Zh.A.</b>	Doctor of Philological Sciences, Professor, L.N. Gumilyov ENU, Astana, Kazakhstan
<b>Aktayeva K.</b>	Doctor of Philological Sciences, Professor, Poznan Adam Mitskevich University, Poznan, Poland
<b>Absadyk A.A.</b>	Doctor of Philological Sciences, Professor, Kostanay Regional University named after A.Baitursynov, Kostanay, Kazakhstan
<b>Bredikhin S.N.</b>	Doctor of Philological Sciences, Professor, North-Caucasus Federal University, Stavropol, RF
<b>Гайнуллина Ф.А.</b>	Candidate of Philological Sciences, Associate Professor Alikhan Bokeikhan University, Semey, Kazakhstan
<b>Yermekova T.N.</b>	Doctor of Philological Sciences, Professor, Kaz. National Women's Pedagogical University. Almaty, Kazakhstan
<b>Yesirkepova K.K.</b>	Candidate of Philological Sciences, Professor, Kostanay Regional University named after A.Baitursynov, Kostanay, Kazakhstan
<b>Zhusipov N.K.</b>	Doctor of Philological Sciences, Professor, Toraighyrov University, Pavlodar, Kazakhstan
<b>Kurbanova M.M.</b>	Doctor of Philological Sciences, Professor, Tashkent State University of the Uzbek Language and Literature named after Alisher Navoyi, Tashkent, Uzbekistan
<b>Kamzabek D.</b>	Academician of NAS RK, Doctor of Philological Sciences, Professor, L.N. Gumilyov ENU, Astana, Kazakhstan
<b>Kuryszhhan L.A.</b>	Candidate of Philological Sciences, Professor, Hankuk University of Foreign Studies Seoul Korea
<b>Oner M.</b>	Doctor of Philological (PhD), Professor, Aegean University, Izmir, Turkey
<b>Pimenova M.V.</b>	Doctor of Philological Sciences, Professor, Foreign Languages Institute, St-Petersburg, RF
<b>Seifullina F.S.</b>	Doctor of Philological Sciences, Professor, Kazan Federal University, Kazan, Tatarstan, RF

Editorial address: 010009, Astana., 4, Prospect Zhumabayev  
Tel/Fax: (7172) 561 933: E-mail: eagi.vestnik@gmail.com, Сайт: ojs.egi.kz

Bulletin of the Eurasian Humanities Institute. Series -PHILOLOGY

Owner: «A.K. Kussayinov Eurasian Humanities Institute».

The Ministry of Information and Public Development of the Republic of Kazakhstan Information Committee decided to register No. KZ92VPY00046970 17.03.2022

Signed for printing 15.03.2023 Format 60 \* 84 1 \ 8. Paper. Printing house

Circulation 200. Price agreed. Order No. 89

Printed in the publishing house of «U.E. Aktaev»

© A.K. Kussayinov Eurasian Humanities Institute

---

## МАЗМҰНЫ-СОДЕРЖАНИЕ-CONTENTS

### ТІЛ БІЛІМІ – ЯЗЫКОЗНАНИЕ – LINGUISTICS

АҒАБЕКОВА Ж.А. ЖАЛМАХАНОВ Ш.Ш.	Аз-Замахшаридің «Муқаддимат ал-адаб» сөздігіндегі сөз тіркестерінің қазақ тіліндегі қолданысы.....	7
БАЙТИЛЕУОВА Ғ.А. ЕШИМОВ М.П. ДҮЙСЕНБАЕВА Р.И.	Фрейм арқылы сөздік қорды арттыру.....	21
ЕСІМСЕЙТОВ Б.Р.	Сыбайлас жемқорлық термині негізінде жасалған сөздерді аудару мәселелері.....	35
ЖАҚЫПОВ Ж.А., АМАҢДЫКОВ О.М.	Сөйлем құрамындағы ыңғайластырушы элементтер.....	46
ЗНАМБУЛОВА К.К. NOVRUZOVA N.	Information technology and the status of the development electronic dictionaries in turkish lexicography.....	57
КУРМАНБЕКОВА З.Р. САРЕКЕНОВА Қ.Қ.	Желі қолданушысының коммуникативтік типтері.....	71
МУНАТАИ К. DOSSYMBEKOVA R.O.	The social significance of internet vocabulary in chinese language.....	87
НҮРДӘУЛЕТОВА Б.И.	Серікбол Қондыбай зерттеулеріндегі «Қырымның қырық батыры» жырлар циклі.....	102
РАЙНБЕКОВА Г.С.	Фразеологизмдердің контексте көріну ерекшеліктері.....	113
РЫСБЕРГЕН Қ.Қ., УӘЛИ Н.М.	Халықтық топонимдердегі ақ және қара түстердің мәдени тілдік семантикасы.....	128
САҒЫНДЫҚҰЛЫ Б.	Ғалым Қ.Мамаділ көзқарасындағы тілдік бірліктің ойға қатысты мәндену сипаты.....	143

### ӘДЕБИЕТТАНУ – ЛИТЕРАТУРОВЕДЕНИЕ – LITERATURE STUDIES

АЙМҰХАМБЕТ Ж.Ә.	Абайдың «Масғұт» поэмасындағы мотивтердің мифтік негізі және поэтикалық мәні.....	154
АЛИМБАЕВ А.Е.	Қожа Ахмет Ясауи хикметтеріндегі ғұмыр философиясы.....	167
АКТАНОВА Ш. АКТАНОВА А. АМАНГАЗЫКҰЛЫ М.	Gender issues in the transmission of the artistic image of women in the works of M. Auezov and E. Hemingway.....	179

---

ЖҰМАҒҰЛ С.Б.		
ШАЛҒЫНБЕКОВА А.Б.	Әлихан Бөкейхан еңбектеріндегі мақал-мәтелдер: этно-	
ЖҰМАҒҰЛ А.Б.	социофольклортану аспектісіндегі талдау.....	191
КАЛИЖАРОВА Ж.Т.		
МАДИБАЕВА К.К.	Эпистолярная проза как литературный феномен.....	202
КӘПҰЛЫ Д.	Ақыт Үлімжілұлы шығармашылығы және әдеби-	
САҒЫНАДИН Г.	фольклорлық интеграция.....	214
КОКБАС Ж.,	Зейнолла Сәнік шығармашылығындағы «Тұғырыл хан»	
КУРМАМБАЕВА К.С.	бейнесі.....	226
НУРГАЛИ К.Р.	Детская повесть Б. Сокпакбаева «Меня зовут Кожа»: от	
НУРМАНОВА Ж.К.	книги – до ремейка.....	236
СЕКЕЙ Ж.	«Аласты ойлап шыққан жас...» (Д.Әшімханұлының	
	«Жынды жел» әңгімесі негізінде).....	250
ТАГУДРЕТОВА Б.Б.	Жазушы Мархабат Байғұттың юморлық шеберлігі.....	261
ТҰРЫСБЕК Р.С.		
БАТАН С.	Жазушы еңбегі: жаңашыл бағыт пен көркемдік өріс.....	274

#### **ТІЛ ЖӘНЕ ӘДЕБИЕТТІ ОҚЫТУ ӘДІСТЕМЕСІ – МЕТОДИКА ПРЕПОДАВАНИЯ ЯЗЫКА И ЛИТЕРАТУРЫ – METHODOLOGY OF TEACHING LANGUAGE AND LITERATURE**

КУДАЙБЕРГЕНОВА К.Т.	Сыр сұлейлері шығармаларын оқытудың әдістемелік	
	ерекшеліктері.....	297

#### **ҒАЛЫМ. ТҰЛҒА. ҚАЙРАТКЕР**

ДӘУРЕНБЕКОВА Л.Н.	Қ.Ахметовтың ғылыми-педагогикалық қызметі.....	312
-------------------	--	-----

SRNTI 06.81.23

DOI <https://doi.org/10.55808/1999-4214.2023-1.07>

\*K. MUHATAI<sup>1</sup> 

R.O. DOSSYMBEKOVA<sup>2</sup> 

Al-Farabi Kazakh National University, Kazakhstan, Almaty<sup>1,2</sup>  
(e-mail: klaramukatay@gmail.com<sup>1</sup>, dossymbekova.rauan@gmail.com<sup>2</sup>)

## THE SOCIAL SIGNIFICANCE OF INTERNET VOCABULARY IN CHINESE LANGUAGE

**Annotation.** Nowadays the concept of «Internet vocabulary or Internet language» is widely used in modern electronic information space. Internet vocabulary can also be called the language of electronic communication, the language of computers and the Internet. This concept is directly related to the use of words, language culture and the quality of language use of Internet users. Chinese is one of the ten main languages widely used on the Internet in modern society. The article provides comprehensive answers to questions such as how Internet vocabulary, which is a branch of sociolinguistics, has developed in Chinese society in the last ten years, what is its impact on language learners, and what are the conditions of Internet use in China. At the same time, the theoretical principles of sociolinguistics are also discussed, the history of the development of the Internet vocabulary in the Chinese language, the ways of its creation and the ways of word formation are also considered. Many examples of Chinese Internet slang, jargon, and abbreviations commonly used in Internet language or electronic communications are given by the author. In the conclusion of the article, after researching the Internet vocabulary in Chinese, it is pointed out that the Internet vocabulary will be of great benefit to language learners in the future, and it will be very effective in Chinese teaching in Kazakhstan universities.

**Keywords:** Internet language, sociolinguistics, Internet slang, Chinese teaching, social culture.

**Introduction.** The rich information resources of the Internet make life and learning more convenient. The interactive communication among netizens promotes the development of language communication. Language is the reflection of thought. Through the creative development of netizens, Internet language develops and changes in the Internet world, and is constantly updated. Therefore, network language is different from traditional expressions, it is a new expression. The Internet environment is a kind of virtual special environment. With the closeness of the Internet and real life, people need to use language to communicate in the Internet environment. Language exchange will generate sparks of thought and creatively

change traditional language habits. From time to time, a way of expression that breaks through the tradition will also enter our life, and become the language we use in our daily life like other languages. In «The internet, intercultural communication and cultural variation», Michel Marcoccia points out that The internet affords its users an unprecedented level of contact with people from other cultural and social groups[1]. Internet language refers to the type of language that has gradually developed due to the birth of the Internet. Therefore, the network language represents not only the language itself, but also the reflection of culture and society. Professor Gu Xiaoming of Fudan University believes that Internet language «is a new language that can reflect the living and thinking state of modern people». Its appearance is of epoch-making significance in the history of language. Therefore, Internet language is closely related to the development of society. It will also determine the direction of the language to a large extent, and has an indispensable influence in the social and cultural sense [2].

**Methodology and research methods.** The main research method in this article is literature research method, combined with content analysis, trying to realize the combination of historical data sorting and theoretical analysis, and the combination of diachronic research and synchronic research. The author conducts research with the help of various channels such as network resources, library resources and modern media, collects literature about Chinese Internet language to organizes and analyzes them, eventually accumulates certain data and theories.

**Current Situation of Chinese Network Language Research** Internet language refers to the type of language that has gradually developed due to the birth of the Internet. The development of the Internet and the freedom of speech communication have led to the emergence of Internet language, which is favored by the majority of netizens. Old words are constantly disappearing and changing, and new words are constantly being produced and developed. Internet language is not only used in online communication, but also permeates daily communication as a language habit.

Among the existing literature in Kazakh, Russian and even English, there are very few literatures on Chinese Internet language, and even if they exist, they are all old. A large number of Internet terms collected in the literature are very ancient or even not really frequently used and widely circulated in mainland China. Therefore, the collection, sampling and research of Internet terms must be extensive and representative. At the same time, it is best to use the latest, most widely spread and most well-known Internet terms. Therefore, among the existing dictionaries of Chinese Internet terms, «Dictionary of Internet Communication Terms (Latest)» was published by China Social Science Press in September 2008, and its editors were Zhou Jianmin and Xiong Yimin. This dictionary contains a total of 1, 812 Internet communication terms, including 795 in the form of Chinese characters, 517 in the form of letters, 211 in the form of numbers, and 289 in the form of symbols. The use cases of the collected words are all from the Internet. «Xinhua Internet Language



Dictionary» was published by the Commercial Press in 2012. It contains 2946 Internet words and 280 Internet symbols. The author is Wang Lei. In this dictionary, the definitions of Internet words are made concise and precise. The example sentences are all derived from Internet life. Some words are given with etymology and background, which are suitable for the majority of netizens to use. The article «Research on the Evolution History of Chinese Internet Buzzwords in the Past Twenty Years», author Yu Pengliang, Shanghai Jiaotong University, takes 1994 as the research starting point, sorts out the development process of Internet buzzwords, and analyzes Internet buzzwords from multiple perspectives. It not only presents the development of the Chinese language itself, but also presents the contemporary Chinese history and social changes. It can be said that it is the first time to record the whole and panoramic record of the occurrence and development of Chinese Internet buzzwords in the past 20 years. «Interpretation of Internet Popular Words in the New Era (2008-2019)», authored by Yang Quanshun, this book collects Internet communication words over the past ten years.

Other researchers have studied Internet language from the perspective of sociolinguistics. For example, Kang Zhongde published the paper «A Sociolinguistic Investigation of Internet Language» in 2011. However, similar papers put more emphasis on the linguistic features of Internet languages. 在 In the paper «Registration and Influence: Internet Popular Language and Chinese Social Culture» of Alexandra Valery Draggeim published in 2013. The author cites the Register theory of Halliday to explain the relationship between the unique characteristics of Internet language and normative issues. At the same time, the author discusses the reasons behind the use of popular Internet language by netizens, explores the popularity of Internet terms and how they reflect the social and cultural characteristics of contemporary China. In order to gain a more comprehensive understanding of the social and cultural significance of Internet buzzwords, the author uses quantitative and qualitative research methods, namely questionnaires, in-depth interviews, and statistics and collection of the popularity of internet buzzwords on Sina Weibo. Through the analysis of the research object, the social and cultural significance of Internet language is discussed, including the acceptance of Internet language and the reflection of netizens' ideology on social culture. Finally, the author believes that the Internet language has enriched the Chinese social culture. From a macro perspective, the generation of Internet language and specific Internet words is a mirror that can reflect social characteristics, including negative social phenomena. Internet language is not the source or cause of these negative phenomena, but only a linguistic manifestation. To study Internet language from the perspective of social and cultural factors in the formation of Internet vocabulary, the theoretical knowledge about sociolinguistics is indispensable. In You Rujie's «What is Sociolinguistics», the author introduces the concepts and basic contents of sociolinguistics in the form of questions and answers without dividing them into

chapters. The interpretation of concepts such as «language variant», «register», «social causes of language variation», «language attitude», and «speech community» will serve as theoretical support in my research process. At the same time, this book gives explanation and interpretation of the relevant survey methods of sociolinguistics such as «social network survey method», «person-time sampling survey method», «how to design questionnaires», «why sociolinguistics focus on quantitative research and qualitative research», and «what is interview method», which will also serve as a reference for the investigation method in my subsequent research process. The above mentioned works are some of the works that the author studied and read before conceiving this article. Of course, there are many academic achievements of scholars that are not mentioned here, but they will still be used for reference in the future research work.

**Discussion and observation.** Definition and Causes of Internet Language. Many scholars have pointed out that Internet language refers to the language that people use in computer applications. In a broad sense, network language refers to all language forms related to computers, namely basic network language and communication network language. The Internet language discussed in this article refers to the Internet language in a narrow sense, that is, the natural language that people use when talking and communicating on the Internet, that is, «commonly used words by netizens», which are the habitual expressions of netizens in network communication, which is the most dynamic part [3].

In the context of the information society, the Internet is developing rapidly and increasingly developed, and the Internet language is generated by the network environment. When the network develops into the main communication medium, the Internet language is also rapidly spread in the social environment. Language is the product of social and cultural development, and social culture is the basis for the formation of language. Network language has become a new fashion in the context of the development of the Internet. Therefore, Internet language is the product of the development of science and technology. Meanwhile, in the fast-paced modern life, Internet media has begun to occupy every aspect of our work and life. Various social media have replaced quondam ways of making friends, such as dating and meeting to online «互相关注(follow each other)» «点赞(like)» «互粉(follow each other)» “私信(direct mail)”, etc.; all kinds of shopping websites and software have gradually penetrated into every household, allowing people to shop while sitting at home and enjoy the joy of «收快递(receiving express delivery)» and «开箱(unpacking)»; People can also have direct instant interaction with their idols by watching «直播(live broadcast)» anytime and anywhere, and they can travel the world without going out. It can be said that the Internet has become an indispensable tool in our life. Every day, eating, drinking, work and study are inseparable from the Internet.

Language is a medium of communication. In the process of using the Internet, netizens have created a special language that is different from conversation and

writing in real life. It is more in line with the network environment [4]. Internet language comes from daily life, and has the characteristics of simplicity, particularity, and novelty, attracting a large number of users. As a tool in the process of communication, it has become a social phenomenon and specific cultural implications [5]. As a cultural phenomenon in the current network society, Internet language is a reflection of the times, politics, economy, and culture, and represents the value choice of individuals or groups [6].

#### Characteristics of Chinese Internet Language

With the rapid development of the Internet in China, the communication methods are gradually changing to online communication. In addition, the strict Internet supervision policies make Chinese netizens tend to choose Chinese domestic independent brands in the choice of various online platforms, which lead to a relatively closed Internet language environment. As a part of Internet language, Chinese Internet language naturally has various characteristics of Internet language. However, due to the particularity of Chinese language itself and Chinese culture, and the difference of Chinese Internet social environment, Chinese Internet language has formed the following characteristics. Internet language is a novel language. It takes communication and labor-saving as the basic principles, expresses the emotions of individuals or groups in a unique and novel way, it can be modern, humorous and peculiar, and has the characteristics of sociality, entertainment, instability and irregularity [7].

1. Concise and abstract. Most of the Internet buzzwords originated from network or social events, and later spread widely in the cyberspace. Although such buzzwords are concise and semantically understandable, if we lack a specific understanding of the events behind the birth of the buzzwords, we cannot fully understand the connotations of their expressions. For example, there is a kind of comfort called «葛优瘫», an emotional expression called «蓝瘦香菇», a kind of worship and surprise called «我看不懂, 但我大受震撼», a kind of grievance called «躺枪», and a kind of compliment or agreeing with others is called «点赞» and so on. Only those who understand the corresponding events can understand the true meaning of the Internet buzzwords through the abstract literal meaning, and then through the processing of thinking, they can correctly choose the appropriate Internet buzzwords to express their views and feelings.

2. Rich in connotation and expression. The content that Internet catchphrases can express is not limited to the specific linguistic connotations given to words by linguistics, and can also have other meanings. For example, the word «油腻» originally referred to those with a lot of oil. Later, the article «如何避免成为一个油腻的中年猥琐男 (How to Avoid Becoming a Greasy Middle-aged Wretched Man)» written by the writer Feng Tang became popular and caused various discussions on Weibo. The meaning of «油腻» is further expanded, expressing the meanings of glib, sophisticated, sloppy. This term became a general

description of certain characteristics of middle-aged men, including inattentiveness to body maintenance, sloppy appearance, rudeness. The term «潜水» originally refers to the activities of going below the surface with or without professional tools for the purpose of underwater exploration, salvage, repair and underwater engineering. Later, it refers to a recreational activity carried out underwater. As an Internet buzzwords, it can also describe those who watch online without commenting or deliberately hiding their online status. Another example is «锦鲤» which originally refers to a upscale ornamental fish, which is rich in ornamental value and is loved by people. Later, it refers to all things related to good luck, such as lucky people, or things that can bring good luck.

3. Various forms. Internet buzzwords can not only be expressed in Chinese, but also can use some letters and symbols, and even mix and match with each other. For example: «xswl (笑死我了) (like LOL)», «no zuo no die (no 作 no die)(不作死就不会死)(will not get into trouble if you do not seek trouble)», «打call(shout, cheer up)», “大V(Weibo user with numerous followers), «C位(core position)», «YYDS(永远的神)(eternal God)», 996 (996 working system refers to the working system of going to work at 9:00 am, leaving work at 9:00 pm, resting for 1 hour (or less) at noon and evening), working more than 10 hours in total, and working 6 days a week. This system reflects Overtime culture prevailing in Chinese internet companies) and so on. Some are formed by the initials of words in English phrases or the abbreviations of Chinese Pinyin, some are a mix of Chinese Pinyin or its initials with English or numbers, and some are English in Chinese expressions. The form of these Internet buzzwords is not completely in line with the linguistic method of word formation and sentence formation, but they are not inferior in terms of semantic expression.

According to the «Report on Chinese Language Life and Situation», Yaowenjiaozhi 《咬文嚼字》 and the reports released by the China National Language Resources Monitoring and Research Center, the following are the top ten online buzzwords in China from 2015 to 2021.

Years	Top 10 Internet buzzwords of the year
2012	正能量、元芳，你怎么看、舌尖上、躺着也中枪（躺枪）、高富帅、中国式、压力山大、赞、最美、接地气
2013	中国梦、光盘、倒逼、逆袭、微xx、大V、女汉子、土豪、奇葩、点赞
2014	顶层设计、新常态、打虎拍蝇、断崖式、你懂的、断舍离、失联、神器、高大上、萌萌哒
2015	获得感、互联网+、颜值、宝宝、创客、脑洞大开、任性、剁手党、网红、主要看气质
2016	洪荒之力、吃瓜群众、工匠精神、小目标、友谊的小船说翻就翻、一言不合就xx、供给侧、葛优瘫、套路、蓝瘦香菇
2017	打call、尬聊、你的良心不会痛吗？惊不惊喜，意不意外、皮皮虾，我们走、扎心了，老铁、还有这种操作？、怼、你有freestyle吗？、油腻
2018	锦鲤、杠精、skr、佛系、确认过眼神、官宣、C位、土味情话、皮一下、燃烧我的卡

	路里
2019	文明互鉴、区块链、硬核、融梗、xx千万条, xx第一条、柠檬精、996、我太难/南了、我不要你觉得, 我要我觉得、霸凌主义(《咬文嚼字》“Yaowenjiaozi Journal”) 不忘初心、道路千万条, 安全第一条、柠檬精、好嗨哟、是个狼人、雨女无瓜、硬核、996、14亿护旗手、断舍离(National Language Resources Monitoring and Research Center)
2020	逆行者、秋天的第一杯奶茶、带货、云监工、光盘行动、奥利给、好家伙、夺冠、不约而同、集美
2021	觉醒年代; YYDS; 双减; 破防; 元宇宙; 绝绝子; 躺平; 伤害性不高, 侮辱性极强; 我看不懂, 但我大受震撼; 强国有我

Chinese internet buzzwords come from a wide range of sources, mostly based on news events, social media, and film and television works. Of course, they can also come from some eye-catching details in the events, or from netizens' comments on these events. It can also appear in the form of an abbreviation; the content can involve various aspects such as politics, economy, culture, environment, life, etc., and can also reflect the psychological feelings and value judgments of netizens. This special language form spreads rapidly on the Internet and in the crowd after being disseminated and spreads multiple times and three-dimensionally through the fanatical repeated imitation behavior of netizens.

1. Internet buzzwords generated in hot news events can best reflect social psychology of people. For example: «官宣» literally means «official announcement». The word was first mentioned in the news headline of Sina Sports on February 27, 2015. Later, it was widely disseminated and followed by netizens, when publishing any status or news, it should be accompanied by «官宣» to express the meaning of publicity. «我爸是李刚» is a term used by netizens to ridicule the domineering «官二代 (second generation of officials)», reflecting the anger of netizens over negative news events. «洪荒之力» first time used by athlete Fu Yuanhui is widely used to ridicule, expressing the level of effort in a happy and joyful tone; «吃瓜群众» refers to onlookers who are not familiar with the topics being discussed or who want to keep a neutral stand in an online debate. These Internet slangs generated in news events have been applied in real life by ordinary netizens after the network society became a pandemic. People use the connotation of Internet buzzwords to express their emotions in life, thereby linking the Internet with real life, making Internet buzzwords a reflection of their social psychology in real life.

2. The network terms generated in social media provide netizens with a convenient way of communication, which has many unique expressive connotations. For example, the earliest Internet terms such as «520», «么么哒», «爱老虎油» have become the exclusive language for couples to express their love for each other because of their simplicity and humor. «感觉不会再爱了», «贫穷限制了我的想象力», «扎心了, 老铁» reflects self-deprecating attitude towards personal life of netizens. There are also words such as «亲», «秒杀» often used in shopping websites, which are

also frequently used by netizens. Due to the considerable number of users who use social media, most of them are active in thinking, like to share life, express opinions, and are willing to actively spread fresh and interesting buzzwords. Therefore, social media has become the place with the most output and the fastest dissemination of online terms.

3. From various words. These include Chinese abbreviations and consonants, such as «蓝瘦香菇», «我太南了», «高大上», etc., various dialects such as «呛声», «给力», «唠嗑», «嘚瑟», etc., loanwords such as «粉丝», «秀», «PK» etc.

4. Literary and artistic works are also one of the important sources of online buzzwords. Generally speaking, buzzwords that are popular on the Internet through literary and artistic works also have a certain literary flavor. For example: «贱人就是矫情», «妾做不到» in the particularly popular TV series «The Legend of Zhen Huan 《甄嬛传》». The classic line «元芳, 你怎门看» from the TV series «Detective Di Renjie 《神探狄仁杰》» is often used by netizens to ask other people's opinions. There is also «我不要你觉得, 我要我觉得» from a well-known actor in a reality TV variety show. Netizens often use it to make fun of those who think they are right. There are also “吐槽” that appeared in Japanese animation. Because the content of literary and artistic works is both derived from life, it has contributed a lot of selected texts to the generation of Internet terms, because it has also become a high-quality material library for Internet buzzwords.

5. Above, the characteristics and sources of Chinese Internet buzzwords have been summarized in a general way. It can be seen that the content of Chinese Internet language is extremely rich. If it is not for the netizens who have been in Internet environment in China for a long time, it will be a great challenge for them to understand the «Top Ten Chinese Internet Buzzwords from 2015 to 2021» in the above table, which are the most popular and well-known Internet buzzwords. In addition, these online buzzwords reflect many issues such as social, cultural, political, economic conditions in China, and the ideology of Chinese netizens.

#### A sociolinguistic perspective on Internet language

You Rujie explained in the book «What is Sociolinguistics»: «Sociolinguistics» is the name of the discipline, which is composed of «Sociology» and «Linguistics», just as «Psycholinguistics» is composed of «Psychology» and «Linguistics» combined. In short, it combines linguistics and social life to study the use and evolution of language, using sociological methods. Its basic content includes two aspects, one is social linguistics, starting from the social attributes of language, using sociological methods to study language, and explaining language variants and language evolution from a social perspective; the second is the sociology of language, to explain the relevant social phenomenon and the process of its evolution and development from the facts of language variation and language evolution [8].

The father of modern linguistics Saussure once pointed out that, at any time, language cannot exist without social facts [9]. Edward Sapir thinks that language is a

guide to «social reality». Human beings do not live in the objective world alone, nor alone in the world of social activity as ordinarily understood, but very much at the mercy of the particular language which has become the medium of expression for their society [10]. Around the 21st century, the globalization of the economy and the globalization of information has been accelerating, and has always affected the changes in social life. The changes in social life have brought new changes to the use of languages. Economic globalization and information globalization have given birth to the Internet, and with the Internet there is Internet language. It goes without saying that the Internet would not exist without the Internet language. People can engage in various social activities through network language without leaving home, and even live in a virtual world. The use of Internet language has also brought great changes to social life, especially the more diverse social life and the richer cultural life.

«Speaker design» is a theory that studies the variation of the style. It believes that the speaker will use the style change to express himself actively, hoping to gain the recognition of the hearer. The basis of this theory comes from social structuralism, which believes that language and society are mutually constrained, and what language style is used can reflect the position of a person in the social status [8, 48]. In the online language environment, there is no real language authority, everyone has the right to speak, and anyone can speak freely and invent new expressions. Being unique on the Internet is encouraged. In the online world, everyone is hidden behind anonymity, so it is even more necessary to show their individuality, make a clear statement, and speak boldly to mark personal differences. Once a new breakthrough use of a language is recognized by other netizens, it will quickly spread on the Internet.

Since Internet language is a language variant, in essence, Chinese Internet language is a social variation of modern Chinese. It is a language variant adopted by people to adapt to the context of Internet communication when they participate in online communication. It is the result of language change caused by the emergence of Internet culture. Sociolinguistics believes that language is not a static, self-sufficient, homogenous semiotic system, but a heterogeneous and ordered semiotic system influenced by various social factors. Language satisfies the needs of social development with the production of various variations, and the constant variation of language is one of the inherent characteristics of language itself [8, p39]. Because the Internet is a virtual society, this virtual society is composed of multilingual groups. Due to the needs of communication and the influence of their own social dialects or regional dialects, people in different social dialects or groups will form new language forms, this language form will continue to produce language hybrid phenomenon, and then continue to grow and develop.

#### The Influence of Internet Language on Chinese Language Teaching

As the Internet becomes more and more closely related to human life, the language produced on the Internet has had a great impact on our daily spoken language. These Internet languages are difficult to explain with standard modern



Chinese rules and cannot be explained in dictionaries or books, so Chinese learners are often at a loss [11]. Learning a foreign language requires not only learning the various components of the language itself and its structure, but also learning how to use the language, knowing how to use different language forms and styles in actual social communication under different circumstances. To achieve this, learners of a second language must also understand the society and culture behind the language.

From the very beginning, the use of Internet language was limited to the Internet environment, and now it has become a part of spoken language and a language that many people use every day, the actual use of Internet language is increasing. And social media have also begun to use these distinctively representative network languages because of their characteristics like simplicity, easy understanding, humor, and convenience. Internet language not only has a lot of influence on our daily spoken language, but more and more frequently used Internet languages are now included in dictionaries and officially entered the Chinese language system. For Chinese learners who learn Chinese as a foreign language, this undoubtedly increases their burden to a certain extent, and of course makes their learning process more interesting.

The most common complaint of Chinese learners is that when they want to use Chinese to communicate with Chinese people, the daily spoken Chinese they come into contact with is not the same as what is taught in the textbooks, whether they are using Chinese social software, or browsing various Chinese web pages will have many challenges, and they often do not understand correctly. Because the languages they encounter in real life (outside the classroom) are not only local dialects, common sayings, idioms, and other languages, but a large part of them are network vocabulary from the network environment. Internet language plays a very important role in the development of Chinese language, because of its high output, fast production and wide dissemination, it has added a lot of vitality to Chinese language. Internet language represents the current trend of thought, is frequently used in spoken language, and is often encountered in the media. For Chinese learners, learning Chinese is not only about learning basic vocabulary and traditional culture in textbooks, but also what they need to know about the current dynamics of society. Therefore, the Internet terms that can reflect modern thoughts, trends, and culture should be introduced into Chinese language classrooms to meet the needs of Chinese learners in their daily communication.

However, online language is not all positive words, but also contains a lot of vulgar and negative words. If students are lack of correct knowledge and understanding of these words, it is unavoidable to cause misunderstandings and even lead to mistakes and the formation of bad language habits. There are also some online languages that do not conform to Chinese norms, which may easily confuse students with the knowledge of Chinese grammar they have learned. Similarly, some online catchphrases are typos of miswords or language errors, which are not suitable



for application in teaching, which will cause language impact to students.

**Results.** In this paper, more than 100 Chinese Internet buzzwords in the past ten years are used as the research object, which illustrates the sociolinguistic significance of Internet language research. The Internet language was born with the rise of the Internet and changed with the advancement of technology. Internet buzzwords reflect ideological and social psychological changes of people within a certain period of time. The content expressed by Internet buzzwords is essentially a reflection of network public opinion and social mentality. As a language used in Internet communication, Internet language are formally different from the spoken and written language we use every day. In the online environment, netizens have created many unprecedented words and expressions, which have added a lot of witty expressions to Chinese language and demonstrated the vitality and expressiveness of Chinese. Of course, there are informal expressions in many Internet language, and even grammatical errors or typos, which undoubtedly bring challenges to Chinese learners. The author suggests that the appropriate addition of Internet language teaching in Chinese classrooms can not only enlarge vocabulary, but also allow students to have a deeper understanding of Chinese social culture.

**Conclusion.** Internet language refers to the type of language that has gradually developed because of the birth of the Internet. The development of the Internet and the freedom of speech communication have led to the emergence of Internet language and are favored by the majority of netizens. Old words are constantly disappearing and changing, and new words are constantly being produced and developed. Internet language is not only used in online communication, but also permeates daily communication as a language habit. Through the explanation of the definition of Internet language, the author confirms that what is discussed and studied in this paper is the narrow Internet language, that is, the natural language used by netizens when talking on the Internet, which is the most dynamic part of Internet language.

As a part of Internet language, Chinese Internet language has the exact characteristics of Internet language, such as novelty, witty, humorous and catchy. However, due to the particularity of the Chinese language itself, as well as the richness of the Chinese culture represented by the Chinese language, many features have been added to the Chinese Internet language. These features are reflected in the style of the language, the expression of connotations, and the diverse forms of composition. By summarizing the sources of Chinese Internet terms, the author explains the Chinese society, culture, public psychology, thinking mode, etc. reflected by Chinese Internet buzzwords, whether it is online catchphrase that have become popular due to the evaluation of social current affairs news, or a representative classic line in literary and artistic works, it is welcomed by the public and widely spread, which reflects social culture and the ideology of the Chinese people to a certain extent.

Internet language is a branch of sociolinguistics. Language and society are interdependent. There is no society that can exist without language and there is no language that can be inherited without society. Language is a social phenomenon, produced for the needs of society [8, p1]. Society is constantly progressing and developing, and language will also develop and change accordingly. Therefore, the study of Internet language is not only a synchronic study of the current Internet language, but also to observe social changes in ideology through diachronic comparison. Because of the change in language, Chinese learners should also keep pace with the times. There should also be more flexible use of modern technology to learn more content that can be substantially helpful, up-to-date, and popular, so that what students have learned can be applied.

### **Literature**

1. Michel Marcoccia. The internet, intercultural communication and cultural variation//Language and Intercultural communication, 12:4, 353-368, 201
2. Lijing. Qianxi wangluo yuyan de shehui yiyi ( An Analysis of the Social Significance of Internet Language ) // liao ning xinxi jishu zhiye daxue/Boshi-zhuanjia luntan, 200
3. Su Jinzhi. Wangluo yuyan yanjiu de shehui yuyanxue yiyi ( The Sociolinguistic Significance of Internet Language Research ) // Yuyan wenzi xue yu wangluo shidai gaofeng luntan. Hanzi wenhua. 2016 diwuqi ( zong di 166qi )
4. Zong Zhiwu. Wangluo yuyan de xingcheng ji fazhan ( The Formation and Development of Internet Language ) // Kaifeng jiaoyu xueyuan xuebao. Di sanshiwu juan Di wu qi, 2015.05
5. Li Zhuyan Wangyi. Renzhi shehui yuyanxue shijiao xia wangluo cihui bianyi tanjiu ( Research on the variation of Internet vocabulary from the perspective of cognitive sociolinguistics ) // Changchun gongye daxue waiguoyu xueyuan-Qingchun suiye, 2021 nian13 qi
6. Zhangqian. Wangluo liuxingyu de shehuixue fenxi (Sociological Analysis of Internet Buzzwords. Tianji shifan daxue xinwen chuanbo xueyuan- xueshu yuandi, 2022.02
7. Li xiaowen , Songxiao. Lun wangluo yuyan xingcheng de yuanyin he tedian ( On the formation reasons and characteristics of Internet language ) // Huanghuai xueyuan-Qingnian wenxue jia-Yuyan yanjiu, 2014.11
8. You Rujie. Shenme shi shehui yuyanxue ( What is Sociolinguistics ) - Shanghai : Shanghai waiyu jiaoyu chubanshe. 2020. – 190 ye.
9. Wanglei. Hanyu wangluo yuyan chuxian de shehui yiyi ( The Social Significance of the Appearance of Chinese Internet Language ) // Liaoning bohai daxue/ Qingchun suiye, 2013.01
10. Claire Kramersch. Language and Culture.-Shanghai: Shanghai waiyu jiaoyu chubanshe. 2019- 134ye
11. Sunna. Wangluo yu zai duiwai hanyu jiaoxue zhong de yingxiang//Shenyang shifan daxue- Mingri fengshang, 2017.07

**К. МҰҚАТАЙ, Р.Ө. ДОСЫМБЕКОВА**

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан

### **ҚЫТАЙ ТІЛІНДЕГІ ИНТЕРНЕТ ЛЕКСИКАНЫҢ ӘЛЕУМЕТТІК МАҢЫЗДЫЛЫҒЫ**

**Аңдатпа.** Қазіргі заманауи электронды ақпарат кеңістігінде «интернет лексика немесе интернет тілі» деген ұғым кеңінен қолданылады. Интернет лексика дегенді электронды қарым-қатынас тілі, компьютер мен ғаламтор тілі деп те атауға болады. Бұл ұғым ғаламтор пайдаланушыларының сөз қолданысына, тіл мәдениетіне және тілдің қолданылу сапасына тікелей қатысты. Қазіргі қоғамда ғаламтор желісінде кеңінен пайдаланатын негізгі он тілдің бірі- қытай тілі. Мақалада әлеуметтік лингвистиканың бір тармағы саналатын интернет лексиканың соңғы он жылда қытай қоғамында қалай дамыды, тіл үйренушілерге тигізген әсері қандай және Қытайдағы интернет қолданылу шарттары қандай деген сияқты т.б. сұрақтарға жан-жақты жауап береді. Сонымен қатар әлеуметтік лингвистиканың теориялық қағидалары да талқыланып, қытай тіліндегі интернет лексиканың даму тарихы, жасалу жолдары және сөзжасамдық тәсілдері де қарастырылған. Ғаламтор тілі немесе электронды коммуникацияда жиі қолданылатын қытай тіліндегі интернет сленгтер, жаргондар, қысқарған сөздерге көптеп мысалдар келтірілген. Мақала қорытындысында қытай тіліндегі интернет лексиканы зерттей келе, болашақта Қазақстандағы ЖОО-да қытай тілін үйретуде интернет лексиканың тіл үйренушілерге берер пайдасының зор, әрі тиімділігінің жоғары екендігі айтылған.

**Түйін сөздер:** интернет лексика, социолингвистика, интернет сленг, қытай тілін үйрету, әлеуметтік мәдениет.

**К. МУКАТАЙ, Р.О. ДОСЫМБЕКОВА**

Казахский национальный университет имени аль-Фараби, Алматы, Казахстан

### **СОЦИАЛЬНАЯ ЗНАЧИМОСТЬ ИНТЕРНЕТ-ЛЕКСИКИ КИТАЙСКОГО ЯЗЫКА**

**Аннотация.** В современной инфосфере широко используется понятие «интернет-лексика» или «язык интернета». Интернет-лексику также можно назвать языком электронного общения, языком компьютера и интернета. Данное понятие напрямую связано с использованием слов интернет пользователей, с их культурой языка и качеством использования. Китайский язык один из десяти основных языков, который широко используемых в современном интернет-сообществе. В данной статье рассматривается китайская интернет-лексика как отрасль социолингвистики, а также её развитие в

обществе за последние десять лет, а также влияние, которое она оказала на изучающих язык и каковы условия использования интернета в Китае и т.д. При этом также обсуждаются теоретические основы социолингвистики, рассматривается история развития интернет-лексики в китайском языке, способы создания и способы словообразования. Существует большое количество примеров китайского интернет-сленга, жаргонов, аббревиатур, которые часто используются в интернет-языке или электронном общении. В заключении после изучения интернет-лексики в китайском языке можно заявить, что в будущем интернет-лексика будет приносить большую пользу изучающим язык и также будет давать положительный эффект при обучении языка в вузах Казахстана.

**Ключевые слова:** интернет-язык, социолингвистика, интернет-сленг, преподавание китайского языка, социальная культура.

### Әдебиеттер

1. Michel Marcoccia. The internet, intercultural communication and cultural variation//Language and Intercultural communication, 12:4, 353-368, 2012
2. 李静. 浅析网络语言的社会意义 (An Analysis of the Social Significance of Internet Language) //辽宁信息职业技术学院/博士·专家论坛, 2008
3. 苏金智 (2016). 网络语言研究的社会语言学意义 (The Sociolinguistic Significance of Internet Language Research) //语言文字学与网络时代高峰论坛. 汉字文化. 2016年第五期 (总第166期)
4. 宗志武. 网络语言的形成及发展 (The Formation and Development of Internet Language) //开封教育学院学报. 第三十五卷 第五期, 2015.05
5. 李朱妍, 王毅. 认知社会语言学视角下网络词汇变异探究 (Research on the variation of Internet vocabulary from the perspective of cognitive sociolinguistics) //长春工业大学外国语学院-青春岁月, 2021年13期
6. 张茜. 网络流行语的社会学分析 (Sociological Analysis of Internet Buzzwords) . 天津师范大学新闻传播学院/新闻传播-学术园地, 2022,02
7. 李晓雯, 宋晓. 论网络语言的形成原因和特点 (On the formation reasons and characteristics of Internet language) //黄淮学院-青年文学家-语言研究, 2014.11
8. 游汝杰. 什么是社会语言学 (What is Sociolinguistics) -上海: 上海外语教育出版社. 2020-190页
9. 王蕾. 汉语网络语言出现的社会意义 (The Social Significance of the Appearance of Chinese Internet Language) //辽宁渤海大学/青春岁月, 2013.01
10. Claire Kramsch. Language and Culture.-上海: 上海外语教育出版社. 2019-134页
11. 孙娜. 网络语在对外汉语教学中的影响//沈阳师范大学-明日风尚, 2017.07

### Авторлар т мәлімет:

**Мұқатай Клара** – Әл-Фараби атындағы Қазақ Ұлттық университетінің докторанты, Алматы, Қазақстан.

**Мукаатай Клара** – докторант Казахского национального университета имени Аль-Фараби, Алматы, Казахстан.

**Muhatai Kelare** – doctoral student of Al-Farabi Kazakh National University, Almaty, Kazakhstan.

**Досымбекова Рауан Өрікбайқызы** – философия докторы (PhD), Әл-Фараби атындағы Қазақ Ұлттық университеті, Алматы, Қазақстан

**Досымбекова Рауан Орикбаевна** – доктор философии (PhD), Казахский национальный университет имени Аль-Фараби, Алматы, Казахстан

**Dossymbekova Rauan Orikbayevna** – Doktor of Philosophy (PhD), Al-Farabi Kazakh National University, Almaty, Kazakhstan