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Research article

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VARIABILITY OF THE TRANSLATION OF KAZAKH TOPONYMS INTO ENGLISH IN INTERNATIONAL DISCOURSE: PROBLEMS OF UNIFICATION AND TRANSLATION STRATEGIES

Abstract. With digitalization and the expansion of international communication, the problem of translating Kazakh toponyms into English is becoming particularly relevant. Geographical names are not only means of spatial identification, but also important carriers of historical memory, cultural information and national identity. The purpose of this study is to analyze the variability of the transmission of Kazakh geographical names in English-language international discourse, as well as to identify factors influencing the unification processes and the choice of translation strategies. The research material includes English-language texts of international mass media, documents of international organizations, digital cartographic platforms, tourist resources, and online encyclopedias. The results of the study showed that the variability of the transmission of Kazakh toponyms is due to historical, political, phonetic and digital factors, as well as the lack of a single international standard for the romanization of geographical names. It is established that international media and digital platforms have a significant impact on the formation of English-language versions of Kazakh toponyms and the processes of their dissemination in the global information space.

Keywords: Kazakh toponyms, variability of translation, English-language discourse, onomastics, unification of toponyms.

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Introduction

In today's globalized world, geographical names perform not only a nominative function, but are also important elements of cultural memory, national identity, and international communication. Toponyms reflect the historical development of the people, the peculiarities of their language, cultural traditions and political processes. In the context of the active expansion of international contacts, digitalization and integration of Kazakhstan into the global information space, the problem of translating Kazakh toponyms into English is becoming particularly relevant. In English-language international discourse, Kazakh geographical names are often used in various graphical versions, which leads to a lack of uniformity and creates difficulties in official documentation, mass media, digital cartographic systems and the tourist space.

The variability of the transmission of Kazakh toponyms is due to a number of historical, political, linguistic and technological factors. After the collapse of the Soviet Union, Kazakhstan began actively developing its own linguistic and toponymic policy aimed at strengthening national identity and expanding the functioning of the Kazakh language. As noted by D. Amanzholova (2021), the toponymic policy in post-Soviet Kazakhstan is closely related to the symbolic reinterpretation of space and the processes of national self-determination. Renaming cities, streets, and administrative facilities has become an important tool for shaping a new national worldview and reflecting political transformations in society.

At the same time, the processes of globalization have increased the need to represent Kazakh geographical names in the international English-speaking space. However, the lack of uniform romanization standards has led to the emergence of numerous spelling variants of the same place names. For example, in various English-language sources, you can find variants of Astana / Nur-Sultan, Almaty / Alma-Ata, Turkistan / Turkestan, Zhezkazgan / Jezkazgan, Kyzylorda / Qyzylorda and others. Such variability is observed both in the international media and in digital maps, tourist resources and official documents. As a result, difficulties arise related to the identification of geographical objects, search engine optimization, academic citation and the formation of a unified international image of the country.

The problem of toponymic transfer is considered in modern research not only from a linguistic, but also from a socio-cultural point of view. Benedict Anderson (2006) emphasizes that language and the naming system play an important role in the formation of "imaginary communities" and national consciousness. In this context, geographical names become elements of the symbolic representation of the state and the cultural memory of the people. The research of M. Azaryhu (2011) also shows that toponymy is closely related to ideological and political processes, and the renaming of spatial objects reflects a change in social values and historical landmarks.

The influence of digital space on the formation of linguistic norms is of particular importance in modern conditions. International digital platforms such as Google Maps, Wikipedia and other cartographic services are becoming global sources of distribution of certain spelling variants of geographical names. At the same time, different platforms often use different principles of transferring Kazakh toponyms, which increases the problem of variability. In addition, Kazakhstan's transition to the Latin script has sparked new discussions about the principles of transliterating Kazakh proper names into English. As E. Bogdanova and E. Suleimenova (2020) note, the processes of Latinization in Kazakhstan are closely linked to issues of language policy, national identity, and international integration.

The issues of translating Kazakh onyms into English are also considered in the framework of translation studies and onomastics (Alshinbayeva et al., 2026). Depending on the communication situation and the target audience, various translation strategies are used: transliteration,

transcription, tracing, or preservation of historically fixed exonyms. K. Kadyrzhanuly (2022) emphasizes that the lack of a unified approach to the transmission of Kazakh proper names leads to the emergence of numerous graphic variants and reduces the effectiveness of international communication. In this regard, the development of unified recommendations for the standardization of the transfer of Kazakh toponyms is of particular relevance.

In international practice, issues of standardization of geographical names are regulated by special organizations and documents. One of the most authoritative sources in this field is the United Nations Group of Experts on Geographical Names (UNGEGN, 2024), which emphasizes the need for national and international unification of place names to ensure effective communication and the correct use of geographical names in the global space.

Despite the availability of studies on language policy, Romanization and onomastics of Kazakhstan, the problem of the variability of the transmission of Kazakh toponyms in English-speaking international discourse remains insufficiently studied. The number of studies examining the influence of digital platforms, international media, and modern translation strategies on the formation of English-language variants of Kazakh geographical names is particularly limited.

The object of this research is Kazakh toponyms in English-language international discourse. The subject of the study is the variability of the translation of Kazakh geographical names into English and the factors influencing the processes of their unification. The purpose of the study is to analyze the transmission options of Kazakh toponyms in English-language texts and identify the main translation strategies used in their transmission.

The scientific novelty of the research lies in the comprehensive consideration of the variability of the transmission of Kazakh toponyms, taking into account modern digital, political and translation factors. The practical significance of the work lies in the possibility of using the research results in the development of recommendations for the unification of the transmission of Kazakh geographical names in international documents, mass media, tourism and digital cartographic systems.

Materials and methods

The present study is devoted to the analysis of the variability of the translation of Kazakh toponyms into English in modern international discourse and the identification of linguistic, political, historical and digital factors influencing the lack of unification of geographical names. Studying the interdisciplinary nature of the problem under study, the methodological basis of the work combines the approaches of onomastics, translation studies, sociolinguistics, linguistic landscape studies and discourse analysis.

The empirical body of the study consisted of English-language texts and digital resources containing various variants of the transmission of Kazakh geographical names. The corpus includes materials from international media, digital mapping platforms, online encyclopedias, travel resources, and official international documents. In particular, publications and digital data from BBC News, international news agencies, Google Maps, Wikipedia, OpenStreetMap, as well as official international resources using English versions of Kazakh toponyms were analyzed. The total volume of the research corpus amounted to more than 300 contexts of the use of geographical names, collected in the period from 2022 to 2025.

The empirical material was selected based on three criteria: the frequency of use in international discourse, the presence of spelling or transliteration variation, as well as the socio-cultural and political significance of the toponym in the modern linguistic space of Kazakhstan. The main focus was on the most common and variable Kazakh toponyms, including Astana /

Nur-Sultan, Almaty / Alma-Ata, Turkistan / Turkestan, Zhezkazgan / Jezkazgan, Kyzylorda / Qyzylorda и Shymkent / Chimkent. The choice of these examples is due to their high representation in international media and digital communication, as well as their connection with modern language policy and Romanization processes in Kazakhstan.

The theoretical basis of the research consists of works devoted to critical toponymy, symbolic geography, linguistic politics and linguistic identity. Of particular importance were the works of D. N. Amanzholova (2021), who considers toponymic policy as an element of the symbolic space of post-Soviet Kazakhstan, as well as the research of B. Anderson (2006), in which the concept of “imaginary communities” is used to explain the relationship between naming practices and the formation of national identity. The study also took into account the provisions of the work of M. Azaryhu (2011), devoted to the symbolic representation of space and critical studies of toponymy, as well as the conclusions of E. Bogdanova and E. Suleimenova (2020), analyzing the processes of Romanization and language policy in Kazakhstan.

The study used a set of complementary qualitative and quantitative methods of analysis. The main method was a comparative analysis, which made it possible to identify differences between English-language versions of Kazakh place names in various international sources and types of discourse. This method was used to compare the spelling, phonetic, and transliteration features of geographic names, as well as to identify dominant and competing spelling patterns.

The method of discourse analysis was used to study the functioning of Kazakh toponyms in various communicative contexts, including political, media, tourist and digital discourse. Special attention was paid to cases in which the choice of a particular toponym depended on ideological, historical or geopolitical factors. For example, the use of the Astana and Nur-Sultan variants was analyzed taking into account the time of publication, the type of media resource, and the institutional affiliation of the source.

The onomastic analysis was aimed at studying the structural and functional features of Kazakh geographical names and their representation in the English-speaking space. This method made it possible to identify the mechanisms of transliteration, ways to preserve ethnocultural specifics and features of adaptation of nationally labeled phonetic elements to the English spelling system. The analysis also showed the continued influence of the Soviet Russian-speaking tradition of transmitting toponyms on modern English versions of Kazakh geographical names.

For quantitative processing of the material, the frequency analysis method was used, which was used to identify the most common English-language variants of the toponyms under study. The distribution of the frequency of variants was analyzed by various categories of sources, which revealed the dominant trends of transliteration and standardization. In addition, elements of content analysis were used to classify the main types of variability identified in the research corpus. As a result, political, historical, phonetic, spelling, and digital variations were identified.

The methodological basis of the study was also based on the recommendations of the United Nations Group of Experts on Geographical Names (UNGEGN, 2024), which were used as a regulatory framework for analyzing the problems of standardization and international unification of geographical names.

The complex use of comparative, discourse-analytical, onomastic and quantitative methods provided a comprehensive study of the variability of the transmission of Kazakh toponyms in English-language discourse. The interdisciplinary design of the study allowed us to consider this phenomenon not only as a linguistic problem, but also as an important element of modern language policy, symbolic representation and digital communication in the global information space.

Results and discussion

The results of the study showed that the transfer of Kazakh toponyms into English in modern international discourse is characterized by a high degree of variability and the lack of a stable standardization system. An analysis of English-language sources has shown that various spelling variants of Kazakh geographical names function in parallel in international media, digital cartographic services, travel platforms and official documents. The data obtained confirm that the processes of variability are formed under the influence of several interrelated factors: political transformations, the historical legacy of Soviet transliteration, digital communication and competing models of Romanization.

One of the most illustrative examples is the change in the name of the capital of Kazakhstan (Table 1). An analysis of 80 English-language contexts showed that after the return of the name Astana in 2022, this option again became dominant in international discourse. However, the *nur-sultan* form continues to be preserved in a number of digital archives, tourist resources and cartographic platforms, which indicates the heterogeneity of the processes of updating international databases.

Table 1. Variants of the capital city name in English-language sources

Variant	Number of occurrences	Percentage
Astana	52	65%
Nur-Sultan	24	30%
Nursultan	4	5%

The results obtained demonstrate the direct dependence of toponymic variability on political decisions and the features of digital information dissemination. International media, including the BBC and Reuters, adapted the updated official name Astana relatively quickly, while digital platforms showed a slower response to the changes. This fact confirms the provisions of Amanzholova (2021) that toponymic policy is an important element of the symbolic space of the state and a mechanism for the formation of national identity.

A similar trend was revealed when analyzing the transfer options for the toponym Almaty (Table 2). Despite the official consolidation of the modern name after Kazakhstan gained independence, the Soviet exonym Alma-ata continues to function in international discourse. A frequency analysis of 60 contexts showed the dominance of the modern version of Almaty; however, the historical form retains a stable presence mainly in foreign tourist and archival resources.

Table 2. Variants of the toponym “Almaty”

Variant	Number of occurrences	Percentage
Almaty	49	81.7%
Alma-Ata	11	18.3%

The preservation of the Alma-Ata form demonstrates the stability of historically fixed exonyms in English-language communication. This trend is explained by the long-term influence of the Soviet transliteration system, which continues to persist in international media texts and digital databases. The results of the study confirm the conclusions of Bogdanova and Suleimenova (2020) that the post-Soviet linguistic space continues to have a significant impact on the modern processes of romanization of Kazakh proper names.

Of particular interest is the variability of the transmission of the toponym Turkistan (Table 3). An analysis of the English-speaking corpus revealed an almost uniform distribution between the Turkistan and Turkestan variants. At the same time, the Turkestan variant is more often found in historical, cultural and academic texts, while Turkistan prevails in official documents and modern Kazakh sources.

Table 3. Variants of the toponym “Turkistan”

Variant	Number of occurrences	Percentage
Turkistan	28	56%
Turkestan	22	44%

This example demonstrates the influence of historical memory and the tradition of English-language use of geographical names on the processes of modern standardization. The historically established exonym Turkestan continues to be perceived as a more recognizable form in international academic and cultural discourse. This confirms the thesis of Anderson (2006) about the close relationship between linguistic practices and symbolic construction of space.

The most pronounced variability was revealed when analyzing toponyms containing phonetically labeled Kazakh sounds. For example, the name Zhezkazgan is transmitted in English-language sources in several variants: Zhezkazgan, Jezkazgan and Zhezkazghan (Table 4).

Table 4. Variants of the toponym “Zhezkazgan”

Variant	Number of occurrences	Percentage
Zhezkazgan	31	62%
Jezkazgan	15	30%
Zhezkazghan	4	8%

The results obtained indicate the absence of a single model of transmission of specific Kazakh phonemes by means of the English language. The greatest difficulties arise when transliterating the sounds «ж», «қ» and «ғ», for which various graphical solutions are used. In some cases, the Russified transmission model remains; in others, there is an attempt to adapt to the new Latin graphics of the Kazakh language. Similar processes were identified in the analysis of the toponyms Qyzylorda / Kyzylorda, Qostanay / Kostanay and Shymkent / Chimkent.

In the course of the study, the main types of variability in the transmission of Kazakh toponyms in the English-speaking space were identified (Table 5).

Table 5. Main types of toponymic variation

Type of variation	Example	Main factor
Political	Astana / Nur-Sultan	Renaming policy
Historical	Almaty / Alma-Ata	Soviet exonyms
Phonetic	Zhezkazgan / Jezkazgan	Transliteration differences
Latinized	Qostanay / Kostanay	Latin script reform
Digital	Shymkent / Chimkent	Platform-specific usage

An analysis of the results showed that digital platforms and media discourse features have the most significant impact on the formation of modern variability. International cartographic services such as Google Maps and OpenStreetMap actually form global patterns of geographical name usage and influence the processes of international standardization. At the same time, different platforms often use different versions of the same toponym, which increases spelling instability and prevents the formation of a unified language norm.

An additional analysis of the distribution of options by source type showed differences between the media space, digital platforms, and official discourse (Table 6).

Table 6. Dominant variants across source types

Source type	Dominant variant
International media	Astana
Digital maps	Mixed variants
Tourism platforms	Historical forms
Official state resources	National forms

The results of the study show that the official state resources of Kazakhstan mainly use nationally oriented variants that correspond to modern principles of Romanization. At the same time, international media tend to use the most recognizable forms for a global audience, which explains the preservation of historical exonyms in the English-speaking space.

The data obtained allow us to consider the variability of the transmission of Kazakh toponyms not only as a linguistic phenomenon, but also as a result of the interaction of language policy, symbolic representation and digital communication. The results of the study confirm the position of critical toponymy that geographical names are not just means of nomination, but important tools of symbolic power and the construction of national identity (Azaryhu, 2011).

In addition, the study demonstrates the increasing role of digital platforms in the processes of international language standardization. Modern cartographic systems and online resources have an impact on the spread of certain toponymic variants much faster than traditional government regulatory mechanisms. This indicates the formation of a new model of platform-mediated standardization, in which digital services become key participants in global language regulation.

Thus, the results of the study confirm the need to develop a unified system for translating Kazakh toponyms into English, taking into account the international recommendations of UN-GEON, modern Romanization processes and features of digital communication. Special attention should be paid to coordination between government agencies, international media and digital platforms, since it is their interaction that forms the modern global representation of Kazakhstan in the English-speaking space.

Conclusion

The conducted research made it possible to comprehensively analyze the variability of the translation of Kazakh toponyms into English in modern international discourse and identify the main factors influencing the lack of a unified system of romanization of geographical names. The results showed that the English-language representation of Kazakh toponyms is characterized by a high degree of spelling and transliteration instability due to the interaction of political,

historical, linguistic and digital processes. The simultaneous functioning of several English-language versions of the same geographical names reflects the transitional nature of Kazakhstan's modern language policy and the absence of a single international standard for the transmission of Kazakh proper names.

An analysis of international media texts, digital cartographic platforms, tourist resources and official documents has shown that Kazakh toponyms are often presented in several graphical forms at the same time. The most significant examples are the variants Astana / Nur-Sultan, Almaty / Alma-Ata, Turkistan / Turkestan, Zhezkazgan / Jezkazgan and Kyzylorda / Qyzylorda. The comparative analysis confirmed that the variability of the transfer of toponyms is directly related to the processes of political renaming, the preservation of the Soviet tradition of transliteration, the competition of various romanization models and the ongoing transition of the Kazakh language to the Latin script. The results of the study indicate that the modern English-language representation of Kazakh geographical names is located at the intersection of historically fixed exonyms and new nationally oriented forms.

One of the key results of the study was the identification of the increasing role of digital platforms in shaping the international language norm. An analysis of Google Maps, Wikipedia, OpenStreetMap and international media resources has shown that digital systems are increasingly acting as mechanisms of platform-mediated standardization, forming stable patterns of geographical names in the global information space. In some cases, it is digital cartographic services that have a more significant impact on the international distribution of certain toponymic variants than official government recommendations. At the same time, differences between platforms contribute to the preservation of spelling instability and hinder the formation of a unified standardization system. The results obtained confirm that modern geographic name transfer processes need to be considered not only within the framework of traditional linguistics, but also in the context of digital communication and algorithmically controlled discourse.

The study also showed that political and symbolic factors continue to play a decisive role in the transformation of the toponymic space of Kazakhstan. The example of Astana/Nur-Sultan demonstrates how political decisions directly affect international discourse and reveal the inertia of digital infrastructure and international media in the process of adapting to official changes. This conclusion confirms the position of Amanzholova (2021) that toponymic policy is an important tool for the symbolic representation and construction of national identity in the post-Soviet space. The results of the study are also consistent with the provisions of critical toponymy, according to which geographical names are not only means of nomination, but also markers of historical memory, ideological transformations and symbolic power.

An important result of the study was the identification of the stability of historically fixed exonyms in English-speaking international communication. The preservation of the Alma-Ata and Turkestan forms testifies to the long-term influence of the Soviet transliteration tradition and international practices of using geographical names. Despite the government's policy of language modernization and the promotion of nationally oriented variants, historical exonyms continue to be actively used in international media, tourism discourse, and academic publications. This indicates that the processes of standardization of geographical names are determined not only by official regulatory mechanisms, but also by the stable linguistic habits of the international community.

The study confirmed that one of the main reasons for the variability remains the lack of a generally accepted model for the transmission of phonetically labeled Kazakh sounds by means of the English language. The transfer of the phonemes «Қ», «Ғ», «Ж» және «Ң» leads to the emer-

gence of competing transliteration options, which leads to the coexistence of several spelling forms in English-language discourse. This trend reflects the complexity of the current stage of Kazakhstan's language reform and demonstrates the sociolinguistic consequences of Romanization processes.

The theoretical significance of the research lies in the expansion of modern approaches to the study of critical toponymy, translation studies and the digital language landscape. The results obtained allow us to consider the variability of Kazakh toponyms as a multidimensional phenomenon that is formed under the influence of symbolic politics, media discourse, transliteration practices and digital regulation. The research contributes to the development of scientific ideas about the relationship between language policy, national identity and digital globalization in the post-Soviet space.

The practical significance of the work is related to the possibility of using the research results in the development of recommendations for the unification of the transmission of Kazakh toponyms in the English-speaking space. It seems necessary to create a unified national system of romanization of geographical names, consistent with the international recommendations of the United Nations Group of Experts on Geographical Names. In addition, effective standardization requires coordination between government agencies, international media resources, tourism platforms, and digital cartographic services, as these participants form the modern global representation of Kazakhstan in the international information space.

The prospects for further research are related to the expansion of the multilingual corpus of analyzed toponyms, the comparative study of the toponymic policy of post-Soviet states, as well as the study of the functioning of Kazakh geographical names in other languages of international communication. Additional attention should be paid to the impact of artificial intelligence, machine translation systems and algorithmic regulation on the processes of international standardization of geographical names in the context of digital globalization.

Conflicts of interests, acknowledgements and funding information

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The use of AI tools

AI tools were used to adapt the References sections in accordance with the journal's technical requirements, to standardize them, and to translate them into English accurately and in accordance with scientific standards.

Contribution of the authors. Zh.K. Alshinbayeva developed the general concept of the study, defined the goals and methodology of the work, provided scientific guidance to the research, and participated in the interpretation of the results and scientific editing of the manuscript; in addition, she prepared and approved the final version of the article for publication. M. Zh. Yeskindirova was responsible for the collection and systematization of empirical material, including the analysis of English-language media resources, digital platforms and cartographic services; conducted a comparative analysis of toponymic transmission options and participated in writing the sections "Materials and Methods" and "Results and discussion". L.K. Karabayeva carried out an analytical review of scientific literature, reviewed theoretical approaches to stan-

dardization and transliteration of toponyms, performed critical editing of the text of the article and contributed to the formulation of conclusions and practical recommendations, ensuring the accuracy of terminology and bibliographic design. All authors have reviewed and approved the final version of the manuscript and are responsible for all aspects of the completed research.

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Халықаралық дискурста қазақ топонимдерін ағылшын тіліне аударудың вариативтілігі: біріздендіру мәселелері мен аударма стратегиялары

Аңдатпа. Жаһандану, цифрландыру және халықаралық коммуникацияның кеңеюі кезеңінде қазақ топонимдерін ағылшын тіліне беру мәселесі ерекше өзекті болып отыр. Географиялық атаулар кеңістіктік сәйкестендіру құралдары ғана емес, сонымен қатар тарихи жадтың, мәдени ақпараттың және ұлттық бірегейліктің маңызды тасымалдаушылары болып табылады. Осы зерттеудің мақсаты ағылшын тіліндегі халықаралық дискурста қазақ географиялық атауларын берудің вариативтілігін талдау, сондай-ақ біріздендіру процестеріне және аударма стратегияларын таңдауға әсер ететін факторларды анықтау болып табылады. Зерттеу материалы ретінде халықаралық бұқаралық ақпарат құралдарының ағылшын тіліндегі мәтіндері, халықаралық ұйымдардың құжаттары, цифрлық картографиялық платформалар, туристік ресурстар және онлайн-энциклопедиялар таңдалды. Жұмыста салыстырмалы, ономастикалық, дискурстық-аналитикалық және сандық зерттеу әдістері қолданылды. Зерттеу нәтижелері қазақ топонимдерін берудің вариативтілігі тарихи, саяси, фонетикалық және цифрлық факторларға, сондай-ақ географиялық атауларды романизациялаудың бірыңғай халықаралық стандартының болмауына байланысты екенін көрсетті. Халықаралық медиа және цифрлық платформалар қазақ жер атауларының ағылшын тіліндегі нұсқаларының қалыптасуына және олардың жаһандық ақпараттық кеңістікте таралу процестеріне айтарлықтай әсер ететіні анықталды. Зерттеудің

практикалық маңыздылығы ағылшын тіліндегі дискурста қазақ топонимдерінің берілуін біріздендіруге, халықаралық тілдік стандарттау тетіктерін жетілдіруге және қазіргі ақпараттық қоғам жағдайында мәдениетаралық коммуникацияның тиімділігін арттыруға бағытталған ұсыныстарды әзірлеу болып табылады.

Түйін сөздер: қазақ топонимдері, аударманың вариативтілігі, ағылшын тіліндегі дискурс, ономастика, топонимдерді біріздендіру.

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**Вариативность перевода казахских топонимов на английский язык
в международном дискурсе: проблемы унификации и переводческие стратегии**

Аннотация. В контексте глобализации, цифровизации и роста международной коммуникации проблема перевода казахских топонимов на английский язык приобретает особую важность. Для среднестатистических граждан наличие некоторой формы транскультурной общей идентичности, безусловно, не полностью объясняет акцент на географию; картографирование также опирается на исторические факты и ключевые элементы культуры и национальной идентичности. Цель данного исследования — рассмотреть вариативность казахских географических названий в англоязычном международном дискурсе и выявить факторы, которые влияют на процесс унификации и изменения стратегии. Материал был взят из англоязычных новостных статей, опубликованных зарубежными СМИ (например, Wikipedia, The Guardian), документов международных организаций, сайтов, содержащих цифровые карты и другие географические сведения, туристических ресурсов и др. Используемые методы исследования являются сравнительными, ономастическими, дискурсивно-аналитическими и коллективными. Было показано, что вариативность перехода казахских топонимов обусловлена не только историческими и политическими факторами, фонетическим развитием и влиянием цифровых процессов (социальных сетей), но и отказом от единого международного стандарта латинизации географических названий. Вывод — установлено, что международные СМИ и цифровые платформы обеспечивают основной доступ к появляющимся английским версиям казахских собственных имен в международном информационном пространстве. Разработка рекомендаций, предназначенных для обобщения сведений о казахских топонимах в англоязычном дискурсе, совершенствование механизмов международной языковой стандартизации и эффективность процессов межкультурной коммуникации в современном информационном обществе включают в себя практические наработки исследователей.

Keywords: казахские топонимы, вариативность перевода, англоязычный дискурс, ономастика, унификация топонимов.

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