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Beauty in Hindi and Kazakh languages: Psycholinguistic Experiment

Abstract. *The concept of "beauty" is of special interest in different cultures. The study aimed at describing ways of conceptualizing beauty by speakers of different languages, modeling the associative field of the stimulus beauty in Hindi and the Kazakh language, identifying similarities and differences in the conceptualization of beauty among representatives of the Indian and Kazakh cultures. The article presents results of a psycholinguistic study, within the frame of which a word association test was conducted with groups of Indian and Kazakh respondents of the West Kazakhstan Marat Ospanov Medical University. The common and specific components identified in the associative meaning to the stimulus beauty are due to differences in the structures of languages and the ethnic specificity of the Indian and Kazakh cultures.*

Keywords: *beauty, psycholinguistic study, free-associative experiment, ethnic specificity, Kazakh, Hindi.*

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Introduction

Being one of the most enduring and controversial themes in philosophy, beauty is counted among the ultimate values, with goodness, truth, and justice. This theme was central to ancient Greek, Hellenistic, and medieval philosophers, as well as philosophy of eighteenth and nineteenth century. It is represented in works of such scholars as Shaftesbury, Hutcheson, Hume, Burke, Kant,

Schiller, Hegel, Schopenhauer, Hanslick, and Santayana. The theory of beauty attempted to determine whether beauty is subjective, that is 'in the eye of the beholder', or whether it is an objective feature of beautiful things. The subject of beauty is critical to many people despite racial, cultural and gender boundaries. Though, despite universal pursuit of the beautiful, the concept of beauty is not universal; and is embedded in the cultural milieu of various communities. The concept of beauty is subjective, and each

culture has its own canons. On the one hand, it is associated with an intuitive understanding of beauty peculiar to a person from birth. On the other hand, it represents certain norms and laws of beauty that have developed in society.

Language is a determinant of national consciousness [1]. We agree with scholars that semantic properties of words are both language-specific and culturally specific [2, 3, 4, 5]. A psycholinguistic approach to the study of national and cultural specificity of linguistic consciousness is based on the concepts of association and the associative meaning of a word [6].

The aim of our study is to identify the national-cultural specifics of beauty among representatives of the Kazakh and Indian linguistics. A description of ways to conceptualize beauty by representatives of different cultures and different languages is possible through a free-associative experiment that helps to identify the subjective image of the objective world of the individual [7, 233].

Materials and Methods

The aim and purpose of the study determined the study methodology. There was conducted a word association test in March 2020 in the West Kazakhstan Marat Ospanov Medical University in order to explore the

specifics of conceptualization of beauty among representatives of Hindi and Kazakh cultures. The participants of the experiment were the first- and second-year students of General Medicine Department. So that, there participated 82 people aged 16-24 years in the experiment. 39 of respondents were Indians (28 males, 11 females) and 43 respondents (11 males, 32 females) were Kazakhs. The word stimulus beauty, which is सुंदरता in Hindi, and сұлулық in Kazakh was presented to respondents. The participants of psycholinguistic experiment were asked to provide first association to the given word. The number of reactions was not limited.

Results of the study were presented in the form of an associative field, with the selection of semantic zones and the definition of common and specific components of beauty in the linguistic consciousness of Indians and Kazakhs.

Results

Participants of the study responded from 0 to 11 associates in their mother tongue. So that, 2 Kazakhs and 4 Indians did not provide any responses. A total of 299 associations were obtained regarding the word beauty, of which 189 in Hindi and 110 in Kazakh. The obtained associative data were distributed according to the frequency criterion and then the modeling

Table 1

The associative field of the “beauty” concept in the Indian linguistic consciousness

Core	लंबे बाल / long hair (4.6%), गुलाबी होट / pink lips (3.5%), अच्छी भावनाएं / good emotions (3.5%)
Near periphery	भूरे बाल / brown hairs (2.9%), गुलाबी गाल / pink cheeks (2.3%), दाढ़ी / beard (2.3%), sharp pointed nose (2.3%), चरित्र / character (2.3%), आवाज / voice (2.3%)
Far periphery	चाल ढाल / walking style (1.7%), प्रसद्धि / personality (1.7%), ईमानदार / honest (1.7%), व्यवहार / nature (1.7%), आंख / eyes (1.7%), समुंदर सी गहरी आंखे / eyes deep as ocean (1.7%), नीली आंख / blue eyes (1.7%), बड़ी आंखे / big eyes (1.7%), सुंदर / beautiful (1.2%), आकर्षति / attractive (1.2%), खूबसूरत चेहरा / beautiful face (1.2%), भुरी आंखे / brown eyes (1.2%), चुंबकीय रंग हो चेहरे का / attractive face color (1.2%), लंबे कालेबाल / long black hair (1.2%), बाल / hair (1.2%), कोमल आवाज / soft voice (1.2%), सुरीली आवाज / melodious voice (1.2%), अभिनेत्री / actress (1.2%), अच्छी सोच / nice thoughts (1.2%), बर्ताव / behaviour (1.2%), दयालु / kind (1.2%), छोटी नाक / small nose (1.2%), तीखी नाक / pointed nose (1.2%), पतली / slim figure (1.2%), पतली कमर / slim waist (1.2%), सुंदर हड्डी / beauty bone (1.2%), कार / car (1.2%), धूप के चश्मे / sunglasses (1.2%)

Outer periphery	गोल मूँह / round face, अच्छा चेहरा / good face, सुंदर चेहरा / nice face, मुँह की आकृति शानदार / mouth shape georgeous, अच्छा मुँह और व्यवहार / good face and attitude, गाल के गड्ढे / dimple, लज्जा रंजीत / blushing, like a snow white, like a pole star in a dark night, अनजाने राज / with deep secrets), आकर्षक घुंघराले बाल / attractive and curly hair, घुंघराले बाल / curly hairs, अच्छा बालों का कर्म / nice hair style, काले घुंघाले बाल / black swirl hair, अच्छे बाल / good hair, काले बाल / black hairs, घुंघराले बाल / swirl hair, छोटी आंखें / small eyes, अच्छी आंखें / nice eyes, eternal, छोटी आंख / short eyes, गहरी आंख / dark eye color, सुंदर आंख / beautiful eyes, बड़ी पलक / big eyelids, लंबा नाक / long nose, सुंदर शारीरिक आकृति / beautiful figure, उचा लम्बाई / perfect height, राजकुमारी जैसी कम कद की / small height like a princess, positivity, inner beauty, confidence, लंबा कद / long height, English, कोमल हाथ / moisturised hand, चट्टियां कलाइयां / white wrist, छोटे हाथ / short hand, लंबे नाखून / long nails, politeness, kindness, happiness, लंबी जॉ लाइन / long jawline, heart, उभरी हुई क्लाविकल की हड्डी / thin collar bone, साफ कान / clean ear, दयालु / kind heart, मोहब्बत / love, कोमल दिल / soft heart, दमिग / brain, comes from inside and seen on outside, अच्छे कपड़े / nice cloth, सुंदर कपड़े / beautiful dress, खूबसूरत पोशाक / pretty dress, सुंदर लाल रंग का सूट / beautiful red dress, treasure for girls and boys given by God, कपड़ों की समझ / dressing style, कान की बलिया / perfect earrings, चश्मा / spectacles, सुरीली आवाज / good voice, precious gift given by God to men and women, आवाज / sweet voice, सरल और सहज आवाज / soft and kind language, मुस्कराहट एक गुलाब जैसी / smile like rose, मा / mom, पेड़ पौधे / plant and trees (0.6%)
Source: data based on the word association test	

Table 2

The associative field of the “beauty” concept in Kazakh linguistic consciousness

Core	әдемі / beautiful (10%), жан сұлулығы / beauty of soul (5.6%), ажарлы / pleasant (5.5%), көрікті / pretty (5.5%), әсем / dainty (4.6%), инабатты / respectful (3.6%), қарапайымдылық / humbleness (3.6%), сұлу / gorgeous (3.6%), сымбат / stately figure (3.6%), көркем / bonny (3.6%)
Near periphery	сүйкімді / lovely (2.7%), тартымды / attractive (2.7%), ибалы / delicate (2.7%)
Far periphery	адамгершілік / humaneness (1.8%), мейірімділік / kindness (1.8%), ұяңдық softness (1.8%), жан тазалығы / purity of soul (1.8%), сыпайы / gallant (1.8%), ұялшақтық / shyness, ақылды / intelligent (1.8%), көркем бейне / artistic image (1.8%), келбетті / stately (1.8%), ғажап / wonderful (1.8%), нәзік / tender (1.8%)
Outer periphery	адам түрі / appearance, көз / eyes, ерін / lips, шаш / hair, ерекше / special, қолынан барлығы келетін / skillful, пысық айел / nimble woman, табиғат / nature, гүл / flower, үлкен ғимарат / skyscraper, бақыт / happiness, өмірдің мәні / meaning of life, әлем / world, ішкі дүние / the inner world, пәктік / purity, ақылына көркі сай / appearance complies with intelligence, салмақты / serious, шыдамды / patient, көп сөйлемейтін / short-spoken, ерге тән барлық мінезі бар / character inherent to man, ер адамның байсалды қарауы / serious look of a man, намысқой / valuing his honour, батыр / brave, батыл / courageous, жан сұлулығы / beauty of soul, ер жігіт / brave man, тазағым / neat (0.9%)
Source: data based on the word association test	

of the associative field and its cognitive structure was carried out.

Based on the frequency of lexical associations, a core (identified from responses of over 3% of individuals), the near periphery (2%-3%), the far periphery (<2%), and the outer periphery (individual associates) were determined in Hindi (see Table 1) and the Kazakh language (see Table 2).

The associative field of the "beauty" concept was further interpreted and categorized into the clusters forming the semantic zones. The following semantic zones were formed in Hindi:

Appearance (Face) (गुलाबी होट / pink lips (6), गुलाबी गाल / pink cheeks (4), दाढ़ी / beard (4), खूबसूरत चेहरा / beautiful face (2), सुंदर / beautiful (2), आकर्षण / attractive (2), चुंबकीय रंग हो चेहरे का / attractive face color (2), गोल मूँह / round face, अच्छा चेहरा / good face, सुंदर चेहरा / nice face, मुँह की आकृति शानदार / mouth shape gorgeous, अच्छा मुँह और व्यवहार / good face and attitude, गाल के गड्ढे / dimple, लज्जा रंजीत / blushing, like a snow white, like a pole star in a dark night, अनजाने राज / with deep secrets, comes from inside and seen on outside, मुस्कुराहट एक गुलाब जैसी / smile like rose); **Hair** (लंबे बाल / long hair (8), भूरे बाल / brown hairs (5), लंबे कालेबाल / long black hair (2), बाल / hair (2), आकर्षक घुंघराले बाल / attractive and curly hair, घुंघराले बाल / curly hairs, अच्छा बालों का कर्म / nice hair style, काले घुंघराले बाल / black swirl hair, अच्छे बाल / good hair, काले बाल / black hairs, घुंघराले बाल / swirl hair); **Eyes** (आंख / eyes (3), समुंद्र सी गहरी आंखें / eyes deep as ocean (3), बड़ी आंखें / big eyes (3), नीली आंखें / blue eyes (3), भुरी आंखें / brown eyes (2), छोटी आंखें / small eyes, अच्छी आंखें / nice eyes, छोटी आंखें / short eyes, गहरी आंखें / dark eye color, सुंदर आंखें / beautiful eyes, बड़ी पलक / big eyelids); **Nose** (sharp pointed nose (4), छोटी नाक / small nose (2), तीखी नाक / pointed nose (2), लंबा नाक / long nose); **Lips** (गुलाबी होट / pink lips (6), मुँह की आकृति शानदार / mouth shape gorgeous); **Figure** (पतली / slim figure (2), पतली कमर / slim waist (2), सुंदर शारीरिक आकृति / beautiful figure); **Cheeks** (गुलाबी गाल / pink cheeks (4); **Beard** (दाढ़ी / beard (4); **Bone** (सुंदर हड्डी / beauty bone (2), लंबी जॉ लाइन / long jawline, उभरी हुई क्लाविकल की हड्डी / thin collar bone); **Hand** (कोमल हाथ / moisturised hand, चट्टियां कलाइयां / white wrist, छोटे हाथ / short hand, लंबे नाखून / long nails); **Height** (उचा लम्बाई / perfect height, राजकुमारी जैसी कम कद की / small height like a princess, लंबा कद / long height); **Smile** (मुस्कुराहट एक गुलाब जैसी /

smile like rose);

Morals (अच्छी भावनाएं / good emotions (6), चरित्र / character (4), प्रसद्धि / personality (3), ईमानदार / honest (3), दयालु / kind (3), अच्छी सोच / nice thoughts (2), बर्ताव / behaviour (2), inner beauty, positivity, politeness, दयालु / kind heart, confidence, मोहब्बत / love, heart, कोमल दिल / soft heart, happiness);

Object (कार / car (2), धूप के चश्मे / sunglasses (2), अच्छे कपड़े / nice cloth, सुंदर कपड़े / beautiful dress, खूबसूरत पोशाक / pretty dress, सुंदर लाल रंग का सूट / beautiful red dress, कपड़ों की समझ / dressing style, कान की बलिया / perfect earrings, चश्मा / spectacles,

Voice (आवाज / voice (4), कोमल आवाज / soft voice (2), सुरीली आवाज / melodious voice (2), सुरीली आवाज / good voice, आवाज / sweet voice, सरल और सहज आवाज / soft and kind language);

Nature (व्यवहार / nature (3), पेड़ पौधे / plant and trees);

Gait (चाल ढाल / walking style (3);

Subject (अभिनेत्री / actress (2), मा / mom);

Value (eternal, treasure for girls and boys given by God, precious gift given by God to men and women);

Intelligence and knowledge (English, दमिग / brain);

Neatness (साफ कान / clean ear).

In Kazakh "beauty" was categorized into the following clusters:

Appearance (әдемі / beautiful (11), ажарлы / pleasant (6), көрікті / pretty (6), әсем / dainty (5), сұлу / gorgeous (4), сымбат / stately figure (4), көркем / bonny (4), сүйкімді / lovely (3), тартымды / attractive (3), көркем бейне / artistic image (2), келбетті / stately (2), ғажап / wonderful (2), нәзік / tender (2), адам түрі / appearance, ерекше / special); **Eyes** (көз / eyes);

Lips (ерін / lips); **Hair** (шаш / hair);

Morals (жан сұлулығы / beauty of soul (5), инабатты / respectful (4), қарапайымдылық / humbleness (4), ибалы / delicate (3), адамгершілік / humaneness (2), мейірімділік / kindness (2), ұяңдық softness (2), жан тазалығы / purity of soul (2), сыпайы / gallant (2), ұялшақтық / shyness, ішкі дүние / the inner world, пәктік / purity, салмақты / serious, шыдамды / patient, көп сөйлемейтін / short-spoken, ерге тән барлық мінезі бар / character inherent to man, ер адамның байсалды қарауы / serious look

of a man, намысқой / valuing his honour, жан сұлулығы / beauty of soul);

Intelligence and knowledge (ақылды / intelligent (2), ақылына көркі сай / appearance complies with intelligence,);

Courage (батыр / brave, батыл / courageous, ер жігіт / brave man);

Nature (табиғат / nature, гүл / flower, әлем / world);

Skills (қолынан барлығы келетін / skillful, пысық айел / nimble woman);

Object (үлкен ғимарат / skyscraper);

Value (бақыт / happiness, өмірдің мәні / meaning of life);

Neatness (тазайым / neat).

Semantic zones, that were formed in Hindi, include appearance (including face, hair, eyes, nose, lips, figure, cheeks, beard, bone, hand, height, smile); morals; object; voice; nature; gait; subject; value; intelligence and knowledge; neatness, while in Kazakh, they consist of appearance (including hair, lips, eye); morals;

Table 3

General and specific components of “beauty” in Hindi and Kazakh

Clusters	Hindi		Kazakh	
	Quantity	Amount (%)	Quantity	Amount (%)
Appearance	119	63	59	53.6
Face	34	28.6		
Hair	24	20.2	1	0.9
Eyes	20	16.8	1	0.9
Nose	9	7.6		
Lips	7	5.9		
Figure	5	4.2		
Cheeks	4	3.4		
Beard	4	3.4		
Bone	4	3.4		
Hand	4	3.4		
Height	3	2.5		
Smile	1	0.8		
Lips			1	0.9
Morals	32	16.9	36	32.7
Object	11	5.8	1	0.91
Voice	11	5.8		
Nature	4	2.1	3	2.73
Gait	3	1.6		
Subject	3	1.6		
Value	3	1.6	2	1.82
Intelligence and knowledge	2	1.1	3	2.73
Neatness	1	0.5	1	0.91
Courage			3	2.73
Skills			2	1.82
Total	189	100	119	100
Source: Authors' analysis				

courage; intelligence and knowledge; nature; skills; object; value; neatness.

Let us consider general and specific components in the structure of the semantic field *beauty* in Hindi and the Kazakh language. Among the semantic zones of *beauty*, the most voluminous in both languages is Appearance (63% in Hindi and 53.6% in Kazakh).

From the data obtained, it follows that beauty in Indian and Kazakh language consciousness is objectified by the moral traits of the individual, and this semantic zone is also large (16.9% in Hindi and 32.7% in Kazakh) (see Table 3).

The conceptualization of beauty in Hindi differs from that in Kazakh. In Hindi, in terms of appearance, it is distinguished by the beauty of चेहरा 'face' (28.6%), बाल 'hair' (20.2%), आंख 'eyes' (16.8%), नाक 'nose' (7.6%), पतली 'figure' (4.2%), गुलाबी गाल 'pink cheeks' (3.4%), दाढ़ी 'beard' (3.4%), हड्डी 'bone' (3.4%), हाथ 'hands' (3.4%), and उचा लम्बाई 'perfect height' (2.5%), मुस्कुराहट एक गुलाब जैसी 'smile like rose' (0.8%). In the Kazakh language, beauty is mostly represented by synonyms of the word *beautiful*, differing in connotations – *әдемі* 'beautiful' (18.6%), *ажарлы* 'pleasant' (10.2%), *көрікті* 'pretty' (10.2%), *әсем* 'dainty' (8.4%), *сұлу* 'gorgeous' (6.8%).

According to representatives of Indian ethnos, the internal components of the beauty include अच्छी भावनाएं 'good emotions' (18.6%), चरित्र 'character' (12.5%), प्रसद्धि 'personality' (9.4%). The main distinguishing feature of the Kazakh standard of beauty from the perspective of morals is жан сұлулығы 'beauty of soul' (13.9%), *инабатты* 'respectful' (11.2%), *қарапайымдылық* 'humbleness' (11.2%).

Beauty means not only external and internal components, but also objectifies intelligence and special skills. Representatives of the Kazakh ethnos associate beauty with ақылдылық 'intelligence' (1.8%), қолынан барлығы келетін 'skillfulness' and *нысықтық* 'nimbleness' (0.9%), while Indians associate beauty with अंग्रेजी की अच्छी जानकारी 'good command of English' and दमिग 'having brains' (0.6%).

The main stereotypical images of beauty in Hindi are people driving a car (1.8%), wearing sunglasses (1.8%), beautiful dress (2.7%) and

perfect earrings (0.9%). In Kazakh courageous people are considered beautiful (2.7%).

Beauty also implies व्यवहार 'nature' (in Hindi – 1.6%, in Kazakh – 0.9%), पेड़ पौधे 'plants and trees' (0.5%), अभिनेत्री 'actress' (1.1%), मा 'mother' (0.5%) in Hindi, and гүл 'flowers', *зұмарат* 'buildings', *табиғат* 'nature', and *әлем* 'world' (0.9%) in Kazakh.

Discussion

We believe that this psycholinguistic study aimed at identifying conceptualization of beauty in Indian and Kazakh ethnic groups by means of a free-associative experiment, is a valuable source of information and an effective tool for determining the content of concepts in different-structured, non-identical languages. It is also efficient in studying ethnical specificity of nations, contributing to understanding and successful intercultural interaction between representatives. This assumption is consistent with Mukhametzyanova & Shayakhmetova (2014), Balyasnikova et al. (2018), and Kuzembayeva et al. (2019).

The study highlights the content and structure of the concept of "beauty" in Hindi and Kazakh, as described through a comparative cultural and linguistic study, which has not been the subject of previous research in this field.

Results indicate that in Kazakh language consciousness, "beauty" is something special, marvelous. It corresponds to happiness and the meaning of life. The Indians consider beauty as a priceless gift and treasure of God.

Materials of study contribute to successful interethnic interaction and may be of interest in the practice of intercultural communication, linguistics, and cultural studies.

Conclusion

There is highlighted the value of beauty both in Hindi and Kazakh languages. The associative field in both languages is divided into semantic zones without a remainder. The associative field of the "beauty" concept in Hindi has 10 semantic zones that characterize various aspects of conceptualizing beauty by representatives

of the Indian ethnos. In Kazakh language, the associative field is formed of 9 semantic zones. There are some common associations for both languages. Such as “Moral personality traits,” “deeds,” “origin, position,” “culture, education,” “courage”. The quantitative asymmetry of semantic zones and their associates is noteworthy when comparing two associative fields. The most voluminous semantic zone in associative field of the “beauty” concept in two languages is the

group describing appearance (in Hindi – 63%, in Kazakh – 53.6%). This is followed by the semantic zone denoting a person’s moral qualities (16.9% in Hindi and 32.7% in Kazakh).

The data from the experiment indicate that beauty is perceived by Hindi and Kazakh speakers primarily as a person’s outstanding appearance and positive qualities; moreover, it is associated with certain images and has a high value.

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Хинди және қазақ тіліндегі сұлулық: психолингвистикалық эксперимент

Аңдатпа. Әр түрлі мәдениеттердегі «сұлулық» ұғымы ерекше қызығушылық тудырады. Зерттеудің мақсаты әр түрлі тілдерде сөйлеушілердің сұлулықты тұжырымдау жолдарын сипаттау, үнді және қазақ мәдениетінің өкілдері арасындағы сұлулықты концептуалдаудағы ұқсастықтар мен айырмашылықтарды анықтай отырып, ассоциативті өрісін модельдеу. Мақалада психолингвистикалық зерттеудің нәтижелері келтірілген, оның шеңберінде Марат Оспанов атындағы Батыс Қазақстан медицина университетінде оқитын Үндістан мен Қазақстан респонденттері топтарымен ассоциативті эксперимент жүргізілді. Тілдер құрылымы мен үнді және қазақ мәдениеттерінің этникалық ерекшеліктерінен туындаған сұлулық ассоциативті мағынасында анықталған жалпы және арнайы компоненттер айқындалды.

Түйін сөздер: сұлулық, психолингвистикалық зерттеу, ассоциативті эксперимент, этникалық ерекшелік, қазақ тілі, хинди тілі.

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Красота на хинди и в казахском языке: психолингвистический эксперимент

Аннотация. Особый интерес представляет понятие «красота» в разных культурах. Целью исследования было описание способов концептуализации красоты носителями разных языков, моделирование ассоциативного поля стимула красоты на хинди и казахском языке, выявление сходств и различий в концептуализации красоты у представителей индийской и казахской культур. В статье представлены результаты психолингвистического исследования, в рамках которого проводился ассоциативный эксперимент с группами респондентов из Индии и Казахстана, обучающихся в Западно-Казахстанском медицинском университете имени Марата Оспанова. Выявлены общие и специфические компоненты, идентифицированные в ассоциативном значении стимула красота, обусловленные различиями в структуре языков и этнической спецификой индийской и казахской культур.

Ключевые слова: красота, психолингвистический эксперимент, ассоциативный эксперимент, этническая специфика, казахский язык, хинди.

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