Alongside with other humanities, modern Kazakh philology is forming new cultural anthropology in the context of the nationwide idea. Responding to the challenges of the new era, the literature of sovereign Kazakhstan is based on the experience and traditions of literature and history of the past. The process of qualitative updating art systems in the last decade of XX – beginning of the XXI is mainly owe to the release of a set of regulatory framework. In addition, the nation’s cultural heritage, folk art traditions, stories and images remain a plentiful source of inspiration.

One of the founders of Kazakh folklore studies, S.A. Kaskabassov, was the first to identify and carry out the classificatory and typological research of verbal prose and Kazakh mythology. The works of folklorists of Bashkiria, Tatarstan, Turkmenistan, Kyrgyzstan and Uzbekistan confirmed the established laws of historical development of folklore prose from the archaic forms to highly artistic works.

The publication of academic collection of animals’ fairy-tales in Russian, the «Kozy-Korpesh and Bayan Sulu», national lyric epos, written literature, XVII–XIX centuries’ works of zhiraus was text work. The book of Kaskabassov «Gold Mine» is a peculiar cultural writing in which the scientific comment helps to value folklore monuments as a «source of intellectual culture». Pondering on the «international» nature of folklore story leads the philologist to the conclusion about the specifics of Kazakh plot, in particular, «optimistic love concept in Kazakh romance epics».

Folklore, verbal individual poetry, written literature, art of music, poetry of zhiraus, work of Bey-Sheshens, – here is an incomplete list of issues and aspects that determined the development of Kazakh folklore studies. Author’s rhetoric in the characteristic of spiritual power of his nation is based on the high authority of the poet, when eloquence has been considered the highest level of art. Analysis of the zhiraus’ works reveals their priestly character and functions of the public service. In addition, the poetry of professional akyns has freed literature from ideology and made its «contribution to democracy», the poetry has come into the yurt of ordinary members of the society, to common folk.

Folklore and myths in Kazakhstan philology are considered to be the most important image and style basis of national literature. The genetic invariance of folklore texts stimulates ceaseless renewal by means of author’s interpretations and metaphorically «folded» idea-formulae. The investigation of the national specificity of Kazakh folklore is parallel to the studies of the Slavic folklore in Kazakhstan, to its collection, systematization and publishing. The folklore and ethnography integration during folklore expeditions contributed invaluable material for scientific observations and conclusions about the modern state of verbal traditions, of Slavic folklore in the multiethnic Kazakhstan, of the influence of transformation processes, of genre «extinction» etc.

Much research is being conducted at the junction of folklore and old Russian, Byzantine and Turkic literature. The interest of the Kazakhstan science to the investigation of individual aspects of old Russian literature revived in the second part of the XX century after the publication of the «Old Russian Literature» reading book, in which literary monuments were accompanied by historical and philological commentaries.

The appearance of Olzhas Suleimenov’s book «AZ-i-IA» enhanced medieval history study. His marginal postmodernist research is an attempt to dispel the praising and the heroic view on Prince Igor and his Polovtsian March. The issue of «unseen turkisms» in the Old Russian literature monuments and in Slavic grammar as relevant for Kazakhstan philology in the aspect of Turkic-Slavic connections context was continued by the author in his book «Crossing Parallels».

Abai study takes a special place in Kazakh philology. M. Auezov, a national literature classic, became the pioneer in studying Abai akyn heritage. His epic novel «Abai Zholy» (Abai’s Way) is a sort of generalized fiction view of the centuries-old people’s history. The poetic presentation of Abai’s biography, introduced by Auezov, was developed by Z.A. Akhmetov Scientific School. The significance of the national poet who opened all the doors to all the writers of the «Great Steppes», makes the description of the development of Abai as a poet a scientific commentary. The text of Z.A. Akhmetov’s book is a «doubled level» anthropology. In his epic novel «Abai Zholy» M. Auezov recreated the biography of the great akyn not as a real person but as a character made by a lyrical poet: «We can see a «secondary» person, who is recreated and understood by another person».

Akhmetov is identified as interpreter of Auezov’s understanding of Abai’s creative personality. He acts as a reader and a recipient. Fiction «doubled level» anthropology is shown in the attempt of Kazakh literature study classic to work his own way up to scientist by reading of Abai’s precepts and Mukhtar Auezov’s spiritual heritage interpretation.
The 18th century Russian literature was not thoroughly studied in Kazakhstan as it was very specific and hard-to-get. For the first time in the studies of the late 20th century oriental and Central Asia motives were shown in Russian poetry and prose of the period. Kazakhstan philologists’ research is devoted to the following issues: making lyric song in poetry more literary-like, typological compatibility and similarity between certain classic and folklore genres, and principles of character representation.

In translation theory adequate free translation is seen by Kazakhstan research workers from the point of view of M.L. Gasparov, with the use of statistic methods and techniques of formal and functional thesaurus compiling. Numerous research works of A.L. Zhovtis were devoted to studying specificity of the poetic style, meter patterns of Russian poets and three-century development of Russian poetry.

Research of history of the Russian literature of the classical XIX century is in the focus of Kazakh philologists. Works of Russian classical writers are traditionally studied in several aspects: poetic manner and literary style; genre peculiarities; moral and aesthetic ideas of the author and his influence on classical Kazakh writers and development of the Kazakh novel.

In monographs of Kazakhstan scholars the way Kazakh classical writers took much of the genre, making imagery of the text, psychological insight, touching upon moral issues of Russian classical literature is considered. The school focuses much on A.S. Pushkin’s works. Kazakhstan Pushkin studies was developed by N.A. Rayevsky in his works «When paintings will talk» and «The Portraits Have Talked».

The current dramatic development of history and culture has made description and observation of different forms of an artist’s self-determination the focus of literary studies. A literary work, aimed at the dialogue both with the mass reader and professionals, gets a «double code» of the literary text. The striking change of the genre repertoire takes place because of the author’s position in his dialogue with his literary character and the reader in the form of the direct address to the reader or as an aesthetic experiment model.

Poets and writers speak from literary rostrums acting as memoirists, essayists and publishers; they participate in open debates in periodicals, literary miscellanies and journals. Improvisation, characteristic of the Kazakh people, a special value of «word» is considered to be an ethnic peculiarity of Kazakhstn literature. The founder of Kazakhstan poetry, Abai, whose poems and songs were known to the whole steppe and were transferred like via the Internet from one aul to another, in the end of his life wrote the famous «Book of Words» which is often considered to be the greatest of his books. The genre created by Abai is the address of akyn to his people.

Being one of the main lines of contemporary Kazakhstan literature, form-making strategies of literature make a word material, creating a self-identification model of the author’s personality. Responding to this peculiarity of the literary text, philology does «revision» of its scientific tools. Thus, literary anthropology technique developed by the Kazakhstan philologist V.V. Saveljeva has proved to be a universal one.

V.V. Saveljeva’s works in interrelation of the literary world and literary anthropology aroused interest in secondary and higher educational institutions of the Kazakhstan cities of Almaty, Ust-Kamenogorsk, Astana, Taraz, Chimbent, Petropavlovsk, etc.; Russia (Moscow, Orenburg, Chelabinsk, Omsk, Barnaul, Orel, etc.), Poland, Canada. Being an interdisciplinary science, human anthropology (cultural, linguistic, psychological, legal, historical, etc.) is actively used in modern research. However, literary anthropology is not systematically mentioned in textbooks.

The future of further research in this field is based on the necessity of developing general literary anthropology both in art history and theory of literature. In the post-modernism, post- and neo-realism period anthropological research in literature and culture is still relevant and further development of terminology for studying image of a person in art is of great importance.

The new trend in Kazakhstan literary studies is research of poetry and prose within Central Asia literary process.

The methodology is based on continuation of the technique of integral analysis of image semantics, symbols and myth poetic meaning of poetic texts. The systemic and thematic as well as structural studies of nature in the poetic reality have let S.D. Abisheva determine typological similarities not only within Russian poetry, but also between Russian and Kazakh poetry.

Traditionally, novel as a genre is paid particular attention, and both theory and history of the classical Russian novel as well as marginal novels are studied.

Whereas the Russian prose of the first half of the XIX century became classical, the poetry and prose of the second half of the XIX century – the beginning of the XX century requires literary criticism and theoretical and historical research. The narration analysis includes methodology and techniques of psychoanalytical interpretation of the literary text. The chronotype issues, peculiarities of arrangement of time and space in literary texts give a possibility to reveal some typological aesthetic similarities in the development of the world literary prose.

The latest literature approaches let one determine specific features of postmodernism prose, explain peculiarities of the author’s position representation and the readers’ comprehension problems.

A priority of Kazakhstan philology is research in regional historical and literary process and
literary regional studies. In the world the borders of which are constantly changing, mobility is an essential feature of any person’s life. Globalization makes a person think of his attitude to the place where he was born and lives. Consequently, there is an interest of literary studies to studying the «territory» phenomenon, focused on the nature of the literary text, its spatio-temporal characteristics. Literary-regional studies should start with the notion «regionalism» as an outlook cultural value including maintaining and developing lifestyle, culture, language, nature, self-awareness of the region. In the third millennium the maintenance of polycultural dialogue is, probably, the most important of human priority and, simultaneously, an indispensable component of the state policy of our Republic.

Kazakhstan, located to live in both Europe and Asia is a country uniting dozens cultures with unique traditions and customs.

In search for new aesthetic paradigm modern Kazakh literature, on the one hand, is striving to continue the dialogue of Eastern and Western cultures, on the other hand, it is trying to maintain its ethnic uniqueness.

Rich mythological imagery, conceptual multidimensionality, deep psychological insight, genre and inter-genre experiments – these and other characteristics are typical of modern literary Kazakh prose.

Literary-aesthetic inventions, good genre and stylistic «findings» enhance work at defining and scientific explanation of the «new paradigm» in history and modern theory and methodology of Kazakh literature and art. According to the well-known philologist A.S. Ismakova, « it has become evident that one cannot continually include more and more new names, literary works, facts of not only quantitatively but also qualitatively different potential». In modern Kazakh prose the genre and style modification issues form a very important branch of Kazakhstan philology.

Research of the features of modern literary situation in Kazakhstan is based on the identification, creative comprehension and analysis of the main trends of the modern Kazakh prose, the most productive prose genres, the style of the most striking of them, the study of interrelation of tradition and innovation, etc. Anuar Alimzhanov, Rollan Seysenbaev, Kanat Kabrahmanov, Auyezhan Kodar, Dyusenbek Nakipov, Hassen Adibaev, Aslan Zhaksylykov and other writers think and write professionally in the Kazakh and Russian languages. Theirs books represent Kazakh literature of independence (1991–2010 yrs) in which there is a variety of ideas and themes, search of original compositional, genre and stylistic, ideological and thematic decisions related to the world and global order problems.

Modern literature is well represented in Kazakhstan publishing projects of Bakhytzhan Kanapyanov (Director of the «Zhibek Zholo» Kazakhstan Publishing House), Rolan Seyssenbaev (President of the International Abay House in London).

University science, focused on the specificity of higher education and student audience, does research of the comparative studies process. This study analyzes interdependence, interrelation and mutual contribution of Russian and Kazakh literature. And the study of Russian literature as an individual macro-cosm units polylingual continuum of sovereign Kazakhstan and promotes humanistic priorities and the development of modern scientific conception.

Owing to bilingualism of the majority of Kazakhstan authors the development of multicultur-alism of modern Kazakhstani literature helps meet challenges of the time: ethnic images reflecting ethnic self-determination in the light of universal values in the changed world.

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COMMON FEATURES OF RUSSIAN AND BRITISH PLACE-NAMES

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We study formation, development, scientific and folk interpretations of original and borrowed toponymical onymics in diachrony. Place-name is a universal phenomenon in Indo-European languages. Linguistic creativeness as manifestation of speaker individuality is reflected in hybrid formings. Creative transformations of toponyms appear at definite levels of linguistic analysis: morphonological, lexical, semantic and structural.

In the British Place-names the following morphological processes take place:

- hybridization, e.g.,
  - Silverstone ← Sewulf’s + ton; Yelverton ← Ella’s + ford + ton; Glamorgan ← glan + more + geni;
  - Godmanchester ← Lat.Godmund+cestre;

- reduction:
  - Fotheringhay ← forth + here + ing + eg; Grantchester ← Grant + set; GlenAffric ← glen+a+the+break;

- doublication:
  - Torpenhow Hill ← tor + pen + how + Hill;

- adaptation:
  - Conisbrough; Glastonbury; Gold’s + pie (E) ← by (ON ).

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