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# POTENTIAL POSSIBILITIES OF CODIFICATION OF NEOLOGISMS IN THE MODERN KAZAKH LANGUAGE

The article provides a comprehensive analysis of the processes of formation and standardization of new words in the Kazakh literary language at a certain stage of development of society (1991-2020). As the spread of new words in the communicative language space. The authors of the article consider the concept of codification of neologisms based on the concepts of language policy in Kazakhstan. During this time, for the first time, attempts were made to analyze in the context of the practice of conscious intervention in the development of language. The authors provide a scientific definition of the concept of codification of new words and describe it as the basis of language policy. The development of the Internet and the constant penetration of global information has taken a special place, especially in the last quarter of a century. Undoubtedly, one of the priorities of the language policy in Kazakhstan is the scientific and practical systematization, generalization and substantiation of the processes of formation and normalization of new words that have arisen during this time. It contributes to the improvement of the lexical base of the language, harmonization and formation of new linguistic units, the successful formation of the national corpus of the Kazakh language, as well as the determination of the methodological foundations for the study of new words by students and the development of methodological systems for specialized schools. Increases the need for the language.

**Key words:** Modern Kazakh language, neologisms, lexical background, codification, language policy, Kazakh neology and neography.

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## Қазіргі қазақ тіліндегі неологизмдерді қалыптандырудың әлеуетті мүмкіндіктері

Мақалада қоғам дамуының нақты бір кезеңінде (1991-2020 жж.) қазақ әдеби тілінде пайда болған жаңа сөздердің қалыптануы мен нормалануы үдерістеріне жаңа сөздердің коммуникативті тілдік кеңістікте таралуына қарай кешенді талдау жүргізілді. Мақала авторлары неологизмдердің кодификациясы туралы түсінікті Қазақстандағы тіл саясатының тұжырымдамалары негізінде қарастырады. Осы уақыт аралығында тілдің дамуына саналы түрде араласуды жүзеге асырудың практикасы контексінде талдауға алғаш рет ұмтылыстар жасалды. Авторлар жаңа сөздердің кодификациясы атты ұғымға ғылыми анықтама береді, әрі оны тіл саясатының негізі ретінде сипаттайды. Интернеттің дамуы және әлемдік ақпараттың толассыз енуі, әсіресе, соңғы ширек ғасыр көлемінде ерекше орын алды. Осы уақыт аралығында пайда болған жаңа сөздердің қалыптануы мен нормалану үдерістерін ғылыми-практикалық тұрғыдан жүйелеу, қорыту және негіздеу – Қазақстандағы тіл саясатының басым бағыттарының бірі екені сөзсіз. Тілдің лексикалық қорын жетілдіруге, жаңа тілдік бірліктерді бірізділендіру мен қалыптандыруға, қазақ тілінің ұлттық корпусын табысты түрде қалыптастыруға нақты үлес қосады, сондай-ақ білім алушылардың жаңа сөздерді меңгеруінің әдіснамалық негіздерін айқындау және бейіндік мектептер үшін әдістемелік жүйені әзірлеу қазақ тілін оқытудың әдіснамасын жетілдіру мен стандарттауға, қазақ тілінің қажеттілігін арттыруға ықпал етеді.

**Түйін сөздер:** қазіргі қазақ тілі, неологизмдер, лексикалық қор, қалыптану, тіл саясаты, қазақ неологиясы және неографиясы.

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## Потенциальные возможности кодифицирования неологизмов в современном казахском языке

В статье проведен комплексный анализ процессов кодификации и нормализации новых слов, появившихся в казахском литературном языке в определенный период развития общества (1991-2020 гг.) в соответствии с распространением их в коммуникативно-языковом пространстве. Авторами была предпринята попытка рассмотреть понятия кодификации лексических инноваций в контексте концепций языковой политики и практики осуществления сознательного вмешательства в языковое развитие в Казахстане. Было установлено, что кодификация новых слов означает этапы процессов и их результаты. По мнению авторов данной статьи, научно-практическая систематизация и обоснование процессов кодификации и нормализации новых слов, появившихся за последние четверть века, внесут определенный вклад в реализацию приоритетных направлений языковой политики Казахстана – усовершенствование лексического фонда казахского языка; унификацию и кодификацию новых лексических единиц; в успешное формирование национального корпуса казахского языка. Особенно этот вопрос актуален в эпоху глобализации и тесно связан с развитием интернета и новых технологий. Определение методологических основ усвоения учащимися новых слов и выработка методической системы для профильных школ будут способствовать совершенствованию и стандартизации методологии обучения государственному языку; повышению востребованности государственного языка.

**Ключевые слова:** современный казахский язык, неологизмы, лексический фон, кодификация, языковая политика, казахская неология и неография.

## Introduction

The President of the Republic of Kazakhstan K. Tokayev emphasized the need of developing the Kazakh language as one of the priorities of trilingual principles, including the development of the humanitarian sciences in Kazakh language (Tokayev, 2019). In particular, the most important role of Kazakh language in present society is one of the basic ideological directions in our country.

An optimal socio-linguistic space has been established in our country as a result of gradual implementation of harmonious language policy in the Republic of Kazakhstan, which began a quarter of century ago.

An integral part of public policy – language policy as a complex of instructions, theoretical concepts and a practice of conscious intervention in the dynamics of language at present period continues to provide scientifically based targeted guidance on the use of languages in our country. At the current stage of society development, the regulatory influence on the use of Kazakh language is still in the focus of language policy; first of all, it is «improvement and systematization of lexical fund of Kazakh literary language; improvement of methodology and method of learning the state language; increasing the need for language» (State program, 2011).

Modern Kazakh literary language, especially its lexical composition, is a general form of historical-cultural, national and social experience of Kazakh people accumulated over the centuries. The Kazakh word names all the national features of Kazakh nation, provides and delivers information, evaluates all concepts and phenomena in the world, forms national-cultural cognition and carries out communicative activity among people. From this point of view, it is important to learn new words in modern Kazakh literary language and to form certain scientific conclusions about them. This is due to the fact that the issue of improving and updating the language of science and technology through the creation of new words is one of the important directions of language policy. Language policy in Kazakhstan identifies key issues related to the nature of new words. One of them is a comprehensive use of semantic potential of native language for Kazakhization and the other is a gradual implementation of formation and normalization of created new words.

In order to implement the priorities of language policy in the last quarter of a century, thousands of new words were added to the vocabulary of literary language as a result of the Kazakhization of scientific-technical terms and cultural-household everyday names. Active role of Kazakh nation in preserving the vitality of native language also plays

a special role in the process of Kazakhization. There is a full basis that Kazakh neology and neography have begun to form in Kazakh linguistics as a result of constructive implementation of language policy, language planning and language corpus planning.

Currently, the dynamics of the Kazakh literary language has opened up all the potentials of a word-building pattern for the coining of new words/ neologisms and its overall description has been adequately shown in the works on word-building. Coining of new words by using semantic potential ("rebirth" of native words) of the Kazakh language, which requires its comprehensive study as the phenomenon having typical complexity, specific linguistic, linguocultural and extra-linguistic characteristics, is of particular topicality in the word-building patterns.

The processes of neologisms codification (lat. "processus" and "procedure" – "to move forward") mean the following: a) new words first appear in written sources; b) a number of variants are created; c) some new words undergo public discussion in terms of relevance / irrelevance and conceptual correspondences; d) a new lexical unit and its variants are used both in functional and communicative space; e) as a result of the high frequency of use, a new word/one of its variants are fixed and recognized as a literary norm; f) a new word / one of its variants is fixed in regulatory, bilingual, terminological dictionaries; g) at the same time the suggestions to create new words are made by the State terminological commission at the Government of the Republic of Kazakhstan, which is guided by the principle of maximum use of the internal potential of the native Kazakh language; h) a new word / one of its variants acquires the status of a non-mandatory or mandatory norm.

**Material and Methods**

Language policy in Kazakhstan and problems of modernization and codification of the lexical fund of the national language. In present globalized world, language policy is one of the most important areas related to the development of national languages. From the point of view of sociolinguistics, language policy is "a complex of measures accepted by the state, party, class, public group to change or maintain all functional distribution of the language or language internal system, to introduce new norm or maintain existing language norm" (Schweitzer, 1977: 146).

This definition which define the language policy will be supplemented with new content related to the situation in the multi-ethnic Republic of Kazakhstan. In particular, the language policy for Kazakhstan first of all, should influence on the preservation of interethnic harmony in the context of multi-ethnic Kazakhstan.

Language policy in our country is a factor of unifying the nation and educating the members of society to patriotism. Language policy in Kazakhstan is an integral part of state policy, theory and practice of conscious and targeted influence of language planning subjects on language activity and language development (Suleimenova, 2008: 16).

The main purpose of language policy in our country is to determine the strategic directions of language situation, planning and regulation of language corpus, language distribution and language acquisition. At the same time, therefore, language policy is a linguistic aspect of nation's problem.

Some dominant directions for the implementation of language policy are designated in legislation documents, including the creation of scientific-technical terms using the internal resources and potential of Kazakh language, creating the Kazakh equivalent of previously used terms and names from other languages, it is indicated as important branch to expand the internal capabilities of Kazakh language. In other words, the concepts of "internal capacity" and "own potential / own resource" mean the formation of scientific-technical terms in the structure of Kazakh lexicon, formation of equivalents created by the own capabilities of the names of objects products, phenomena, abstract concepts, it is evaluated as only certain way of preserving viability and expansion of communicative activity of state language.

Language policy in Kazakhstan which multi-nation and multi-ethnic group live in society does not aim at the rapid formation of absolute monolingual environment, on the contrary, substantiation and consistent language policy in our country determines the impossibility of this monolingual environment in present globalization period. But, a clear designation of state language status is the basic sign of statehood. Therefore, the following measures have been implemented and are planned to be implemented through language policy in order to maintain the jurisdiction of independent country:

– the true legal status of state language in multi-ethnic and multilingual society is established;

– to critically explain the need for the Kazakh language in ethnic consciousness, linguistic consciousness and consciousness of ethnic groups using different languages in society;

– to determine the significance of language planning for this and in the interest of preventing language conflicts;

– substantiation of methods that increase the effectiveness of activities related to language planning;

– to continue continuous scientific-practical analysis, including the diagnostic signs, boundaries observed in linguistic processes;

– the main thing is to establish and consistently implement the measures to preserve the viability of Kazakh language, proving that the Kazakh language has full potential to convey the concepts of science and technology being capable from the point of wide functional application range and subsequent realization of them.

Briefly summarizing the legislative summaries of indicated points, first of all, it should be noted that the responsibility for implementing language policy based on the Constitution is very high direction and it is a basic factor of uniting political-social opinions of society members.

In fact, special attention is paid to the measures to prove the viability of language and its preservation in the areas of language policy in Kazakhstan for the language situation in modern society. Among the objectives in this direction are:

– expanding the capabilities of the language through the use of its internal potential;

– regulation, systematization and development of national terminology;

– preservation of national features of language in describing socio-cultural identity;

– revival of ancient words in science, education, socio-political spheres;

– to use the internal capabilities of the language for this purpose;

– The urgent importance of the factors «Introduction of the values of the Eternal Country» is clarified in existing curricula of school education.

**Literature review**

Potential opportunities for scientific paradigmatic research of neologisms in the modern Kazakh language. In order to prove the main problems of Kazakh neology, it is important to determine the relationship of this branch with other scientific paradigms.

New words in the language are closely related to the problems of sociolinguistics and are determined by the main directions of this field. Kazakh scientist E. Suleimenova analyzes the current linguistic situation in Kazakhstan through the terms of language revival, language viability, language planning, corpus planning and describes the current changes related to Kazakh language as «linguistic renaissance» (Suleimenova, 2008: 28).

According to the stylistics, functional styles of Kazakh literary language, constant consideration of new words which are going to be included and included in vocabulary reveal that the science of neology has a relationship with these areas. This relationship can be considered as direct and very close. Because at any stage of the development of Kazakh language, especially ar present, the contribution of functional writing styles of Kazakh literary language is the most significant in supplementing lexical structure with new words and new names. Scientific and educational literature in all areas of the science and technology introduces terms and terminology created by Kazakh language through its own resources on the basis of the process of "Kazakhization". The style of official documents is increased intensively, legislative and regulatory documents are forming their own terms.

Academician R. Syzdyk was the first to express the dominant role of periodical press in the emergence and normalization of new words. It has been proved several times that the periodicals of Kazakh language have dominant activity in presenting a new word, in the selection of variant rows, normalization of one of them, formation of new nominations in recent research related to diachronic-synchronous state of Kazakh literary language (S. Isaev, A. Aldasheva, O. Burkitov, B. Momynova, F. Dzaksybayeva, A. Amirov and others).

Theoretical concepts, recognized as an independent field since 1989 according to the field of Kazakh language word formation can provide detailed information on formation ways of creating new words (Oralbay, 2002). According to the outstanding representative of Kazakh word formation, scientist N. Oralbaeva, «word-formation system of the language is basic linguistic phenomenon that supplements vocabulary and vocabulary structure of Kazakh language by creating new words». According to the scientist, between 1992 and 2002, as a result of the most active use of word-generating techniques, many words were created, such as саябақ (park), мүшелтой (jubilee), жолнұсқа (guidebook), жолқиыс (walkway) (Oralbay, 2002: 42).

Meaningful aspect of language units based on the research object and research methods in the field of semasiology (semantics) proves determination of the nature of new words, including systematic feature analyzed in semasiology field of defining

nature of those created through the language's own resources (expansion of word meaning, possibilities of synonyms, peculiarities of local language and acquisition of new, terminology meaning in professional vocabulary) and interdependence of these meanings or the differentiation of word meanings can help concretely, semantic analysis of new word created by the language's own potential, internal form of the original Kazakh word taken for the term, the possibility of recognition as a literary norm (or vice versa).

The emergence of new words in the language depends on the aspects of speech culture and literary norms. It is known that through the culture of speech means the appropriate use of oral and written literary language norms (word usage, word pronunciation, preservation of grammatical regularities), as well as the means of language in different situations of communication, depending on the purpose and content of spoken (written) speech. According to the norms, one of the linguistic units is taken as a model, so the assessments of "correct-incorrect" and "appropriate-inappropriate" have appeared.

The characteristics of the new language units are directly related to the aspects of terminology and translation studies. "The current trend in terminology is the Kazakhization of foreign terms as much as possible" (Uali, 2007: 107). If we notice recent dynamic processes in Kazakh terminology, we can see that Kazakh terms in all areas of science and technology have a new character, changes of word meaning, word formation techniques, synonymy, new terms created through multi-meaning that correspond to the internal semantic dimension of particular concept or otherwise – defining of these is also an object of neology field.

The issues considered in the field of Kazakh linguistic translation studies, founded in recent years, especially the practical side of translation from one language to another language are intertwined with the features of new units in the language.

Lexicography – one of the objective of the field of theory and practice of creating dictionaries is to influence on the preservation and proper observance of the norms of speech culture and literary language. Therefore, the existing feature and regularities of language are manifested in any type of dictionary. Dictionaries contribute to the dynamics and vitality of the language, so different types of dictionaries should be created in developed language. A number of new words are registered in normative, bilingual and explanatory dictionaries of Kazakh language, as well as one of the most important issues is the creation of registry dictionary of new language

units in certain periods and its serial continuation, formation of neography field.

Kazakh neology and neography are directly related to basic scientific directions of Kazakh linguistics. Therefore, research methods in the theory and practice of new words begin with the research methods in important areas such as semiotics, lexicography, word formation and sociolinguistics. Because new words in the language provide all levels of language (systematic-structural paradigm – phonetics, grammar, stylistics).

**Results and Discussion**

The highest level of language formation is very important for Kazakh language and this is an actual problem. «Language formation is a level of language conformity to the norm. If a normality degree of state language is in low level, then there are unfavorable conditions will be formed that lead to narrowing of language scope in public administration, education, science and area of use activity in Armed Forces» (Suleimenova, 2008: 98). Norm, formation and verification of Kazakh language can positively evaluate the effectiveness of language policy in the Republic of Kazakhstan, prove that there is a full potential for expanding the use of Kazakh language, as well as the viability of the language and correct implementation of basic areas in language dynamics.

The results of survey showed that new words in school textbooks, such as *кеппешөп / кеппеөсімдік, бытыранық, жасунық, сызбанұсқа, тамшуыр, гүлшоғыр, кеппешөп, үлескі* are used only in certain communicative environment – to exchange information during the lesson and express their thoughts. This is a limited view of communicative environment.

Human speech-thinking activity and all communicative-pragmatic features of this activity, emotional state of individual and the environment in which the knowledge manifested (for example, exchange of information outside the classroom, communicative communication) are clearly observed in informal communication. It is defined that the communicative act of schoolchildren in their free time was influenced by the influence of higher fact of language mixing, individual bilingualism (that is, mixing the languages according to the knowledge of individual) and mass bilingualism (knowing and using several languages are common to most members of society) through the survey.

Many words such as *аңдатпа (annotation), бейнежазба (video recording), жазылым сөздігі (orthographic dictionary), бедербелгі (letter),*

бетбелгі (bookmarks), үналғы (microphone), қысқажазба (note), құндақ (cassette), іс жаршы (bulletin), бейнекөрім (video), бейнеқұлаққағыс (video announcement), дәуірнама (epic), епелек (puck), жалаңғат (holography), жапсырыс (sticker), жауһар (masterpiece), жебелек (wig), күлән (papyrus), мұрағат (archive), мұрағият (ideal), міскін (dummy), тобырқай (mass), торғын (veil), торлам (fretwork), төлнақыш (autogravure), төл сымбат (self-portrait), туындыгер (author), жосық (etude) are listed according to science fields in bilingual terminological dictionaries approved by the State Terminology committee.

Most of given lexemes are stored only in the context of vocabulary, it has several reasons for this:

1 One of the feature of language norm is long-established, preserved tradition, most stable linguistic unit used in communicative act and therefore language units such as автор (author), бюллетень (bulletin), орфографиялық сөздік (spelling dictionary), шайба (puck), эпопея (eropea) is a norm for present use of Kazakh literary language.

2 New words of the type епелек, жалаңғат, жебелек, күлән, құндақ, жосық are weak in terms of semantic components to express a clear meaning and conceptual apparatus of terms;

3 Words such as міскін, тобырқай, as well as semantically indistinct, do not correspond to the aesthetic principle of normalization of language units. In explanatory dictionary, міскін is defined as "poor, poor man" (Explanatory Dictionary of the Kazakh language, 1983: 167). The word тобырқай is not included in definition dictionary obtained for a group of people participating in particular group in the field of art; and тобыр means "simple people, a large group gathered together" (Explanatory Dictionary of the Kazakh language, 1986: 267).

4 Another group of words (аңдатпа, бейнежазба, мұрағат – abstract, video, archive) has the signs of use in written versions.

Due to the fact that some of new words approved by the State Terminology Committee are not yet in circulation of language practice, the following conditions are considered briefly. The formation and normalization of new words must correspond to the interests and needs of the members of present society members. From this point of view, there are following objective reasons why a number of new words and scientific terms proposed by State Terminology Committee are not still used:

– first, official language still has a dominant role in communicative act of multilingual communicative space;

– secondly, the passive use of some new words, as well as those presented through functional styles, is due to the fact that they do not correspond to national-cultural identity and internal meaning is not clear. The content of the meaning of term, presented as a noun, does not provide detailed information about these concepts, their clear description and figurative-emotional features. The above given examples prove this point. In addition, the semantic content of words such as құндақ (cassette), өңірбет (endpaper), өрнекбас (screen saver), тынықе (enamel) has no direct referential or connotative connection to the group of objects and concepts.

– third, the words such as мәнзара (panorama), туысжақия (clan), кермал түс (contrast), қандел (chandelier), мұрағият (ideal), сәндеме (decoration), мүкаммал (inventory), өжіре (basement), торлам (fretwork), әйкел (necklace), бүктеме (brochure) may correspond to certain concepts in terms of referential and nominative meaning, the reason of their non-use is that they are not in current vocabulary row, that is why, it encourages the members of society to use Russian equivalent. These are just a few of the factors that hinder the formation of such words.

However, due to the variability, there is an opinion that only one of the options should be used for normalization and formation. Specifically, for example, one of the competition series of the words such as отансүйгіш / отаншыл / ұлтжанды / патриот (patriot); тәртіптеме / жөнелтпе құжат (накладная-consignment note); жарқағаз / афиша; идара / ведомство (department) should transfer into the norm. This is legal and correct. But the following factors and actions are conducted to transfer only one of them into the norm:

a) one of the options is selected by the language's own practice (especially the practice of writing);

b) all variant rows can be arranged according to functional styles;

c) norm potential and ability (or inability) of each of variant series must be proved by the theory of language.

The lexical structure of any literary language, languages that have risen to the international level, even the languages that serve a small number of ethnic groups, is constantly changing. Changes in lexical composition, innovations, mainly due to external factors, are observed in some literary languages at passive level and are observed in others at very high level. The lexical structure of Kazakh literary language, which has a centuries-old history and originates from oral literary language, appeared lexical innovations in accordance with the historical

and political changes of certain periods. The reasons for their emergence, the factors influencing on it are studied diachronically and synchronously in Kazakh linguistics.

It is known that the main principles of recognition as the norm, variability, speech culture and norm problems were considered until recent years in the diachronic and synchronous studies of Kazakh linguistics. There is no doubt that these outlooks can be a main basis for recognizing normal feature of new words in Kazakh lexicon for the last 25-30 years.

However, the large volume of new words, the abundance of new Kazakhized words to give the names of various disciplines of science and technology require attention to the emergence of the concept of "formation" (codification) in linguistics, based on which it is important to determine the main characteristics of new words. The relevance and necessity of the study of new words formation (sequencing, standardization, unification) is reflected in the legislative documents on language policy as one of the priorities.

The formation of new words is carried out through the following processes:

− the new word is proposed by individual – published in the press – discussed (between 1991 and 1993, about 100 new words were published in the newspaper "Ana Tili" and were presented for public discussion; for example, *айналым, айнамұз, мұзойнақ, мұзайдын, ақтаңдақтар, құлаққалқан, құлаққап, айлабұйым, айдар*);

− definition of new words appeared in written editions (the compilation of «New usages in Kazakh linguistics» was published in 1985 as the first experiment. The third edition, supplemented in 1992, was published in periodicals, fiction, educational and scientific literature from the 1970s., a new word recommended for selective use used at least only once is registered);

− the new word is used in written edition – gradually used or displaced from the usage;

− several variants of the name of particular concept are made-one of them begins to take place in the practice of writing, that is, will be normalized, the other is displaced or one of several proposed variants can be used as official term, the other has a possibility of usage in stylistic tone (for example, *отбасы – family*);

− the principles of regulation of new words, new scientific and technical terms were developed (in 1992 Academician A. Kaidar identified 11 principles for the development of new orientation, regulation and promotion of Kazakh terminology (Qaidarov, 1993);

− in order to regulate the terminological system in Kazakh language, after special discussion experts propose new terminological names and new words approved by the State Terminology Commission under the Republic of Kazakhstan;

− a number of new words appear in the list of different types of dictionaries (explanatory, spelling, bilingual, online dictionaries);

− begins to be used frequently in school textbooks and scientific literatures.

The following conclusions were made by summing up the results of study:

1. Processes of formation and normalization of new words in the lexical structure of modern Kazakh literary language – the most important branch of language policy and language strategy, language planning in the country. Scientific substantiation and implementation of practical measures for the formation and normalization of new words in the vocabulary of Kazakh language, which has the status of the state language and recognized as title and major language in terms of sociolinguistics significantly contribute to the formation of national corpus by providing the consistency and standardization.

2. Formation (codification) of new words – a complex of important actions in the field of language policy, language strategy, language planning, in particular:

− instructions and objectives in the legislative documents dedicated to the legalization of new words on the basis of language policy;

− measures of implementing the objectives and instructions in legislative documents;

− actions aimed at the introduction of new words into the language and circulation of literary language through this.

3. The processes of formation of new words are carried out in the following stages:

− new words first appear in the language of mass media, in written versions of scientific-educational content, in oral literary language, presented by individual members of society;

− competitive versions of some concepts are used in parallel, they are distinguished by stylistic, nominal purposes depending on high and low frequency of use in literary language;

− new words begin to be recognized in the communicative space due to the increase in frequency, that is they become popular;

− a new word that has passed these stages is included in the list of approved nominations;

− included in normative, explanatory, terminological special dictionaries;

− reflected in scientific literature, school textbooks and didactic bases.

4. There is an abundance of new words included in the lexical structure of Kazakh language under the influence of internal and external factors in Kazakh language space. However, the difference in the level of placement of new nominations in the language and speech are clearly reflected in various levels of society, including the general secondary education system. The slowness of speech and usage activity of new words which is clearly observed in written versions and scientific literature (language system) requires the school didactic base to supplement the content of knowledge related to new words, improve the methods of their acquisition, present new technology-based approaches. In this regard, implementation of comprehensive measures aimed at finding solutions of actual issues will allow for the optimal implementation of language policy in Kazakhstan, implementation of the objectives identified in educational standards and educational programs.

**Conclusion**

First, strategic goals and objectives of the development of Kazakh language, long-term prospects of language construction in Kazakhstan are revealed in the legislative documents adopted according to language strategy in Kazakhstan (they are about 20 in total) and basic directions and mechanisms of their implementation are identified. The implementation of developments that ensure the consistency, formation and normalization of Kazakhized terms and names, created by detailed use of internal lexical and semantic possibilities of Kazakh language is defined as one of the priorities. The notion of «new lexical units created by using the internal potential of language» enshrined in the legislation fully corresponds to the terms «new word/neologism/lexical news» in linguistics, these terms provide scientific cognition and socio-cultural realia names.

At present, all the possibilities of word-formation models for the creation of new words/neologisms have been identified and their general characteristics, efficiency and flexibility are sufficiently formulated in word-formation works in the dynamics of Kazakh literary language. Among the word-formation models, new words created by mastering the semantic breath of Kazakh language (reproduction of original words) have a special place, they require detailed study in terms of formation and normalization due to their complex, linguistic, linguocultural and external factors.

The new words, appeared as a result of semantic changes in Kazakh original words are a clear proof that the Kazakh lexicon has a wide possibility in giving different scientific-technical terms, official-business, cultural and everyday concepts as national-cultural phenomenon reflecting the worldview, national psychology and philosophy and play a special role in strengthening the viability of Kazakh language. In this regard, description of the results of the reconstruction of Kazakh language lexemes, study of the processes of their formation and normalization contribute to further implementation of priorities of language policy in our country especially in order to provide scientific names and socio-cultural realities.

Secondly, the acquisition of new lexical units by the learners in general education system, their knowledge of new words, expansion of schoolchildren thinking about the Kazakh language as an indicator of national and universal values, education to respect the language, as well as the formation of school children as linguistic personality which shown in legislative documents play an important role in «forming and establishing of authoritative image of the speaker of state language» (State program, 2010).

Socio-cultural and socio-economic reforms in Kazakhstan are also making significant changes in the education system, which indicates the need for a new analysis of the role of the theory and practice of teaching the method of Kazakh language. This actual issue is clearly stated in the State Program for the Development of Education in the Republic of Kazakhstan for 2011-2020, the following most important aspects are specified for this study: a) «... the development of education should be a platform based on future economic, political and socio-cultural prosperity of the country; b) it is necessary to update the content of education and training through the introduction of new teaching methods and technologies» [State program, 2010].

The method of teaching new words is provided in the system of general secondary education in the Kazakh language to some extent. However, transfer of basic concepts in another language and their consolidation in linguistic consciousness of particular social group significantly hampered the comprehension of vast potential of Kazakh language for a long time and under the influence of Soviet authority.

In this regard, the development of various methods and approaches for the acquisition of new Kazakhized lexical units by schoolchildren through the internal potential of language is being effectively updated in

order to form the learners as a linguocultural linguistic personality in general secondary education system. Systematization of the methods of teaching new words, formation of linguodidactic base of teaching and introduction of methods and approaches based on new educational technologies in the educational standards of specialized schools effectively influence on significant modernization of the content and educational infrastructure of general education system and contribute to the implementation of the objectives in the State program of Education and Science development of RK.

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