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THE DEVELOPMENT OF MORPHOLOGY IN HISTORICAL GRAMMATICAL WORKS

Abstract

The morphological structure of any language is directly related to the study of word composition and word structure. And the definition of the morphological structure of a language is the definition of the properties, internal meanings, and main features of a language in comparison with other languages. It is also closely related to the study of the modern synchronic structure of the language and the morphonematic features of its historical development. Morphemes as building materials of our language. The roots and bases in it, the derived words and other language units, form a subsystem. The morphological system is a collection of many grammatical categories, persons who are in opposition to each other. This means that the study of morphology on earth is the study of the basis, the construction of a language system. The article will focus on the historical development of morphological personalities in the works of Professor Marhabbat Tomanov.

Keywords: historical grammar of the Kazakh language, grammatical category, morphology, root word, derived word, affixation

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ТАРИХИ ГРАММАТИКАЛЫҚ ЕҢБЕКТЕРДЕГІ МОРФОЛОГИЯЛЫҚ ТҮЛҒАЛАРДЫҢ ДАМУЫ

Аңдатпа

Кез келген тілдің морфологиялық құрылымы сөздің құрамы мен сөзтұлғаның құрылымын зерттеумен тікелей байланысты. Ал, тілдің морфологиялық құрылымын анықтау деген сөз – сол тілдің қасиетін, ішкі мән-мазмұнын, өзге тілдермен салыстырғандағы басты ерекшелігін айқындау деген сөз. Бұл тілдің қазіргі синхрониялық құрылымы мен оның тарихи дамуының морфонематикалық ерекшеліктерін зерделеумен де тығыз байланысты. Морфемалар тіліміздің құрылыс материалдары сияқты. Ондағы түбірлер мен негіздер, туынды сөздер және тағы басқа тіл бірліктері, ішкі жүйені құрайды. Морфологиялық жүйе көптеген грамматикалық категориялардың, бір-біріне оппозицияда тұратын тұлғалардың жиынтығы. Бұл жердегі морфологияны зерттеу дегеніміз – тілдік жүйенің негізін, құрылысын зерттеу деген сөз. Мақалада профессор Мархаббат Тomanovтың еңбектеріндегі морфологиялық тұлғалардың тарихи дамуы туралы сөз етіледі.

Түйін сөздер: қазақ тілінің тарихи грамматикасы, грамматикалық категория, морфология, түбір сөз, туынды сөз, аффиксация

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РАЗВИТИЕ МОРФОЛОГИЧЕСКОГО СТРОЯ В ИСТОРИЧЕСКИХ РАБОТАХ ПО ГРАММАТИКЕ

Аннотация

Морфологическая структура любого языка непосредственно связана с изучением состава слова и структуры слова. А определение морфологической структуры языка – это определение свойств, внутренних смыслов, основных особенностей языка по сравнению с другими языками. Это также тесно связано с изучением современного синхронического строения языка и морфонематических особенностей его исторического развития. Морфемы как строительные материалы нашего языка. Корни и основания в нем, производные слова и другие языковые единицы образуют подсистему. Морфологическая система представляет собой совокупность многих грамматических категорий. Это означает, что изучение морфологии – это изучение основы построения

языковой системы. В статье речь пойдет об историческом развитии морфологических единиц в трудах профессора Мархаббата Тomanова.

Ключевые слова: историческая грамматика казахского языка, грамматическая категория, морфология, корневое слово, производное слово, аффиксация

Introduction. One of the main problems of the morphological structure is affixation, since the Turkic languages belong to the group of linguistic languages according to the typological systematization. Some scientists do not consider it absolutely correct to divide languages into typologically agglutinative, inflectional, amorphous, polysynthetic systems of languages. Thus, B. Sagyndykuly expresses the opinion that in the morphological and phonetic formation in the historical development of languages, agglutinative, inflectional, amorphous, polysynthetic signs existed throughout one language. [1,96]

However, it is obvious that the main features of the morphological composition of languages are diverse, all historical data indicate this, it is impossible not to take into account that the Turkic languages, in comparison with other languages, have a universal character. It is not difficult to guess that the role and significance of affixes in the change of the Turkic languages in comparison with the transformation of morphemes, roots and bases in other languages or the word-forming character of word-forming personalities are of great importance. The functions of affixes in the Turkic languages are diverse and have a wide range of meanings. Each of them has its own internal semantic regularity, his way of becoming and your own, your identity, your place and even your binding order.

Methods. The morphological structure of the Turkic languages has a number of other differences from the languages of other families. Let's put it this way: in Indo-European languages, nouns are classified into different grammatical categories depending on the expression of living (animate) and inanimate (inanimate) phenomena, in Turkic-Kuite differently. In this system, which arose in connection with the worldview of the Turkic peoples, the human race occupies a special place. Words belonging to the group of nouns are divided into human and universal. Although this division may seem simple at first glance, it is, in our view, of profound significance. It is not necessary to look at this question only from the grammatical system. This has a deep ontological, cognitive meaning. In the end, humanity and the universe were divided into two parts, which also reflected the attitude of the Turkic peoples to the human race.

Research result. Another distinguishing feature of the Turkic languages from others is the presence of independent connections and a peculiar structure of dependence. The presence of a dependent declination within the declination type. Any of these features should be studied in relation to the concept of the people.

In the Turkic languages, plural compounds and subordinate words in individuals are connected without changes, in the singular.

As for the system, the main key features of the morphological structure of the Turkic languages are identified by M. Tomanov as follows:

* Clearly shows that the morpheme from each other.

* The root is used somewhat independently in the semantic and grammatical relation of the morpheme.

* The fact that each morpheme in most cases is a motif in the composition of the word and is the carrier of a certain semantics • [2, 80].

Whatever areas of grammatical structure we take, it is based on the main object of research – the word. The word is the most basic and significant language unit. A sentence is created by linking words to each other with compounds and expressing a certain thought. Without words, the sentence is not made up. Without a word, compounds and suffixes can also not be formed. That is, we can assume that historically the system of formation and development of applications arose on the basis of meaningful lexical units.

According to semantic and functional characteristics, the classes of words in the Kazakh language are divided into 9 groups: nouns, adjectives, numerals, pronouns, verbs, adverbs, imitations, conjunctions, auxiliary words.

In more recent scientific studies, it is known that in addition to this, modal words were called the tenth class of words. This scientific approach was described in the scientific research of Professor S. Isaev, who later received support in the works of E. Zhampeisov and A. B. Salkynbay.

In the research of Professor M. Tomanov, the previous system of division is preserved, the author does not analyze all classes of words, but only the ways of developing classes of keywords. Despite the similarity of the transmitted data, it can be said that their transmission on different scientific bases has its own internal theoretical character. The main difference is the separation of auxiliary words. It might be noted that most Turkic languages have their own nuances in this matter.

Discussion. In our opinion, the theoretical basis for the division of words in the Kazakh language is strong. They don't duplicate each other. So, for example, an afterword, a particle, or the root of a word rests on auxiliary words. And between audiovisual imitation words and imitation words, we can say, there is no significant difference.

V.G. Kondratev once recognized that such a repetition is also found in V.G. Kondratev. The scientist "Grammatical structure of the language of memory of the ancient Turkic script of the VIII-XI centuries" analyzes the classes of words in the monuments of the Orkhon-Yensei script, systematizes them by semantic, morphological, and syntactic features:

The noun. The verb
The name is an adjective. Adverb
Numeral name. Afterword
Pronouns. Rustling

A particle.

Then he comes to the conclusion: "the same word can be included in some parts of speech. A word enters simultaneously into different parts of speech if it, while remaining whole from the lexico-semantic point of view, enters into different functional series that characterize different parts of speech." [3,24]. This approach was tested during Turkology .

F.Ganiev, referring to the basic principles of the classification of words in linguistics and the division into members of sentences, warned about the need to pay attention to their functions in the sentence. As you know, such opinions were also in the Kazakh linguistics. From this point of view, there is every reason to believe that the division of word classes in Kazakh linguistics may correspond to the accepted scientific theories in Turkology and in general linguistics.

We can say that the categorical nature of the roots of the name in the Turkic languages has been sufficiently studied. In addition to the works of A. N. Kononov, N. K. Dmitriev, E. V. Sevortyan, N. A. Baskakov, A. M. Shcherbak, B. O. Oruzbayeva, A. T. Kaidarov and other scientists on this issue, the books of G. Alekberlin and G. R. Mirza-zade "Textbook of the Turkish language", F. P. Gaidarov "Textbook of the Turkish language", S. Maisel "Textbook of the Turkish language" and other works, the research work of Nuretdin Koch "new linguistics " (1996) is aimed at the study of linguistic units in the Turkish language in a new aspect of grammatical character.

As well as monographs S. U. Usmanov, "morphological structure of words in modern Uzbek language," A. Iskakova, "the structure of words in modern Kazakh language and Yesim Koz Tartary", T. M. Garipova "Bashkir name-formation", M. A. Khabichev "name the word formation and the formation of Kuman languages", S. Mamanova "modern Kazakh language", A. Directs "application to the ancient Turkic monuments", S. I. available research Esau "grammatical character of words in modern Kazakh language", A. Ibatova "morphological structure of the word," etc.

The structural system of both nominal words and verb words in the Turkic languages is more obvious in comparison with other languages. Compared to any root word and derivative, the difference between the root and the complement in its composition is immediately visible to the naked eye. The morphological composition of already known words consists mainly of two linguistic units: single-root and subordinate. In general, there is no particular difference in their personal side and semantics.

The comparative-historical character of monosyllabic roots is determined. For example: AZ-AZ, ay-ay, AK-AK, ant-ant, AC-AC, at-at, AV-AU., Bal-Bal, bass -bass, Bel-Bel, Besh-Bes, bil -byl, bean-myn bol-mol, bul-mul , gesh-kesh, gok-kog, gun-kun, gol-kol, goz-koz, gush-kush, dag-tag, dag-tag etc.

It follows that the morphological structure and character of historical figures, lexical meaning, semantic system, historically formed semantic structure, used in the modern descriptive conditions of the Kazakh language, have common features of development.

If you pay attention to the opinion of scientists who have studied ancient Turkic written monuments, you can see that such monosyllabic roots are found in written monuments in the same meaning.

There are many scientific studies on the order in which grammatical faces are arranged in the composition of a word, how their structure is arranged, the system of their own development and formation. Thus, the scientist N. A. Baskakov, who has extensively studied the system of word structure in the Turkic languages, has shown that lexical units in agglutinative languages, including the Turkic ones, contain the following main elements:

* Root;

* The first base, consisting of root and word-forming lexico-grammatical affixes;

* The second base, consisting of root and word-forming lexical-grammatical and word-forming functional-grammatical affixes;

* Word-forming affixes.[4,354]

As we can see, from this it is possible to determine not only the general structural system of lexical units, but also the system picture of their location.

In this context, the scientific opinion of Professor M. Tomanov deserves deep attention. The scientist sees a great historical connection between roots and foundations, explores it, proves it with language data. "Monosyllabic roots as a result of affixation turned into multi-linked (two-syllable, sometimes three-syllable), and then became a constant phenomenon. Most two-syllable root words in the modern language also differ from the root words and appendages to the source itself"[5,115]. However, the scientist does not recognize the formation of two-link foundations, which from the point of view of the modern Kazakh language are indigenous. Studying and comparing the language of the monuments, he discovers that along with monosyllabic roots, two- and three-syllable roots were actively used in the works of the VIII century. Based on the works of scientists-Turkologists, it should be noted the commonality of such words as " ad (at), ada (ata), sav (word), slovlе (speech), sot (herd), sot (herd), y (tree), keach (tree)" and their personal and semantic, meaningful correspondence with one of them.

M. Tomanov makes the following conclusion: "So, the formation of two-syllable roots. Thus, the increase in the number of root syllables is quite a natural phenomenon in very ancient times, up to the era of the Orkhonenisei inscriptions." [5,116]

As the main principal way of etymological analysis of the root composition, the scientist calls the following major historical changes that have occurred in their structure:

1. historical phonetic changes in the composition of the root;

2. morphological changes in the composition of the root.

Since morphological changes in the composition of the root occur in the ancient historical development of the language, they are not revealed in a synchronic oriented study, it is clear that the composition of such bases is a single whole, and affixes are completely absorbed by the root. This could only be determined by an in-depth etymological historical study.

For example, the composition of the word share, which is the common root of the persons share, share, distributor, consists of the root share. In each scientific conclusion, giving specific language data, the scientist identifies and identifies etymological patterns that are part of the dead roots.

- appendix c;
- appendix to Ka, ke, ge;
- R, yr, ir formant;
- appendix h;
- appendix t;
- appendix L;
- face of ra, re;
- appendix a, E.

The scientist separately stops at each of these personalities and studies the ways of the development of words. "So," writes M. Tomanov, " the development of roots cannot be separated from its historical changes. It is impossible to know the features of its development before taking into account the phonetic changes in the composition of the root word"[5,134 p.]”

This conclusion of the scientist internally echoes the basic concepts in the theoretical works written in the Kazakh linguistics.

One of the first scientists A. Iskakov, who deeply studied morphology in Kazakh linguistics, was not mistaken. The scientist points out that the main difference in the values of the root morpheme and an additional morpheme is the following: “same root morphemes are characterized, first, clarity and autonomy, and second, cognate words have a direct character; additional morphemes are inherent, first, the extreme generality and lack of autonomy, and secondly, cognate value is determined only in the words” [6,28]. In the future, recognizing morphemes as systematic phenomena, they say that the phenomenon of their consistency can be seen in the ratio of the root and appendages.

In the scientific monograph by A.T.Kaydar, who wrote a scientific paper on the morphological structure of words in the Kazakh language and its history, shaping the structure of monosyllabic words in the ancient languages, expresses the following thoughts about the direction of their formation and development: “Conservation once samostojeca monosyllabic roots-foundations in the structure of the production of images – the spring of a long historical process of development of the morphological structure of the Turkic languages. The reasons for the emergence of these elements into an inseparable whole from the point of view of our representation can, if desired, be found and explained by various methods of structural analysis” [7,106].

According to the author, to analyze the structure of a word, it is necessary to master the basic techniques and techniques, to give it a high significance. In addition, no matter how monosyllabic roots develop in personal and semantic terms, its original semantic character remains. Quoting A. Kaidarov, the scientist summarizes the game as follows :” Thus, the root morpheme, whether it is independent or dead, never breaks the semantic connection with the bases derived from non, and the latter, in turn, retain the semantics coming from non. That is why, with the help of independent root morphemes, we can, if necessary, clarify the meaning of derived words, and vice versa, with the help of the latter, we can determine and reconstruct the semantics of dead roots” [7, 116].

It can be said that the above considerations were further improved in the work of Kazakh scientists. So, in the works of Professor A. B. Kulkyrbai, we read that the meaning of the root word has a semantic character, never disappears, but is preserved in the peripheral field of the new derived word. The scientist, who first turned to the problems of historical word formation in Kazakh linguistics, makes the following conclusions about the meaning of the word: in connection with the spread of word meanings and personal changes, the first meanings are classified, undergo changes. With the help of the genetic-semantic code, it is possible to determine their final common surname and show the sequence of systems of semantic and personal development”[8, 54].

Further, the author offers a new scientific theory of the genetic-semantic code and writes that on the basis of this semantic system, it is possible to determine the development of the meaning of a word, indicating that the meanings of words in the same person are related, adjacent, close to each other.

One of the scientists who studied the morphological structure of the Turkic languages was A. M. Shcherbak. A scientist who wrote a comparative system of names, verbs, adverbs and figurative words in the Turkic languages writes: “in any Turkic word, there is a strict binary distribution of its structural elements: on the left – the root morpheme..., spray – affixal morphemes.”[9,21]. Thus, the author points out that the original root word in the Turkic languages has its own internal regularity and order of connecting nouns and verb forms. After all, it has long been known that after the root of a noun, say, first of all, the plural follows, and then-the dependent number and case. This pattern is assessed as a phenomenon characteristic of both Kazakh and other Turkic languages. Similar features are characteristic of all written monuments. In the language of the ancient Turkic script, additional morphemes are used in the root, in their own order.

The history of words in the works of Professor M. Tomanov:

- development of the class of nominal words;
- development of verbal categories

The scientist, who recognized that "the classification of words by grammatical classes is a phenomenon associated with the essence and activity in the sentence", pays special attention to the meaning and activity of the name.

Based on the scientific opinions of I. I. Meshchaninov, who became a student of the famous Marr, he publishes several scientific articles concerning the specifics of the activity of the word in the sentence. These articles are published in the journal "Soviet Turkology", which is considered the main publication of Turkology of that period. In this article "Principles of construction of the historical grammar of the Kazakh language" the scientist identifies seven main patterns of modern time in the diachronic and synchronic system of the Kazakh language. The main principle here is the consistency of the language, its connection with each other. "The concept of system in the historical study of language involves the interaction of various aspects of the language structure: phonetics is associated with morphology, and morphology with syntax, vocabulary – with morphology and syntax" [580].

Conclusion. One of the main advantages of the work of the scientist is a systematic study of the grammatical development of nominal and verbal bases in the Kazakh language. Morphemes as building materials of our language. The roots and bases in it, the derived words, etc. the units of the language form a subsystem. Therefore, the study of morphology is the study of the basis, the construction of a language system. In contrast to this time, M. Tomanov has a special scientific theoretical significance for the study of the historical morphology of the Kazakh language.

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THE CONCEPT OF BRAND AS A LANGUAGE SIGN

Abstract

The article discusses the general nature of the concept "brand". In this work, attention is directed to definitions that allow us to study a modern brand as a sign that enables to build a concept for its promotion. Under study of this phenomenon, linguistic knowledge is in demand, mainly when developing a brand name (company name, trademark name, brand naming, etc.). This is due to the awareness of the important role of the name in identifying both the brand itself and the product that it stands for, as well as the manufacturer of this product. In this regard, the definitions are specified that unite the product or service itself, their material (product, service, organization, person by name, trade mark, motto) and non-material (reflection of product properties in the minds of consumers and the effect obtained as a result of "meeting" with the product) characteristics. The brand phenomenon is considered from the point of view of cognitive linguistics and the theory of signs.

Keywords: brand, branding, sign, trademark sign, trademark