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Kdirshaev A.S. *, Utegalieva B.B., Akbolatov A.A., Sultaniyazova I. S.**West Kazakhstan University named after M. Utemisov, Uralsk, Kazakhstan*****Author-correspondent: kdirshaev_abat@mail.ru****COGNITIVE AND EDUCATIONAL CHARACTER OF KAZAKH APHORISTICS**

Annotation: *The article examines the theoretical provisions of the Kazakh aphorism and weighs its internship. The reference characteristics of the Kazakh aphorism, classification distribution, nature, a series of terms are studied. «Аталы сөз атан түйеге татиды», «Жақсы сөз – жарым ырыс», «Аталы сөзге арсыз ғана қарсы тұрады» cognitive aspects such as an accent are given out. Kazakh aphorisms are a wise wise move, fueled by centuries of life experience. Aphorisms are a list of great personalities and brilliant, thoughtful words that have left a special mark on our consciousness, demonstrating the experience of our nation's life. A kind word is the breath of the soul. So even the ability to say good words is a great skill. It is indisputable that the beginning of a great work begins with a great word. Folk wisdom is a sediment of national consciousness. Folk wisdom is in the language. If language possibilities, richness of words and artistry are limited, wisdom cannot develop. And among the nodal conclusions, concepts-concepts expressing wisdom, you can include nominal words, proverbs, sayings, winged words, parables, eloquent words, covenants. These are deep thoughts, logical statements, philosophical reflections, worldview, life experience, instructive manifestations, a constantly formed phrase wrapped in an artistic word, a small text, short and concise fragments of thoughts.*

Keywords: *aphoristics, rhetoric, popular expressions, gnome, art of words.*

Kazakh aphorism is an eternal national treasure. This is the source of wisdom. As you know, in the Turkic world and in Europe, all the valuable thoughts left by the spiritual inheritance will be transmitted through the power of the Word. Popular wisdom - the idea of national identity, intelligence tincture. Popular wisdom is in the language. If language is limited, and vocabulary, artificiality and lack of progress, wisdom cannot be developed. In terms of wisdom, we would add parables, proverbs, sayings, aphorisms, proverbs and sayings. This is a deep thought, logical conclusion, philosophical affiliation, worldview, life experience, teaching and learning, the consistent expression of an artistic word, a small text, short and concise sketches created by wisdom and rationality [1; 3; 4; 5].

A good word is half the blessing. To say good words is to go to the listener, not listen to the listener's ear, but listen to the listener's sincere dreams, achieve the goal, find the opposite, feel the mood, feel the feelings, find the key to secrets. When people hear good words, they say: "You have a thick mouth, you are too old!" Based on research, the proverb is an outstanding expression of artistic expression, a powerful force of the national spirit. The word is an example of a rare, bitter, truthful story, a deep, intelligent word. for public utterance on any occasion. A weighty word is an ancient name, first used in the Turkic world in the sense of proverbs and sayings.

Research materials and methods

"Only a shameless one is found fault with a fair word." The winged word is a rational and impressive rhetoric that speaks of social, political, cultural and historical circumstances in society, and at the same time publicly reacts to ordinary people, raising the spirit of the country and raising nationalist moods. The words of the covenant are the essence and meaning of what he has done in



life, his many experiences, his teachings, his experiences and his utterances to subsequent generations. Leading a speech is a purposeful and purposeful idea that comes from the lips of wise, smart, brave speakers and the leader of groups that are often talked about and that are widespread among the general public. Tamsil (təmsil) is one of a stable combination, similar to a proverb and a saying. In a word, this is the golden wealth of folk wisdom, the source of our spiritual wealth. And the great strength and vocabulary of our native language, the symbolic and figurative expression of the rich heritage of such a great value of the nation. Consequently, the wisdom of folk wisdom lies in its language, in the power of speech.

Words gives an impulse to thoughts. Thought is kindling. The idea is the pillar of the human spirit, the driving force of human civilization. The word is power. Scientists of the Ancient East made this clear. For the Kazakhs, created by hooves, horses, they are stronger than words, and no one is worth anything. It is amazing that our ancestors cursed the broken, breathed words, stopped the hostile word. In the national mentality of the Kazakh people, it is understood that the soul, age-old education, is inherent in the heritage of the future from the soulful word. Thus, speech art is an inexhaustible wealth embodied in Kazakh blood. And our descendants, who from puberty know how to drink from the boiling stone of Kazakh thought, should know and understand this word. It is clear that the descendants of posterity who know this word will continue to be pure, willing and worthy. The word is magic. The word is a noble mirror that makes the idea a blessing to generations. Both words and thoughts are humanism that represents people, spirit and worldview. Aphorism is a unique conceptual structure that expresses the contemplation of a thoughtful, suggestive word. Aphorism is the only indispensable tool that forms the speaker's vocabulary. Aphorism is the best example of short speech.

The word "aphorism" is found in ancient Greek as "small fragment", "fragment of the whole", "fragmentary," fragment", "brief reference". This term has existed in Russian since the 18th century. The Dictionary of the Russian Academy (1789) was called the aphorism. S. Ualikhanov, the first user of this term among Kazakh scholars, writes: "There were Kazakh poems, proverbs and aphorisms published by wise ancestors in some eras." The famous scientist pays special attention to two issues, emphasizing the semantic, structural and conceptual issues of this term. The first is that the aphorism is part of a specific author, and the other is his own genre. Views on the nature of aphorisms are also diverse. For example, "Aphorism is a faceted diamond of wisdom" (Garun Agarsky), "Aphorism is an algebra of thoughts" (Georgy Alexandrov), "Aphorism is a thought executing a pirouette" (Zhoris de Bruyne), "Aphorisms are like lawyers, who inevitably only see one side of the matter" (Anthony Burgess), "Good aphorisms are a bitter medicine in a pleasant shell that treats without offending the taste" (W. Schwebel), "The only way to read the book of aphorisms without boredom is to open it at random and find something interesting, close the book and indulge in thought" (Charles-Joseph de Lin), "Aphorism is like a bee: it contains golden honey and a poisonous sting" (Carmen Silva), "The sayings of great people are like gilded spoons: gilding comes from frequent use, so the luster of aphorisms is lost from frequent repetitions" (O. Balzac), "Thinking by aphorisms is characteristic of the people" (M. Gorky), "Aphorisms - tuning forks of life", "Aphorisms are a thought, polished experience volume" (A. Lavrukhin), "Aphorism is an original expression of banal thought" (E. Sevrus), "Aphorism contains half the truth - an unusually high percentage" (Gabriel Laub), "Any aphorism is nut: it's good on the outside and empty on three quarters" (Fernan Wandran), "Aphorist is a producer of attic salt for other people's foods" (Weslav Brudzinsky), "Have you noticed that we pay much more attention to wise thoughts when quoted, than when we meet them at the author?" (Philip Hamerton), "The Future literature - in aphorism. He must not be eranized" (Gabriel Laub), "When reading ancient sages, you often find something of your own" (Boleslav Voltaire), "Is it time to introduce banding of winged words?" (Boris Brainin), "I don't need an obituary - it's better to print my aphorisms on this place" (Arkady Davidovich), t.b. [2; 8; 9].



Research results

Kazakh aphorisms originate from the stories of Sak-Scythian and ancient Turkic scripts. That is, Kazakh aphorisms were originally a source of culture, which was written in the V-VII century. It was about 555 years old and the obvious evidence is as the famous Anacharsis: “My tongue is my enemy”, “A happy family is not a magnificent palace, but enchanting laughter, love and affection of your spouse, close friends and dear children”, “In the world no age, nothing was lost”, “The house is only the work of the Felstasians and masons, not the result of relations between people living in the house”, Toksar (Toksarid): “Friendship is more than just a word of friendship”, “Matchmaking is also a sign of friendship”, Tonukuk (Ton-ukuk): “Wise is the owner of the word”, “When there is a kagan, when there is a wise person, happiness came over the people”, Bilge (Mergen): “Destruction of the Turks is sweet words”, “Distracted by hope, your wings hang down”, “The Turkic people have no enemy but contentment”, Kultegin “Becky boys are not slaves, but your daughters - not slaves”, “Not knowing a young man who did not know his brother, and a son who does not know his father - this is trouble” [4; 15-18 p.]. Therefore, Kazakh aphorisms are the wisdom of wisdom, which acquires the life of a centuries-old life. Aphorisms are the great words of great personalities and great contemporaries, which have a unique mark in our national consciousness, reflecting the experience of nomads and their descendants. Aphorisms in intellectual treasures are the fate of man. Aphorisms are short and diverse thoughts and magic words, a spiritual network that testifies to the continuity of the fate of the nation with the words of generations, an excellent testament to the nature of time, society. Aphorisms is a master class for folk tales that know the value of the word of people who speak the art of speaking. Therefore, aphorisms are the pearls of the great steppe geniuses, mysterious pelicans, word shadows, pearl waves. So it is - an ocean of thought, a unique world like the word give, infinite space.

Of course, aphorism is an absolute truth, ready-made recipes or some kind of instructions. Otherwise, it is right to consider Kazakh aphorisms as a figurative system of science that reveals the original philosophy of Kazakh philosophy and recognizes themes and paths. In short, aphorism is a small philosophical thought, practical nuances, logical logic, a socio-political, moral and ethical and aesthetic approach, a short and exemplary work of art, figurative writing that ensures spiritual continuity in human civilization and culture. The main conditions are logical consistency and conciseness in the provision of thoughts and ideas in terms of life, behavior and attitudes of people, fidelity of thought, understanding and conclusions. In the above work, each thought has its own unique expression.

A number of fans refer to a kind of word art. For example, the brilliant word abay is told in terms of poetry, prose and quotation (aphorism). Therefore, aphorism is the most compact and very compact experience in visualizing life. In this system, the focus is on the mind, not the image, not the picture, not contemplation. The analysis of logical and scientific theses will focus on a unique spiritual experience that can be understood only for understanding, and not for justifying the truth, and not for the purity and argumentation of the argument. For example, in the aphorism genre, the poems of writers who left unforgettable stories are especially striking. Abay is a great thinker at the level of world intellectuals, who deeply realized the vast classical requirements of aphorism and mastered ideas of this type. In addition, Shakarim Kudaiberduly (“The beginning of life is a child, the middle is a man”, “Wealth is an abstract art”, “Beauty of a face is a gift, and the beauty of a voice and a word is a gift of the soul”, “There is no doubt that he is a gift, but everyone knows the beauty of the face, but the beauty of the word and song is less”), Gabit Musrepov (“Make it as if you are blind, write as deaf”), Muzafar Alimbaev (“The monument does not bear memory”, “The truth can be seen only with clever eyes”, “Everyone wants his own monument during his lifetime with his own hands”), Kadyr Myrza Ali (“The goal is no less than the smallest”, “Prosperity spoils a person”, “There will be no small problem”, “Strong old age will be strong” “When a great son conquers a father and grandson”), Abish Kekilbaev (“It is impossible for a person to who does not



know how to cope with his happiness in his life, can make his life meaningful "," The most dangerous scandal in the world is not to be too familiar "," Humanity is not art, but science "is clear from the aphorisms about the depth and homogeneity [2; 4].

Conclusion

To date, the genre classification of aphorism has not yet been fully studied and systematized in a scientific sense, from a conceptual and terminological point of view. This is also true for his main genre of aphorism. Aesthetic and aphoristic works, which are closer to the value of the subject, are in the form of evidence, advice and stories. There are also aphorisms such as winged words, gnomes, apertures, chryses and maxims. For example, "gnome" (Greek - "opinion", "knot") is a compound word with two or four verses in a compact manner. This is often found in Arabic, Persian and Indian literature, as well as ancient Greek and Roman poetry. Then, in European literature, this model was used to describe sharp philosophical thought [9, 117-118]. In our opinion, the vitality of aphorism depends on its cognitive characteristics. Aphorism is a unique, effective way to create future generations of the future, without loss of life experience of past generations, without loss of cultural and civic thought and the result of golden bridges of mental dialectics.

Aphorisms were the best example of a short and optimistic speech by a professional. At the same time, proverbs are equally effective scientific findings. Science shows where to find one. The other is thought, perseverance and attention. Therefore, before speaking with a scientist, let's talk about your language and your hand before you touch it. And the speaker group provokes the ideas of a model whose greatness is measured by great inspiration, zeal and perseverance. Consequently, he is captivated by the power of his word, his radiance, his strength, his beauty. In short, aphorism is wisdom. The art of turning a glimpse into a beautiful image. The mystery of wisdom in this art. Having an idea of the wisdom of the wise messages, the reflection of superficial and delicate thoughts will always make you richer, more energetic, your lifestyle and a fruitful tradition of revealing many secrets of life. It is enough to focus on the experience of our ancestors and humanity on earth. So, the great heritage and wisdom of this day is the place of modern youth - people of the future profession, as Abay says. Therefore, aphorism is a healer. So, public figures of the world, people of the world who see the bitterness of life, the abundance of their experience, the depth of their sensitivity, the wealth of their experience and knowledge of the wisdom of the ancestors of ancient generations, world civilization - to a critical point of view. Providing a huge amount of spiritual heritage, a mixture of the golden lights, a form of special studies and models for future generations to earn a living for the country, even in the daily life of the country, in the immediate forefront of the economy of their hands.

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**Кдиршаев А.С., Утегалиева Б.Б., Акболатов А.А., Султаниязова И.С.
ҚАЗАҚ АФОРИСТИКАСЫНЫҢ ТАНЫМДЫҚ-ТАҒЫЛЫМДЫҚ СИПАТЫ**

Аңдатпа: Мақалада қазақ афористикасының теориялық қағидалары қарастырылып, тағылымдық мәні таразыланады. Қазақ афоризмінің анықтамалық сипаттамасы, жіктелімдік таратылымы, табиғаты, терминдер топтамасы зерделенеді. «Аталы сөз атан түйеге татиды», «Жақсы сөз – жарым ырыс», «Аталы сөзге арсыз ғана қарсы тұрады» секілді тұжырымдардың тағылымдық аспектілеріне акцент беріледі. Қазақ афоризмдері – сан гасырлық тіршілік тағылымынан нәр алған даналық ақыл-ой тұнбасы. Афоризмдер-ұлтымыздың өмір сүру тәжірибесін наш ететін санамызда ерекше із қалдырған ұлы тұлғалар мен ұшқыр ойлы ұлағатты сөз тізбесі. Жақсы сөз – жанның тынысы. Демек, жақсы сөз айта білгеннің өзі үлкен шеберлік. Ұлы істің бастамасы ұлағатты сөзден басталатыны даусыз. Халық даналығы – ұлттық сана тұнбасы. Халық даналығы тілінде екені хақ. Егер де тіл мүмкіндігі, сөз байлығы мен көркемдігі шектелсе, даналық ой-пікір де дами алмайтыны сөзсіз. Ал даналықты білдіретін түйін-тұжырымдар, ұғым-түсініктер қатарына аталы сөз, мақал-мәтел, қанатты сөз, нақыл сөз, шешен сөз, өсиет сөздерді қосуға болады. Бұлар – даналық пен парасаттылықтан туындаған терең ой, логикалық тұжырым, философиялық толғаныс, дүниетаным, өмір тәжірибесі, тағылым-тәлім көріністері, көркем сөзбен көмкерілген тұрақты қалыптасқан тіркес, шағын мәтін, қысқа да нұсқа ой үзіктері.

Тірек сөздер: Афористика, шешендік сөз, мақал-мәтел, қанатты сөз, гнома, сөз өнері.

**Кдиршаев А.С., Утегалиева Б.Б., Акболатов А.А., Султаниязова И.С.
ПОЗНАВАТЕЛЬНО-ОБУЧАЮЩИЙ ХАРАКТЕР КАЗАХСКОЙ АФОРИСТИКИ**

Аннотация: В статье рассматриваются теоретические основы казахской афористики, взвешивается воспитательное значение. Изучено справочное описание, классификационное распространение, характер, совокупность терминов казахского афоризма. Делается акцент на дидактических аспектах высказываний типа «Аталы сөз атан түйеге татиды», «Жақсы сөз - жарым ырыс», «Аталы сөзге арсыз ғана қарсы тұра алады». Казахские афоризмы – это отражение мудрости, взращенной многовековым опытом. Афоризмы – это перечень великих личностей и остроумных изречений, которые оставили особый след в нашем сознании, раскрывая жизненный опыт нашего народа. Доброе слово - дыхание души. Поэтому умение хорошо говорить – это большое мастерство. Нет сомнения, что начало большого дела начинается с великого слова. Народная мудрость – это сущность национального самосознания. Народная мудрость кроется в своем языке. Если способности языка, словарный запас и искусство ограничены, мудрость и мышление, несомненно, не могут развиваться. А к понятиям выражающим мудрость, можно добавить пословицы, пословицы, поговорки, пословицы, красноречивые изречения, заповеди. Это глубокие мысли, логические умозаключения, философские заботы, мировоззрения, жизненный опыт, воспитательные сценки, регулярные фразы, прикрытые художественными словами, небольшие тексты, краткие и короткие фрагменты мыслей, возникающие из мудрости и здравого смысла.

Ключевые слова: афористика, риторика, крылатые выражения, гнома, искусство слова.