

Ethnopsychological peculiarities of the structure of value scope of titular ethnicity of Kazakhstan

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Abstract — Fundamental change of the public system and other changes over the past decade in the Republic of Kazakhstan after receiving State independence, demanded reassessment of values, including character and features of value orientations of the Kazakh people.

Interest in the value orientations of the individual and society is increasing in crisis, critical stages of historical development, which raises the need for their full understanding. Studying value orientations of ethnology is one of the most actual problems of modern psychological theory and practice.

Undoubtedly, the new values of modern civilization affect the ethnic consciousness-oriented people who value traditional culture. This influence affects the system of values of the individual and, in particular, on a system of ethical values of ethnology.

The purpose of the research: Explore the structure of value scope of titular nation of Kazakhstan at the modern stage.

The main hypothesis of the study: the value orientations of the Kazakh people in the system of cultural relations and relationships are based on a system-forming ethno-value component, which determines the conditions for their development, direction, character of activity of personality and provides the integrity and unity of the Kazakh ethnos.

Research hypothesis: There are similarities and differences in the structure of value orientations among representatives of the Kazakh ethnos, depending on characteristics of respondents (on the example of the titular ethnic group of Kazakhstan, youth and adulthood).

In the structure of the value sphere of the titular ethnos of Kazakhstan, value orientations related to adherence to the principles of conformity to nature and traditionality, equality and freedom of love are also significant. These value orientations

reveal themselves also in the ability to be persistent with a simultaneous focus on the desire to be useful to others, to act for others. The value orientations of activity, initiative and employment, self-realization in interrelation with a sense of community and well-being, a happy family life and a financially secure life also occupy a large place in the structure of the value sphere of the titular ethnos of Kazakhstan.

To examine the value orientations of the Kazakhs, we have developed a comprehensive package of psychological techniques, which allows to consider the structure of value scope of titular nation (method of Sh. Schwartz (value questionnaire Schwartz), methodology of studying value orientations of Milton Rokeach, system diagnostic methodology of value orientations by E.B. Fantalova, L. S. Kolmogorova, D. V. Kashyrsky, modification of method of Kun "Who am I?").

According to the results of our research, value orientation activity, initiative, employment generally takes an important place in the structure of value scope of titular nation of Kazakhstan. Along with this, informative factor as the national value belonging to the title ethnicity of Kazakhstan during factor analysis is equal to 1.8%, which corresponds to only 19 factors in the structure of value scope of sampling study.

The results of factor analysis allow us to conclude that the structure of value scope of titular nation of Kazakhstan is multifaceted and includes both individual and group, social values.

Valuable orientation of Kazakh people in the system of cultural ties and relationships are based on valuable backbone component, which determines the conditions for their development, orientation, the nature of the activity of the individual and to ensure the integrity and the unity of ethnic group: the most important characteristics of the structure of value scope of titular nation of Kazakhstan are: competence, commitment, self-discipline, which testifies to the importance of

achieving social success, success in work for the Kazakh ethnic group.

In summary, we would like to point out that the formation of a national identity based on values is a long process, which, of course, for the period of the beginning of the modern history of Kazakhstan is not completed yet.

The results of this research can be used for implementing national policy of the Republic of Kazakhstan and works towards the preservation of cultural traditions of Kazakh people.

The theoretical and practical analysis carried out in the research suggests that the problem of preserving and enriching the ethnic values of the titular nation Kazakhstan, is now extremely urgent, but it is not enough elaborated now.

Keywords — ethnopsychology; values; structure of values' scope; titular ethnicity; ethno value; individual component of value orientations; national identity; ethnic self-consciousness

I. INTRODUCTION

Modern civilization raises the problem of understanding the human values of individual social groups and society as a whole in a number of extremely relevant to scientific knowledge and practical solutions.

Fundamental change of the public system and other changes, over the past decade in the Republic of Kazakhstan after obtaining independence, demanded a reassessment of values, including character and features of value orientations of the Kazakh people.

Considering the value orientations of ethnology (individual media ethnic cultures and national psyches, representative of the ethnic group), it is not possible to circumvent the problem of ethnicity, its ethno cultural characteristics, socialization, national mentality, ethnic identity and so on the actuality of the research problems in the Republic of Kazakhstan is growing rapidly.

Among the most prominent researchers of ethnic features of socialization, features of the national character and interethnic contacts such scientists as Berdibayeva S.K., Kukubayeva A.K., Balgynbayeva Z.M., Shomanbayeva A.O., Baymanova L.S., Shalkharbekova N.A. and others should be named.

In the world of psychology there are a huge number of works dedicated to the values and value orientations, examines their hierarchy (Cantril, Kluckhohn; Rokeach). Normative and evaluative approach exploring the mindset of society comes from E. Durkheim, T. Parsons, M. Weber, A. Marshall, and V. Pareto.

In most modern research values are under the socio-psychological perspective, appear as a social phenomenon, as a product of society and social groups [5, 6, 7, 8]. Three types of belief (existential, evaluation and forecasting), M. Rokeach relates values to the last, third type, which allows you to navigate the desirability is advisable way of conduct (operational, instrumental values) and existence (semantic, terminal values) [9].

Researchers of terminal values divide them into two large classes, depending on whether they are directed at society (interpersonal) or an individual (intrapersonal) (Allpor, Maslov, Morris, Rosenberg, Smith, and Woodruff). The adoption of these values each person individually variable. On the extent of the coverage values can be individual, group and society. Among the group values the special place occupied by ethnic values.

In western ethnic presents the main theories that have developed: R. Benedict (concept model), A. Kardiner, R. Linton (basic structure theory of personality), A. Inkelis, E. Levinson, H. D'juker and H. Fraid (the concept of modal personality), B. Hellpag and P. Hofstetter (theory of geographical factors), A. Farnham and S. Bochner (concept of culture shock), R. Brislin, E.T. Hall (work in the area of intercultural interaction), M. Argyle, R. L. Bjordvistell, A. Kendon, J. Rush, P. Ekman, B. Friesen (study of cross-cultural non-verbal communication), S.Huntington (theory of clash of civilizations), M. Rokeach (classification of American cultural values), and Richmond, J. Smith, C. Clyde Kluckhohn, F. Strodtbek, T. Knutson, G. Hofstede, G. Triandis (study of national character features).

As the analysis shows, the better known are the value orientations of the individual of different age groups, group cohesion, conflict, aggression, professionally significant qualities.

So far, there is almost no conceptual psychology research on fundamental shifts in development of value orientations of the individual in society crisis.

Realizing of ethnicity, ethnic affiliation, ethnic views, habits, norms of behavior as the constituent elements of everyday consciousness form national identity in the narrow sense of the word. The self-consciousness of the nation includes: consciousness of ethnic community and relationship to other ethnicities, commitment to national values.

Variables of ethnic consciousness (the native culture, value orientation, etc.) are included in the structure of each individual's consciousness. In the development process of the structural links of identity are filled with content, resulting from the historical development of social relations, value orientations, conditions of inter-ethnic relations.

In general our study challenges solved. Theoretical analysis of literature on studying value orientations of the individual as a dynamical system, namely, factors and conditions affecting the development of value orientations in the ethnic aspect, reviewed and analyzed research aimed at exploring the value scope of titular nation of Kazakhstan. Value scope of titular nation of Kazakhstan on contemporary stage was studied.

Republic of Kazakhstan is a young State, which, of course, exerts its influence on the values of the titular nation of Kazakhstan. The desires to prove him, a desire to realize them, the desire to do everything possible for his family are unconditional personal values priorities. Perhaps a sense of community, a sense of piety and harmony will also be among the priorities, values when economic, social and cultural situation in Kazakhstan is increasingly stabilizes and prospers.

II. METHODS

A. Subjects

In the first part of our research the structure of value scope of titular nation of Kazakhstan was examined. The study was conducted in Kazakhstan in Almaty in May, 2013. The study involved 100 representatives of the titular nation of Kazakhstan; the average age of survey participants was 32 years and 5 months. Let us characterize sampled in more detail: men-12.0%, women-88.0%, 56% of respondents with a higher education, 44%-secondary vocational education, social status-100 employees (%).

In the second part of our research we compared the indicators of the value sphere of different age groups of the titular ethnos of Kazakhstan according to the developed standardized set of techniques that allow to consider the various indicators of the value sphere in general, including the study of guiding life principles and their value significance, values-goals and values-means, internal conflict or internal vacuum between the attainability and significance of values, the value of belonging to a national group.

In this part of the study, 100 representatives of the titular ethnos of Kazakhstan took part, 50 of them were from the age of 20 to 30 (1 group) and 50 of them were from the age of 31 to 55 (2 group).

The study used techniques such as: Sh. Schwartz (value questionnaire Schwartz), the test studying value orientations by M. Rokeach, the method of diagnostics system of value orientations by E.B. Fantalova modified by L.S. Kolmogorova, D. Kashyrsky, modification of Kun's method "Who am I?".

The validity and reliability of the obtained during the experiment provided data showing a variety of research procedures and techniques, a combination of qualitative and quantitative analysis of collected data: methods of mathematical-statistical data processing. During the mathematical processing of experimental data method was compared of Mann-Whitney criteria, Kruskalla-Wallis and factor analysis.

B. TASKS

The empirical part of the individual inspection was conducted in two phases.

In the first phase was carried out research and subjects was proposed test studying value orientations of M. Rokeach and S. Schwartz. In the second phase, adolescents were offered a diagnosis methodology of value orientations E.B. Fantalova, modified by L. C. Kolmogorova, D. Kashyrsky and modification methods of Kun "Who am I?".

The main hypothesis of the study: the value orientations of the Kazakh people in the system of cultural relations and relationships are based on a system-forming ethno-value component, which determines the conditions for their development, direction, character of activity of personality and provides the integrity and unity of the Kazakh ethnos.

Research hypothesis: There are similarities and differences in the structure of value orientations among representatives of the Kazakh ethnos, depending on characteristics of respondents (on the example of the titular ethnos of Kazakhstan in youth and in mature age).

III. RESULTS

Let's turn to the results of the first part of the study. First, let's characterize the results of the diagnosis of value orientations according to the method of M. Rokich, which allows us to rank the values by the degree of significance (Table I). As can be seen from Table I, according to the ranks of terminal values (values-goals), the least preferred values-goals of the titular ethnos of Kazakhstan are: creativity, self-confidence and entertainment. The most preferred values-goals are: health, interesting work and active, activity-based life.

Table II presents the results of the diagnosis of instrumental values-the means of sampling the study. As can be seen from Table II, the most preferable values-means of the sample are good mannerliness, high demands and cheerfulness. The least preferred values-means are strong will, courage in defending their views and breadth of views.

TABLE I. THE RESULTS OF THE DIAGNOSIS OF TERMINAL VALUES OF TITULAR ETHNOS OF KAZAKHSTAN BY THE METHOD OF M. ROKEACH (RANKS)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Ranks	3	6	1	2	8	5	4	12	9	10	13	14	16	15	7	11	18	17

^a Note. Terminal values: 1 - active, activity-based life (completeness and emotional saturation of life); 2 - vital wisdom (maturity of judgments and common sense, achieved by life experience); 3 - health (physical and mental); 4 - interesting work; 5 - the beauty of nature and art (the experience of beauty in nature and in art); 6 - love (spiritual and physical intimacy with a loved one); 7 - materially secured life (absence of material difficulties); 8 - having good and faithful friends; 9 - public recognition (respect of others, team, fellow workers); 10 - cognition (the possibility of expanding their education, outlook, common culture, intellectual development); 11 - productive life (the fullest possible use of their capabilities, strengths and abilities); 12 - development (work on oneself, constant physical and spiritual perfection); 13 - entertainment (pleasant, not burdensome pastime, absence of duties); 14 - freedom (independence, independence in judgments and deeds); 15 - happy family life; 16 - happiness of others (welfare, development and improvement of other people, the whole people, humanity as a whole); 17 - creativity (the possibility of creative activity); 18 - self-confidence (inner harmony, freedom from internal contradictions, doubts).

TABLE II. THE RESULTS OF THE DIAGNOSIS OF INSTRUMENTAL VALUES OF TITULAR ETHNOS OF KAZAKHSTAN BY THE METHOD OF M. ROKEACH (RANKS)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Ranks	9	1	2	3	5	8	14	7	4	12	13	17	18	11	16	10	6	15

^b Note. Instrumental values: 1 - accuracy (cleanliness), ability to keep things in order, order in business; 2 - good mannerliness (good manners); 3 - high demands (high demands on life and high claims); 4 - cheerfulness (sense of humor); 5 - compliance (discipline); 6 - independence (ability to act independently, resolutely); 7 - intransigence to shortcomings in yourself and others; 8 - education (breadth of knowledge, high general culture); 9 - responsibility (sense of duty, ability to keep one's word); 10 - rationalism (the ability to think sensibly and logically, to take thoughtful, rational decisions); 11 - self-control (restraint, self-discipline); 12 - courage in upholding your opinion, views; 13 - firm will (the ability to insist on one's own, not to retreat before difficulties); 14 - tolerance (to the views and opinions of others, the ability to forgive others for their mistakes and delusions); 15 - the breadth of views (the ability to understand someone else's point of view, to respect other tastes, customs, habits); 16 - honesty (truthfulness, sincerity); 17 - efficiency in business (diligence, productivity in work); 18 - advertence (attentiveness).

Initial results obtained rank analysis of value orientations, obtained by the method of M. Rokeach, allow us to conclude that the value orientations of titular nation of Kazakhstan research sample have a complex structure in which the large role played by active work, based on the high social queries. A minor role in the structure of value orientations on the importance of play, with fun and creativity does not stand out as a significant value-goal.

In order to achieve the objectives are not considered as preferred tools such as: courage and will, preference is given to such objectives as: manners (good manners), the high level of claims and the sense of humor. This may indicate that to achieve the objectives of the study sample respondents prefer to not act directive, using his sense of humor, the rules of ethics, while, thanks to the high level of claims without ceasing for a moment to chase a goal.

Other methods of our research findings were obtained to complement the diagnostics results of value orientations, obtained by the method of M. Rokeach. Due to the large number of quantitative data to identify the structure of value scope of factor analysis was applied, the meaning of which is obtained in the course of the study, the number of variables to submit fewer other variables called factors. Factors act as more fundamental variables that characterize the subject. When performing factor analysis of the original variables are combined into groups, each of which represents a factor.

For aggregation by factoring the analysis made of the package of statistical programs SPSS.

Processing was carried out using the method of principal components procedure was chosen with Varimax rotation normalization on Kaiser, considered factors with large units. Rotation in case of 124 variables (74-variables methods S. Schwartz, 36-variables technique M. Rokeach, 13-variables methods Fantalova, variable is the method of "who am I?") required 96 iterations.

As a result of factor analysis was founded thirty-six new factors that explain together more 82.31% of the total variance that is a good result. We analyzed the first 20 factors, information which exceed or equal to 1.8% of the total variance. Now let's turn to the interpretation of the obtained results. When analyzing the data, the factor loadings were identified, whose module was more than 0.4. In the course of interpretation, the largest in absolute value factor loading is especially distinguished for each variable (see Table III).

The positive pole of the factor is interpreted on the basis of the positive poles of the variables that have the greatest positive loads, and the negative poles of the variables that have the greatest negative load module. Accordingly, the negative pole of the factor variables are represented by negative pole with maximum positive loads and the positive pole of the variables with the greatest negative module loads [13].

To summarize the work done and will list the latent factors, discovered through joint analysis methodologies: methodologies S. Schwartz (value questionnaire Schwartz), methods of studying value orientations of M. Rokeach, methods of diagnosis system of value orientations E.B. Fantalova, modified by L. C. Kolmogorova, D. Kashyrsky,

modification methods of Kun "Who am I?" in descending order of their significance for the structure of value scope of titular ethnos of Kazakhstan:

1. Competence;
2. Sense of purpose;
3. Orderliness;
4. Focus on ecological expediency, absence of opposition between human and nature;
5. Diligence and commitment;
6. Conscious preservation of traditions;
7. Harmony (balance between internal and external conditions);
8. Equality;
9. Activity directions of the implementation of their own and others' interests;
10. The right to freedom;
11. Continuous physical and spiritual development;
12. Wisdom;
13. Employment;
14. Ability to act for oneself and others;
15. Spirituality from a sense of community and usefulness to other;
16. Self-confidence;
17. Perseverance;
18. Ability to assert their opinion;
19. National value belonging to the titular ethnos of Kazakhstan;
20. Initiative.

Thus, the results of factor analysis allow us to conclude that the structure of value scope of titular nation of Kazakhstan is multi-faceted and includes both individual and group, social values. The first three values that represent the most important characteristics of the structure of the sphere of values, namely competence, commitment, organization indicate that prevailing are individual values that allow, above all, achieve social success, success in employment.

Noteworthy in the structure of value scope of titular nation of Kazakhstan, examined by us in the course of the study, the importance of value orientations associated with adherence to the principles of traditionalism. Perhaps this is due to the ethnic values characteristic of the Kazakh people.

You should also, in our view, to draw attention in the value structure for the value orientations, showing the importance of equality and freedom. These value orientations reveal themselves also in the ability to defend their opinion, persistence and initiative.

An interesting result is also represented in the structure of value scope of titular nation of Kazakhstan value orientations, revealing the relationship to others, namely, the focus on the desire to be useful to others to act for others. Perhaps it is also associated with ethnic features of value scope of the Kazakh people.

Value orientation activity, initiative, employment generally occupies an important place in the structure of value scope of titular nation of Kazakhstan according to the results of our study. Along with this, informative factor as the national value belonging to the title ethnicity of Kazakhstan during factor analysis is equal to 1.8%, which corresponds to only 19 factors in the structure of value scope of sampling study.

Perhaps this is due to the fact that the technique of Kun less informative in our study compared with the methods of S. Schwartz, M. Rokeach and E.B. Fantalova. Perhaps this is due to the recent history of Kazakhstan from the Soviet period, when following the national values of the individual peoples of the USSR, not rewarded, but rather tightly restricted and punished. In this connection the low importance of "ability to assert their opinions" and "creativity" values complement the above indicated the problem of forming national values.

In the second phase, the subjects were offered a diagnosis methodology of value orientations by E.B. Fantalova, modified by L.C. Kolmogorova, D. Kashyrsky and modification of Kun's method "Who am I?".

In the second part of our study we compared indicators of value scope of different age groups of the titular nation of Kazakhstan developed a standardized set of methods that enable you to holistically address the various indicators of the value of the scope, which includes study of the guiding principles and their value of life importance values, goals and values-funds, internal conflict or internal vacuum between the attainability and importance of values, values of belonging to a national group.

In this part of the study 100 representatives of the titular nation of Kazakhstan participated, 50 of them between the ages of 20-to 30 years (Group 1) and 50 of the Kazakhs in aged 31 years to 55 years of age (Group 2).

Let's turn to the results of the study. First look at the results of diagnosis value of the scope for each methodology in groups 1 and 2 and compare the results of such statistical criteria like U-criterion of Mann-Whitney and T-criterion for independent samples (see Table IV).

A descriptive analysis of the results of the diagnosis of the value sphere of two research samples of different ages shows that the preferred guiding principles in life for both groups are the value #22 – the safety of the family and close persons and the value #27 – authority. The least important and preferred is the value-quality – meekness (36c). This indicates the commonality of the value sphere of Kazakhs in these indicators, regardless of age.

As can be seen from Table IV, it presents values according to Schwartz's methodology, for which statistically significant differences between two samples of the study. Statistically significant differences were diagnosed among Kazakhs of two

different age groups according to such indicators of the value sphere as: true friendship, beauty world, social justice, values-qualities – of full value and reliable.

Analysis of ranks table on the Mann-Whitney criterion allows statistical differences obtained as ($Ucr = 1010$ for $p \leq 0,05$, $Ucr = 912$ for $p \leq 0,01$). For a group of Kazakhs aged 20 to 30 years statistically more important guiding principles in life are true friendship, peace, social justice and beauty compared to the group of Kazakhs from age 31 to 55 years.

Herewith, the more important values-qualities among the Kazakhs aged 31-55 years are usefulness and reliability in comparison with the youth group. This may indicate that the new economic and socio-cultural development of Kazakhstan during recent history, associated with the proclamation of the independence of the Republic of Kazakhstan are reflected in the changing values-goals of the younger generation.

The values of true friendship, world of beauty and social justice are more important for young Kazakhs than for generations of Kazakhs of mature age. There are still a large number of values that are important and meaningful for both the young Kazakhs and for Kazakhs of mature age (from 74 submitted values of Schwartz's methodology statistically significant differences were revealed only for the 5 values).

Let's turn to the results and to the statistical analysis of the results of diagnosis of Groups 1 and 2, obtained by the method of Rokeach (see Table V). As can be seen from Table V, the most preferred terminal values (values-goals) of young Kazakhs are: interesting work, active, activity-based life, financially secure life. The most preferred values-goals of Kazakhs of mature age are: health, happy family life and just like the young Kazakhs – financially secure life.

The least preferred values-goals of young Kazakhs are: happy family life, creativity, development and confidence in oneself. The least preferred values-goals of Kazakhs of mature age of the research sample are: confidence in oneself, entertainment and creativity. Comparing the least preferred value-goals among Groups 1 and 2, there is obviously a similarity between the research samples.

Table VI presents the results of the diagnosis of instrumental values-means of the research samples. As can be seen from Table VI, the most favored values-means of young Kazakhs are good manners, high demands and diligence. For the research sample of Kazakhs from 31 to 55 years, the most preferred values-means are accuracy, good manners and cheerfulness. Apparently, good manners is a preferred value-mean for both research samples.

The least preferred values of the group 1 are education, firm will and accuracy, the least favored values-means in group 2 include intransigence to shortcomings in oneself and others, courage in defending one's views and firm will. Firm will is low valued as a value-mean for both groups. It is noteworthy, in our opinion, that education is not a value-mean for the research sample from 20 to 30 years. Perhaps, education and good manners are not interconnected in the value sphere of the young Kazakhs of the research sample.

TABLE IV. THE RESULTS OF THE DIAGNOSTICS OF THE VALUE SPHERE OF DIFFERENT AGE GROUPS OF THE TITULAR ETHNOS OF KAZAKHSTAN BY THE SCHWARTZ METHOD (AVERAGE POINTS / U-CRITERION OF MANN WHITNEY)

Scale-value	28c	29c	30c	61c	71c
Group 1	4.78	4.28	4.50	3.40	3.64
Group 2	4.06	3.44	3.34	4.34	4.70
U-criterion of Mann-Whitney	971	947.5	892.5	939.5	877.5
Significance	0.047	0.033	0.012	0.029	0.008

^c. Note. Group 1: Kazakhs between the ages of 20 and 30; Group 2: Kazakhs between the ages of 31 and 55. The indicators of Schwartz's methodology: the guiding principle in life: 28c - true friendship, 29c - beauty world, 30c - social justice; important value-quality in life: 61c - of full value, 71c - reliable; $U_{cr} = 1010$ for $p \leq 0.05$, $U_{cr} = 912$ for $p \leq 0.01$.

TABLE V. THE RESULTS OF THE DIAGNOSIS OF TERMINAL VALUES OF DIFFERENT AGE GROUPS OF TITULAR ETHNOS OF KAZAKHSTAN BY THE METHOD OF M. ROKEACH (RANKS)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Group 1	2	10	9	1	5,5	7	3	11	5,5	12	8	17	13	14	15,5	4	15,5	18
Group 2	7,5	6	1	7,5	11	4	3	9	11	5	14	11	17	13	2	15	18	16

^d. Note. Terminal values: 1 - active, activity-based life (completeness and emotional saturation of life); 2 - vital wisdom (maturity of judgments and common sense, achieved by life experience); 3 - health (physical and mental); 4 - interesting work; 5 - the beauty of nature and art (the experience of beauty in nature and in art); 6 - love (spiritual and physical intimacy with a loved one); 7 - materially secured life (absence of material difficulties); 8 - having good and faithful friends; 9 - public recognition (respect of others, team, fellow workers); 10 - cognition (the possibility of expanding their education, outlook, common culture, intellectual development); 11 - productive life (the fullest possible use of their capabilities, strengths and abilities); 12 - development (work on oneself, constant physical and spiritual perfection); 13 - entertainment (pleasant, not burdensome pastime, absence of duties); 14 - freedom (independence, independence in judgments and deeds); 15 - happy family life; 16 - happiness of others (welfare, development and improvement of other people, the whole people, humanity as a whole); 17 - creativity (the possibility of creative activity); 18 - confidence in oneself (inner harmony, freedom from internal contradictions, doubts).

TABLE VI. THE RESULTS OF THE DIAGNOSIS OF INSTRUMENTAL VALUES OF DIFFERENT AGE GROUPS OF TITULAR ETHNOS OF KAZAKHSTAN BY THE METHOD OF M. ROKEACH (RANKS)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Group 1	18	1	2	7	3	9	8	16	5	6	14,5	13	17	12	10	14,5	4	11
Group 2	1	2	5	3	11	10	16,5	4	6	15	8	16,5	18	9	14	7	12	13

^e. Note. Instrumental values: 1 - accuracy (cleanliness), ability to keep things in order, order in business; 2 - good mannerliness (good manners); 3 - high demands (high demands on life and high claims); 4 - cheerfulness (sense of humor); 5 - compliance (discipline); 6 - independence (ability to act independently, resolutely); 7 - intransigence to shortcomings in oneself and others; 8 - education (breadth of knowledge, high general culture); 9 - responsibility (sense of duty, ability to keep one's word); 10 - rationalism (the ability to think sensibly and logically, to take thoughtful, rational decisions); 11 - self-control (restraint, self-discipline); 12 - courage in upholding your opinion, views; 13 - firm will (the ability to insist on one's own, not to retreat before difficulties); 14 - tolerance (to the views and opinions of others, the ability to forgive others for their mistakes and delusions); 15 - the breadth of views (the ability to understand someone else's point of view, to respect other tastes, customs, habits); 16 - honesty (truthfulness, sincerity); 17 - efficiency in business (diligence, productivity in work); 18 - alertness (attentiveness).

Table VII presents the results of a statistical analysis of the comparison of Groups 1 and 2 in terminal values according to the t-criterion of Student for independent samples.

According to T-criterion of Student, significant differences between groups of young Kazakhs and Kazakhs of mature age of the research samples were revealed in 10 of 18 terminal values-goals: active, activity-based life, health, interesting work, beauty of nature and art, social recognition, productive life, happy family life, happiness of others, creativity and confidence in oneself.

As can be seen from Table VII, for a group of subjects aged 20 to 30, the significance of such values as active, activity-based life, interesting work, the beauty of nature and art, public recognition, productive life, happiness of others, creativity as compared to the subjects are statistically higher 2-nd group at the age from 31 to 55 years. For the second group of subjects, the sample of the study statistically higher the significance of

such values-goals as health, happy family life and self-confidence.

A comparative analysis of the diagnostic results 1 and 2 groups of examinees on the methodology of M. Rokeach on t-test, terminal values (t-test).

On t-test significant differences between groups of young Kazakhs and Kazakhs of mature age of the research samples were detected in 10 of 18 terminal values ($t_{cr} = 2,00$ for $p \leq 0,05$, $t_{cr} = 2,66$ for $p \leq 0,01$, $t_{cr} = 3,46$ for $p \leq 0,001$) - objectives, namely: active, activity-based life, health, interesting work, beauty of nature and art, public recognition, productive life, happy family life, happiness, creativity and confidence in oneself.

The obtained result may indicate that for young Kazakhs values-goals are more associated with social success and recognition than for Kazakhs of mature age, for which determining values-goals are goals related to health and family.

Of course, the obtained result can also be explained from the standpoint of age psychology, since for the youthful age the main task of age development is socialization, that is, in this case, finding one's place in society.

For a group of subjects of mature age this task becomes secondary, since most often it is already been solved in adolescence or early adulthood.

By T-identified significant differences between groups of young Kazakhs and Kazakhs of mature age of the research samples were detected in 9 of 18 instrumental values-goals ($t_{cr} = 2,00$ for $p \leq 0,05$, $t_{cr} = 2,66$ for $p \leq 0,01$, $t_{cr} = 3,46$ for $p \leq 0,001$), namely: accuracy, sense of duty, the intransigence of shortcomings in oneself and others, education, rationalism, self-control, tolerance, honesty, efficiency in business.

Table VIII presents the results of a statistical analysis of the comparison of Groups 1 and 2 in the tool values according to the Student's T-criterion for independent samples.

As can be seen from Table VIII, the significance of such values-means as performance, intransigence to shortcomings in oneself and others, rationalism, efficiency in business is statistically higher for group of subjects aged 20 to 30 years in comparison with the subjects of the 2nd group at the age of 31 to 55 years. For the second group of subjects of the research sample, the significance of such values-means as accuracy, education, self-control, tolerance and honesty is statistically higher.

The result may indicate that for young Kazakhs values-means are more associated with efficiency and youthful perfectionism than for Kazakhs of mature age, for which the determining values-means are means associated with tolerance for shortcomings and personal honesty.

Let's turn to the results of E.B. Fantalova's method modified by L. C. Kolmogorova, D. Kashyrsky (see Tables IX and X).

As can be seen from Table IX, for the young Kazakhs of the research sample, an internal conflict is expressed in such values as active, activity-based life. This indicates that the value of active, activity-based life is estimated by them as unattainable, "desired" does not coincide with "real", the significant value is in a state of blockade. For another values for the subjects of the group 1, the "neutral zone" is characteristic, that is, "desired" and "real" coincide completely or partially.

According to this method, the subjects of the group 2, aged 31-55 years, did not show any internal conflicts of the values. At the same time, this method diagnosed an internal conflict as a whole between the accessibility and the value for all indicators considered together, which indicates an internal conflict in realization of needs and values of the subjects of the mature age of the research sample.

Table X presents the results of a statistical analysis of the comparisons of Groups 1 and 2 for instrumental values according to the U-criterion of Mann-Whitney.

As can be seen from Table X, significant differences between the subjects of groups 1 and 2 were revealed in the values of active, activity-based life and knowledge. This indicates that the internal conflict between the significance and attainability of the value "active, activity-based life" it is more inherent in Kazakhs in adolescence than in mature age, as well as the value of knowledge is more valuable and simultaneously available in mature age than in youth.

TABLE VII. COMPARATIVE ANALYSIS OF THE RESULTS OF DIAGNOSIS OF GROUPS 1 AND 2 BY M. ROKIC'S METHOD ACCORDING TO STUDENT'S T-TEST, TERMINAL VALUES (T-TEST)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
T-criterion of Student	5.26	1.29	9.14	-7.11	-3.64	0.29	-0.96	1.14	-3.87	2.36	-4.73	1.51	-1.70	-0.19	5.31	-4.41	-5.66	2.54
Significance	0.01	0.20	0.01	0.01	0.01	0.77	0.34	0.26	0.01	0.20	0.01	0.13	0.09	0.85	0.01	0.01	0.01	0.01

Note. Terminal values: 1 - active, activity-based life (completeness and emotional saturation of life); 2 - vital wisdom (maturity of judgments and common sense, achieved by life experience); 3 - health (physical and mental); 4 - interesting work; 5 - the beauty of nature and art (the experience of beauty in nature and in art); 6 - love (spiritual and physical intimacy with a loved one); 7 - materially secured life (absence of material difficulties); 8 - having good and faithful friends; 9 - public recognition (respect of others, team, fellow workers); 10 - cognition (the possibility of expanding their education, outlook, common culture, intellectual development); 11 - productive life (the fullest possible use of their capabilities, strengths and abilities); 12 - development (work on oneself, constant physical and spiritual perfection); 13 - entertainment (pleasant, not burdensome pastime, absence of duties); 14 - freedom (independence, independence in judgments and deeds); 15 - happy family life; 16 - happiness of others (welfare, development and improvement of other people, the whole people, humanity as a whole); 17 - creativity (the possibility of creative activity); 18 - confidence in oneself (inner harmony, freedom from internal contradictions, doubts).

TABLE VIII. COMPARATIVE ANALYSIS OF THE RESULTS OF DIAGNOSIS OF GROUPS 1 AND 2 BY M. ROKIC'S METHOD ACCORDING TO STUDENT'S T-TEST, INSTRUMENTAL VALUES (T-TEST)

Scale	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
T-criterion of Student	9.43	-1.59	-1.85	1.90	-3.82	0.61	-3.36	4.88	-0.13	-3.90	-2.94	-1.80	0.50	2.44	-1.75	3.68	-2.93	-1.30
Significance	0.01	0.12	0.07	0.06	0.01	0.54	0.01	0.01	0.89	0.01	0.01	0.08	0.62	0.02	0.08	0.01	0.01	0.20

f. Note. Instrumental values: 1 - accuracy (cleanliness), ability to keep things in order, order in business; 2 - good mannerliness (good manners); 3 - high demands (high demands on life and high claims); 4 - cheerfulness (sense of humor); 5 - compliance (discipline); 6 - independence (ability to act independently, resolutely); 7 - intransigence to shortcomings in oneself and others; 8 - education (breadth of knowledge, high general culture); 9 - responsibility (sense of duty, ability to keep one's word); 10 - rationalism (the ability to think sensibly and logically, to take thoughtful, rational decisions); 11 - self-control (restraint, self-discipline); 12 - courage in upholding your opinion, views; 13 - firm will (the ability to insist on one's own, not to retreat before difficulties); 14 - tolerance (to the views and opinions of others, the ability to forgive others for their mistakes and delusions); 15 - the breadth of views (the ability to understand someone else's point of view, to respect other tastes, customs, habits); 16 - honesty (truthfulness, sincerity); 17 - efficiency in business (diligence, productivity in work); 18 - advertence (attentiveness).

TABLE IX. THE RESULTS OF DIAGNOSTICS OF THE VALUE SPHERE BY E.B. FANTALOVA'S METHOD (AVERAGE INDEX "VALUE - ACCESSIBILITY")

Scale	1	2	3	4	5	6	7	8	9	10	11	12	R
Group 1	11.22	-0.36	1.20	0.80	-1.38	0.420	1.02	0.92	-1.02	-1.02	-0.40	1.30	0.38
Group 2	0.14	0.28	0.64	-0.009	0.002	-0.03	0.02	-0.04	0.68	-0.08	0.54	0.88	21.8

^e Note. Values: 1. Active, life; 2. Health (physical and mental); 3. Interesting work; 4. Beauty of nature and art; 5. Love (spiritual and physical intimacy with a loved person); 6. Material well-being (absence of material difficulties); 7. Good and true friends; 8. Confidence in oneself (freedom from internal contradictions and doubts); 9. Knowledge (possibility of expanding their education, outlook, common culture, as well as intellectual development); 10. Freedom as independence in deals and actions; 11. Happy family life; 12. Creativity (possibility of creative activity); R – index of the total difference "value - attainability" for all indicators.

TABLE X. COMPARATIVE ANALYSIS OF THE RESULTS OF DIAGNOSIS OF GROUPS 1 AND 2 BY THE E.B. FANTALOVA'S METHOD BY U-CRITERION OF MANN-WHITNEY

Scale	1	2	3	4	5	6	7	8	9	10	11	12
U-criterion of Mann-Whitney	76.50	1004.5	1045.5	1006.5	985.5	1185	987.5	985	684.5	973.5	1015.5	1138.5
Significance	0.01	0.086	0.155	0.089	0.066	0.651	0.068	0.065	0.01	0.054	0.103	0.436

^h Note. Values: 1. Active, activity-based life; 2. Health (physical and mental); 3. Interesting work; 4. Beauty of nature and art; 5. Love (spiritual and physical intimacy with a loved person); 6. Material well-being (absence of material difficulties); 7. Good and true friends; 8. Confidence in oneself (freedom from internal contradictions and doubts); 9. Knowledge (possibility of expanding their education, outlook, common culture, as well as intellectual development); 10. Freedom as independence in deals and actions; 11. Happy family life; 12. Creativity (possibility of creative activity).

Let's turn to the descriptive statistics of diagnostic results according to the modified technique by Kun. We analyzed the respondents' answer, indicating their belonging to the nationality of the titular ethnos of Kazakhstan. In the group 1 88% (44 people) of respondents, when answering to the question "Who am I?" with 20 possible answers, did not give an answer, indicating their belonging to the nationality of the titular ethnos of Kazakhstan. 6% (3 people) of respondents answered this question with indicating their belonging to the nationality in the first 10 possible answers, 6% (3 people) of respondents answered accordingly in the second possible answers. This may indicate that the young Kazakhs of the research sample have not yet formed the national identity of themselves as representatives of the titular ethnos of Kazakhstan.

In the group 2, 68% (34 people) respondents, when answering to the question "Who am I?" with 20 possible answers, did not give an answer, indicating their belonging to the nationality of the titular ethnos of Kazakhstan. 32% (16 people) of respondents answered this question with indicating their belonging to the nationality in the first 10 possible answers. Perhaps, this may indicate that the Kazakhs of the mature age of the research sample formed a national identity of themselves as representatives of the titular ethnos of Kazakhstan in a greater degree compared with the young Kazakhs of the research sample.

I. CONCLUSION

The structure of value scope of titular nation of Kazakhstan is multi-faceted and includes both individual and group, social values. The first three values that represent the most important characteristics of the structure of the sphere of values, namely competence, commitment, organization indicate that the value field of titular nation of Kazakhstan are the dominant individual and universal values, which allow, above all, achieve social success, success in employment.

In the structure of value scope of titular nation of Kazakhstan important value orientations associated with adherence to the principles of traditionalism, equality and

freedom. These value orientations reveal themselves also in the ability to persevere with a simultaneous focus on the desire to be useful to others to act for others. Value orientations of activity, initiative and employment also hold an important place in the structure of value scope of titular nation of Kazakhstan. Perhaps, these value orientations are primarily ethnic values characteristic of the Kazakh people.

Key factors of value structure latent scope of titular nation of Kazakhstan are: 1. Self-realization, implying a greater role a sense of community and well-being of individualism; 2. self-determination, which plays a success; 3. Happy family life and materially secure life more meaningful, than actively engaged life and vital maturity.

The value orientation of "belonging to the titular ethnos of Kazakhstan", the role of national identity in the structure of value orientations of the titular ethnos of Kazakhstan is insignificant. Perhaps this is due to the recent history of Kazakhstan from the Soviet period, when following the national values of the individual peoples of the USSR, not rewarded, but rather tightly restricted and punished.

The value sphere of representatives of the titular ethnos of Kazakhstan of youth and adulthood is characterized by the following features:

For Kazakhs of the titular ethnos of Kazakhstan, regardless of age, the preferred guidelines in life are the safety of the family and close persons and authority. The least significance has the value-quality – meekness. Most of the values that are important and are the guiding principle for the young Kazakhs are also characteristic of the Kazakhs of mature age.

The significant differences are diagnosed by such indicators of the value sphere as: true friendship, world of beauty, social justice, qualities – of full value and reliable. For the group of Kazakh people aged 20 to 30 years statistically more important guiding principles in life are true friendship, world of beauty and social justice. For the Kazakhs aged 31 to 55 years the most important values-qualities are integrity and reliability in comparison with the young group.

The most preferred values-goals for the young Kazakhs are: interesting work, active, activity-based life, financially secure life. The least preferred values-goals are: happy family life, creativity, development and confidence in oneself. The most preferred values-goals of Kazakhs of mature age are: health, happy family life and as well as for young Kazakhs financially secured life. The least preferred values goals are: confidence in oneself, entertainment and creativity.

The most preferred values-means of young Kazakhs are good manners, high demands and diligence. For Kazakhs of mature age the most preferred values-means are accuracy, good manners and cheerfulness. Good manners is the preferred value-mean for both research samples.

For the young Kazakhs the significance of values such as active, activity-based life, interesting work, beauty of nature and art, public recognition, productive life, happiness, creativity is higher in comparison with the Kazakhs aged 31 to 55 years. For the Kazakhs of mature age the significance of such values as health, happy family life and confidence in oneself is higher.

Strong differences in values-goals and values-means also identified between the young Kazakhs and the Kazakhs of mature age. For the young Kazakhs, the internal conflict in the value sphere between the significance of value and its attainability is expressed in such values as active, activity-based life. The subjects of mature age have no internal conflicts in any of value orientations separately, but at the same time the internal conflict as a whole is diagnosed between the attainability and overall value for all indicators considered together.

In general, the value of safety of family, close persons and authority, the basic guidelines for the titular ethnos of Kazakhstan, regardless of age, refers primarily to the similarity of the value sphere. National identity is not sufficiently formed among both the young Kazakhs and Kazakhs of mature age (88% and 68% of Kazakhs respectively).

Thus, our study confirmed the hypothesis, i.e. the value orientations of the Kazakh people in the system of cultural relations and relationships are based on a system-forming ethno-value component, which determines the conditions for their development, direction, character of activity of personality and provides the integrity and unity of the Kazakh ethnos.

In general, summarizing the results of the comparative analysis of the characteristics of the value sphere of the young Kazakhs and the Kazakhs of mature age, we would like to note both the presence of similarities and significant differences in values. First of all, the value of safety of family, close persons and authority, the basic guidelines for the titular ethnos of Kazakhstan, regardless of age, would be related to the

similarity of the value sphere. National identity is not sufficiently formed among both the young Kazakhs and Kazakhs of mature age.

Analyzing the differences in values between the young Kazakhs and Kazakhs of mature age, we should note the strong differences in values-goals and values-means. Perhaps this is directly related to the features of age. The internal conflict between values and their attainability is inherent in the young Kazakhs according to the value of active, activity-oriented life that is not expressed among Kazakhs of mature age, which are characterized by an integrated internal conflict of values and their attainability in general, blocking the satisfaction of needs.

Summing up, we would like to note that formation of national identity on the basis of values is a long process, which, of course, has not yet been completed in the period of the beginning of the newest history of Kazakhstan. The results of the research can be used to work on the formation of values inherent in the titular ethnos of Kazakhstan in the recent history of independent development.

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