

Brief information about the project

Name of the project	AP26105127 «Active processes in the modern language of the city: realization of ecolinguistic possibilities»
Relevance	Many works on sociolinguistics have been written that study the social functions of language in modern society, but purely theoretical works based on abstract typological schemes and models continue to present language only as material for other needs. And the practical aspects of the language, both oral and written, can be traced in a city where a large number of people have migrated from different parts of the world. Without knowing the "language Life" of the city, it is difficult to understand the active processes in the emergence and stylistic distribution of certain features of the literary language. Without knowing the word of the city, it is impossible to assess the contribution of each social group to the development of modern language, modern culture, and through them-to the totality of social institutions in general. In accordance with this, the relevance of the project is the impact of phonetic features in the language of people who moved to large cities in Kazakhstan due to political, social, social, cultural, material factors on the urban language, the transformation of vocabulary in various spheres of society, the assimilation of dialects into the literary language, their increasing day by day, statistical analysis of linguistic environmental conditions of the existence of the urban language. The language ecology of the city language is one of the branches of linguistic theory and practice, which, on the one hand, is associated with the study of factors that negatively affect the development and use of the language, and on the other hand, with the search for ways and means of enriching the language and improving the practice of speech communication. Therefore, the project provides for the implementation of ecolinguistic possibilities of language-active processes in the city language.
Purpose	The aim of the project is to explore the possibilities of using an ecolinguistic approach to identify linguistic active processes in the dynamics of the development of the modern language of the city.
Objectives	- to conduct a study of active and innovative changes taking place in the language under the influence of information flow in the 21st century; - to determine the influence of the language of people migrating to large cities of Kazakhstan on changes in the language of the city; - differentiation of the influence of linguistic intonation on the peculiarities of pronunciation of words in the territory of the oral language occurring in the language of the city, processes included in the vocabulary; - to examine the practical picture of the changes that have occurred as a result of the assimilation of words of the local dialect with the urban language, to identify information that the literary norm that has developed in the language is changing due to urbanization based on active processes in word formation.;

	- active processes in the language of the city: definition in the linguostylistic and linguopragmatic aspect of vocabulary, phraseology, morphology, syntax and word formation, analysis of the function of reflexes of cultural appropriation occurring at the lexico-semantic level, research from the point of view of "language game", specific results of changes in neoderivation and appropriation occurring on the way of updating the lexical meaning of the original The linguistic unit in word formation is a study of ecolinguistic approaches. - to show ways and means of enriching the language of the city and improving the practice of speech communication.
Expected and achieved results	Expected results: At least 2 (two) articles or reviews in a peer-reviewed scientific publication indexed in the Social Science Citation Index and included in the 1st (first) or 2nd (second) quartile by impact factor in the Web of Science database and (or) having a CiteScore percentile in the Scopus database of at least 50 (fifty). At least 4 (four) articles and (or) reviews in peer-reviewed foreign and (or) domestic publications recommended by the Committee on the Review of Scientific and Educational Institutions of the Russian Federation. An online thesaurus "Kazakh zhyl sozi" will be created, reflecting descriptive information search communication, which summarizes the research results achieved in determining the ecolinguistic state of linguistic active processes in the language of the city and the search for words in meaning and content. Achieved results: 1) At least 1 (one) article has been published in peer-reviewed scientific journals indexed in the Scopus database with a CiteScore percentile of no less than 50 (fifty). 2) 1 (one) article has been published in a peer-reviewed foreign or domestic journal recommended by the Committee for Quality Assurance in Science and Higher Education (CQASHE).
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Usage	The research results are aimed at effective application in the fields of linguistics and ecolinguistics, applied and social linguistics, as well as intercultural communication. The project materials are used to analyze the ecological state of urban language, describe the mechanisms of linguistic adaptation and renewal under conditions of urbanization, and identify the features of multilingual urban communication. In addition, the research findings can be used to promote language culture, implement language policy, and support projects aimed at enhancing the functioning of the Kazakh language in the urban environment.
Priority compared to real-world alternatives	The project identifies active linguistic processes in the language of the city and, by analyzing their ecolinguistic impact, provides concrete scientific data that contribute to language development. The results obtained make it possible to systematize linguistic transformations under conditions of urbanization and to improve the norms of the literary language. The final conclusions of the project will serve as a basis for developing practical recommendations aimed at enhancing communication culture and enriching the urban language.
List of publications with links to them	1. Kegenbekova A., Zhubay O., Akimbekova G., Akhmet A., Kenges B., Baieli A. The Specifics of Terminologization of Parts of Speech in Kazakh and English, Including in the Context of the Language of the City: A Comparative Analysis // Espacio Tiempo Y Educacion, 2025, 12(2), P. 217-235. DOI: 10.14516/ete.12210 https://www.scopus.com/pages/publications/105028617758?origin=resultslist 2. Yebelekbayeva A., Akimbekova G., Sadyr G. Active processes in the language: the role of code switching in the formation of a language culture in a bilingual society // KazNU Bulletin. Philological Series, 2025, 200(4), P. 20-35. https://doi.org/10.26577/EJPh202520042 https://philart.kaznu.kz/index.php/1-FIL/article/view/5055/3161 3. Akimbekova G.Sh, Kenges B.E, Akhmet A.N. Urban Language and Urban Language Practices: A Review of Articles in the Scopus Database (1957-2025) // Proceedings of the International Scientific and Practical Conference “Ancient Turkic Written Heritage and Issues of Language History” , dedicated to the study of the legacy of the prominent Turkologist Nemat Kelimbetov. – Astana: L.N. Gumilyov Eurasian National University, 2025. – 68-75 pp.
Patents	no