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RESPECT FOR THE NATIVE LANGUAGE IS THE KEY TO THE BRIGHT FUTURE OF THE NATION

Language is the main means of communication of the people. It is difficult to imagine the life of an individual, let alone a people without a language, as in the proverb of our grandfather Kadyr Mirza: "even if the fish is speechless, the people will not be speechless." While the main key to living as a full – fledged person is communication with the environment, the main element that provides this connection is language. In general, there are more than 6,000 languages on earth, including those that have an existing state status and are on the verge of extinction, as well as languages that do not exist on earth today, whose names can only be seen from the ancient information of history. In addition, there are languages that, although they have the status of "state languages", do not receive respect according to their status. Since the fate of the language is united with the fate of the country, the perpetuation of the language is characterized by the highest degree of glorification of the national values of the people [1].

Today, despite the legal status of the Kazakh language as the state language, it does not perform its function at the proper level. Despite the measures taken by the state (increasing the number of schools and universities, translating office work into the state language), the Kazakh language is not available not only for compatriots of other nationalities, but also for representatives of local nationalities.

Is it really possible to explain the reason for the inability of many to master the Kazakh language, even after 30 years of obtaining state status, by the lack of motivation, the lack of correct language programs and methodology, or by the inability of state figures to implement the language policy as required? Maybe the root of the problem is deep, and the specialists themselves, linguists, are not ready to reveal the secrets of the problems?

All are citizens who dream of the development of the Kazakh language and the expansion of the Kazakh language. There may be different situations, different positions. But the problem we are all dealing with is the same. Today's problem is the problem of professional, legal, scientific language.

Now children who study the Kazakh language speak Russian, and sometimes even English, when they take breaks. This is because it is they who make up their World. In the speech of young people and children, we see that the Kazakh language is becoming more and more mestitized [2].

All this is due to the fact that the content in the Kazakh language is incomprehensible to the child and parents speak Russian in everyday life.

The purpose of the work: to prove the relevance of the usage of Kazakh language in today's society and to identify the factors affecting its usage.

Tasks of the work:

- to determine the use of the Kazakh language;
- to search for answers to what the child's language comes out with;
- to review the Kazakh content in social media;
- to identify the consequences of content in Russian;
- to propose solutions based on statistics;

Research methods: gathering information through questioning and observation, analysis.

The hypothesis of the work: the content of cartoons and videos affect the development of the language skills of a child.

Language is a means of communication, a mirror that reflects the mindset, cultural rank, intelligence, spiritual wealth of a person. The relevance of language culture has always been taken into account, and no matter what people are, this issue has not been bypassed. The Kazakh people also paid great attention to the skill of speech, as

"Өнер алды — қызыл тіл". Currently, the relevance of language culture in the country has increased. The ex-president noted: "the future of Kazakhstan is in the Kazakh language." The role of parents raising this young generation is very special in this regard. Because as soon as a child is born, he grows up to see his parents, he speaks the language in which he speaks, and in what language he shows cartoons. Content-English means content embedded in the text. The content of the information resource in a particular language is filled with relevant content. In terms of content of the Kazakh language, the following three official channels:

- from the texts of works of artistic culture;
- from the texts of textbooks for secondary and higher education;
- consists of a set of spiritual products that are transmitted through the media.

To determine the qualitative properties of content, a content analysis is carried out according to the following parameters:

- study of the composition and structure of language material;
- thematic and content analysis of language material;
- determination of the political and philosophical orientation of the language material;
- clarification of the scientific consistency of the language material;
- identification of the psychological impact of language material on mass consciousness on consciousness;
- study of the role of language content as a quality indicator of demand for language learning.

By conducting an objective analysis of these parameters, the content of the Kazakh language can be in the 21st century, as it is obvious, the demand for Russian content is higher than for Kazakh content. Why? The answer to this question lies in the fact that the content in the Kazakh language is literary, scientific, it is very difficult for a child to understand, because such words are not found and are not used in everyday life. As a result, children watch Russian-language content, and their language is published in Russian. And in order to solve this problem, we must first determine which language today's children speak the most. Later, we will look for answers to why cartoons in the Kazakh language are so small. When we talk about language content,

we first think of the artistic culture created in this language, especially fiction, which provides a "building material" for other areas of art. In terms of volume, fiction is not only a large-scale component of the language content, but also a factor that reflects the spiritual essence of the people, reflects the worldview, the level of aesthetic consciousness, manifests itself as the quintessence of national culture. Therefore, interest in the language begins with interest in fiction created in that language, interest in learning the language begins with interest in mastering the artistic art created in that language. Only the language that has captivated many with its fiction becomes the language of omnipotence.

This thesis has been known to correspondent scientists from civilized countries since ancient times. As the American researcher E. Sepir said, "people are passionate about learning French because it is literature that they can learn in this language." The applicability of this formula in relation to the Kazakh language probably does not require proof. Kazakhstanis' interest in learning the state language [3].

The second factor contributing to the fate of the language is the content of education in higher and secondary schools, where lessons are taught in this language. School is the most important link in the language learning process. After all, the language is taught at school with a special program, without interruptions for a long time, using modern pedagogical technology. The language learned through other channels usually does not exceed the level of understanding in everyday life. Only with the language learned from school does a person rise to the level where he can conduct official business and carry out creative activities in that language.

A survey of five questions was conducted among parents online. The questions were as follows:

- 1) How old is your child?
- 2) What school Does Your Child Study at?
- 3) What cartoons does your child watch? (write at least 3 cartoon names)
- 4) What language do you speak with your child at home?
- 5) What language do you speak the most in your daily life?

The survey was taken from 31 parents. According to statistics, in question number 1, the vast majority are 7-8 year-olds, that is, school-age students. According to 2nd question, 80.6% of students study in Kazakh schools, and the remaining 19.4% study in Russian schools. In questions 4 and 5, the result of the answer shows that 64.5% speak Kazakh, 35.5% speak Russian daily. Despite the fact that the vast majority of parents speak Kazakh with their children, it appeared that almost all children watch in Russian: «Masha and the bear» 9, «Three cats» 5, «Sponge Bob» 4, «Paw patrol» 3, «The Barboskins» 3, «Fixiks» 3.

However only one parent noted that her child watches cartoons in Kazakh. They are: «Balanyi isi shala», «Koshkar men Teke», «Aldar Kose», «Ali and Aiya».

As a result, it was clarified that the number of children watching Russian-language content is higher.

As observed the Kazakh language prevails, but all the content that children see is Russian. Why? As an example, let's take a look at one song from the channel "Balapan":

“Бала-бала, балақан
Қане, қайсы алақан?
Саусақтарын айбат
Былай, былай ойнат [4]”

The sound [ң] is one of the most difficult ones which children pronounce with difficulty. Through this song child do not have an opportunity to develop it at all. The meaning of the word “айбат” (threatening look) is completely different from “эйбәт” (beautiful, good). This may lead to misunderstanding young language learners.

Thanks to such difficult, erroneous content, children speak Russian and English not in their native language. The consequences of all this affect what language children speak.

While watching cartoons, children get involved and interested in developing their language skills. Children are engaged in the dialogues of the significant scenes in the cartoons. They imitate the characters and speak fluently as the characters do. That are the main reasons of choosing videos and cartoons carefully for the young generation.

What are the solutions problem?:

First of all, if we take the example of working with parents, one of private school of our city organizes each week English for parents, as well as Kazakh language courses for parents. It is necessary to use the Kazakh language in everyday life. For example, speak Kazakh in public places, ask for a menu in Kazakh in places of eating, change applications to Kazakh, search for information first in Kazakh, talk to the child in Kazakh, last but not least follow in social network to Kazakh speaking bloggers. Although all this seems very simple, it should be admitted that it is not so easy to get used to. It needs some period of time and desire to change the current situation. In other words, the use of the Kazakh language can be strengthened by setting specific requirements.

Using the right tools to communicate the right messages at the right time can salvage a crisis and motivate people to work towards success.

To sum up the relevance of the usage of the Kazakh language was proved and the result of the survey was analyzed. However, as the hypothesis was set in the beginning was not proved. Since the consequences of watching cartoons and videos in Russian must be the high usage of Russian in everyday life. According to the result of questionnaire it turned out that Kazakh speaking audience watch Russian media. It means that parents are not indifferent to the status of the native language.

References:

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