

important details. Firstly, brightly coloured pictures help to keep learners motivated by creating pleasant visual images and increasing interest in the story. Secondly, depicting the emotions of the characters also contributes to a positive perception of information. Thirdly, the pictures help students to understand the semantics of new words independently, developing their language guessing. Fourthly, learning grammatical constructions from a comic book text is not monotonous as in a regular text. Thus, learning grammatical constructions through comics is also easier. For example, multiple repetition of grammatical constructions to be going to or have got in a comic book text is not perceived as monotonously as in a text with one verbal modality [4, 62]. As a result, the use of comics contributes to a more successful learning of lexical and grammatical material, development of phonological and communicative skills (question-answer reactions, facial expressions, gestures).

Based on the above, we can conclude that modern pop culture can have an effective influence on the development of high school students' motivation to learn English, because such motivation has the most reliable stimulus - interest, as music, films, TV series, comics correspond to the hobbies of modern teenagers.

### **References:**

1. Yarullina R.G. The use of modern information and entertainment media space in the forming students' communicative skills. – Perm: HSE, 2013. – pp. 185-188.
2. Socio-cultural foreign language competencies of high school students [Electronic resource] – URL: <http://www.emissia.org/offline/2014/2194.htm>
3. Savichev S.S. Formation of students' communicative competence through mass culture: ... Candidate of Pedagogical Sciences. – N. Novgorod, 2010.
4. Isaev, N.Y. The influence of modern music on the development of the English language // Language and Culture, 2015. – No. 17. – pp. 60-64.
5. Mass culture [Electronic resource]. – URL: <http://www.grandars.ru/college/sociologiya/massovaya-kultura.html>.

## SOME ASPECTS OF MULTILINGUALISM

**Sarmanova Aruzhan Nurankyzy**  
Student of Aktobe regional university  
named after K.Zhubanov  
Faculty of Natural Sciences  
**Rakisheva Zhanagul**  
Lecturer at the Department of World Languages

Multilingualism refers to the ability of an individual or a community to communicate effectively in more than one language. In a globalized world where interactions between diverse cultures and countries are commonplace, multilingualism has become increasingly important. This article explores the benefits, challenges, and implications of multilingualism on individuals and societies.

### Benefits of Multilingualism:

1. **Cognitive Benefits**: Research suggests that multilingual individuals may have enhanced cognitive abilities, such as better problem-solving skills, multitasking abilities, and improved memory retention.
2. **Communication Skills**: Multilingual individuals have the advantage of being able to communicate with a wider range of people, which can improve interpersonal relationships and cultural understanding.
3. **Cultural Awareness**: Knowing multiple languages exposes individuals to different cultures, traditions, and perspectives, fostering cultural sensitivity and empathy.
4. **Professional Opportunities**: In today's globalized economy, multilingualism is a valuable skill that can enhance career prospects, open up international job opportunities, and increase earning potential.

### Challenges of Multilingualism:

1. **Language Proficiency**: Maintaining fluency in multiple languages requires consistent practice and exposure. It can be challenging to keep all languages at a high level, especially if not regularly used.
2. **Code-Switching**: Multilingual individuals may find themselves switching between languages within the same conversation or context, which can sometimes lead to confusion or misunderstandings.
3. **Cultural Identity**: Balancing multiple cultural identities and linguistic backgrounds can pose challenges in terms of identity formation and belonging.

4. **Language Dominance**: In multilingual settings, certain languages may dominate over others, leading to potential erosion of linguistic diversity and heritage languages.[2,1]

#### Implications for Society:

1. **Social Cohesion**: Multilingual societies often exhibit greater social cohesion and inclusivity, as language diversity can promote tolerance and understanding among different linguistic groups.
2. **Educational Systems**: Incorporating multilingual education into school curricula can benefit students by improving cognitive skills, academic performance, and overall linguistic competence.
3. **Policy Implications**: Governments and organizations can promote multilingualism through language policies that recognize and support linguistic diversity within their populations.
4. **Global Communication**: In an interconnected world, multilingualism facilitates diplomatic relations, international trade, and cross-cultural collaboration, fostering mutual understanding and cooperation.

In conclusion, multilingualism offers a wide range of benefits for individuals and societies, including cognitive advantages, improved communication skills, and cultural awareness. While it comes with challenges, the ability to speak multiple languages can enrich personal experiences, broaden horizons, and contribute to a more interconnected and inclusive world. Embracing and valuing linguistic diversity can lead to a more harmonious and understanding global community. Multilingualism in Kazakhstan is a fascinating and vital aspect of the country's cultural and linguistic landscape. Kazakhstan is a multiethnic and multicultural country located at the crossroads of Asia and Europe. The population of Kazakhstan is diverse, comprising various ethnic groups, each with its own languages and dialects. Here are some key points regarding multilingualism in Kazakhstan:

#### Language Policy:

1. **Official Languages**: The Constitution of Kazakhstan recognizes Kazakh as the state language and Russian as the language of interethnic communication. Both languages hold official status in the country.
2. **Language Rights**: The government of Kazakhstan promotes the preservation and development of all languages spoken within the country, ensuring the rights of linguistic minorities and indigenous peoples.
3. **Bilingual Education**: Kazakhstan's educational system emphasizes bilingual education, with schools offering instruction in both Kazakh and Russian to ensure

proficiency in both languages.[1]

#### Linguistic Diversity:

1. **Kazakh Language**: Kazakh is a Turkic language and the mother tongue of the majority of Kazakhstan's population. Efforts are made to promote and preserve the Kazakh language as a symbol of national identity.
2. **Russian Language**: Russian holds significant importance in Kazakhstan as a language of wider communication, especially in urban areas, business, and government administration.
3. **Other Languages**: Kazakhstan is home to numerous ethnic groups, each with its own languages and dialects, including languages such as Uzbek, Uighur, Tatar, and Ukrainian among others.

#### Cultural Implications:

1. **Cultural Exchange**: Multilingualism in Kazakhstan facilitates cultural exchange, understanding, and cooperation among different ethnic groups, fostering a sense of unity and diversity.
2. **Literature and Arts**: The multilingual nature of Kazakhstan contributes to a rich cultural heritage that is expressed through literature, music, dance, and art in various languages.

#### Economic Factors:

1. **Business and Trade**: Being proficient in multiple languages, particularly Kazakh and Russian, is beneficial for business and trade within Kazakhstan and with neighboring countries in the region.
2. **Tourism**: Multilingualism in Kazakhstan enhances the country's appeal to international tourists, as visitors can expect to encounter diverse languages and cultures during their travels.

#### Challenges:

1. **Language Maintenance**: Ensuring the vitality and preservation of all languages spoken in Kazakhstan presents challenges, particularly with regard to smaller indigenous languages.
2. **Language Dominance**: Balancing the status and use of Kazakh and Russian while respecting the rights of speakers of other languages is an ongoing issue in the country.

Overall, multilingualism in Kazakhstan reflects the country's rich cultural heritage and diversity. Efforts to promote linguistic diversity, preserve indigenous languages, and maintain proficiency in both Kazakh and Russian are essential for ensuring social cohesion, cultural richness, and effective communication in this

multicultural society. [3] Multilingualism plays a crucial role in today's interconnected and diverse world, offering numerous benefits on both individual and societal levels. Here are some reasons why multilingualism is important:

#### Cognitive Benefits:

1. **Enhanced Brain Function**: Research has shown that multilingual individuals often have better cognitive abilities, such as improved problem-solving skills, multitasking capabilities, and enhanced memory retention.
2. **Increased Mental Flexibility**: Multilingual individuals can switch between languages more easily, demonstrating a high degree of mental flexibility and adaptability in various situations.
3. **Delayed Cognitive Decline**: Being multilingual has been linked to a delayed onset of cognitive decline and a potential decrease in the risk of developing age-related neurological disorders.

#### Social and Cultural Benefits:

1. **Improved Communication**: Multilingualism enables individuals to communicate effectively with a diverse range of people, fostering cross-cultural understanding, empathy, and relationships.
2. **Cultural Appreciation**: Knowing multiple languages exposes individuals to different cultures, traditions, and perspectives, promoting cultural awareness, tolerance, and appreciation.
3. **Global Citizenship**: Multilingual individuals are better equipped to engage with the global community, navigate cross-cultural interactions, and contribute to a more inclusive and interconnected world.

#### Economic Advantages:

1. **Career Opportunities**: In a globalized economy, multilingualism is a valuable asset that can enhance career prospects, open up international job opportunities, and increase earning potential.
2. **Business and Trade**: Multilingual individuals can facilitate business transactions, negotiations, and collaborations across linguistic and cultural boundaries, contributing to economic success.

#### Educational Benefits:

1. **Academic Performance**: Multilingualism has been associated with improved academic performance, higher levels of literacy, and enhanced cognitive skills that can benefit individuals throughout their education.
2. **Cognitive Development**: Learning multiple languages from a young age can promote cognitive development, critical thinking skills, and creativity in children.

### Personal Growth:

1. **\*\*Identity and Self-Expression\*\***: Speaking multiple languages can shape individuals' identities, allowing them to express themselves in different linguistic contexts and connect with diverse communities.
2. **\*\*Lifelong Learning\*\***: Multilingualism encourages a lifelong commitment to learning, exploring new languages, and embracing diverse linguistic and cultural experiences.

In conclusion, multilingualism offers a wide range of advantages that extend beyond language proficiency, including cognitive enhancements, social and cultural enrichment, economic opportunities, educational benefits, and personal growth. Embracing and promoting multilingualism can lead to a more interconnected, tolerant, and prosperous society where individuals can thrive in a multicultural world. [4,8]

### References:

1. [1.study.com](http://1.study.com)
2. [2.wikipedia.org](http://2.wikipedia.org)
3. [3.thoughtco.com](http://3.thoughtco.com)
4. Cambridge English, The language company, Dr Lid King

## FOUNDATION OF A VALUE-BASED EDUCATIONAL SYSTEM OF FOREIGN LANGUAGE TEACHING

**Сейлхан Қ, Тасболат А, Ерланова Ж.**

[garakozseilkhan@icloud.com](mailto:garakozseilkhan@icloud.com)

[stonebehorse@gmail.com](mailto:stonebehorse@gmail.com)

[zhuldizayerlanova@mail.ru](mailto:zhuldizayerlanova@mail.ru)

**Ғылыми жетекші – аға оқытушы**

**Мурсалиева А.К.**

Қ.Жұбанов атындағы

Ақтөбе өңірлік университеті

Today, the most sacred task of a school and a teacher is the formation of a spiritually rich, comprehensively developed personality, a talented personality. It is known that spiritual wealth lies primarily at the heart of national customs, culture, art and the origin of each nation. Combining these national values with advanced