Eastern and Western Linguocultural Map: Similarities and Peculiarities (Based on Linguocultural Research)

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Abstract

Worldview, especially the cultural worldview, is one of the most important aspects in the sphere of intercultural communication. The given research is devoted to considering the linguocultural aspect of the cultural worldview of the East and the West and the creation of the linguocultural map of the two civilizations through the worldview of students. The worldview can be studied by comparing it with the culture of a foreign language. The study of the ways on which the concept of association is based is one of the most important aspects of comparing the cultural image of different languages. Due to the intensification of the East and West dialogue in the cultural worldview, the creation of a linguocultural map would give more opportunities to study the actual issues of intercultural communication. It is possible to identify cultural and cognitive stereotypes of young people of Kazakhstan, to learn more about worldview and culture, especially national values.

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1. Introduction

The worldview can be considered as a multi-layered educational space. It is not "merely a part of the spiritual activity of a person, but a complete image of the world" (Süner, 2019, p. 65). Süner (2019) believes that,

> The worldview is formed as a global image of the world during a person's interaction with the surrounding world. The relationship of human beings with the world and their experience is diverse. It may be a social interaction or human perception of the world in the process of work and in an emergency as well. (p. 71).

It means that a worldview is formed throughout the lifetime of a human being. From youth to old age, the individual aspires to recognize and understand the surrounding world, thereby accumulating a certain amount of knowledge.

Studying the worldview and cultural image of the world is a complex process. "It is a high level of complexity, such as gestalt" (Süner, 2019, p. 68). The worldview, including the issue of cultural worldview, is a topic of interest in the field of intercultural communication. It is obvious that the cultural worldview is manifested differently in every culture. "The worldview of any nation, the way it behaves, its characteristics are different, and language is not an exception as well" (Saibekova, 2020, p. 13). It proves the importance of considering issues from the field of cultural studies in close connection with language.

The interdependence of language and culture is very deep. It is obvious that the issue of the interdependence of language and culture is the main mechanism of intercultural communication. In the process of culturing, the nature of the various linguocultural codes is widely recognized. That is why a special consideration of the connection between today's cultures which is developing in political, economic, space, and social civilization is of great interest to linguists. Common issues of language, culture, and consciousness are considered in the works of Sorokin (2000) and Ufimtseva (2012), while intercultural communication and language issues are considered in the linguocultural works of Ter-Minasova (2008).

This research is a living genuine release of the linguistic and cultural practice experiment. Similarly, scientific and practical research can make a significant contribution to the recognition of such values as language and culture, language and ethics, language and history in the process of intercultural communication. The purpose of the article is to consider the linguocultural aspect of the cultural worldview of the East and the West and to create the linguocultural map of the two civilizations through the worldview of students.

2. Theoretical Framework

The first steps of studying the worldview appeared in the language theory of the ancient era. The term 'image of the world' was first introduced to science in the late nineteenth century. In the humanities, this concept is connected with the names of famous linguists Humboldt (1984), Potebnya (1976), and philosopher Jaspers (2000). The concept of worldview is studied in connection with the question of the interaction of such categories as language, consciousness, and truth. Humboldt (1984) devoted his work to the issue of the language and culture interaction. He stated that "language is closely intertwined with the spiritual development of mankind and accompanies it at every stage of its local progress or regression, reflecting every stage of culture in itself" (Tintemann, 2015, p. 77). This idea was extensively discussed in the works of neo-Humboldt's followers, founders of German ethnolinguistic school, Weisgerber, and American ethnolinguistic school Sapir (2002) and Whorf (1960). Based on the doctrine of the inner-language theory of the scientist, Weisgerber (2004) first examined the fact that the surrounding reality creates an image in the human language and considered language and eyes as the main sources of getting information for human beings. This opinion gets support in the "Theory of Linguistic Probability" of American ethnolinguists, Sapir and Whorf. They emphasize that the languages around the world differ from each other by the language worldview. That is, every person knows the environment around them through their language. In Baitursynov's "Til-qural" ("Language is a tool"), Humboldt's opinion is developed: "Every nation has its own way of life, its understanding of the surrounding world, and it directly affects its language"

(Baitursynuly, 1923, p. 28). The scientist emphasized that language preserves the heritage, cultural attitude, and history of the nation. That is, the concept of the environment is different in each language and describes the worldview differently.

Studies of anthropological linguistics mainly take into consideration the human factor (Bragina et al., 2020; Maslova, 2019; Pimenova, 2011; Tagirova, 2019; Vlasova, 2012). Thus, Bragina et al. (2020) agree that one of the subjects the linguists investigate is the interconnection between internal and external and between the meaning (the concept) and sound. And "in the era of the anthropocentric approach to language, the derived word has been analyzed as a source and carrier of linguistic and cultural information" (Bragina et al., 2020, p. 4). Maslova (2019) also believes that the idea of the anthropocentricity of language is generally accepted, explaining it by the fact that the idea of a person plays an important role in many linguistic phenomena and that a person explores the world through awareness of themselves and their activity. Pimenova (2011) investigated categories of language and culture and emphasized the fact that a person is forced to think in those categories that form the basis of their native language. Tagirova (2019) studied the overlap between culture and pragmatics and its impact on translating texts, especially culture-specific items. Vlasova (2012) recognized the existence of a collective picture of the world among representatives of the same culture. Thus, different groups express their activities in different ways due to historical, geographical, and cultural factors.

Modern linguistics discusses issues of language and culture, language and ethnos, language and politics, and language and cognition (Ademilokun, 2015; Kaidarov, 2004; Maslova, 2008; Ter-Minasova, 2008; Urakova, 2014). Maslova (2008) supported the position that the conceptual image of the world is formed in the language, and the person in this context is the bearer of the mentality and demonstrates this mentality through the language. Ter-Minasova (2008) studied the problems of language and cultural barriers. The scientist considered one of the urgent tasks of modern science to give an idea of the linguocultural view of a person and their perception of the world. Since culture is one of the most important factors influencing human behavior and communication, it is necessary to study in detail the connection between language, culture, and mentality. The scientist also took into account such a feature of language and culture as an ability to divide people and, at the same time, protect their identity. Ademilokun (2015) analyzed discursive strategies used in political campaigns where cultural, linguistic, and social factors turned out to play an important role.

3. Methodology

3.1. Participants

Two hundred students and undergraduates of translation studies and philology (the Kazakh language) aged 18-23 years participated in the survey.

3.2. Instruments

This article is based on the world's scientific and practical experience. Linguocultural experiment was conducted among the students during the development of a cultural map. Previously, the linguocultural map of Kazakhstan and the United States was developed, and the linguistic and cultural aspects were considered (Konyratbayeva & Sagadiyeva, 2017, 2018). The experiment took place at L.N. Gumilyov Eurasian National University, Faculty of Philology in 2011-2012, 2013-2014, and 2016-2017.

3.3. Procedure

During the development of the cultural map, linguocultural experiment on three subjects was conducted: 1) units associated with East and West cultural space firstly; 2) units describing behavior; 3) units describing appearance. An example of 5-10 words per subject was given and interpreted from the linguistic and cultural perspectives of the two cultural spaces.

Separate analyses aimed to describe the linguistic and cultural identity of East and West cultural spaces were conducted for each academic year. In the course of the experiment, the top-10 countries of the East and the West were selected (together with the students). Eastern culture was presented by Turkey, China, Japan, South Korea, Uzbekistan, and Western culture was presented by Germany, France, the Netherlands, Great Britain, and Italy.

4. Results and Discussion

4.1. Linguocultural Space of Eastern Culture

Let's estimate the linguocultural space of Eastern culture through the eyes of students. The linguocultural aspect of the proposed categories for Turkey is very similar during all stages (Table 1). For the Kazakh youth, such units about Turkish people as *sea* and *serial* have a dominant frequency. They are characterized as *hardworking, polite, hospitable,* and *decent*. Their appearance is described as *bearded, very beautiful,* and *brunet*. However, the frequency of some units is noticeably weaker. For example, in the initial stages of describing the behavior of the Turkish people, seven respondents used the word *temperamental*. In the 2013-2014 academic year, four respondents used it, and in the 2016-2017 academic year, only two respondents used this unit.

Table 1
Cultural Image of the Turkish World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space firstly	Sea (11 answers), Islam (9), mosque (8), Istanbul (5), the Ottoman Empire (5), textile (3), fraternal people (3), vacation (3), history (3)	serial (11), Istanbul (7), resort (5), sea (4), doner (4), Ankara (4), Islam (4), baklava (3), tea/coffee (2), cinema (2)	Istanbul (8), serial (6), baklava (6), Ankara (5), sea (5), tea/coffee (4), lira (4), doner (4) Turkish paste (4) Suleiman sultan (3)
Units describing behavior	hardworking (9), temperamental (7), notorious (9), oratorical (4), simple (3), traditionally strong (3)	polite (9), hospitable (6), self-respectful (5), temperamental (4), decent (4), nationalist (4), hardworking (3), regardful (2), soft (2)	decent (9), hospitable (6), self-respectful (6), hardworking (6), overproud (5), merciful (4), funny (3), deft (2), temperamental (2)
Units describing appearance	whiskered (9), beard (7), swarthy (7), tubby (6), big-eyed (3), extensive (3)	beautiful (8), brunet (6), bearded (5), big-eyed (5), black lashes (3), extensive (3), black-eyed (3), curly-haired (2), of average height (2)	beautiful (9), brunet (9), tall (8), bearded (5), of average height (5), black-browed (5), curly-haired (5), extensive (5)

For China, three phases of word units coincide (Table 2). The most common words that are typical for the whole period are *hardworking, small-sized/narrow eyes*. Units *the Chinese Wall* and *a lot of people* are in the next position. As it is reflected in the linguocultural cognitive experiment, the proportion of positive and negative attitudes of Kazakh youth towards the Chinese culture is quite similar. The positive words that are used to describe inner and external features are *hardworking, strong, talented, deft, well-mannered, clever, dumpy,* and *punctual*, and negative words are *fierce, rascal, sly,* and *grimy*.

Table 2
Cultural Image of the Chinese World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space firstly	trade (14 answers), Jackie Chan (8), Chinese Wall (8), Imperial palace (6), empire (6), gnat (5), dynasty (5), kung fu (3), cheap (3), green tea (2)	a lot of people (12), Bejing (12), inventor (9), hot spices (6), noodles (6), small living things (6), Chinese Wall (4), bazaar (4), equipment (4), useless things (3)	a lot of people (12), Bejing (12), silk (10), technology (10), Jackie Chan (6), Chinese Wall (6), economy (5), small living things (3), hot spices (3), competition (3)
Units describing behavior	hardworking (16), strong (10), purposeful (10), fierce (7), nationalist (6), selfish (3), seeker (3), patient (3)	hardworking (13), deft (10), fierce (7), well-mannered (7), quick (6), rascal (4), not oratorical (4), ready to help (4), not communicative (4), quick-tempered (2)	hardworking (12), clever (9), sly (5), patient (5), fierce (4), deft (3), quick (3), dishonest (3) ambitious (3), greedy of gain (3)

Units describing appearance	small-sized eyes (11), of average height (6), swarthy (6), brunet (4), dumpy (4), short (4)	narrow-eyed (12), short (9), grimy (4), not big (4), fast (3), thick-haired (3), punctual (3), of average height (2), dark-haired (2)	narrow-eyed (10), short (10), moon-faced (6), bull headed (4), brunet (3), dark-haired (3), glasses (3)

For Japan, such language units as *technology, hardworking, knowledge,* and *innovation* are used very often (Table 3). As it can be seen from the table, such units as *education* and *innovative* are mentioned very often at the first stage but are not used in the following years. Instead, *inventive, resourceful,* and *technology* units are used as alternatives. In general, Kazakh people have a positive attitude towards Japanese people and their culture. Some negative emotions (*greedy, ugly,* and *false*) are observed only when describing their inner/outer appearance.

Table 3
Cultural Image of the Japanese World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space firstly	Knowledge (13 answers), sakura (9), Hiroshima (6), respect (6), high-tech solutions (6), high building (5), anime (3), samurai (3), Sindze Abe (3), tsunami (3)	equipment (10), Tokyo (10), karate (9), car (7), robot (6), judo (6), Murakami (3), one nation (3), anime (3), Hiroshima Nagasaki (3)	robot (9), Tokyo (9), islands (7), sushi (6), anime (5), sakura (5), technology (5), tsunami (5), inventor (4), volcano (2)
Units describing behavior	innovative (14), thorough (14), hardworking (14), gentle (9), righteous (8), smart (8), polite (5), calm (3), careful (2), slow (2)	hardworking (11), smart (9), calm (5), resourceful (5), neutral (5), close to Europeans (5), aggressive (5), orderly (3), humble (3)	hardworking (10), calm (9), orderly (9), smart (9), polite (8), nationalist (5), venerating traditions (4), resourceful (4), greedy (2), proud (2)
Units describing appearance	handsome (11), kimono (11), ugly (8), false (6), harsh (6), middle height (6), black hair (6), specific (4), elegant (4)	not tall (9), narrow-eyed (8), of average height (5), fat (5), thin (3), long hair (3), beautiful (2), black hair (2)	narrow-eyed (9), fair-skinned (6), not tall (5), beautiful (4), black hair (4), fat (3), middle height (3), national costumes (3)

The comparison of the results of each year allowed us to recognize the language image of the Korean culture (Table 4). The most common word units are *serial, Seoul, technology, medicine, polite, humble,* and *elegant*. One of the peculiarities of the South Korean experiment is that it differs from other Eastern cultures since Kazakh youths have a very positive attitude towards the Korean culture.

Table 4
The Cultural Image of the South Korean World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space firstly	LG (18 answers), Samsung (16), medicine (16), film, serial (10), technology (10), Seoul (9), innovation (9), beauty (7), history (4), computer (4)	serial (11), Seoul (6), Samsung (3), clothes (3), car (3), cosmetics (3), ramen (2), developed culture (2), film (2), Busan (2)	serial (10), Seoul (9), kimchi (6), plastic surgery (6), film (6), bitter food (5), fan (3), sea food (3), high-tech (3)
Units describing behavior	honest (12), educated (11), polite, humble (8), patient (7), hardworking (5), smart (5), spoiled (3), shy (3), anxious (3)	polite, humble (18), calm (7), cheerful (6), expansive (6), good (4), honest (4), educated (4), smart (4), fast (3)	educated (13), polite, humble (15), moderate (9), ordinary (6), kind (6), hardworking (2), honest (2), emotional (2)

Units describing appearance	handsome, beautiful (12), average height (9), black hair (4), big eyes (3), brunet (3), dumpy (2), not tall (2)	stately (11), average height (8), narrow-eyed (6), stylish (6), not tall (9), fair-skinned (6), boys look like girls (4), pearly whites (3)	fair-skinned (8), beautiful, handsome (14), average height (7), look young (7), tall (4), narrow-eyed (4), clean skin (4), thin (4), glasses (3)

Uzbekistan had been chosen as a close cultural space. The results of the experiment (Table 5) show that Kazakh people's knowledge about the neighboring population is quite similar. Uzbek people, first and foremost, are related to material culture (*pilaf, chapan,* and *samsa*). The description of behavior is similar during all three periods. Respondents' critical attitude toward the outer world of Uzbeks (behavior) compared to other Eastern cultures is rather negative than positive. Positive units like *deft* and *hardworking* can be seen as well as negative ones (*dishonest, sly, toady, unashamed*, and *dodger*). In the context of identification of the appearance, along with the common signs, the appearance of binary units is more frequent. For instance, the following opposites can be noticed: *brown-skinned ↔ light-skinned, portly ↔ middle height ↔ not tall,* and *ugly↔ beautiful.*

Table 5
Cultural Image of Uzbekistan

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space firstly	chapan (11 answers), hot (9), pilaf (9), dance (4), Tashkent (4), samsa (4), duplicity (3), deft (3), Bukhara (3), Karimov (3)	pilaf (15), film (9), Tashkent (9), colorful (5), braided hair (5), dance (5), samsa (5), old buildings (3), patriots (3), neighboring country (3)	pilaf (11), Tashkent (10), grape (6), trade (6), dance (5), Samarkand (4), colorful chapan (4), Bukhara (3), overflowing people (3), guest worker (2)
Units describing behavior	merchant (12), a lot of secrets (10), lier (7), hardworking (7), deft (7), uzbek (4), oratorical (4), patient (4), cheerful (3), dishonest (2)	deft (16), quick-tempered (9), dodger (9), hardworking (9), dishonest (4), unashamed (4), toady (3), selfish (3), sympathetic (3), cheerful (2)	hardworking (8), toady, sly (6), toady (4), deft (3), double-faced (3), common (3), patent (3), economical (3), cheerful (3)
Units describing appearance	ugly (10), long-haired girls (9), cheerful (7), middle height (7), dark-haired (7), amusing (6), a nation that promotes national clothing (3)	brown-skinned (9), dark-haired (9), beautiful (5), middle height (4), look like Kazakh (3), big eyes, black (3), attached eyebrow (3), not tall (3), portly (3), bearded (2)	thick eyebrows (9), brown-skinned (9), dark-haired (9), middle height (6), big-eyed (6), a light-skinned (3), beautiful (3), not tall (3) look like Kazakh (3)

Thus, according to the results of the linguocultural experiment conducted in 2011 and 2017, the Oriental cultural and linguistic images are summarized in Table 6. In the course of the survey, the first five rows of keywords within the three major themes were compiled.

Table 6
Linguo-Cultural Indicator of Eastern Countries

Units	Turkey	China	Japan	South Korea	Uzbekistan
Units associated with East and West cultural space firstly	1. sea (22) 2. Stambul (20) 3. serial (17) 4. islam (13) 5. Ankara (9)	1. a lot of people (24) 2. Beijing (24) 3. Chinese Wall (18) 4. trade (14) 5. equipment, technology (14)	1. Tokyo (19) 2. robot (15) 3. sakura (14) 4. knowledge (13) 5. high-tech (11)	1. film, serial (39) 2. Seoul (24) 3. new technologies, innovation (22) 4. Samsung (19) 5. LG (18)	1. pilaff (35) 2. Tashkent (23) 3. chapan, colorful chapan (15) 4. dance (14) 5. hot (9)

Units describing behavior	1. hardworking (18) 2. temperamental (13) 3. humble (13) 4. hospitable (12) 5. proud (11)	1. hardworking (41) 2. deft (13) 3. demanding (13) 4. strict (11) 5. strong (10)	1. hardworking (35) 2. smart (26) 3. calm (17) 4. accurate, neat (16) 5. innovative (14)	1. polite, humble (41) 2. honest (18) 3. educated (17) 4. patient (14) 5. smart, educated (11)	1. deft (26) 2. harworking (24) 3. merchant (12) 4. dishonest, sly (12) 5. foxy (9)
Units describing appearance	1. brown-skinned (22) 2. very beautiful (17) 3. bearded (17) 4. portly (11) 5. whiskered (9)	1. narrow-eyed (32) 2. not tall, short (27) 3. brown-skinned (13) 4. small eyes (11) 5. middle height (8)	1. handsome, beautiful (17) 2. narrow-eyed (17) 3. short (14) 4. middle height (14) 5. dark-haired (12)	1. handsome (27) 2. middle height (24) 3. fair-skinned (14) 4. short (11) 5. beautiful (10)	1. dark-haired (25) 2. brown-skinned (18) 3. middle height (17) 4. ugly (10) 5. big eyes, black (9)

1. When speaking of Eastern culture, spiritual, geographical, and economic lexemes were active in the first place as associate units. In particular, the major centers of each state are at the forefront: *Istanbul* (20), *Ankara* (9), *Beijing* (24), *Tokyo* (19), *Seoul* (24), *Tashkent* (23), *new technology, innovation*, *knowledge, sea, a lot of people, film, serial*, etc. Only the linguocultural map of Uzbek culture is different. A lot of attention is paid to material culture that spiritual one: *pilaff* (35), *chapan, colorful chapan* (15), *dance* (14), and *hot* (9).

2. Units describing behavior: Generally speaking, the image of the Eastern world is described by the words *hardworking, polite,* and *deft*. In the next row, each culture opens its own character. For example, Turkish culture is *intense* and *hospitable*; Chinese culture is *demanding, harsh,* and *strong*; Japanese culture is *clever* and *calm*; Koreans are *loyal* and *educated,* and Uzbek culture is described by the unit *merchant*.

3. Units describing appearance: According to the students' opinions, the Orientals are *brown-skinned, narrow-eyed, handsome, beautiful,* and *middle-height*. Some oppositional units like *fair-skinned, portly*, *ugly,* and *big-eyed* can be noticed.

4.2. Linguistic and Cultural Space of Western Culture

We analyze the linguistic and cultural experience of Western culture through students' eyes. Among the units that are associated with German cultural space, common words can be seen in Table 7. The words *car, vehicle, Mercedes, fascism,* and *Hitler* are used very often. And the inner world of the Germans (behavior) is perceived by Kazakh youth in different aspects (Table 7). In the first stages of linguocultural experiment, lexemes *knowledge* (10) and *punctual* (10) were in the foreground, but in the following years, they cannot be observed. They were replaced by *precise* and *talented*. On the contrary, the rarity of the unit *nationalist* (4) increased in the last period (7). In addition, there is a number of negative opinions as well as negative views. The frequency of *strict* (6), *selfish* (4), *rough* (3), *rigidity* (9), *remote* (5), and *proud* (2) can be attributed to the fact that the consequences of the Second World War were in the minds of the Kazakh youth. *Blue eyes, yellow hair*, and *tall* are the main components of the German national culture.

Table 7
Cultural Image of the German World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West	Berlin (9), Mercedes (6), fascism (5), progress (5), discipline (4), knowledge	vehicle (9), quality (9), Hitler (7), Frankfurt (6), Berlin (6), Angela Merkel (6), beer (5),	Hitler (6), fascism (6), car (4), cleanliness (4), medicine (4), war (3),

cultural space firstly	(4), football (4), quality (4), time (3), car (3)	fascism (5), Second world war (4), accurate (4)	Berlin (3), beer (2), accurate (2)
Units describing behavior	educated (10), punctual (10), strict (6), arrogance (4), orderly (4), foreright (4), nationalist (4), enterprising (3), accurate (2)	hardworking (8), foreright (8), careful (7), accurate (7), enterprising (6), cleanliness (5), rude (3), unsociable (3), talented (2), pleasant (2)	strict (9), nationalist (7), hardworking (7), remote (5), serious (5), true honest (5), selfish person (2), proud (2), carefulness (2)
Units describing appearance	blue-eyed (6), blonde (6), rigid (3), tall (3), irritable (2), enigma (2), handsome (2)	tall (7), not handsome (4), blue-eyed (3), blonde (2), handsome (2), suit (2), shirt (2), straight nose (2)	blonde (8), tall (7), portly (5), blue-eyed (4), big-eyed (2), fair hair (2), straight nose (2)

Units associated with the culture of France *are The Eiffel Tower, croissant, romanticism, perfume*, etc. (Table 8). The recognition of the inner culture of the French is reflected in periodicity as well as in the answers of each year. Generally speaking, the cultural image (whether internal or external) of France is described by words *beauty, fashion, sensuality,* and *sincerity*. The results of the following years proved this fact: *romantic* (11), *kind* (8), *polite* (8), *emotional* (6), *stylish* (7), *sensitive* (2); *handsome* (17), *stylish* (4), *elegant* (8), *graceful* (14), *decent* (8), *make-up* (3), and *beautiful* (8). However, the Kazakh youth recognize the behavior of the French as *windy* (8), *hardworking* (7), *nationalist* (7), *sincere* (7), *selfish* (2), and *proud* (11).

Table 8
Cultural Image of the French World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space for the first time	Chanel (7), romanticism (6), croissant (6), perfume (5), The Eiffel Tower (5), culture (5), coffee (4), charm (4), beauty (4), Jeanne d'Arc (4)	Paris (9), The Eiffel Tower (7), croissant (7), perfume (6), romanticism (4), French (4), Notre Dame (3), beret (3), The Eiffel Tower (2), fondue (2)	The Eiffel Tower (8), perfume (6), Chanel (5), fashion (5), Paris (4), love (3), Louvre Museum (3), croissant (2), clothes (2), French (2)
Units describing behavior	romantic (11), windy (8), hardworking (7), nationalist (7), creative (4), righteous (4), selfish (2)	foreright (9), neat (8), proud (8), lordly (3), unpleasant (3), nationalist (2)	kind (8), polite (8), emotional (6), lordly (3), stylish (3), righteous (3), sensitive (2), openhearted (3)
Units describing appearance	handsome (9), stylish (4), elegant (4), thin waist (3), blonde (3)	stylish (9), compatible (8), handsome (8), elegant (4), dress (3), hat (3), make-up (3), beautiful (3), Afro-American (3), organized (2)	beautiful (5), stylish (5), fair-skinned (3), curly-haired (3), tall (2), straight nose (2), thin (2)

The Netherlands is a part of Western culture, and the first units associated with this country are *Amsterdam, rose, tulips,* and *cheese*. Nevertheless, the Dutch language and culture spaces are different each year (Table 9). For example, in the 2011-2012 academic year, the positive/negative values were described by units *culture* (4), *cigarette* (6), *democracy* (3), and *immorality* (3). In 2013-2014, instead of *democracy*, its equivalent is *freedom* was used six times. At the same time, positive/negative categories of *drug addiction* (4), *sea* (4), *bicycle* (4), *prostitutes* (2), and *souvenir* (2) were mentioned. And in 2016-2017, there are no critical points of view: *football* (2) and *nature* (2).

Table 9
Cultural Image of the Dutch World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and	rose (7), cigarette (6), culture (4), The Netherlands	tulips (6), freedom (6), cheese (5), drug addiction (4), sea	rose (5), Amsterdam (4), cheese (4), tulips

West cultural space for the first time	(4), Amsterdam (4), king (4), democracy (3), immorality (3)	(4), Amsterdam (4), bicycle (4), prostitutes (2), souvenir (2)	(4), Netherlands (2), football (2), nature (2)
Units describing behavior	communicative (9), democracy (9), free thinking (9), cultural (3), loving (3)	smiling (11), free (8), patent (8), pleasant (4), thoughtless (4), cheerful (3)	open character (8), kind (6), humble (6), life-loving (5), righteous (4), hardworking (3)
Units describing appearance	tall (11), handsome (11), friendly (6), modern (5), demanding (5), black (3), curly hair (3), extravagant (2)	free style (7), handsome (7), fair-skinned (5), ordinary (5), white shirt (2), blue skirt (2), tall (2), blue eyes (2), blonde (2)	tall (12), large body (12), blonde (10), beautiful (3)

The cultural image of the English world is diverse for Kazakh youth (Table 10). This fact is related to the profession of students (more than 90% of participants in the linguocultural experiment are students and undergraduates majoring in translation studies). *Big Ben* is common to all three stages. During the first period, this word was used by three respondents. During the second period, it was used by three respondents as well, but during the last period, it was used by eight respondents.

As we can mention from Table 10, the second and the third periods are very similar. In particular, *London* (12/9), red *bus* (10/2), and *rain* (6/3) are used in both periods. Speaking about the behavior of English people through the eyes of Kazakh youth, they are *polite*, *moderate*, *cool*, *punctual*, *selfish*, *thorough*, etc. According to their appearance, we can say that Kazakh youths see them as *tall* (14), *fair-skinned* (16), *middle heigh*t (7), *blue-eyed* (7), etc.

Table10
Cultural Image of the UK

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space for the first time	Diana (6), Prince William (5), Foggy Albion (4), Margaret Thatcher (3), Big Ben (3), British Humor (3), five-o'clock tea (3), island (2)	London (12), museum (10), red bus (10), Oxford (7), rain (6), monarchy (6), aristocracy (6), Big Ben (3), order (3), tea (3)	London (9), Big Ben (8), Royalty (4), Elizabeth (4), the English language (3), rain (3), knowledge (2), Harry Potter (2), Thames (2), red bus (2)
Units describing behavior	punctual (8), strict (5), polite (5), cool-headed (3), false smile (3), tradition loving (3), unsociable (2), conservatism (2)	tactful (8), polite (8), orderly (8), thorough (8), proud (2)	selfish (5), moderate (5), righteous (4), decent (3), cultural (3), hardworking (2), smart (2)
Units describing appearance	tall (8), fair-skinned (7), curly-haired (7), portly (6), handsome (6), wrinkled elderly people (2)	middle height (3), pink hair (3), blue eyes (3), Scottish Kilt (2)	fair-skinned (9), tall (6), middle height (4), blue eyes (4), blonde/brunet (4)

Italy is characterized by a special interpretation as a country that is recognized by its spiritual and material culture (Table 11). The most frequently used units are *pasta, pizza, Rome,* and *Colosseum*. They can be found in all stages of the experiment. The emphasis is on the fact that Italy is the homeland of pasta and pizza. Italy is also the place of *civilization, painting, sculpture,* and *fashion*. At the stage of the internal and external linguistic and cultural image, the individualized character is not recognized. In all stages, Italian people are characterized as *cheerful, temperamental, patent, bright, emotional, fashionable, handsome, slim, beautiful, thick hair, tall, fair-haired*, and in some cases *educated, free, hairy, big nose* (2011-2012), *quick-tempered, talkative, short, brown eyes* (2013-2014), *kind, and wide eyes* (2016-2017).

Table 11
Cultural Image of the Italian World

Units	2011-2012	2013-2014	2016-2017
Units associated with East and West cultural space for the first time	pasta (4), pizza (4), painting and sculpture (4), Colosseum (4), culture (4), civilization (4), design (3), renaissance (3), Rome (3)	Rome (10), Colosseum (9), pizza (9), pasta (9), olives (7), mafia (6), sombrero (6), tango (6), Andrea Bocelli (3), spaghetti (3)	Rome (8), pizza (8), Venice (6), pasta (6), Leonardo da Vinci (3), Milano (3), fashion (3), Colosseum (2), Vatican (2), Mona Lisa (2)
Units describing behavior	emotional (8), loving (6), patent (6), free (6), loud voice (3), bright (3), cheerful (3), educated (3), temperamental (2), freedom (2)	temperamental (7), cheerful (7), quick-tempered (5), patent (5), talkative (3)	emotional (9), bright (6), kind (6), cheerful (2), honest (2)
Units describing appearance	fashionable (7), slim (7), long-haired (5), tall (5), big nose (2), massive (2), hairy (2), fair-haired (2)	Beard and mustache (11), long thick braid (7), jewel (6), long dress (4), curly thick hair (4), bushy eyebrows (3), brown eyes (3), short (2)	middle height (8), fashionable (8), beautiful (8), tall (4), fair-haired (4), swarthy (2), wide eyes (2)

So, let's sum up the general conclusions of the linguocultural experiment conducted on Western countries throughout 2011-2012, 2013-2014, and 2016-2017. As in the Eastern culture, here are five of the most used words are offered (Table 12).

Table 12
Linguocultural Indicator of Western Countries

Frequency units	Germany	France	The Netherlands	Great Britain	Italy
Units associated with East and West cultural space for the first time	1. vehicle, car (22) 2. Berlin (18) 3. fascism (16) 4. Hitler (13) 5. quality (13)	1. The Eiffel Tower (20) 2. perfume (17) 3. croissant (15) 4. Paris (13) 5. Chanel (12)	1. rose (12) 2. Amsterdam (12) 3. tulip (10) 4. cheese (9) 5. The Netherlands (6)	1. London (21) 2. Big Ben (14) 3. red bus (12) 4. museum (10) 5. rain (9)	1. Rome (21) 2. pizza (21) 3. pasta (19) 4. Colosseum (15) 5. olives (7)
Units describing behavior	1. hardworking (15) 2. strict (15) 3. foreright (12) 4. nationalist (11) 5. punctual (10)	1. honest, foreright (16) 2. romantic (11) 3. selfish (11) 4. nationalist (9) 5. windy (8)	1. free thinking (17) 2. patent (16) 3. freedom loving (12) 4. merry fellow (11) 5. communicative (9)	1. polite (16) 2. punctual (8) 3. neat (8) 4. tactful (8) 5. orderly (8)	1. bright (20) 2. emotional (17) 3. cheerful (12) 4. temperamental (9) 5. loving (6)
Units describing appearance	1. tall (17) 2. blue-eyed (13) 3. fair-haired (10) 4. fair-faced (8) 5. massive (5)	1. beautiful, handsome (28) 2. fashionable (14) 3. elegant (8) 4. compatible (8) 5. thin-waisted (3)	1. tall (25) 2. handsome (18) 3. massive (12) 4. fair (10) 5. free style (7)	1. fair-faced (16) 2. tall (14) 3. middle height (7) 4. blue-eyed (7) 5. curly hair (7)	1. beautiful, handsome (15) 2. fashionable (15) 3. thick hair (12) 4. beard-mustache (11) 5. tall (9)

1. Units associated with East and West cultural space for the first time: The major cultural, economic and geopolitical centers of each culture are represented in the active role of the top five language units, in particular, *Berlin* (18), *Paris* (13), *Amsterdam* (12), *London* (21),

and *Rome* (21). The same is true in eastern culture. Of course, this has been explained by the fact that each state is recognized through its capital and its spiritual-cultural center. Secondly, this category includes the main components of the spiritual and material value of each cultural space: *vehicle, car* (22), *fascism* (16), *Hitler* (13) (Germany), *Eiffel Tower* (20), *perfume*, (17), *croissants* 15) (France), *roses* (12), *tulips* (10) *the Netherlands*, *Big Ben* (14), *red bus* (12) (Great Britain), *pizza* (21), and *paste* (19) (Italy) (Table 12).

2. Units describing behavior: There is a general similarity, commonality in interpreting the cultural image of the Western world. Particularly *truthful, honest, nationalist* (Germany and France), *punctual* (Germany and Great Britain), and patent (Holland and Italy). Nevertheless, in the discovery of the inner world, there is no identical character and behavior. On the contrary, Western culture has found a comprehensive picture through the eyes of Kazakh youth.

3. Units describing appearance: For Kazakh people, westerners are generally tall, have fair hair, fair skin, and blue eyes.

4.3. Linguocultural Map of East and West: Similarities and Peculiarities

Thus, consideration of the similarities and peculiarities of East and West space in the cultural image of the world promotes the recognition of the most important issues of intercultural communication. In the analysis of the essence of two macrocultures, on the basis of materials of linguo-cultural experience, the image of the East can be seen as follows: 1) *hardworking* (47%), 2) *handsome, slim, beautiful* (35%), 3) *middle height* (31%), 4) *narrow-eyed* (29%), 5) *polite, tactful* (29%), 6) *film, serial* (28%), 7) *swarthy* (26%), 8) *new technology, innovation* (23%), 9) *dark-haired* (12%), 10) and *a lot of people* (12%) (Figure 1). The cultural image of the Western world is characterized through the eyes of students: 1) *beautiful, elegant* (30%), 2) *tall* (25%), 3) *trendy dresses, fashionable* (19%), 4) *bright* (18%), 5) *honest* (18%), 6) *careful* (12%), 7) *free-thinking, free*, 8) *vehicle, car* (11%), 9) *proud* (11%), 10) and *hardworking* (10%).

Figure 1
Lingocultural Map of Eastern Countries

The cultural map of the Western countries is reflected in Figure 2. It can be said that the language of such units, like *beautiful* and *handsome,* is common for both macrocultures.

The *hardworking* category is the main backbone of the Eastern culture and in the Western cultural space; on the contrary, it takes the last position of the top ten.
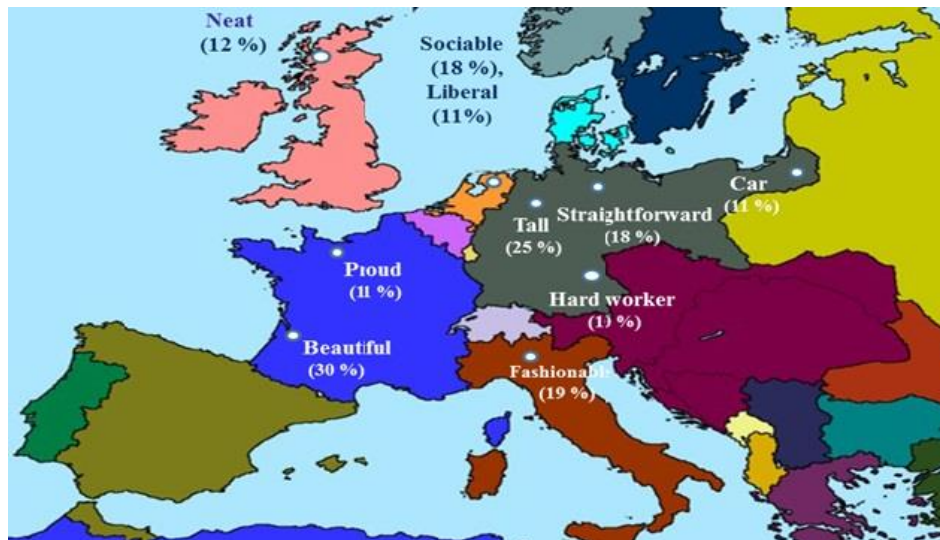
Figure 2
Lingocultural Map of Western Countries

Eventually, a developed map describes the distinctive feature of each country. It includes historical and geographical features as well as lifestyle, climate, nature, beliefs, social conditions, etc. Of course, the developed cultural map does not fully reflect the true, specific historical-geographical, political, and economic image of the East-West. This map is a linguistic and cultural image of the Kazakh youth that is formed through the press, media, online resources, TV/radio broadcasts, and books. In other words, it is the view of the East-West cultural image through the eyes of Kazakh students.

5. Concluding Remarks

It is possible to conclude that by studying the Eastern and the Western cultural image through the eyes of the students, the development of a cultural map of each type of language-culture is as follows:

− through the exploration of the cultural, historical, political, economic, and geographical perspectives of Eastern and Western countries, the background knowledge of young people is identified;
− by means of language trips to the East and West cultural spaces, it is possible to identify cultural-informative stereotypes of young people of Kazakhstan, to deepen the world outlook and culture, especially national values;
− the result of the creation of two maps of the given macrocultures cultivates a broader sense

of tolerance, extending background knowledge in youth orientation, geography, and cultural studies;
− it will cover issues of the East and West culture in the era of globalization, including the exchange, transformation, and replenishment of the civilization cycle;
− the creation of the East and West dialogue will help to prevent potential linguistic and cultural conflicts that arise during intercultural communication.

Having interviewed 200 students, the authors summarized their cultural worldview of the East and the West and created a linguocultural map of the two civilizations. It could be seen that the students often associate other cultures with capitals or famous places of the countries. Famous traditions and modern inventions were among the lexemes the students had mentioned, depending on the level of technological development of a particular country. The Eastern world is associated with hardworking and hospitality. Countries of the Western world were described differently, usually using stereotypical images of different cultures' behavior. Though, the majority of units described positive features. Most of the units describing the appearance of both Eastern and Western people had a positive connotation.

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