Delving into the Concepts of "Authority" and "Politics": An Associative Word Analysis in Kazakh, Russian, and English

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Abstract

The purpose of the article was to study and identify linguistic and cultural features of the concepts of "authority" and "politics" in the materials of Kazakh, Russian, and English. Based on the definitions of the term "concept" in linguistic studies, the semantic and structural description of the words "authority" and "politics" was given regarding the relationship between linguistic and conceptual images of the world. To identify the national features of these two concepts, a survey was conducted using the associative experimental method. The survey was attended by 1000 respondents who spoke Kazakh, English, and Russian. After analyzing the results, substantive features of these concepts in the consciousness of owners of these languages were described and distinguished. The scientific value of the research work was determined by complementing the conclusions of the work in the direction of linguoculturology, and its practical value was determined by providing specific materials for comparative analysis.

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1. Introduction

The concepts of "power" and "politics" play a great role in the linguistic consciousness of a person. The reason is that these concepts are reflected not only in political or ideological relations but also in personal domestic relations between people. In the relationship, it is observed that one of the communicants shows priority, and others adapt to it. The universal nature of these concepts in communication is typical for all nations. However, there are differences in their content according to the mentality of each nation. These differences can be determined by analyzing the concepts of "power" and "politics". This analysis shows the importance of studying these two concepts. In Kazakh linguistics, the representation of the concept of "power" in the Kazakh press, and in Russian linguistics, the concept of "power" is studied separately in the phraseological aspect and as a set of moral values. The peculiarity of our research is that we combine two concepts in our analysis. The selection of Kazakh, Russian, and English languages in order to recognize the content features of these concepts is related to the fact that English and Russian languages are widely used in international relations and the policy of trilingual education in Kazakhstan. Let's focus on the definition of the notion of a concept for a comparative analysis of these concepts.

"Concept" is one of the most widely used terms in recent years of research in linguistics with an anthropocentric orientation, which aims to know a person through language. The existing definitions of the term concept are various. Stepanov (1997) considers "concept" to be synonymous with the term "notion". A concept (notion) is a phenomenon of the same order as the meaning of the word, but it is considered to be in a slightly different system of relations: notion is the language system, and concept is the system of logical relations and forms studied both in linguistics and logic (Yarceva, 1990).

Concept from the point of view of cognitive linguistics is important because it is directly related to the specifics of the cognitive structures studied within the framework of this science. We are referring to individual concepts that make up the terminological base of the cognitive direction, which are "concept", "picture of the world", "frame", "proposition", etc. Each of these concepts already represents a certain model of structuring knowledge (Shokym et al., 2022).

Kholodnaya (1983) interprets concept as a cognitive mental structure and the features of the organization which provide the possibility of reflecting reality in the unity of various aspects. According to Pavlenis (1983), concepts are the meanings that make up the cognitively basic subsystems of opinion and knowledge. A concept is everything that we know about an object, to all the extent of this knowledge. This is knowledge about the signified in all its connections and relations (Teliya, 1981). The viewpoint of Arutyunova (1990) is close to understanding the concept of Teliya (1981). She explains concept from the perspective of practical (everyday) philosophy. A concept is the interaction of such factors as national tradition and folklore, religion and ideology, life experience and art samples, and feelings and value systems. Stepanov (1997) calls concept a bundle of ideas, concepts, knowledge, associations, and experiences that accompany the word. Together with Teliya (1981), he is inclined to believe that concepts are not only thoughts but also experiences. Concept is the main cell in the mental world of a person. Concept, having a three-component structure, assumes various degrees of realization of features (notions, images, and assessments) in different types of scientific, artistic, and everyday communication (discourses).

In Russian linguistics, Kasatkina (2012) explains the cognitive, phraseological semantic aspect of the concept "vlast'". Mikhailov (2010) explicates the modeling of the Russian language in the language picture of the world. Shabanova (2011), who studied the representation of the concept "vlast'", argues that in the Russian picture of the world, "vlast'" is represented as a combination of moral values. In the Kazakh language, the study of "bilik" as a concept is analyzed in the works of Dyusenbayeva (2017). The researcher reveals the representation of "bilik (authority)" in the Kazakh press and identifies the core and periphery in the structure of the concept (Dyusenbina, 2017). Sultangubiyeva et al. (2021) define concept according to the dictionary. Analysis of the dictionary reflection and the embodiment of the concept is

necessary since the system of definitions in dictionaries gives the researcher an opportunity to understand the cultural concepts, the path to the knowledge of the essence of popular consciousness, and the specifics of the picture world. Interpretation of vocabulary definitions allows the identification of a generalized prototype of concept, which creates a basis for further study of concept on the basis of other techniques (Sultangubiyeva et al., 2021).

We consider Stepanov's (1997) arguments about the structure of concept methodologically important. A concept, in his opinion, includes such components as 1) the main, relevant feature; 2) several additional, passive features that are no longer relevant; and 3) the internal form". The first component is significant and known to all speakers of a particular language and a particular culture. Verbally expressed, it is a means of communication between representatives of a certain ethnic community, nation, people, or nationality. In contrast, the second component is an additional, passive feature of the concept which does not reveal its relevance to the entire ethnic group. It is accessible to representatives of a certain social group for a specific microsocium. And finally, the third component of the concept is its etymological feature or internal form. Based on these conclusions, we aim to study and identify the linguistic and cultural features of the concepts of "authority" and "politics" based on the materials of the Kazakh, Russian, and English languages.

The scientific value of the research work is determined by complementing the results in the direction of linguoculturology, and its practical value is determined by providing specific materials for comparative analysis.

2. Theoretical Framework

2.1. Linguistic and Conceptual Picture of the World

Heidegger (1993) considers the picture of the world as an essential concept, which means a picture that depicts the world, and the world is understood as a picture. The main elements that make up the linguistic picture of the world are semantic fields, while the conceptual picture of the world consists of the level unit groups and superconceptions that represent constants of consciousness. The conceptual

picture of the world contains information in concepts, and the linguistic picture of the world is based on knowledge fixed in the meanings of words, sentences, and grammatical categories, differently structured within the boundaries of semantic and functional-semantic fields of a particular language. The linguistic picture of the world, consisting of semantic fields, is, to a certain extent, fragmentary and not always complete. It is more mobile than the cognitive picture of the world. Directly reflecting the constant change and restructuring taking place in the world around a person, the conceptual picture of the world is more stable and versatile. The linguistic picture of the world is characterized by problems, "gaps" caused by its fragmentary and incomplete systematicity. These gaps at the level of fields and words are clearly revealed when compared with another language.

But the mismatches between the language models (pictures) of the world within one linguistic community and between the language pictures of different languages are largely neutralized at the level of the conceptual picture of the world, which ensures mutual understanding. The conceptual picture of the world is characterized by greater orderliness, consistency, and scientific ideas, and the ideological moment plays a major role in it. It is ideology, understood in a broad sense as a way of ordering the observed relations of the external world that helps to establish a chain of hierarchical dependencies, that is, to determine what is subordinate to what between the elements and parts of the conceptual picture of the world (Trofimova, 2004).

The specificity of the linguistic picture of the world is its variability both in the set of cores and in the composition of fields, but at the same time, its well-known conditionality and dependence on the conceptual picture of the world make the ratio of these models belonging to different levels, similar to the ratio of the norm and the structure of language. There is no transitional boundary between the linguistic picture of the world and the conceptual picture of the world, as between the norm and the structure. Both models convey their way of existence of the lexical picture of the world (dictionary). In the consciousness of

the carrier, as such, they have potentiality and the property of unfolding in time. Both of them go back to the same sources, forming from the structure of the dictionary, the grammar which is associated with it and dissolved in it, and helping to establish a relationship between disparate elements and recreate a holistic picture of the world.

2.2. Structural and Semantic Characteristics of the Word "Politics" in Kazakh, Russian, and English

The Explanatory Dictionary of the Kazakh language (Zhanuzakov, 2008) gives the following description of the word *"politics":* activity, the direction of internal and external relations in the administration of the country, dedicated to the protection of certain interests.

In the Explanatory Dictionary of the Russian language by Ushakov (1939), seven meanings of the word "politics" are discussed: 1) the activities of state power in the field of governance and international relations; the activities of a particular social group, party, class determined by their goals and interests (peaceful, aggressive, external, internal, cultural, or financial); 2) the general nature, distinctive features of activity or behavior (of the state, a public group, or an individual) in a particular area (short-sighted policy, firm policy, or reasonable policy); 3) fig.cunning and tricks in dealing with people, a cunning, evasive way of acting (coll.) (For example, I see through your politics.); 4) events and issues of domestic and international public life (current politics, engage in politics, be out of politics); 5) revolutionary work, participation in the revolutionary movement (coll. bookish) (Jailed for politics); b) political knowledge, political subjects (new coll.) (He is strong in politics); 7) polite, courteous treatment (coll. bookish.). (Neither domestic nor foreign policy was not engaged in the backwoods and the word "politics" meant courteous treatment (Gorbunov).

Thus, in the Russian language's picture of the world, the word "politics" has many meanings. If it had one meaning in the source language, then in modern Russian, it has three meanings: the first two meanings are terminological, and the third is non-terminological, having a colloquial connotation. We can see from the following situation that the third and seventh

meanings of the word politics given in the explanatory dictionary of the Russian language are also used in English political relations. In the article of Surtikanti et al. (in press), two strategies were construed for clarifying the accusation. They discussed that the first is exposing personal involvement in dealing with the prominence of past policy. The results showed that candidates built on their defensive arguments by relying significantly on the second-person pronoun "we", which functions as source tagging and the subject of their propositions. They wanted to involve the role of their representatives and parties in promoting their strengths. Despite these criticisms, the politeness principle has been successfully used in myriads of natural languages. Yet, this theory could not be sufficient for our present study as a result of the neglect of the concept of impoliteness and confrontational discourse (Aremu, 2016).

We take into consideration the politics and economy for comparative analysis. In the article of Mardieva and Vladimirovna (2022), politics and economics are discussed: the founding father of Zimbabwe, Robert Mugabe, the founding father of Kazakh statehood Nursultan Nazarbayev, the founding father of Israel, the founding father of the Jewish state (David Ben-Gurion), the founding father of the Republic of Turkey Mustafa Kemal Ataturk, the founding father of the Republic of Singapore Lee Kuan Yew, the founding father of GFR Konrad Adenauer, the founding father of the party ["Union of Right Forces" - V. G.] Anatoly Chubais, and the rest. A lot of adulatory remarks about political leaders and political candidates feature in the discourse. This is so because the political rally environment is what a lot of heroes worship. Also, politicians consciously use such language to appeal to political leaders or political followers in order to brighten their political chances. In many instances, political leaders also use praise to endorse political candidates (Ademilokun, 2015). Such an approach of a political leader in supporting the candidacy of politicians shows the importance of influencing the empathy of voters. When discussing empathy which is an emotional representation, it is critical to underline what provokes emotion firsthand (Pishghadam et al., 2022).

We also noticed that people use some terms and words for the theme of politics. They especially use them on the Internet and social net. One of the most common genres of online communication, in the case of Kazakh and English language space, is to determine the values of the linguistic-personological parameters for personal (subjective) and textual (objective) generation of Kazakh and English political Internet comments (Yergaliyeva et al., 2022).

In modern Kazakh, Russian, and English newspapers and journalistic speech, the syntagmatic connections of the concept of politics are significantly expanded, explicating its semantic transformations. Thus, in combination with adjectives, the nuclear seme "political activity of state authorities" (in the first meaning) becomes peripheral, giving way to the seme "any activity in a particular sphere", for instance, in Russian: *alkogolnaya politika (alcohol policy), promyshlennaya politika (industrial policy), vnebuydzhetnaya politika (extra-budgetary policy), dividentnaya politika (dividend policy)*; in Kazakh: *aimaktyk sayasat (regional policy), syrtky sayasat (foreign policy), ishki Sayasat (domestic policy), kopdengeili sayasat (multi-level policy), aksha-nesie Sayasaty (monetary policy), budjet-salyk sayasaty (budget and tax policy)*; in English: *gender policy, personnel policy, macroeconomic policy, international policy.*

This compatibility focuses the reader's attention on the integrating function of politics in modern society. The trend toward targeting politics in modern conditions is also interesting. It is reflected in such combinations as *the politics of Baghdad, the Kremlin, reformers, Basilashvili, the politics of businessmen, Duma politics, etc.* The active use of the term politics in combination with expressive and evaluative adjectives is of particular interest: *rotten politics, cave politics, self-regarding politics, and hateful politics.* Combinations with an evaluative adjective often acquire a stable character, and the expressive-evaluative semantics of the definition is neutralized. This tendency to phraseologization indicates the emergence of a new compound term: *tough politics, global politics (activities aimed at world domination), and big politics (international activities).* The expansion of lexical connections of the term

politics also occurs due to the involvement of terms of other exact sciences: *the orbit of world politics, the zenith of world politics, and vectors of politics.*

The syntagmatic properties of the word politics in the meaning of "issues and events of public, state life" are presented in combinations with all parts of speech, but combinations with relative adjectives and toponymic semantics are especially frequent. Such lexical connections reflect topical events and problems of the all-Russian statehood. For example, *Chechen politics - issues and events related to Chechnya; Iraqi politics - issues relevant to events in modern Iraq, etc.* The syntagmatic connections of the term politics with verbs and nouns are not only expanding but also acquiring a stable, phraseothermiological character: *to understand politics, wage policy ("to revise the wage policy"), to build a policy (to make laws), people from politics (statesmen).*

The third meaning of the word politics ("the way of actions aimed at achieving something that determines relations with people"), the meaning of a colloquial nature, is reterminologized on newspaper pages, "reviving" and being fixed as a term in the following stable combinations: *the policy of dictate, rapprochement, accession, and non-alignment.* In combination with evaluative adjectives, it enhances its conversational status: *dashing politics, reckless politics, etc.* Thus, in the newspaper and journalistic discourse, one can see new semantic possibilities of the concept of politics, manifested in metaphorization (rotten politics), metonymization (politics in St. Petersburg: St. Petersburg politics has a female nature), and in expanding the lexical meaning ("any activity").

2.3. Structural and Semantic Characteristics of the Word "Authority" in Kazakh, Russian, and English

In English dictionaries, the characteristics given to the word "authority" are as follows: 1. power or right to give orders, make decisions and enforce obedience; 2. a person or organization having political or administrative power and control (Oxford Advanced Learner's Dictionary, 2004).

The attitude to authority is always important in any culture and indicates the point of view of cultural values. Signs of the relationship between power and culture are relevant in the language. The identification of these features, or traces of the concept of "authority" in the Kazakh, English, and Russian languages, represents the main aim of this research. As for the conceptual component of the concept "power", there is a certain speech fixation here, which implies an appeal to explanatory dictionaries to identify the conceptual volumes of the units: *"vlast'" "authority", and "bilik".*

The following meanings of "bilik (authoritative power)" are registered in the Explanatory Dictionary of the Kazakh language (Zhanuzakov, 2008): 1) management, governance, administration; 2) government, the governing body of the state; 3) career; 4) justice, determination of sages; 5) court verdict on a criminal case;6) decree, order; 7) will; 8) fate.

So, the word power in the Russian explanatory dictionary (Ushakov, 1939) is understood as 1) the right and opportunity to dispose of someone or something, to subordinate to one's will; 2) the right, power, and will, freedom of action and orders; leadership; management [1]; 3) the ability to have a decisive impact on the activities, behavior of people by any means - will, authority, law, violence. The concept of authority includes the following meanings: 1) the power to influence or command thought, opinion, or behavior; 2) the power or right to give orders, make decisions, and influence people; 3) the ability, power, or right to control and command, power to influence.

Another set of meanings under the concept of vlast' (authorities power): 1) persons vested with governmental, administrative powers; 2) superiors; *authority*: 1) a person or persons having powers of government; the people or organizations that are in charge of a particular country or area. Also, the word *vlast'* is understood as 1) political domination, public administration, and its bodies; 5]; *authority*: 1) an official organization or a government department that has the power to make decisions and has particular responsibilities; similar values (people and organization) in Oxford Advanced Learner's Dictionary (2004).

It is obvious that the concepts of "vlast'" and "authority" do not have significant differences at the conceptual level. However, at the lexical level, there has been a certain shift toward semantic discrepancies, explained by the large fractional nature of the integral meaning and its fixation on individual lexical units. The discrepancy of some shades of values can be observed when comparing synonymous series (it has an increasing character and is difficult to linear calculus), like, strength, might, militcia, power, and omnipotence (in Russian) and power, might, force (troops), strength, strong, weight, and punch (in English). Synonyms whose equivalent is not found in another language might include: *will, throne, crown, throne, power, dictatorship, autocracy, omnipotence, democracy - ascendancy (influence), influence, authorization (will), permission, esteem (respect), prestige, credit (praise, honor), charge (duty), jurisdiction (justice).*

In Kazakh, Russian, and English cultures, *authority* implies power, control, and rights. We are also interested in those words whose equivalent is not found in another language. In Russian synonyms, we found the words *top - dictatorship-autocracy*; there is no mention of justice or democracy. The result of an associative experiment was that 30% of the surveyed people associated injustice, corruption, deception, and evil with the word "vlast'" (Lyubimova & Kryachko, 2012). The Russian people perceive the government as an enemy, the creator of injustice and deception, and do not trust the authorities.

In English culture, the following words are given: esteem (respect), prestige, credit (praise, honor), charge (duty), jurisdiction (justice) and rule. English power carries not only rights and the ability to command but also duties.

Authority is symbolized in the linguistic consciousness of Kazakhs by the lexemes like state, president, throne, management, responsibility, leaders, parliament, deputy, money, prestige, difficulty, the compassion of the nation, honest service to the people, organization, solidarity, people, order, democracy, high senate, dignity, people's will, officials, order, service to the people, honesty, politics, leader, and service.

For the English people, *authority* is the bearer of justice and truth. You may also notice a number of synonyms in the Russian language denoting symbols of power. For the Russian people, the presence of symbols of power is mandatory and these symbols are considered as consciousness and its equivalents. It is interesting that the Russian people deify "*vlast'"* (authority), make it sacred, and, as a result, begin to fear it.

3. Methodology

3.1. Participants

A total of 1000 informants (400 Kazakh, 300 English, and 300 Russian speakers) were recruited. . The informants participating in the survey were required to be carriers of the languages being studied, as the main goal of this study was to achieve a result that characterizes the linguocultural features of the expression of the concepts of "authority" and "politics" in the national consciousness of representatives of the Kazakh, English and Russian languages.

Informants aged 17 to 79 (400 males and 600 females) responded to the associative experiment anonymously. Professions and specialties of informants were as follows: students (N = 478, 54.9%), teachers (N =121, 11.5%), civil servants (N = 77, 7.3%), workers (N = 115, 14.7%), doctors (N = 19, 1.8%), entrepreneurs (N = 16, 1.5%), remaining (i.e., sellers, military specialists, cooks, veterinarians, pharmacists, managers, seamstresses, designers, unemployed, librarians, engineers-technologists, N = 174, 8.3%). The 400 English-speaking participants aged 29-65, Kazakh-speaking participants aged 20-70, and Russian-speaking participants aged 20-55. Fourteen percent of the Kazakh-speaking informants, 27% of the English-speaking informants, and 11% of the Russian-speaking informants responded to the words "power" and "sayasat". Thirty-one percent of the respondents answered in Kazakh, 30% in English, and 39% in Russian.

3.2. Instruments

The associative experimental method was chosen for the concept analysis. The associative mechanism is one of the basic mechanisms of speech–thinking activity, acting both at the preverbal and verbal stages of speech programming. The main

characteristics of associations are qualitative (type) and quantitative (frequency): frequency associations (paradigmatic, syntagmatic, and thematic) consolidate speech and mental automatism, thereby simplifying the semantic programming of utterance (Dolinsky, 2012). It should be noted that association means a connection between certain subjects or phenomena based on our personal, subjective experience. This experience may coincide with the experience of the culture to which we belong, but it is also purely personal, rooted in the past experience of an individual (Dolinsky, 2012).

Therefore, we used this tool in the current study to describe the linguocultural features of the expression of the concepts in the national consciousness of representatives of the Kazakh, English, and Russian languages. In general, the associative experiment can be done in three different directions: free, directed, and sequential (Frumkina, 2001). In our survey, free, directed, and sequential forms of associative experimentation were used. The questions in the Kazakh language were of the following nature depending on the types of associative experiment:

1. Write associations x for the word "bilik (authority)" and "sayasat (politics)" (free).

2. Create a semantic group consisting of words synonymous with the words "bilik" and "sayasat" (directed).

3. For the words "bilik" and "sayasat" in the allotted time (1 min), write five words, phrases, sentences, and proverbs (sequential). In the first question of the associative experimental method, "bilik" and "sayasat" were taken as motivating words for which the verbal reaction of subjects was checked.

3.3. Procedure

3.3.1. Data Collection

The survey was conducted online among Kazakh, English, and Russian carriers in the format of a Google Table. The data corresponding to the survey result was automatically calculated in this format.

3.3.2. Data Analysis

The association experiment was carried out using a Google table. The respondent's

responses were automatically determined. We analyzed the result obtained in comparison. Common concepts for all three languages and specific concepts for each language were found. Then, the content and structure of the concepts of "authority" and "politics" established in the linguistic consciousness of each nation were determined.

4. Results

The answers chosen in Kazakh for the first question of the questionnaire were:

-"Bilik (authority)": *State, president, throne, management, responsibility, leaders, parliament, deputy, money, prestige, difficulty, compassion of the nation, honest service to people, organization, solidarity, people, order,* *democracy, Supreme Senate, worthy, people's desire, do what they say, officials, order, service to the people, honesty, politics, leader, person with responsibility, and service.*

-"Politics": *The name of politicians, Ak Orda, summit, Kassym-Jomart Kemeluly, people and government, Nation sympathizer, public event, state and people, relations with states, news, career, management of state affairs, conflict of interest, government, arbitrary actions against people, Cold War, Kazakh Khanate, system, activities of state power, work with the mind, message, diplomat of one state, state issue, and budget.*

As a result of the survey, the list of associative word-answers from informants in the Kazakh language is shown in Figure 1.
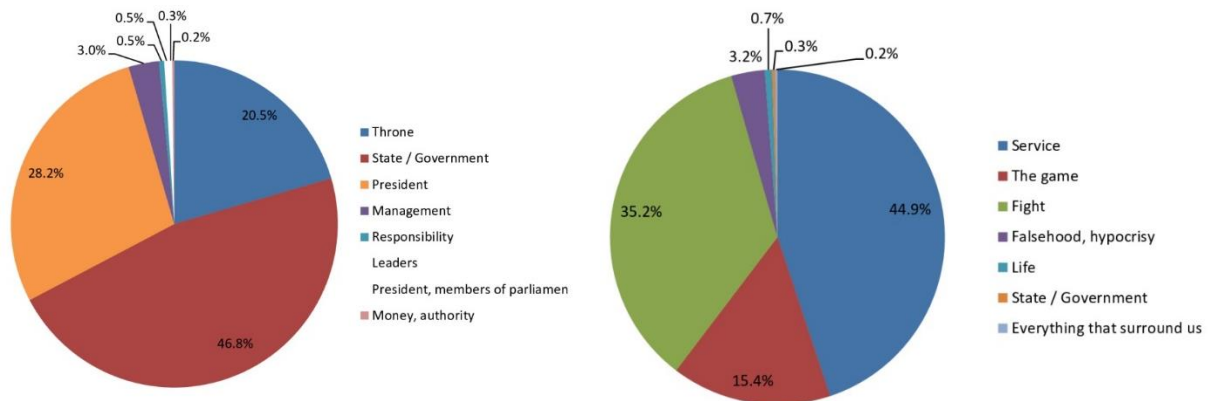

Figure 1
List of Associative Words-Answers in the Kazakh Language

And the reaction words received in English for this first question were: *Freedom, money, establish dominance, service, responsibility, throne/chair, state, the president, good reputation, respect, the desire to follow a person side by side, by the name of the book of Eckhart Tolle, by the name of politicians, the summit, war, sanctions, liberals, service, game, and control methods are taken.*

We summarized answers and separated them into groups as associative reaction words in English in Figure 2.

About ten reaction words of authority discourse were collected and given in Figure 2.

A free type of associative experiment was used, and to the first question posed, the carriers of the Russian language offered the following answers:

-"Vlast'" (authority): *State, throne, president, chief, manage, reins of government, responsibility, dictator, power, understanding of the repaired, rule the world, service to his people, a position that carries both responsibilities for others and many obligations, government, power, people, media, freedom, to think, to move, Nursultan Nazarbayev, the law, management of others, and relationship between people who can impose their opinion.*
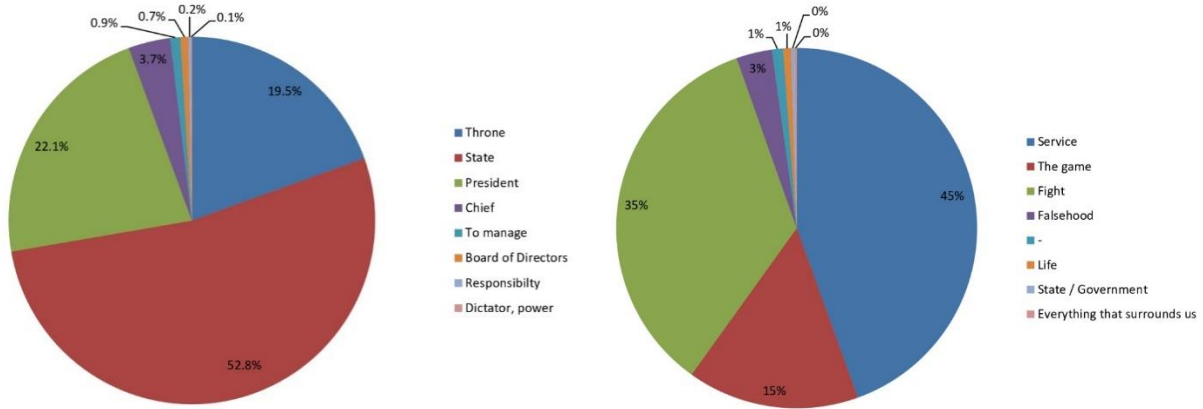
Figure 2
Associative Word in English-List of Answers

-"Politika (politics)": *Service, fight, game, lies, greed and hypocrisy, pretense, power struggle, corruption, oral relations between countries or in the country itself, everything that surrounds us, service, the necessary sphere for maintaining the integrity of the* state both internally and *from external factors, defending our interests, the struggle for money, life, you lie a lot, you do little, you get a lot, the state, tactics, and diplomacy.*

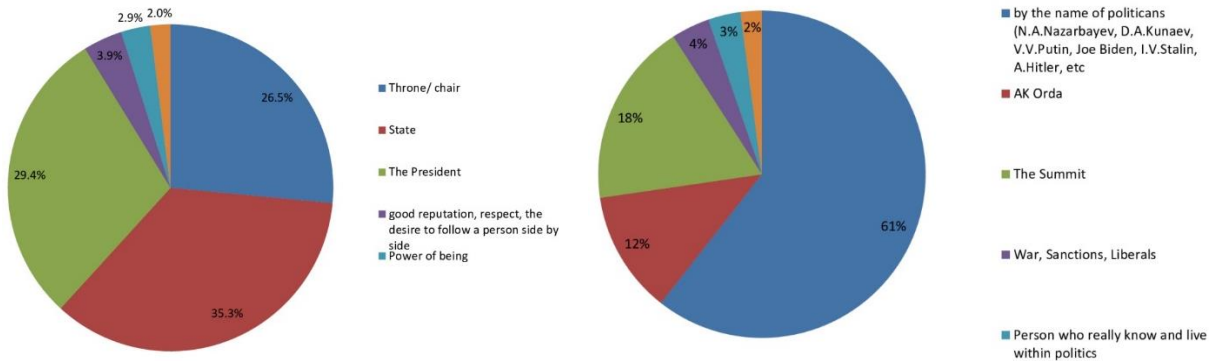The result of the survey in Russian is illustrated in Figure 3.

Figure 3
Associative Word in Russian-List of Answers

As depicted in Figure 3, 25 words in Russian are *state, president,* and *prestol*. In addition, three main facts are described, which we noticed in the association of the Russian language. And the rest of the associative word-answers are arranged in sequence according to the number of votes cast.

For the second question, informants were instructed to create a semantic group consisting of synonymous words related to the given motivations –"bilik" and "sayasat". Associate-synonyms include:

- "Bilik": *State, president, throne, management, responsibility, leaders, parliament, deputy, money, prestige, difficulty, organization, solidarity, people, democracy, truthfulness, politics, leader, and service.*

- "Sayasat": *Summit, power, news, career, government, system, message, state diplomat, power, and budget.*

Currently, the phrase *people's deputy* is used in media as an alternative to the word Deputat *(deputy)*. They call them deputies, which means to treat them like persons who share the interests of the country, and in people's

consciousness, it means to respect and trust in the rulers of the country. The answer to the choice of this phrase is due to the fact that he has a good knowledge of Kazakh history, customs, age, and social status. These stable phrases are units formed as a result of folk cognition, individualizing and transmitting the culture and history of the nation and ethnic identity.

Associate phrases include:

-"Bilik": *Sympathizer of the nation, to command, high senate, to be worthy, people's deputy, to do what they say, officials, to order someone, to serve the people.*

- "Sayasat": *Ak orda (the white horde), the name of politicians, the nation's sympathizer, people's deputy, relations with states, public events, management of State Affairs, conflict of interests, the Kazakh Khanate, mental work, state issue, and power activity.*

A series of synonyms given to the concepts "Bilik" and "Sayasat" in English:

Associate synonyms include:

- "Bilik": *Responsibility, capacity, money, love, freedom, independent, lie, force, strength, authority, woman, rule, king, respect, strong, people, country, citizens, and me.*

- "Sayasat": *Zelenskyi, fight, government, problems, campaigning, power, diplomatic, service, Lukashenko, money, selection, state, people, life, danger, domination, open, game, economy, and eloquence.*

Associate phrases include:

- "Bilik": Domination man, good reputation, state domination, and the desire to follow a person side by side.

-"Sayasat": Supreme power, affairs of state, defense of the motherland, good manager,

and global view.

A series of synonyms given in Russian:

Associate synonyms include:

- "Bilik": *State, throne, president, head, administration, responsibility, chief, manage, dictator, power, government, power, people, media, freedom, think, move, Nursultan Nazarbayev, and law.*

- "Politika": *Service, fight, game, lies, greed, hypocrisy, pretense, corruption, the state, tactics, diplomacy, and life.*

Associate phrases include:

- "Bilik": *Rules of law, trusteeship, the government of the world, service to your people, management of others, debt for money, debt for admission.*

Associate sentences include:

- "Politika": *A position that carries both responsibility for others and a lot of obligations, the relationship between people who can impose their opinions, this is an oral relationship between countries or in the country itself, the necessary sphere for maintaining the integrity of the state both internally and from external factors, defending their interests, you lie a lot, you do little, you get a lot.*

In the sequential associative experiment, a phrase and proverb were taken from respondents for the words "bilik" and "sayasat". Depending on the composition of the answers to the third question of the questionnaire, we divided them into three groups: Associate words, associate phrases and associate sentences or proverbs.

The results of the sequential associative experiment showed the following results (Table 1) in Kazakh, English, and Russian.

Table 1
Associative Structures

Answer type	Kazakh	English	Russian
Associate words	14%	27%	11%
	Alga! (Go ahead!) Kazakhstan Alash El (country)	the summit fight open "serious"	Globalizatcia (Globalization) Sila (power) Vlast' (authority/power)
Associate phrases	29%	33%	37%

	Zhosparda tur (in plan) Go ahead, Kazakhstan! We will do all! New Kazakhstan. Kyrgi kabak bolu (to be at enmity) Khalyk kalaulysy (supported by people) Kazakh Khanaty Ak orda (White house)	to win legislative power executive power come to power local authorities	Go ahead, Kazakhstan!, New Kazakhstan!, and Russian respondents wrote: For the dream of this country! For peace and safety!
	57%	40%	52%
Associate sentences or proverbs and sayings	We do what we can! Everything will be fine. We will restore everything. Everything is for people. We lend a helping hand, and we do not leave alone. Wait, everything will happen. The population comes first for us. Vote for me! The task is to serve the people. The goal is to improve the country and land. I will do my soul for the country. A country with unity overtakes, and a country without unity wears out. It's easy to be wise; it's hard to rule. Whoever owns the throne, the power belongs to him. Power, wealth, and wisdom depend on yourself. Be the house where the wise men come, even if you are not wise.	"In war, you can only be killed once, but in politics, many times." —Winston Churchill, Make the country great again, Politicians don't lie, they misspeak and they don't steal; they mispocket, I'm tired I'm gone, Reader, suppose you were an idiot. And suppose you were a member of Congress. But I repeat myself, I'll show you where Belarus was being attacked from, it is not always the same thing to be a good man and a good citizen. Aristotle Just because you do not take an interest in politics doesn't mean politics won't take an interest in you Politics for not everyone the summit An apple a day keeps a doctor away I am not interested in politics, that is why I don't know any proverbs	Comforting value structures: I am with the people It's easier to follow a herd than to drive a herd. When the power was done, they forgot to call us. Whoever has the money has the power. If you have power, be the sun for the people. You don't have to do politics; politika will take care of you anyway. Politika is not a science but an art. Where the power of the people is, there is victory and freedom. If the people are united, they will not win. Without a king, the people are an orphan. There is no money, but you hold on! There is Putin-there is Russia, no Putin – no Russia! Bad laws are the worst kind of tyranny! Peace! Labor! May!

In the Kazakh and Russian languages, the respondents gave common associative sentences, Kazakh slogans are written like: *Alga, Kazakhstan! (Go ahead Kazakhstan!), Zhana Kazakhstan! (New Kazakhstan!).* And Russian respondents wrote: *For the sake of future! for the dream of this country! for peace and safety!*

Russian-speaking participants aged 29-65 and Kazakh-speaking participants aged 20-70 were active. The 10 Russian participants aged 52-66 years wrote mottos like *Peace! Labour! May!* These are the bearers of the historical motto of the Soviet era. Also, in the sarcastic structure

in Russian: *There is no money, but you hold on!* (An extract from Dmitriy Medvedev's response to the complaint of pensioners in Crimea in 2016 about dissatisfaction with low pensions). Among people, this phrase was formed as a protest phrase. This respondent is a 66-year-old unemployed man. His reaction slogan is a product of his social status. *There is Putin-there is Russia, no Putin – no Russia! Bad laws are the worst kind of tyranny*!

Kazakh-speaking respondents have associative sentences, phrases, and proverbs that are persuasive and comforting, while Russian-speaking respondents have associative

sentences with critical, sarcastic content. This shows patience, gullibility, and tolerance in the national nature of Kazakh-speaking respondents and openness in the character of Russian-speaking respondents.

5. Discussion

Our purpose was to study the linguistic and cultural features of the concepts of "authority", and "politics" based on the materials of the Kazakh, Russian and English languages. To achieve the aim, a free, directed, and sequential associative experiment was carried out, the results of which were presented. In discussing the results, we relied on the model of the cultural dimension of the Dutch scientist Hofstede (2015). His model shows four parameters for describing interethnic differences:

1) power distance (from small to large);
2) collectivism and individualism;
3) femininity and masculinity;
4) avoidance of uncertainty (weak and strong).

Countries where people mostly agree that power should be distributed unevenly and relations in society are based on inequality belong to a culture with a long distance of power. In cultures with a small power distance, people strive for an even distribution of power.

When studying the linguistic and cultural features of the concepts of "authority/power", and "politics" based on the materials of the Kazakh, Russian, and English languages, the owners of the Kazakh and Russian languages move away from the culture with the big distance to the authority.

Words such as *throne, president, chief, to control, reins of government, dictator, power, understanding of the repaired, rule the world, power, managing others, the relationship between people who can impose their opinions, fight, game, lies, greed and hypocrisy, pretense, power struggle,* and *corruption* were the reaction words given by informants which can serve as evidence. And the reaction words given in the answers of English-speaking informants were *throne, president, chief, respect, love, authority,* and *manager,* which show a small distance to the authority.

Let's try to analyze some of the associate phrases. Associate phrases in the Kazakh language contain the phrase *Kyrgi kabak bolu*. In this phraseological unit, there exist words like the name of the bird *kyrgi,* which is a cold-blooded bird of prey in the Hawk family, and the words *kabak bolu,* which means frowning. In Kazakh people, the mood of a person is recognized by the eyelids and frowning. In linguistic usage, stable phrases are used to describe a person's mood, such as frown-no disappointment, frown closed, frown–angry, frown not opened, frown twitching, frown dislike, frown pulling, drooping eyelids disappointment, anxiety, and brow. Therefore, the combination of these words forms the phraseological unit- *Kyrgi kabak bolu,* which in general means *to give a cold or hostile stare*, shown by frows, to mean enmity. In the dictionary of phraseologies, it means to be in strained relations or a feud with somebody. But now, there is an equivalent to that phraseological unit like *to be cold;* this example is taken from the association of a 56-year-old female saleswoman. She used the association *Kyrgi kabak sogys*, which can be translated as *a cold war*. We believe that the basis for writing the associate phrase in the cold war depended on her national identity, age, and gender. A 66-year-old pensioner, who responded in Kazakh, wrote the phrase *khalyk kalaulysy (people's deputy),* which describes the national identity from an ethnocultural point of view. A people's deputy is a person chosen by the people. In Kazakh people, Khans and Biys ascended the throne by choice of people, created power, and made decisions. The Khan was put on white felt, honored as a country, and three times shouted "Khan!".

In Hofstede's (2015) concept, individualism characterizes a society in which the connection between individuals is insignificant. It is assumed that everyone takes care of himself and his family in the first place. Collectivism, in contrast, characterizes a society in which people grow from birth in strong, cohesive groups. These groups take care of and protect their members throughout their lives in exchange for unconditional loyalty.

Kazakh people have a household custom of *kalap alu* (wanting). The nephew has the right to take precious things of his uncle (on his mother's side) three times. The owner of the

house pays tribute to a visiting guest by saying, "*say what do you want*?". Relatives and close people do not give dogs to each other, saying that "we will be angry at each other like dogs".

In English, the concept of "authority" is associated with phrases like throne/chair, state, and president. Furthermore, we can see similar aspects in Kazakh and Russian expressions. According to the scientist Esengalieva (2019), who studied expression and translation of the concept of "power/authority" in the Kazakh and English languages. These two languages are not linguistically relative, and the conceptualization of the object world and its phenomena cannot be similar (Esengalieva, 2019). However, in our study, the common features of the three languages were recognized. For example, "power/authority" in English, first of all, is represented as an ability or opportunity; it is directly related to management and control in Kazakh and Russian. In Kazakh, it covers the concepts of career and life; in English, it is associated with the word love. This was caused by their recognition of power as an ability and the desire to do it with love. According to Zeyada (2020), who studied the concept of "vlast'" in the Kazakh and Turkish languages from the lingua-cultural viewpoint, concepts in folk culture, including proverbs, stable phrases, and folk songs, help to reveal the secrets of this country.

As a result of the survey, reaction words like *Ak Orda, people's deputy, cold war,* and *Kazakh Khanate*, were collected from the respondents of the Kazakh language, but they weren't found among the answers of the Russian and English respondents. These phrases were formed on the basis of the history of the Kazakh people, life experience, and national knowledge. In Russian, the respondents aged 24-29, who were housewives, nannies, and laborers, recognized "power/authority" as a responsibility, while the students aged 17-24 considered it as domination. Civil servants and entrepreneurs aged 23-27 connected "power/ authority" with money and activities. We believe that this was motivated by the age and social status of the respondents.

Respondents between the ages of 29 and 60 explained the word "authorities" as a responsibility. We believe that it is due to their

understanding of the act of power and its role in society, whose fulfillment is not also easy. In the Kazakh language, the answer is the word "bilik" (power/authority) which was the word *responsibility*, with the most associations. In the consciousness of the Kazakh people, "power/authority" was considered a matter of *justice* and *conscience*. The catchphrases of public figures who bear the responsibility of creating power reflect the obligation to power. A historical person who lived in the XII century, a famous wise man, orator Maiky Bii, whose proverbial expression was "*first control your horde, before you control your people*", shows that it is not easy to create a just power and recognize and conquer many people. It can be assumed that the Kazakh people's long-standing national consciousness contributed to the fact that the concept of "authority" was considered to be a big responsibility.

A percentage of 44.5 of the Russian-speaking respondents, including civil servants, directors, entrepreneurs, historians, engineers, pensioners, unemployed, and sellers aged 30-79) considered the word policy as the *names of politicians*. Thirty-four point seven percent, *comprising* entrepreneurs, civil servants, workers, doctors, unemployed, teachers, artists, and accountants, aged 26-55, mentioned the word *struggle*, while 15.35% of the respondents encompassing students and young professionals, marked the word as *a game*. The rest of the answers (5.4%) were like: *Lies, greed and hypocrisy, pretense, power struggle, corruption*, oral relations between countries or in the country itself, everything that surrounds us, service, if the people chose the policy, the necessary sphere for maintaining the integrity of the state both internally and from external factors, defending our interests, a person should be politically literate, fighting for money, life, lying a lot, doing little, getting a lot, the state, tactics, and diplomacy. These answers confirm the belonging of Kazakh and Russian-speaking society to masculinity. This is the reason why people in human society "live and work". People prefer to work in large organizations. Such quality is achieved at work in the form of the intensity of work for career growth, self-confidence, and ambition. Every person will be able to gain results and get a speedy recovery. From the internal debt, the leadership of people works in the conditions of a hard competitive environment.

In a feminine society, it is customary to "work to live". Modesty in self-esteem is encouraged. Bragging and bluster are not welcome. In feminine cultures, work should provide more opportunities for communication and mutual assistance. A good atmosphere in the team is important for effective work. A person is focused on harmonious family life and not on material success; that is, it is much more important to spend time with family than to stay late at work. In feminine countries, people prefer to work in small companies. The signal words made up 52% of synonyms in Kazakh, 15% of the synonyms in English, and 33% of the synonyms in Russian.

Based on the answers given in all three languages, we note that words- government/ state, throne, and responsibility have the highest frequency in the Kazakh and Russian languages. So, depending on the answers received, you can see the differences in the Kazakh, English, and Russian languages, which are far from related to the expression of the culture of each nation in the language, although associative word-answers in the Kazakh language and the associative word-answers in the English and Russian languages are similar to each other in general terms. According to the results of our survey, we concluded that linguocultural features of the concepts of sayasat and bilik are reflected in the minds of Kazakh-speaking respondents by the words –ak orda (white house), *halyk kakaulysy* (supported by people), *kyrgi kabak boly* (to be at enmity, to be on the opposite side), *kazakh khandygy* (Kazakh Khanate), and in the minds of Russian-speaking respondents with words such as *Tsar (Tsar), gosudar (Ruler), imperia (autocracy),* and *samoderzhavie (autocracy)*. In the minds of English-speaking respondents, it appeared in words like *love, good reputation, respect,* and *power*.

The aim of our study was to identify the linguocultural features of "authority", and "politics" in Kazakh, English, and Russian languages. As a result, it was concluded that although there is a universal semantic characteristic of these concepts, there is also a historical and cultural specificity inherent in each nation. So the study of associative signs of words allows for revealing the hidden meanings of concepts that are not mentioned directly in dictionaries. Each language includes the linguistic, cultural, and ethnic experience of the same people, which has developed over the years, and meanings of language units affect the worldview and behavior of people carrying a particular linguistic culture.

We can conclude that each people has their own culture and history, and principles formed in their relationship in society are reflected in their language. Analysis of the concepts of "authority" and "politics" shows the features of Kazakh, Russian, and English culture. The culture of Kazakh and Russian nations is characterized by a culture of long distance, like collectivism, while English society is characterized by a culture with a small distance, like individualism. These features also became the basis for their language and had more value than national characters.

A study that can be done to shed more light on the relationship between language and culture is cultuling. It is a blend of culture and language, implying that culture can be found in a language. Cultural genes (memes) can be discovered in a language and can be cured and improved if there is any problem with them. If we discover the cultulings, we can improve society by raising individuals` consciousness and changing the language (Pishghadam, 2013; Pishghadam et al., 2020). Moreover, since in this study, the emo-sensory of language was not taken into account, another study can be done to measure it as well (Adarbah & Goode, 2022; Akbari & Pishghadam, 2022; Pishghadam et al., 2022).

The notion of the concept forms the concept sphere of the nation and forms the basis of the linguistic picture of the world. Since the concepts of "authority" and "politics" are the universal concepts of the universal world, it is an urgent problem, and its in-depth study is one of the tasks to be performed in the future.

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