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Liberal Arts Digest is a peer-reviewed academic journal established in 2021 by the School of Liberal Arts at Maqsut Narikbayev University. The journal is designed to promote student engagement in scientific inquiry and research by providing an inclusive platform for both undergraduate and graduate students, as well as early-career researchers.

Dedicated to the fields of humanities and social sciences, Liberal Arts Digest publishes original research articles, critical reviews, and theoretical reflections. The journal welcomes contributions across a range of topics, including:

Philosophy and identity, History of Kazakhstan, Pedagogy and educational practices, Linguistics and language teaching methodologies, Translation studies, Tourism and cultural studies

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THE LINGUISTIC IDENTITY OF THE MODERN KAZAKHSTANI INTERPRETER: A COMPREHENSIVE ANALYSIS

Zhanara Tussupbekova, Adil Kaliyev

УДК: 81-25(574)

Аннотация

В данном исследовании рассматривается многогранная природа языковой личности в контексте современных казахстанских переводчиков. Утверждается, что успешный переводчик обладает уникальным сочетанием лингвистических знаний, культурной осведомленности, личных качеств и стремления к постоянному профессиональному развитию. Благодаря глубинным интервью с казахстанскими переводчиками в исследовании рассматриваются ключевые элементы, формирующие их языковую личность, включая многоязычную компетенцию, понимание культурных нюансов, коммуникативные навыки и способность к адаптации. Исследование подчеркивает проблемы, с которыми сталкиваются переводчики при навигации в сложных языковых и культурных контекстах в такой многоязычной среде, как Казахстан.

Исследование подчеркивает важность непрерывного обучения и профессионального развития устных переводчиков, чтобы оставаться в курсе развивающихся технологий и меняющихся требований глобальной коммуникации. Исследуется влияние культурных и языковых факторов на работу устного переводчика, показывается, как эти факторы влияют на выбор и точность перевода. В исследовании рассматриваются различные языковые особенности, включая идиоматические выражения, грамматические структуры и стилистические нюансы, которые способствуют формированию уникальной языковой личности казахстанских переводчиков.

В итоге исследования делается вывод о том, что языковая личность переводчика - это непрерывный процесс, формирующийся под воздействием динамичного взаимодействия факторов, влияющих на его уровень владения языком, коммуникативные навыки и профессиональный подход. В статье подчеркивается важнейшая роль устного переводчика как связующего звена между культурами и его ответственность за обеспечение точной и деликатной коммуникации в условиях все более взаимосвязанной и разнообразной глобальной среды.

Ключевые слова:

Переводчик, языковая личность, культурное сознание, многоязычие, профессионализм, синхронный перевод, казахстанские переводчики, глобальная среда.

Аңдатпа

Бұл зерттеуде қазіргі заманғы қазақстандық аудармашылардың тұрғысынан тілдік тұлғаның сан қырлы табиғаты қарастырылады. Табысты аудармашы лингвистикалық білімнің, мәдени хабардарлықтың, жеке қасиеттер мен тұрақты кәсіби дамуға деген ұмтылыстың бірегей үйлесіміне ие екендігі айтылған. Қазақстандық аудармашылармен жүргізілген терең сұхбаттардың арқасында зерттеуде көптілді құзырет, мәдени нюанстарды түсіну, коммуникативтік дағдылар мен бейімделу қабілеті сияқты олардың тілдік тұлғасын қалыптастыратын негізгі элементтер қарастырылған. Зерттеуде Қазақстан сияқты көптілді ортада күрделі тілдік және мәдени мәнмәтіндерде бағдарлауда аудармашылардың тап болатын проблемалары ерекше атап көрсетілген.

Зерттеу дамып жатқан технологиялар мен жаһандық коммуникацияның өзгеріп отыратын талаптарынан хабардар болу үшін ауызша аудармашыларды үздіксіз оқыту мен кәсіби дамытудың маңыздылығын айрықша атап өтеді. Ауызша аудармашының жұмысына мәдени және тілдік факторлардың әсері зерттеліп, олардың аудармадағы таңдау мен дәлдікке қалай әсер ететіні көрсетіледі. Зерттеуде идиоматикалық тіркестер, грамматикалық құрылымдар мен стильдік нюанстар сияқты қазақстандық аудармашылардың бірегей тілдік тұлғасының қалыптасуына ықпал ететін әртүрлі тілдік ерекшеліктер қарастырылады.

Зерттеу нәтижесінде аудармашының тілдік тұлғасы – бұл оның тілді меңгеру деңгейіне, коммуникативтік дағдылары мен кәсіби көзқарасына әсер ететін факторлардың динамикалық өзара іс-қимылының әсерінен қалыптасатын үздіксіз процесс деген қорытынды жасалады. Мақалада ауызша аудармашының мәдениеттер арасындағы байланыстырушы буын ретіндегі маңызды рөлі мен барған сайын өзара байланысты және алуан түрлі жаһандық ортада дәл әрі сыпайы коммуникацияны қамтамасыз етудегі жауапкершілігі атап көрсетілді.

Түйін сөздер:

Аудармашы, тілдік тұлға, мәдени сана, көптілділік, кәсіби шеберлік, ілеспе аударма, қазақстандық аудармашылар, жаһандық орта.

Abstract

This study examines the versatile nature of the linguistic personality in the context of modern Kazakh translators. It is argued that a successful translator has a unique combination of linguistic knowledge, cultural awareness, personal qualities and a desire for continuous professional development. Through in-depth interviews with Kazakhstani translators, the study examines the key elements that shape their linguistic personality, including multilingual competence, understanding of cultural nuances, communication skills and adaptability. The study highlights the challenges translators face when navigating complex linguistic and cultural contexts in a multilingual environment such as Kazakhstan.

The study highlights the importance of continuous training and professional development of interpreters in order to stay up to date with developing technologies and the changing demands of global communication. The influence of cultural and linguistic factors on the work of an interpreter is investigated, and it is shown how these factors affect the choice and accuracy of translation. The study examines various linguistic features, including idiomatic expressions, grammatical structures and stylistic nuances that contribute to the formation of a unique linguistic personality of Kazakhstani translators.

As a result of the study, it is concluded that the linguistic personality of a translator is a continuous process formed under the influence of a dynamic interaction of factors affecting his level of language proficiency, communication skills and professional approach. The article highlights the crucial role of the interpreter as a link between cultures and his responsibility to ensure accurate and delicate communication in an increasingly interconnected and diverse global environment.

Keywords:

Interpreter, linguistic identity, cultural awareness, multilingualism, professionalism, simultaneous interpretation, Kazakhstani interpreters, global environment.

INTRODUCTION

The role of interpreters in cross-cultural communication has become increasingly critical in today's globalized world. Interpreters serve as the bridge between cultures, ensuring the accurate transmission of meaning across language barriers. This paper examines the concept of «linguistic identity» within the context of professional interpreting, focusing on Kazakhstani interpreters. The research aims to identify the key linguistic, cultural, and personal qualities that contribute to the effectiveness of interpreters, highlighting their critical role in maintaining the integrity of communication in multilingual settings.

This study is particularly important in Kazakhstan, where interpreters face the challenge of navigating between multiple languages, including Kazakh, Russian, and English. In a country with a diverse population and extensive international relationships, interpreters must demonstrate not only linguistic expertise but also cultural sensitivity. This paper seeks to define the concept of an interpreter's linguistic identity, with an emphasis on the Kazakhstani context.

The concept of an interpreter's «linguistic identity» encompasses a broad set of skills and knowledge essential for effective interpretation. An interpreter's expertise in multiple languages directly influences their professionalism and the quality of their work. To excel, an interpreter must possess a deep understanding of the languages involved, including their structures and various speaking styles. This also entails a strong knowledge of cultural contexts to navigate the complexities of different language combinations and accurately convey specific concepts.

Proficiency in foreign languages is a critical component of an interpreter's linguistic identity, as language is their primary tool. Continuous professional development and training are crucial for career advancement and personal growth. Additionally, cultural awareness of the languages being interpreted is imperative.

Fluency and comprehension across multiple languages are integral to an interpreter's linguistic identity. The importance of understanding the various intricacies associated with different language combinations cannot be overstated. In summary, an interpreter's linguistic identity comprises a broad spectrum of abilities, including linguistic knowledge, multilingual fluency, and cultural insight. These elements collectively influence the interpreter's methodology.

The primary goal of an interpreter is to deliver precise and high-quality interpretations. Effective communication skills are essential, encompassing both the delivery and reception of information. Key skills include active listening, comprehension, and verbal communication, such as volume and tone. An interpreter must be attentive and capable of retaining information accurately. During oral translation, ensuring that the audience can clearly hear the interpretation is crucial; poor audibility can undermine the effectiveness of the translation.

Tone and vocal modulation are also significant. An interpreter must adeptly manage pitch and tone to avoid miscommunication. A misapplied tone can drastically alter the perceived message, which can have serious consequences, especially in high-stakes contexts such as diplomatic negotiations. Non-verbal communication, including the interpreter's confidence, is also vital. An interpreter who displays insecurity may be perceived as less competent. Therefore, a proficient interpreter must be culturally aware, adaptable, and capable of resolving challenges effectively. Understanding the nuances of the interpreted language and providing accurate oral translations are essential for success.

Proper grammar is fundamental for the accurate presentation of information, and this is especially crucial for interpreters.

Misuse of grammatical elements, such as prepositions or tenses, can lead to significant misunderstandings. For example, consider the following sentences:

1. Nursultan Nazarbayev has been leading Kazakhstan since 1991.
2. Nursultan Nazarbayev led Kazakhstan for 29 years.

The first sentence implies that Nazarbayev is still the president, while the second suggests that he has retired.

In addition to grammatical accuracy, interpreters must employ effective translation strategies. These strategies help interpreters manage various challenges, such as the speed of speech in simultaneous interpretation. Strategies like generalization or compression can be used to bridge gaps between the speaker and the interpreter, focusing on the main points while omitting less critical details. This allows the interpreter to maintain pace with the speaker.

An interpreter's linguistic identity combines their skills, knowledge, and experience in languages and linguistics. Mastery of both languages, along with rapid and accurate translation abilities, is essential. Simultaneous translation, in particular, demands the ability to swiftly switch between different speech styles and accurately interpret content for the target audience. Key factors include vocabulary, stylistics, phonetics, and grammar.

For both consecutive and simultaneous interpretation, cultural and traditional knowledge of the language communities is crucial for accurate meaning transmission. In consecutive interpretation, trained memory and precise delivery of translated content are vital. The interpreter's personal qualities, such as stress tolerance and effective communication skills, also impact translation outcomes. Teamwork is often required in simultaneous interpretation, making collaboration skills essential.

Interpreting involves more than merely transferring spoken or signed language; it also requires conveying the author's style and emotional tone. The interpreter must capture the essence of the author's style, intonation, and word choice to ensure an accurate and natural translation in the target language. This aspect of interpreting demands not only linguistic proficiency but also a profound understanding of cultural nuances. The interpreter's role is akin to that of an actor, embodying the author's voice to convey the intended message.

Each interpreter develops a unique style, influenced by their choice of words and constructions. However, maintaining the integrity and structure of the original speech is essential for clarity and effectiveness. Balancing fidelity to the original text with stylistic considerations and cultural requirements is crucial for successful interpretation.

Interpreters must have a deep understanding of both the source and target languages' language and culture to ensure clear and accurate communication. Inadequate language skills can lead to errors, misunderstandings, or loss of meaning. Proficient interpreters possess a rich vocabulary, strong grammatical skills, and an awareness of stylistic variations.

Comprehensive knowledge and versatility are required for interpreters to manage various topics, genres, language styles, and cultural nuances. Specialized knowledge, such as medical terminology for medical interpreters, is also necessary. Understanding cultural and contextual aspects is vital for preserving the original meaning and ensuring accurate interpretation.

The interpreter's personality, including openness to learning and adaptability, plays a significant role in their professional development. Continuous learning and skill enhancement are essential for success in the field.

The linguistic identity of interpreters has been the subject of numerous studies, highlighting the importance of language proficiency, cultural knowledge, and communication skills. Scholars have pointed out that an interpreter's linguistic identity is shaped by their ability to manage complex language combinations and cultural contexts. This literature review draws from 15 sources, providing a comprehensive analysis of the theoretical foundations underlying the linguistic identity of interpreters, with particular focus on multilingualism and cultural competence. These sources offer insights into the challenges faced by interpreters and underscore the necessity of continuous professional development in an evolving field.

Researchers such as Alekseeva (2010) and Ivanova (2015) define the main concepts of a translator's linguistic personality, analyze the methods of its research, and consider the influence of personality traits on translation decisions. The works of Holliday (2005) and Gile (2009) provide a theoretical foundation for studying the influence of the translator's culture and personality on the translation process. Smirnov (2018) and Petrova (2020) offer research findings that examine how translators' personal preferences and cultural attitudes influence the choice of stylistic and lexical means in fiction translation and the cognitive processes involved in translation. Baker (2011) and Koskinen (2015) demonstrate through practical examples how the translator's linguistic personality influences the choice of translation strategies and the translator's role as a mediator. Within the framework of cultural and sociolinguistic aspects, Kozlova (2017) analyzes the influence of cultural contexts on translation practice. Mikhailova (2019) investigates the influence of sociolinguistic contexts on the translator's work. Venuti (2012) examines the influence of sociolinguistic conditions on the translator's visibility in the text. Romanov (2021) examines the impact of globalization on the translator's linguistic personality. Sokolova (2022) analyzes new methodological approaches and the influence of modern technologies. Munday (2016) examines current theories and practices of translation in the context of contemporary changes. Gouadec (2018) analyzes the translator's professional identity and its impact on translation practice.

Therefore, the body of literature on translator linguistic identity encompasses a broad range of topics, from theoretical foundations to contemporary trends. These studies demonstrate the importance of considering a translator's linguistic personality, cultural background, and the wider sociolinguistic context to understand and improve translation practice.

METHODS

This study employs qualitative research methods, including in-depth interviews with practicing Kazakhstani interpreters specializing in simultaneous and consecutive interpretation. The interviews focus on key aspects of their linguistic identity, including their language skills, cultural awareness, and personal qualities. Data were collected through a series of structured interviews conducted in Astana, Kazakhstan. The selection of participants was based on their extensive experience in the field, and the interviews were designed to uncover insights into their professional practices and challenges. The research methodology also includes a thematic analysis of the interview data, highlighting common trends and themes related to the development of linguistic identity among interpreters.

To better understand the linguistic identity of Kazakhstani interpreters, we conducted a series of interviews with practicing simultaneous interpreters in Astana. As a result, we developed a profile of the typical Kazakhstani interpreter (AKI).

DISCUSSION AND OBSERVATION

The average Kazakhstani interpreter (AKI) specializes in both simultaneous and consecutive interpreting. Observations from their performance reveal several key aspects of their professional demeanor and skills:

1. Experience and Composure: AKI's extensive experience is evident in their calm and composed demeanor during interpretation. Their ability to maintain a steady presence under pressure reflects their proficiency and experience in the field.

2. Non-Verbal Communication: Effective non-verbal communication is crucial for interpreters. AKI demonstrates proficiency in this area through the use of open gestures and facial expressions, which convey confidence and clarity. AKI's clear intonation and steady pacing align well with the speaker, enhancing the overall quality of their interpretation.

3. Adaptability and Flexibility: AKI emphasizes the importance of adaptability, particularly the challenge of listening and translating simultaneously. They stress that interpreters must adjust in real-time to effectively convey the speaker's message.

4. Working in Pairs: AKI explains why interpreters often work in pairs, noting that simultaneous interpretation is highly demanding, consuming about 40% of the brain's energy. Working in pairs helps manage this cognitive load and prevents fatigue, allowing for sustained high-quality performance.

5. Professionalism and Health: AKI acknowledges the intense nature of the work and the necessity of balancing professional demands with health. Their approach to managing these demands highlights the importance of work-life balance in the profession.

It should also be noted that the linguistic personality of a Kazakhstani translator is a multifaceted set of professional and personal qualities that determine their ability to effectively translate in different cultural and linguistic contexts. It includes:

1. MULTILINGUAL COMPETENCE

Kazakhstani translators typically speak several languages, including Kazakh, Russian, and often a foreign language, most commonly English. This allows them to work with different language combinations and adapt the translation depending on the context.

2. IN-DEPTH CULTURAL KNOWLEDGE

Translators in Kazakhstan possess a high level of cultural awareness, which is especially important in a country with a multi-ethnic population and strong international ties. This enables the translator to consider cultural nuances during translation and accurately convey not only the text, but also its underlying meaning.

In the field of interpretation, errors and inaccuracies may arise due to various factors, including the speaker's pace, cultural differences, the complexity of syntactic constructions, and divergences in idiomatic expressions. The following examples illustrate some common translation inaccuracies from Russian to English:

1. IDIOMATIC EXPRESSIONS

Source text: «Он попал впросак.»

Inaccurate interpretation: «He got into a sack.»

Correct interpretation: «He got into trouble.»

Author's comment: The Russian idiom "впросак» translates to "got into trouble,» signifying a predicament. A literal translation, such as «He got into a sack,» is misleading as there is no equivalent English idiom.

Source text: A voice crying in the wilderness

Inaccurate interpretation: Голос плачущий в дикости

Correct interpretation: Глас вопиющего в пустыне

Author's comment: The English idiom translated to "глас вопиющего в пустыне," indicating those words, which means a person was not accepted or was telling an unpopular opinion on the situation. The word wilderness was translated as a "пустыня" or "desert," because the desert in Russian signifies disaster or despair. While the English word wilderness represents a cold, harsh climate. One thing must be attributed to the idioms, as they are the reflection of the culture, and unfamiliar expressions are the representation of them; every English learner must understand the fact that producing foreign idioms and then adapting them into the native language is hard (Argelia, 2017).

2. LEXICAL ERRORS

Source text: «Она вышла замуж за богатого человека.»

Inaccurate interpretation: «She came out to marry a rich man.»

Correct interpretation: «She married a rich man.»

Author's comment: In Russian, the verb "вышла» in this context means "married," not "came out," which leads to a misinterpretation in English.

Different lexical and morphological meanings

Source text: «Я чувствую себя убитым».

Inaccurate interpretation: "I feel like a corpse".

Correct interpretation: "I am devastated".

Author's comment: In Russian, the participle "убитый" in this context means the person is exhausted or very tired, not "dead", which shows similar words, just different lexical and morphological meaning. Sendich (1971) claims, mistranslated collocations are coming from the similar flaws and multiple meanings, that is why when coming to translation, the person must stay accurate when analyzing them.

3. CULTURAL DIFFERENCES AND CONNOTATIONS

Source text: «У нас собралась целая армия бюрократов.»

Inaccurate interpretation: «We gathered a whole army of bureaucrats.»

Correct interpretation: «We have a whole army of bureaucrats.»

Author's comment: The direct translation of "собралась» as «gathered» could imply a physical assembly of people, whereas the Russian expression is used figuratively to denote an accumulation.

Phraseological problems

Source text: A bird in the hand is worth two in the bush

Inaccurate interpretation: Птица в руке лучше, чем две в кустах.

Correct interpretation: Лучше синица в руке, чем журавль в небе

Author's comment: The problem is many idioms are used in the narrowed circle of people. For example, in the English language, there are a lot of phraseological units created by sailors. A bird was retrieved from the old English book of the 15th century, while the word "синица" is from the known French book in the Russian literature circles. Cultural connotations are determined by the values of a certain culture and particular nation expressing their precious differences (Marsheva, et.al, 2019).

4. USE OF TENSES

Source text: «Он уже давно работает на этом проекте.»

Inaccurate interpretation: «He already worked on this project for a long time.»

Correct interpretation: «He has been

working on this project for a long time.»

Author's comment: The Russian sentence implies an ongoing action that started in the past and continues to the present, necessitating the Present Perfect Continuous tense in English.

Inconsistencies in differentiating tenses

Source text: Я сейчас работал над приложением калькулятора для мобильных телефонов.

Inaccurate interpretation: I worked on this new calculator app for the mobile phones right now.

Correct interpretation: I have been working on this new calculator app for the mobile phones right now.

Author's comment: Common mistake made in translation is when an action happened in the past and expected to be already finished. Misunderstandings appear when a person might have a mistake in using tenses, giving a new meaning (Bukit, 2020).

5. COMPLEX SYNTACTIC STRUCTURES

Source text: «Когда он увидел результаты, он был шокирован и не знал, что делать дальше.»

Inaccurate interpretation: «When he saw the results, he was shocked and didn't know, what to do further.»

Correct interpretation: «When he saw the results, he was shocked and didn't know what to do next.»

Author's comment: In English, the phrase "what to do further" is not idiomatic; "what to do next" is more appropriate for conveying the intended meaning.

6. OMISSION OF IMPORTANT DETAILS

Source text: «Эта программа помогла многим людям.»

Inaccurate interpretation: «This program helped people.»

Correct interpretation: «This program helped many people.»

Author's comment: The omission of "many» alters the significance of the outcome, diminishing the impact of the program.

7. GRAMMATICAL INACCURACIES

Source text: «Он был одним из тех, кто смог завершить проект вовремя.»

Inaccurate interpretation: «He was one of those who was able to finish the project on time.»

Correct interpretation: «He was one of those who were able to finish the project on time.»

Author's comment: In English, the correct verb agreement following "one of those» requires the plural "were" instead of "was."

These examples underscore common pitfalls in simultaneous interpretation and highlight the necessity for a comprehensive understanding of not only vocabulary but also grammar, syntax, and cultural nuances in both languages.

In the course of the analysis, we identified frequent examples that illustrate the linguistic personality of the Kazakh translator. These examples reflect the influence of both Kazakh and Russian languages, as well as the specific challenges associated with translating into English:

1. INFLUENCE OF KAZAKH ON RUSSIAN TRANSLATION

Source text: «Бір күні ол ағаштың астында отырды.»

Target text: «Однажды он сидел под деревом.»

Issue observed: The Kazakh phrase «ағаштың астында» (under the tree) can be translated with excessive specificity or interpreted loosely, potentially resulting in vague or inaccurate descriptions.

Author's version: «Когда он пришёл в лес, он сидел под деревом.»

Academic translation into English: «One day, he was sitting under a tree.»

2. INFLUENCE OF RUSSIAN ON KAZAKH TRANSLATION

Source text: «Она сделала всё возможное, чтобы помочь.»

Target text: «Ол көмектесуге барынша күш салды.»

Issue observed: The term "барынша" (to the maximum extent) is used in Kazakh to emphasize effort, but it can be perceived as redundant or excessive in certain contexts.

Author's version: «Ол көмек көрсету үшін барынша күш салды.»

Academic translation into English: «She made every effort to help.»

3. LEXICAL ERRORS

Source text: «Мен бүгін жұмысты аяқтадым.»

Target text: «Я закончил работу сегодня.»

Issue observed: The term "жұмысты" (work) in Kazakh may necessitate contextual clarification, which in Russian could be interpreted as referring to a specific work process.

Author's version: «Сегодня я завершил все свои рабочие задачи.»

Academic translation into English: «Today, I completed all of my work tasks.»

4. SYNTACTIC FEATURES

Source text: «Ол мені таңқалдырды, мен ешқашан бұлай болатынын күтпедім.»

Target text: «Он меня удивил, я никогда не ожидал, что так будет.»

Issue observed: The syntactic structure of Kazakh sentences can lead to unnatural or complex constructions in Russian if the word order is not carefully considered.

Author's version: «Он меня удивил; я не ожидал, что так произойдет.»

Academic translation into English: «He surprised me; I did not expect it to happen this way».

5. CULTURAL DIFFERENCES

Source text: «Жаңа жылдық кеште мен көп адамдарды көрдім.»

Target text: «На новогоднем вечере я увидел много людей.»

Issue observed: The emphasis on the New Year's holiday in Kazakh may not always convey the expected festive atmosphere accurately in the Russian context.

Author's version: «На новогоднем празднике я встретил множество людей.»

Academic translation into English: «At the New Year's party, I saw many people.»

These examples illustrate how the linguistic personality of the Kazakh translator is manifested in translations, reflecting the influences of Kazakh and Russian languages, as well as the cultural and syntactic nuances involved in translating into English.

The linguistic identity of an interpreter can be reflected through specific lexical, grammatical, and stylistic features in their translations. The following examples illustrate how an interpreter's linguistic identity may manifest in translations from Russian to English and vice versa:

1. LEXICAL CHARACTERISTICS

Source text: «У него был хороший шанс, но он его упустил.»

Target text: «He had a good opportunity, but he missed it.»

Issue observed: Certain interpreters may employ a more colloquial or less formal style in their translations, reflecting their individual preferences or approach.

Author's version: «He had a great chance, but he blew it.»

Author's comment: The translator opts for the more informal expression «blew it» rather than the neutral «missed it,» which reflects a personal stylistic preference.

2. GRAMMATICAL CHARACTERISTICS

Source text: «Когда я был молодым, я часто ездил в деревню к бабушке.»

Target text: «When I was young, I often used to go to my grandmother's village.»

Issue observed: Some interpreters may choose more complex constructions to convey nuances of time and frequency, indicating a tendency towards greater detail orientation.

Author's version: «When I was young, I would often visit my grandmother's village.»

Author's comment: The use of «would often visit» to describe repetitive action reflects a detailed and nuanced approach to translation.

3. STYLISTIC CHARACTERISTICS

Source text: «Эта проблема требует тщательного рассмотрения.»

Target text: «This issue requires careful consideration.»

Issue observed: Some interpreters may prefer more formal or technical expressions, reflecting their professional style.

Author's version: «This problem needs to be looked at closely.»

Author's comment: The choice of the more colloquial expression «needs to be looked at closely» suggests a casual stylistic preference.

4. CULTURAL AND IDIOMATIC DIFFERENCES

Source text: «Он чувствует себя как рыба в воде.»

Target text: «He feels like a fish in water.»

Issue observed: Some interpreters may use literal translations that fail to convey the idiomatic meaning effectively.

Author's version: «He feels right at home.»

Author's comment: This translation adapts the idiomatic expression to ensure clarity for English-speaking readers, reflecting a consideration of cultural context.

5. CONTEXT-SENSITIVE INTERPRETATION

Source text: «Этот проект требует много времени и усилий.»

Target text: «This project requires a lot of time and effort.»

Issue observed: Some interpreters may adjust the translation based on the context in which the text will be used, demonstrating an adaptive approach.

Author's version: «This project demands a significant investment of time and effort.»

Author's comment: The use of «demands a significant investment» emphasizes the scope and importance of the effort involved, reflecting a thorough and emphasized approach.

These examples demonstrate how an interpreter's linguistic identity is manifested through their choices in vocabulary, grammatical structures, stylistic preferences, and the adaptation of cultural and idiomatic expressions.

RESULTS AND DISCUSSION

The findings from the interviews reveal several key elements that shape the linguistic identity of Kazakhstani interpreters. These include multilingual competence, cultural awareness, and adaptability. Kazakhstani interpreters are often fluent in Kazakh, Russian, and English, which allows them to work effectively across various linguistic contexts. Cultural knowledge also plays a vital role in ensuring accurate communication, as interpreters must navigate the nuances of different cultures while preserving the meaning of the source material.

The results of the interviews also highlight the importance of non-verbal communication, professionalism, and the ability to manage stress during high-pressure situations, such as diplomatic negotiations. Participants emphasized the need for continuous learning and professional development to stay updated with new trends and technologies in the field. The interpreters' adaptability, particularly in managing the challenges of simultaneous interpretation, was a recurring theme in the data.

CONCLUSION

The concept of an interpreter's linguistic identity is a sophisticated interplay of language skills, cultural awareness, ethical considerations, personal traits, and ongoing professional development. This multifaceted nature underscores the essential role interpreters play in facilitating cross-cultural communication.

Language proficiency is foundational, requiring not only fluency in multiple languages but also a nuanced understanding of idioms and subtle linguistic features. Cultural awareness complements this proficiency, emphasizing the interpreter's ability to navigate diverse cultures with sensitivity.

Ethical considerations introduce a layer of responsibility, requiring interpreters to uphold confidentiality, neutrality, and ethical standards, especially in challenging situations. Personal traits, such as empathy and stress management, further shape the interpreter's linguistic identity, influencing their performance and interactions.

Continuous professional development is crucial, as indicated by the literature. It enables interpreters to refine their skills and adapt to the evolving demands of their profession. Ongoing training, skill enhancement, and specialized knowledge acquisition are essential for meeting the challenges posed by technological advancements and the shifting global communication landscape.

In practical terms, recognizing and supporting the interpreter's linguistic identity is vital for stakeholders, including interpreters themselves, educators, and policymakers. It serves as a guide for effective communication across language barriers, fostering understanding and addressing potential challenges. As the field of interpretation evolves, deeper exploration of the interpreter's linguistic identity promises to reveal new dimensions, enhance professional practices, and advance cross-cultural communication in our increasingly interconnected world.

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ЭФФЕКТИВНОСТЬ ВИЗУАЛЬНОЙ АРТ-ТЕРАПИИ В РАБОТЕ С ПОСТТРАВМАТИЧЕСКИМ СТРЕССОВЫМ РАССТРОЙСТВОМ (ПТСР)

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Аннотация

Посттравматическое стрессовое расстройство (ПТСР) представляет собой сложное и многогранное психическое состояние, возникающее вследствие переживания экстремальных событий, нарушающих базовое чувство безопасности. Оно характеризуется такими симптомами, как флэшбеки, гипервозбуждение, избегающее поведение и эмоциональная дисрегуляция. Традиционные методы психотерапии, включая когнитивно-поведенческую и экспозиционную терапию, оказываются недостаточно эффективными для некоторых категорий пациентов ввиду их высокой эмоциональной и когнитивной сложности. Арт-терапия, напротив, предлагает универсальный и гибкий подход к работе с травмой, позволяя интегрировать когнитивные, эмоциональные и телесные аспекты переживаний.

Цель данной статьи заключается в сравнительном анализе трёх ключевых направлений арт-терапии: визуального искусства, музыкальной терапии и письменных практик. В ходе исследования установлено, что визуальная арт-терапия обладает наибольшим терапевтическим потенциалом благодаря ее способности предоставлять безопасное пространство для выражения и переработки травматического опыта. Нейрофизиологические данные подтверждают, что использование визуальных символов активирует префронтальную кору головного мозга и способствует снижению гиперактивности миндалевидного тела. В статье обсуждаются преимущества и ограничения каждого подхода.

Аңдатпа

Посттравматикалық стресс бұзылысы (ПТСР) – бұл қауіпсіздік сезімін бұзатын экстремалды оқиғаларды бастан кешіру нәтижесінде пайда болатын күрделі және көпқырлы психикалық күйзеліс. Ол флэшбэк, гиперқозу, қашықтыщ мінез-құлқы және эмоционалдық дисрегуляция сияқты белгілермен сипатталады. Дәстүрлі психотерапиялық әдістер, соның ішінде когнитивті-мінез-құлықтық терапия (КМТ) және экспозициялық терапия, кейбір науқастардың жоғары эмоционалдық және когнитивтік қиындықтарына байланысты жеткіліксіз тиімді болып келеді. Ал арт-терапия, керісінше, когнитивтік, эмоционалдық және денелік аспектілерді біріктіруге мүмкіндік беретін әмбебап әрі икемді тәсілді ұсынады.

Бұл мақалада арт-терапияның үш негізгі бағыттарын: көркемсурет, музыкалық терапия және жазбаша практикаларды салыстырмалы талдау мақсаты көзделген. Зерттеу барысында көркемсуреттік арт-терапия травматикалық тәжірибені көрсету мен өңдеуге арналған қауіпсіз кеңістік ұсына отырып, ең жоғары терапиялық әлеуетке ие екендігі анықталды. Нейрофизиологиялық деректер визуалдық символдарды қолдану префронталды қыртысты белсендіретінін және амигдала гиперактивтілігін төмендетуге ықпал ететінін растайды. Мақалада әрбір тәсілдің артықшылықтары мен шектеулері талқыланады.

Abstract

Post-Traumatic Stress Disorder (PTSD) is a complex and multifaceted mental condition arising from the experience of extreme events that disrupt the fundamental sense of safety. It is characterized by symptoms such as flashbacks, hyperarousal, avoidance behavior, and emotional dysregulation. Traditional psychotherapeutic methods, including cognitive-behavioral therapy (CBT) and exposure therapy, often prove insufficiently effective for certain categories of patients due to the high emotional and cognitive challenges they pose. In contrast, art therapy offers a universal and flexible approach to trauma work, enabling the integration of cognitive, emotional, and somatic aspects of experiences.

The aim of this article is to conduct a comparative analysis of three key art therapy modalities: visual arts, music therapy, and written practices. The findings indicate that visual art therapy demonstrates the highest therapeutic potential due to its ability to provide a safe space for the expression and processing of traumatic experiences. Neurophysiological data confirm that the use of visual symbols activates the prefrontal cortex and contributes to the reduction of amygdala hyperactivity. The article discusses the advantages and limitations of each approach.

Ключевые слова: арт-терапия, ПТСР, визуальная арт-терапия, посттравматическое стрессовое расстройство, психотерапия, музыкальная терапия, письменная практика

ВВЕДЕНИЕ

Посттравматическое стрессовое расстройство (ПТСР) представляет собой психическое состояние, возникающее вследствие переживания травматических событий, нарушающих чувство безопасности и психологическую устойчивость человека. ПТСР сопровождается такими симптомами, как флэшбеки, избегающее поведение, гиперактивность и эмоциональная дисрегуляция, которые существенно ограничивают повседневную жизнь и социальное функционирование (Boelen, 2020). Расстройство часто ассоциируется с депрессивными состояниями, тревожностью и нарушением межличностных отношений, что требует комплексного и индивидуального подхода к его лечению.

Традиционные методы терапии, такие как когнитивно-поведенческая терапия (КПТ) и экспозиционная терапия, признаны эффективными, однако их использование ограничено для пациентов с тяжёлой травматизацией, выраженной диссоциацией или низкой готовностью к вербализации травматического опыта (Wild, 2021). В этом контексте арт-терапия, предлагающая невербальные способы работы с травмой, становится всё более востребованной. Её гибкость и способность интегрировать когнитивные, эмоциональные и телесные аспекты делают её перспективным инструментом в терапии ПТСР (Rubin, 2016).

Данная статья направлена на изучение трёх ключевых направлений арт-терапии — визуальной, музыкальной и письменной. Основное внимание уделяется визуальной арт-терапии как наиболее эффективному подходу благодаря ее способности предоставлять безопасное пространство для работы с травмой и способствовать восстановлению психологического равновесия. На основе сравнительного анализа выделяются ключевые преимущества и ограничения каждого метода, а также рассматриваются возможности их клинического применения.

Визуальная арт-терапия: терапевтические возможности и преимущества

Визуальная арт-терапия представляет собой метод психотерапевтической работы, основанный на использовании изобразительного искусства для осмысления и переработки травматического опыта. Этот подход сочетает в себе как символическую экспрессию, так и возможность когнитивной интеграции, что делает его особенно эффективным в лечении посттравматического стрессового расстройства (ПТСР). Работа с травмой через визуальные образы позволяет обойти когнитивные барьеры, которые часто сопровождают процесс вербализации, и создаёт безопасное пространство для проработки тяжёлых переживаний.

ЛИТЕРАТУРНЫЙ ОБЗОР

В данном обзоре представлены ключевые исследования, раскрывающие теоретические и эмпирические аспекты применения арт-терапевтических подходов в лечении посттравматического стрессового расстройства (ПТСР). Обзор фокусируется на современных концепциях, связанных с нейропсихологическими, когнитивными и эмоциональными механизмами работы арт-терапии, а также на ограничениях и перспективах применения различных методов.

1. ПОСТТРАВМАТИЧЕСКОЕ СТРЕССОВОЕ РАССТРОЙСТВО: ОСНОВНЫЕ ВЫЗОВЫ ТЕРАПИИ

ПТСР представляет собой сложное и многогранное психическое расстройство, возникающее вследствие переживания экстремальных событий. Как подчеркивает Boelen (2020), ключевые симптомы ПТСР включают флэшбеки, гиперактивность, избегающее поведение и эмоциональную дисрегуляцию, что значительно снижает качество жизни пациентов.

Исследования указывают на ограниченность традиционных терапевтических подходов, таких как когнитивно-поведенческая терапия (КПТ) и экспозиционная терапия. Wild (2021) отмечает, что вербально-ориентированные методы часто оказываются неэффективными для пациентов с выраженной травматизацией, поскольку они требуют высокого уровня когнитивной готовности и способности к осознанной работе с травматическим материалом. Это подчеркивает необходимость в гибких и адаптивных методах, таких как арт-терапия, которые могут интегрировать невербальные механизмы работы с травмой.

2. АРТ-ТЕРАПИЯ: КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ И МЕХАНИЗМЫ ДЕЙСТВИЯ

Арт-терапия как подход основывается на предположении, что творческий процесс способствует интеграции когнитивных, эмоциональных и телесных аспектов переживаний. Rubin (2016) подчеркивает универсальность арт-терапии, указывая на её гибкость в работе с пациентами, испытывающими трудности в вербализации. Это делает метод особенно полезным в терапии ПТСР, где травматические воспоминания часто блокируются на уровне сознания.

С точки зрения нейропсихологии, Malhotra (2021) выделяет ключевые механизмы арт-терапии, такие как активация префронтальной коры и снижение гиперактивности миндалевидного тела. Эти процессы способствуют эмоциональной регуляции и восстановлению когнитивного баланса, что делает арт-терапию не только эффективным, но и безопасным методом.

3. ВИЗУАЛЬНАЯ АРТ-ТЕРАПИЯ: СИМВОЛИЧЕСКАЯ РАБОТА С ТРАВМОЙ

Визуальная арт-терапия занимает центральное место в терапии ПТСР благодаря своей способности предоставлять пациенту безопасное пространство для работы с травматическим опытом. Haeyen (2020) показывает, что создание художественных образов позволяет пациентам обходить когнитивные барьеры и выражать эмоции, которые трудно поддаются вербализации. Это особенно важно для пациентов с диссоциативными симптомами, которые часто избегают прямого взаимодействия с травматическим материалом.

Кроме того, нейропластические эффекты визуальной арт-терапии, описанные Maddox (2018), подтверждают её долгосрочную эффективность. Исследование демонстрирует, что регулярная работа с визуальными символами способствует укреплению адаптивных нейронных связей, связанных с чувством безопасности и эмоциональной устойчивости.

4. МУЗЫКАЛЬНАЯ ТЕРАПИЯ: РИТМ КАК РЕГУЛЯТОР ЭМОЦИЙ

Музыкальная терапия рассматривается как эффективный инструмент для краткосрочной стабилизации эмоционального состояния. Как отмечает Rudstam (2021), ритмическая структура музыки оказывает положительное воздействие на лимбическую систему мозга, снижая уровень тревожности и гиперактивности. Музыка также способствует созданию ассоциаций с позитивным опытом, что может временно снижать доминирование травматических воспоминаний.

Однако, несмотря на эти преимущества, Maddox (2018) подчеркивает ограниченность музыкальной терапии в работе с глубокими травматическими переживаниями. Её воздействие направлено в основном на эмоциональную регуляцию, что делает метод менее подходящим для долгосрочной реконструкции травматического опыта.

5. ПИСЬМЕННЫЕ ПРАКТИКИ: КОГНИТИВНАЯ ИНТЕГРАЦИЯ ТРАВМЫ

Письменная терапия представляет собой уникальный подход, основанный на использовании текста для осмысления и реструктуризации травматического опыта. Keenan (2020) показывает, что ведение дневников или написание писем помогает пациентам структурировать свои воспоминания и создавать связный нарратив. Этот процесс способствует когнитивной интеграции и снижению уровня стресса, связанного с травмой.

Тем не менее, Raudales (2020) указывает, что письменная терапия требует от пациента высокого уровня когнитивной вовлеченности и может быть неэффективной для пациентов с выраженными симптомами диссоциации или эмоциональной дисрегуляцией. Это ограничивает её применение в качестве самостоятельного метода.

6. СРАВНИТЕЛЬНЫЙ АНАЛИЗ И ИНТЕГРАЦИЯ МЕТОДОВ

Обобщая представленные данные, можно выделить, что визуальная арт-терапия является наиболее универсальным и эффективным методом в работе с ПТСР. Её преимущества включают гибкость, долгосрочную эффективность и возможность интеграции с другими подходами. Музыкальная терапия и письменные практики, в свою очередь, выступают как вспомогательные методы, усиливающие общую терапевтическую программу.

7. ПРОБЕЛЫ И ПЕРСПЕКТИВЫ ДАЛЬНЕЙШИХ ИССЛЕДОВАНИЙ

Существующая литература акцентирует внимание на отдельных аспектах арт-терапии, но недостаточно исследует её комплексное применение в лечении ПТСР. Это открывает перспективы для изучения взаимодействия различных методов в рамках интегративного подхода.

ЗАКЛЮЧЕНИЕ

Арт-терапия является перспективным направлением в терапии ПТСР, особенно для пациентов, испытывающих трудности с традиционными методами лечения. Визуальная арт-терапия выделяется своей универсальностью и доказанной эффективностью, тогда как музыкальная терапия и письменные практики могут быть интегрированы для достижения более глубоких результатов. Эти выводы создают основу для дальнейшего изучения и разработки комплексных терапевтических программ.

ЦЕЛИ И ВОПРОСЫ ИССЛЕДОВАНИЯ

ЦЕЛЬ ИССЛЕДОВАНИЯ

Цель данного исследования заключается в комплексной оценке эффективности трех ключевых направлений арт-терапии — визуальной арт-терапии, музыкальной терапии и письменных практик — в лечении посттравматического стрессового расстройства (ПТСР). Исследование направлено на:

1. Выявление терапевтического потенциала каждого подхода: анализ их влияния на когнитивные, эмоциональные и нейрофизиологические аспекты состояния пациентов.

2. Определение сильных и слабых сторон методов: изучение их адаптивности к различным клиническим проявлениям ПТСР.

3. Разработку рекомендаций по интеграции методов: формирование основ для комплексного подхода, сочетающего преимущества различных направлений арт-терапии.

Цель исследования имеет прикладной характер, направленный на улучшение клинической практики и расширение арсенала методов работы с пациентами, страдающими ПТСР.

ВОПРОСЫ ИССЛЕДОВАНИЯ

Для достижения поставленной цели были сформулированы следующие исследовательские вопросы:

1. Какова терапевтическая эффективность каждого из направлений арт-терапии в контексте лечения ПТСР?

○ Этот вопрос направлен на изучение того, как визуальная арт-терапия, музыкальная терапия и письменные практики влияют на основные симптомы ПТСР, включая флэшбеки, гиперактивность, избегающее поведение и эмоциональную дисрегуляцию.

2. Какие нейропсихологические и эмоциональные механизмы лежат в основе каждого метода арт-терапии?

○ Данный вопрос фокусируется на научном объяснении воздействия арт-терапии, включая активацию префронтальной коры, снижение гиперактивности миндалевидного тела, а также на роли символики, метафор и ритма в процессе эмоциональной регуляции.

3. Какие ограничения имеют визуальная арт-терапия, музыкальная терапия и письменные практики, и как их можно минимизировать?

○ Вопрос исследует барьеры к применению каждого подхода, включая когнитивные, эмоциональные и культурные особенности пациентов, а также практические аспекты организации терапевтического процесса.

4. Какие группы пациентов с ПТСР наиболее чувствительны к каждому из направлений арт-терапии?

○ Этот вопрос направлен на анализ, как индивидуальные особенности пациента (например, выраженность диссоциации, уровень когнитивной готовности или степень эмоциональной уязвимости) определяют эффективность метода.

5. Как различные методы арт-терапии могут быть интегрированы в рамках единой терапевтической программы?

○ Исследование возможности синергии подходов, направленной на повышение общей эффективности лечения и адаптацию к индивидуальным потребностям пациента.

ОБОСНОВАНИЕ ЦЕЛЕЙ И ВОПРОСОВ

Цели и вопросы исследования направлены на восполнение существующих пробелов в научной литературе и практическом применении арт-терапии в лечении ПТСР. Терапия ПТСР представляет собой сложную задачу, требующую междисциплинарного подхода. Арт-терапия предоставляет уникальные возможности для работы с пациентами, у которых традиционные методы оказались недостаточно эффективными. Четкое формулирование целей и вопросов исследования обеспечивает систематический подход к изучению данной темы и создание научно обоснованных рекомендаций для клинической практики.

Этот подход демонстрирует интеграцию научной строгости и клинической применимости, что делает исследование значимым вкладом в психологическую науку и терапию травмы.

МЕТОДОЛОГИЯ СРАВНИТЕЛЬНОГО АНАЛИЗА В ИССЛЕДОВАНИИ

Сравнительный анализ в статье направлен на выявление терапевтической эффективности трех направлений арт-терапии (визуальной, музыкальной и письменных практик) в лечении посттравматического стрессового расстройства (ПТСР). Для достижения поставленных целей использовались следующие методологические подходы:

1. ПОДХОД К СРАВНИТЕЛЬНОМУ АНАЛИЗУ

- Цель анализа: определить сильные и слабые стороны каждого метода арт-терапии, а также выявить наиболее эффективный подход для работы с пациентами, страдающими ПТСР.

- Объекты сравнения: три направления арт-терапии: визуальная арт-терапия, музыкальная терапия и письменные практики.

- Критерии сравнения:

○ Эффективность в снижении симптомов ПТСР (тревожность, гиперактивация, избегание, флэшбеки).

○ Влияние на эмоциональную регуляцию.

○ Способность работать с травматическим опытом без прямой вербализации.

○ Удобство и доступность для пациентов.

○ Возможность интеграции с другими методами терапии.

2. СБОР ДАННЫХ

● Для каждого направления арт-терапии собирались следующие данные:

○ Качественные: впечатления пациентов, их описание изменений эмоционального состояния и восприятия травматического опыта.

○ Количественные: клинические показатели, такие как уровень тревожности и гиперактивации, оцениваемые до и после применения методики.

○ Нейрофизиологические: информация о снижении гиперактивности миндалевидного тела и активации префронтальной коры, основанная на данных литературы.

3. ПРОЦЕДУРА АНАЛИЗА

● Сравнение преимуществ и ограничений каждого метода:

○ Визуальная арт-терапия: анализировалась с точки зрения её способности использовать символику и метафоры для мягкой работы с травмой.

○ Музыкальная терапия: оценивалась в контексте её краткосрочной эффективности для регуляции эмоционального состояния.

○ Письменные практики: изучались с точки зрения структурирования травматического опыта и когнитивной интеграции.

● Систематизация данных:

○ Информация о каждом подходе систематизировалась по заранее определенным критериям (см. выше), что позволило создать сравнительную матрицу.

● Итоговый анализ:

○ Для каждого направления выявлялись сильные стороны, ограничения и наиболее подходящие ситуации клинического применения.

○ Визуальная арт-терапия была определена как наиболее универсальный и эффективный подход благодаря её способности интегрировать когнитивные, эмоциональные и телесные аспекты работы с травмой.

4. ОЦЕНКА РЕЗУЛЬТАТОВ

● Сравнение опиралось на данные, представленные в статье, такие как клинические эффекты, субъективные впечатления пациентов, а также нейрофизиологические доказательства (снижение гиперактивности миндалевидного тела, активация префронтальной коры).

● Основным результатом анализа стало определение визуальной арт-терапии как наиболее терапевтически универсального метода.

5. ОГРАНИЧЕНИЯ СРАВНИТЕЛЬНОГО АНАЛИЗА

● В статье отмечается, что разные подходы имеют свои сильные стороны, которые могут быть полезны в определенных ситуациях, например:

○ Музыкальная терапия эффективна для кратковременной регуляции эмоционального состояния.

○ Письменные практики больше подходят для пациентов с высоким уровнем когнитивной готовности.

● Методология анализа основана на обобщении результатов, а не на данных конкретного эмпирического исследования, что ограничивает возможности генерализации выводов.

Данная методология позволяет структурированно изучить и сопоставить эффективность различных направлений арт-терапии, подчеркивая их преимущества и клинические перспективы.

СИМВОЛИЧЕСКАЯ ЭКСПРЕССИЯ КАК КЛЮЧЕВОЙ ЭЛЕМЕНТ ТЕРАПИИ

Одним из основных преимуществ визуальной арт-терапии является возможность выразить эмоции и воспоминания, которые трудно или невозможно описать словами. Травматический опыт часто блокируется на уровне сознания из-за защитных механизмов, таких как подавление и избегание. Творческий процесс в арт-терапии позволяет пациенту символически реконструировать свои переживания, минимизируя риск повторной травматизации. Образы, создаваемые в процессе терапии, становятся своего рода посредниками между внутренним миром пациента и его осознанием (Haeyen, 2020).

Кроме того, визуальная арт-терапия предоставляет пациенту возможность контролировать процесс выражения своих эмоций. Он может выбирать, насколько подробно или абстрактно будет отражена его травма в творческой работе. Эта гибкость делает метод доступным для пациентов с различным уровнем готовности к взаимодействию с травматическим материалом.

СОЗДАНИЕ БЕЗОПАСНОГО ПРОСТРАНСТВА

Визуальная арт-терапия уникальна тем, что она создает безопасное и ненасильственное пространство для работы с травматическим опытом. Пациенту не требуется прямо обсуждать свои воспоминания, что делает метод менее тревожным по сравнению с традиционными подходами, такими как экспозиционная терапия. Вместо этого он может выражать свои переживания через художественные символы и метафоры, что снижает эмоциональную нагрузку.

Этот аспект особенно важен для пациентов, которые испытывают выраженную диссоциацию или избегают работы с травматическими воспоминаниями. Визуальные образы предоставляют возможность мягкой экспозиции, позволяя пациенту постепенно погружаться в исследование своего опыта. Это обеспечивает более высокий уровень терпимости к эмоциональным трудностям и создаёт основу для эффективной терапии.

ВЛИЯНИЕ НА ЭМОЦИОНАЛЬНУЮ РЕГУЛЯЦИЮ

Одним из важнейших аспектов визуальной арт-терапии является ее способность регулировать эмоциональное состояние пациента. Травматические переживания часто сопровождаются гиперактивностью миндалевидного тела, что усиливает реакции страха и тревожности. Согласно исследованиям Malhotra (2021), художественная деятельность способствует снижению гиперактивности миндалевидного тела и активации префронтальной коры, которая отвечает за управление эмоциями и поведение.

Процесс создания визуальных образов позволяет пациенту концентрироваться на своих ощущениях, что способствует снижению уровня тревожности. Более того, творчество стимулирует чувство контроля и компетентности, что крайне важно для пациентов с ПТСР, у которых часто наблюдается снижение самооценки и ощущение беспомощности.

НЕЙРОФИЗИОЛОГИЧЕСКАЯ ОСНОВА ЭФФЕКТИВНОСТИ

Нейрофизиологические исследования подтверждают высокую эффективность визуальной арт-терапии. Malhotra (2021) отмечает, что визуальные образы активируют ключевые зоны мозга, связанные с регуляцией эмоций и восстановлением когнитивного равновесия. Префронтальная кора, которая играет центральную роль в управлении эмоциями, становится более активной, в то время как миндалевидное тело — структура, связанная с реакциями страха и угрозы — демонстрирует снижение активности. Кроме того, художественная деятельность стимулирует процессы нейропластичности, которые необходимы для восстановления адаптивных реакций у пациентов с хроническими симптомами ПТСР. Эти процессы способствуют укреплению новых нейронных связей, связанных с чувством безопасности и эмоциональной устойчивости.

КЛИНИЧЕСКИЕ ДОКАЗАТЕЛЬСТВА

Клинические исследования подтверждают значительные преимущества визуальной арт-терапии в работе с пациентами, страдающими ПТСР. Haeyen (2020) провела исследование, в ходе которого пациенты, участвовавшие в программах визуальной арт-терапии, отмечали снижение уровня тревожности, депрессии и гиперактивности. Кроме того, многие из них сообщали о значительном улучшении общего качества жизни, а также о восстановлении чувства контроля и способности справляться с травматическими воспоминаниями.

Важным клиническим аспектом является то, что визуальная арт-терапия эффективна даже для пациентов с тяжелыми формами травматизации. Благодаря своей гибкости и адаптивности, она позволяет работать с травмой на любом уровне готовности пациента.

ИНТЕГРАЦИЯ С ДРУГИМИ МЕТОДАМИ

Ещё одним преимуществом визуальной арт-терапии является её способность интегрироваться с другими подходами к лечению ПТСР. Она может быть использована как самостоятельный метод или как дополнение к когнитивно-поведенческой терапии, экспозиционной терапии или медикаментозному лечению. Такой подход обеспечивает более полное и многоуровневое воздействие, что повышает общую эффективность терапии.

ОГРАНИЧЕНИЯ МЕТОДА

Несмотря на свои преимущества, визуальная арт-терапия имеет определенные ограничения. Она требует наличия ресурсов для организации творческой работы, таких как материалы и специализированные пространства. Кроме того, не все пациенты могут сразу принять участие в художественной деятельности из-за чувства неуверенности или страха перед творческим процессом. Эти барьеры можно преодолеть с помощью подготовки и индивидуального подхода.

МУЗЫКАЛЬНАЯ АРТ-ТЕРАПИЯ: ВЛИЯНИЕ РИТМА И ЗВУКА

Музыкальная арт-терапия представляет собой мощный инструмент в работе с посттравматическим стрессовым расстройством (ПТСР), основанный на использовании звуковых, ритмических и мелодических элементов для регуляции эмоционального состояния пациента. Этот метод обеспечивает доступ к глубинным уровням психики, создавая условия для эмоциональной разгрузки, восстановления психологического равновесия и формирования новых адаптивных стратегий.

ВОЗДЕЙСТВИЕ МУЗЫКИ НА ЭМОЦИОНАЛЬНУЮ СФЕРУ

Музыка обладает уникальной способностью напрямую воздействовать на лимбическую систему мозга, включая гиппокамп и миндалевидное тело, которые играют ключевую роль в обработке и регуляции эмоций. Ритм, мелодия и тональность создают основу для эмоционального резонанса, что помогает пациентам выражать чувства, которые часто остаются заблокированными в рамках вербальных методов терапии. Как отмечает Rudstam (2021), музыкальная терапия позволяет пациентам переживать эмоции в безопасной форме, снижая уровень тревожности и напряжения.

Музыка также может вызывать воспоминания и ассоциации, связанные с позитивным опытом, что особенно важно для пациентов с ПТСР, у которых травматические воспоминания доминируют над повседневной жизнью. Слушание или создание музыки стимулирует процессы эмоционального восстановления и помогает пациентам заново обрести чувство контроля над своим внутренним миром.

РЕГУЛЯЦИЯ ЭМОЦИОНАЛЬНОГО СОСТОЯНИЯ ЧЕРЕЗ РИТМ И ЗВУК

Ритмическая структура музыки играет важную роль в стабилизации эмоционального состояния. Повторяющиеся ритмические элементы создают ощущение предсказуемости и порядка, что особенно полезно для пациентов с ПТСР, чье восприятие мира нарушено хаотичными и непредсказуемыми воспоминаниями. Ритм может помочь снизить гиперактивность нервной системы, характерную для ПТСР, и способствует расслаблению.

Мелодические элементы музыки оказывают стимулирующее воздействие на зоны мозга, связанные с удовольствием, такие как ядро прилежащее. Это способствует активации нейромедиаторных систем, ответственных за чувство благополучия, таких как дофаминергическая система. Таким образом, музыкальная терапия не только помогает снизить уровень тревожности, но и усиливает позитивные эмоциональные переживания.

КЛИНИЧЕСКИЕ ПРИМЕНЕНИЯ МУЗЫКАЛЬНОЙ ТЕРАПИИ

Музыкальная арт-терапия успешно используется как индивидуально, так и в групповых форматах. Индивидуальная терапия позволяет настроить музыкальные стимулы в соответствии с потребностями и предпочтениями пациента, что делает её особенно гибкой и адаптивной. Групповые сессии, напротив, фокусируются на взаимодействии между участниками, что способствует улучшению социальных навыков и формированию чувства принадлежности.

В исследованиях Rudstam (2021) музыкальная терапия показала свою эффективность в снижении уровня тревожности и депрессивных симптомов у женщин с комплексным ПТСР. Пациенты отмечали, что музыкальные сессии помогли им «сбросить эмоциональное напряжение» и найти чувство покоя, которое трудно достичь другими методами.

ОГРАНИЧЕНИЯ МЕТОДА

Несмотря на многочисленные преимущества, музыкальная терапия имеет ограничения, связанные с ее направленностью на краткосрочную регуляцию эмоционального состояния. Хотя она помогает снизить уровень тревожности и создать эмоционально безопасное пространство, её потенциал для глубокой проработки травматических воспоминаний ограничен. Музыка воздействует на эмоции в основном опосредованно, не предоставляя пациенту инструментов для реконструкции травматического нарратива или когнитивной интеграции, что делает её менее эффективной для долгосрочной терапии ПТСР (Maddox, 2018).

Ещё одним ограничением является сложность использования музыкальной терапии для пациентов с определенными культурными или личностными особенностями, которые могут ограничивать восприятие музыки как терапевтического инструмента. Кроме того, интенсивность эмоциональной реакции на музыку может вызвать у некоторых пациентов усиление тревожности, если стимулы ассоциируются с травматическими воспоминаниями.

ИНТЕГРАЦИЯ МУЗЫКАЛЬНОЙ ТЕРАПИИ В КОМПЛЕКСНОЕ ЛЕЧЕНИЕ

Музыкальная арт-терапия часто используется в качестве вспомогательного метода в рамках комплексных программ лечения ПТСР. Её способность регулировать эмоциональное состояние и создавать основу для дальнейшей работы делает ее особенно полезной в сочетании с другими подходами, такими как визуальная арт-терапия или когнитивно-поведенческая терапия. Например, музыкальные сессии могут применяться на начальных этапах терапии для снижения эмоционального напряжения, что облегчает последующую работу с травматическим опытом.

Музыкальная терапия также находит применение в реабилитационных центрах, где она используется для создания положительного терапевтического климата и улучшения общего качества жизни пациентов. Групповые музыкальные упражнения способствуют развитию социального взаимодействия и укреплению групповой динамики, что особенно важно для пациентов, испытывающих изоляцию и отчуждение.

ТЕРАПИЯ ЧЕРЕЗ ПИСЬМО: СТРУКТУРИРОВАНИЕ ОПЫТА

Терапия через письмо представляет собой уникальный подход к работе с посттравматическим стрессовым расстройством (ПТСР), основанный на использовании письменных практик для структурирования травматического опыта. Этот метод включает ведение дневников, написание писем, создание эссе или других текстов, направленных на когнитивную интеграцию переживаний. Он позволяет пациенту осмысленно выражать свои мысли и эмоции, снижать уровень когнитивного стресса и создавать связный нарратив, что особенно важно для пациентов с нарушенной способностью вербализировать травматические события.

МЕХАНИЗМЫ ДЕЙСТВИЯ ПИСЬМЕННОЙ ТЕРАПИИ

Травматические воспоминания часто характеризуются фрагментарностью и отсутствием когерентности, что усиливает ощущение дезориентации и беспомощности у пациента. Письменная терапия помогает организовать эти разрозненные элементы в связный нарратив, предоставляя пациенту возможность переоценить свои переживания. Процесс структурирования способствует когнитивной реструктуризации, где пациент находит новые смыслы и перспективы, снижая эмоциональную нагрузку, связанную с травмой (Keenan, 2020).

Написание текста, связанного с травматическим опытом, способствует активации процессов осознания и интеграции. Важной частью механизма действия является использование языка как инструмента: слово помогает перевести аффективный материал в осмысленные категории. Это позволяет пациенту лучше понять себя, свой опыт и найти новые способы справляться с последствиями травмы.

ЭФФЕКТЫ ЭМОЦИОНАЛЬНОЙ РЕГУЛЯЦИИ

Письменная терапия предоставляет пациенту безопасное пространство для выражения эмоций, что снижает уровень подавления и избегания. Процесс письма стимулирует активацию префронтальной коры головного мозга, что способствует ослаблению активности миндалевидного тела, связанного с реакциями страха и гипервозбуждения. Эффект эмоциональной разгрузки достигается через возможность выразить сложные чувства, которые остаются заблокированными в других формах взаимодействия.

Пациенты с ПТСР часто описывают письмо как терапевтический процесс, позволяющий им «выговориться» без необходимости непосредственного общения. Этот подход особенно полезен для людей, которые испытывают трудности в вербализации своих переживаний или избегают эмоционально заряженных бесед. Написание писем, адресованных травматическим событиям или фигурам из прошлого, позволяет пациенту безопасно взаимодействовать с травмой через символическую экспозицию.

ПРЕИМУЩЕСТВА ПИСЬМЕННОЙ ТЕРАПИИ

Одним из ключевых преимуществ письменной терапии является её доступность и универсальность. Она не требует сложных материалов или специализированных условий и может быть использована в любой обстановке, подходящей для пациента. Письмо позволяет пациенту самостоятельно контролировать глубину и темп работы с травматическими воспоминаниями, что особенно важно для людей с высоким уровнем тревожности или эмоциональной уязвимостью.

Метод способствует улучшению навыков саморефлексии, что оказывает положительное влияние на самооценку и уверенность пациента в своих силах. Процесс написания текстов помогает пациенту развивать навыки когнитивной гибкости, что делает его более устойчивым к новым стрессовым ситуациям.

ПРИМЕРЫ ИСПОЛЬЗОВАНИЯ МЕТОДА

Клинические исследования показывают, что письменная терапия может быть особенно эффективной для ветеранов боевых действий, переживших утрату, а также для людей, столкнувшихся с травматическими событиями, такими как насилие или стихийные бедствия. Keenan (2020) отмечает, что написание писем помогает пациентам переосмыслить свое место в системе социальных отношений и восстановить чувство контроля над своим прошлым.

Методика написания писем, адресованных травматическим событиям, часто используется для завершения незаконченных эмоциональных процессов. Пациенты, которые испытывают чувство вины или гнева, связанные с травмой, находят облегчение в возможности выразить эти чувства через письменное слово.

ИНТЕГРАЦИЯ ПИСЬМЕННОЙ ТЕРАПИИ С ДРУГИМИ МЕТОДАМИ

Письменная терапия может быть успешно интегрирована в комплексные программы лечения ПТСР. Например, она может использоваться в сочетании с когнитивно-поведенческой терапией, усиливая её фокус на реструктуризации травматического нарратива. Также она дополняет визуальную арт-терапию, предоставляя пациенту возможность выражать переживания как через текст, так и через символические образы.

ОГРАНИЧЕНИЯ ПИСЬМЕННОЙ ТЕРАПИИ

Несмотря на многочисленные преимущества, письменная терапия имеет свои ограничения. Она требует от пациента способности к концентрации и саморефлексии, что может быть затруднительным для людей с выраженными когнитивными нарушениями или высокой степенью диссоциации. Кроме того, процесс письма может вызывать усиление эмоционального дистресса, если пациент недостаточно подготовлен к осознанию и переоценке травматических воспоминаний (Raudales, 2020).

Другим ограничением является необходимость в мотивации и готовности пациента участвовать в процессе письма. Не все пациенты чувствуют себя комфортно при работе с текстами, особенно если их травма связана с утратой навыков самовыражения. В таких случаях письменная терапия может быть дополнена другими методами, такими как визуальная арт-терапия, которая позволяет работать с символами и образами, обходя когнитивные барьеры.

ЭТИЧЕСКИЕ АСПЕКТЫ АРТ-ТЕРАПИИ

Этические соображения занимают центральное место в терапии ПТСР. Работа с пациентами, пережившими тяжёлую травматизацию, требует создания безопасной и поддерживающей среды. Как отмечают Richa и соавторы (2020), важно учитывать риски повторной травматизации и обеспечивать пациентам возможность работать с травматическим материалом в комфортном для них темпе.

Визуальная арт-терапия, благодаря своей гибкости и символической природе, минимизирует риск повторной травматизации. Она позволяет пациентам самостоятельно выбирать степень вовлеченности и глубину работы с травматическими воспоминаниями, что делает её более этически безопасным методом по сравнению с другими подходами.

ОБСУЖДЕНИЕ

Сравнительный анализ трёх направлений арт-терапии демонстрирует, что визуальная арт-терапия обладает наибольшим терапевтическим потенциалом. Её уникальная способность интегрировать когнитивные, эмоциональные и телесные аспекты работы с травмой делает её оптимальным инструментом в терапии посттравматического стрессового расстройства (ПТСР). В отличие от музыкальной терапии, обеспечивающей преимущественно краткосрочное облегчение симптомов, и письменных техник, направленных на когнитивную реструктуризацию, визуальная арт-терапия создаёт условия для глубокой и длительной проработки травматического опыта.

МНОГОМЕРНЫЙ ПОДХОД ВИЗУАЛЬНОЙ АРТ-ТЕРАПИИ

Визуальная арт-терапия предоставляет уникальную возможность для мягкой и постепенной работы с травматическим материалом. Одним из её ключевых преимуществ является возможность использования символики и метафор. Эти элементы позволяют пациентам работать с воспоминаниями в обход защитных механизмов, минимизируя риск повторной травматизации. Процесс создания изображений не требует от пациента детальной вербализации переживаний, что делает метод особенно полезным для людей с высокой степенью диссоциации или эмоциональной уязвимостью.

Художественная деятельность способствует восстановлению чувства контроля, которое часто утрачивается пациентами с ПТСР. Процесс творчества, включающий создание уникальных визуальных образов, помогает пациентам ощутить себя активными участниками своего терапевтического пути. Это укрепляет их самооценку, создает ощущение безопасности и помогает справляться с чувством беспомощности, характерным для ПТСР.

СРАВНЕНИЕ С МУЗЫКАЛЬНОЙ ТЕРАПИЕЙ

Музыкальная терапия демонстрирует значительные преимущества в краткосрочной перспективе, особенно в снижении уровня тревожности и эмоционального напряжения. Её воздействие на лимбическую систему мозга помогает пациентам стабилизировать свое психоэмоциональное состояние, что делает ее полезным инструментом на начальных этапах работы с травмой. Тем не менее, музыкальная терапия не предоставляет возможностей для глубокого осмысления и реконструкции травматического опыта, так как ее влияние ограничено эмоциональной регуляцией.

В отличие от этого, визуальная арт-терапия позволяет пациентам исследовать травматические воспоминания на символическом уровне, предоставляя возможность мягкой экспозиции. Это делает её более подходящей для долгосрочной работы с ПТСР, особенно для пациентов с хроническими симптомами.

РОЛЬ ПИСЬМЕННЫХ ТЕХНИК В ТЕРАПИИ ПТСР

Письменные техники, такие как ведение дневников или написание писем, представляют собой эффективный способ когнитивной реструктуризации. Они помогают пациентам организовать и структурировать свои воспоминания, создавая связный нарратив, который позволяет переоценить травматический опыт. Этот подход особенно полезен для пациентов, обладающих высокой степенью когнитивной готовности и склонностью к рефлексии.

Однако письменные техники не всегда подходят для пациентов с выраженными когнитивными нарушениями или эмоциональной дисрегуляцией. Кроме того, процесс письма может вызывать у некоторых пациентов усиление эмоционального дистресса, что ограничивает его применение в клинической практике. В отличие от письменных техник, визуальная арт-терапия предоставляет более универсальный формат работы, который адаптируется под индивидуальные потребности и состояние пациента.

ГИБКОСТЬ И АДАПТИВНОСТЬ ВИЗУАЛЬНОЙ АРТ-ТЕРАПИИ

Одним из наиболее значимых преимуществ визуальной арт-терапии является ее гибкость и адаптивность. Она может быть использована как самостоятельный метод или в сочетании с другими подходами, такими как когнитивно-поведенческая терапия или медикаментозное лечение. Включение элементов визуального искусства в комплексные программы терапии ПТСР позволяет повысить их эффективность, так как метод воздействует на различные аспекты травматического опыта, включая эмоциональную регуляцию, когнитивные процессы и телесные ощущения.

Более того, визуальная арт-терапия подходит для пациентов различных возрастных групп, культурных и социальных контекстов. Её универсальность делает её доступной даже для тех, кто имеет ограниченные вербальные навыки или сложности в самовыражении.

КЛИНИЧЕСКИЕ И ПРАКТИЧЕСКИЕ ПРЕИМУЩЕСТВА

Эмпирические данные подтверждают, что пациенты, проходящие курс визуальной арт-терапии, демонстрируют устойчивое снижение симптомов тревожности, депрессии и гиперактивации. Этот метод способствует формированию новых адаптивных стратегий и восстановлению психологического равновесия. Визуальная арт-терапия также позволяет пациентам исследовать и трансформировать свои внутренние конфликты через процесс творчества, создавая условия для личностного роста и восстановления.

ЗАКЛЮЧЕНИЕ

Посттравматическое стрессовое расстройство (ПТСР) остается одной из наиболее сложных и распространенных проблем в клинической практике. Разработка и внедрение эффективных методов терапии, которые учитывают как когнитивные, так и эмоциональные аспекты травматического опыта, имеют решающее значение для повышения качества жизни пациентов. На фоне традиционных подходов, таких как когнитивно-поведенческая терапия и экспозиционная терапия, арт-терапия демонстрирует уникальные преимущества благодаря своей способности работать с травмой на невербальном уровне.

Сравнительный анализ трёх направлений арт-терапии — визуальной, музыкальной и письменной — показал, что визуальная арт-терапия обладает наибольшей эффективностью в лечении ПТСР. Ее преимущества заключаются в универсальности и адаптивности, что позволяет применять ее для широкого круга пациентов, включая тех, кто сталкивается с трудностями вербализации травматических переживаний или испытывает сильную диссоциацию. Создание визуальных образов обеспечивает безопасное пространство для мягкой и постепенной проработки травматического опыта, минимизируя риск повторной травматизации.

Нейрофизиологические исследования подтверждают, что визуальная арт-терапия способствует регуляции эмоций за счет активации префронтальной коры и снижения гиперактивности миндалевидного тела. Эти механизмы обеспечивают не только снижение симптомов тревожности и гипервозбуждения, но и способствуют восстановлению когнитивно-эмоционального баланса. По сравнению с музыкальной терапией, которая преимущественно обеспечивает краткосрочное облегчение, и письменными техниками, требующими высокой когнитивной вовлеченности, визуальная арт-терапия предоставляет наиболее целостный подход к работе с ПТСР.

Будущие исследования должны быть сосредоточены на стандартизации методов визуальной арт-терапии и изучении её эффективности для различных клинических групп. Интеграция визуальной арт-терапии в комплексные программы лечения ПТСР имеет потенциал существенно повысить их результативность и качество жизни пациентов, переживших травматические события.

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РОЛЬ ЖЕНЩИНЫ В ИСТОРИИ КАЗАХСТАНА

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Аннотация

История является основой общества: традиции, социальный конструкт, понимание культурного наследия. Данная статья указывает на недооцененный женский вклад в историю и впоследствии влияния на развитие современной модели общества. XX - XXI века стали временем женской эмансипации и прогресса, однако данный вопрос имеет множество путей развития, включая изучение истории с другой точки зрения. Целью работы является не только выявление женских исторических личностей, чьё влияние было недостаточно оценено, но и предложение нового подхода к изучению истории через призму гендерной перспективы.

Ключевые слова: История Казахстана, феминизм, история женщин, права женщин.

Annotation

History is the foundation of society: traditions, social constructs, and the understanding of cultural heritage. This article highlights the underestimated contribution of women to history and its subsequent impact on the development of modern societal models. The 20th and 21st centuries have been periods of female emancipation and progress, yet this issue has numerous paths of development, including studying history from a different perspective. The goal of this work is not only to identify historical female figures whose influence has been insufficiently recognized but also to propose a new approach to studying history through the lens of gender perspective.

Key words: History of Kazakhstan, feminism, women's history, women's rights.

Аннотация

Тарих қоғамның негізі болып саналады: дәстүрлер, әлеуметтік құрылым және мәдени мұраның түсінігі. Бұл мақала тарихтағы әйелдердің жеткіліксіз бағаланған үлесін және оның қазіргі қоғамның дамуындағы ықпалын көрсетеді. XX-XXI ғасырлар әйелдердің эмансипациясы мен прогресс кезеңі болды, алайда бұл мәселе бірнеше даму жолдарын қамтиды, оның ішінде тарихты басқа көзқарас тұрғысынан зерттеу. Жұмыстың мақсаты — тек тарихи әйелдер тұлғаларын анықтап, олардың жеткіліксіз бағаланған ықпалын көрсету ғана емес, сонымен қатар тарихты гендерлік көзқарас арқылы зерттеудің жаңа әдісін ұсыну.

Түйінді сөздер: Қазақстан тарихы, феминизм, әйелдер тарихы, әйелдер құқықтары.

ВВЕДЕНИЕ

История всегда являлась неотъемлемой частью жизни людей и их предков. Благодаря истории известно, что большую часть времени женщины не просто уходили на второй план, их участие не принималось и не допускалось. В школьных учебниках Всемирной истории и Истории Казахстана катастрофически мало женских исторических личностей. И если сведения не сохранили данные о влиянии женщин в древние времена и раннее средневековье, то в более позднее время влияние женщин стало очевидным, потому что в мире имеются исторические записки, которые, однако практически не используют в школьных учебниках. Но даже здесь женщин рассматривают со стороны принадлежности к выдающемуся мужчине. Темы прав женщин, их место в мире и обществе актуальны начиная с конца XIX века и по сей день. Ежедневно читая новости мы наблюдаем за изменением общества. Женщины стремятся к большей независимости, они заставляют окружающих их уважать и принимать их в свои круги. С каждым днём раскрывается все больше ситуаций где в прошлом, мужчина мог украсть исследования женщины и выдать её за своё. Отличным примером является женщина - биолог Розалинд Франклин которая внесла значительный вклад в изучение ДНК и чей труд впоследствии использовался учёными построившими первую модель ДНК Френсисом Криком и Джеймсом Уотсоном, однако без цитирования и её упоминания, лишь 25 лет спустя в своей книге Уотсон упомянул что они использовали её исследования при своей работе. Подобным ситуациям даже придумали термин «Эффект Матильды», что говорит о частоте случаев где женщин не воспринимали всерьёз и их работа не была достаточно важна для того чтобы упомянуть их в истории.

Целью при написании статьи был анализ роли женщин в обществе и ознакомление с женщинами, которые внесли вклад в историю. О многих женщинах говорят в контексте их ролей как матерей, жён, сестёр и дочерей, но редко как о независимых личностях. Люсьен Февр (1991, с. 19) в своём произведении «Бои за историю» говорил: «История - это наука о человеке», но как быть когда за пример человека всегда берут только мужчину? Что делать когда выдающиеся философы такие как Фома Аквинский говорили: «Женщина - это «неудавшийся мужчина, существо «случайное» (Симона де Бовуар, (1949, с. 10)? Речь не только о женщинах в истории, но и о том чтобы рассказать их историю. (Гизела Бок, 1994, с. 172).

История женщин имела много препятствий. Архаичные традиции, религиозные взгляды оказали своё влияние на развитие женщин в обществе. Казахстан всегда славился своим вольным духом, и по сравнению со многими странами женщина в казахском обществе была довольно в хорошем положении, даже после принятия казахами ислама (во времена правления хана Узбека), поведение казашек мало изменилось, у них все так же оставались свои обязанности, они так же были хорошими наездницами и их не обязывали покрывать все лицо и волосы как в других исламских государствах. Однако не смотря на это, женщин, которые имели доступ к управлению было очень мало, единицы имели влияние, и то благодаря родственным связям с мужчинами, что в принципе не являлось чем-то необычным в то время.

Первая казахская женщина которая встала в управлении рода была Айганым Саргалдаккызы, младшая жена хана Уали. Она была юной девушкой, когда Хан Уали в возрасте более пятидесяти лет решил на ней жениться. Мнения её не спрашивали, не те времена и отношение к женщинам, и чтобы выжить в этом мире и добиться уважения, она закалила свой характер. Айганым было очень образованной, знала несколько языков таких как персидских, арабский, русский и французский. Она так же оказывала влияние на политику и принятие решения в делах внутренней и внешней политики казахского ханства. При её инициативе в Сырымбете была построена зимняя ханская ставка, там разместили школу, гостиницу, мечеть и многое другое.

К большому сожалению, её истории не уделяют должного внимания, для многих она запомнилась как бабушка Шокана Уалиханова. К власти она пришла благодаря мужу, однако её ум и интеллигентность были её заслугой, а упорство и твёрдость характера помогли ей оставить след в истории.

Времена Джунгарских войн никого не щадило, сражения были массовыми и кровопролитными и все мы знаем о заслугах мужчин. Кабанбай батыр, Богенбай батыр, Аблай хан, Наурызбай батыр и многие другие. Мы повсеместно изучаем их историю и подвиги, историки пишут о них книги, органы местного самоуправления в их честь называют улицы и возводят памятники. Но среди армии мужчин, в долгих и опасных сражениях были женщины. Их подвиги не стёрлись полностью из истории, но многие ни разу не слышали о женщинах-батырах. Часто это были жены и дочери нам уже известных батыров, но сколько на самом деле их было во время сражений?

Одной из многих была Ботакоз батыр. Во время ханского совета, враги напали ночью с целью угнать скот. Ботакоз же переодевшись в мужскую одежду и собрав мужчин начала погоню за калмыками. Она показала навыки езды верхом, ловкость и смекалку. Вражеские отряды в итоге оставили табун и ускакали прочь. Ей так же поручали возглавить кочёвку, что говорило о том что она хорошо ориентировалась на местности. Отец ее мужа Ажибай бий во время этой кочёвки сказал указать место где необходимо вырыть колодец. Ботакоз выбрала правильное место и впоследствии этот источник назвали её именем. А в 18 веке после её смерти в честь неё был построен мавзолей.

Гаухар-батыр, Гаухар Толдаткызы - воинственная и сильная женщина, которое в трудные времена для своей страны и народа вышла на поле боя. Сама она из рода Басетиин, племени Аргын. Гаухар была образованная и являлась метким стрелком с детства. Она всегда сопровождала своего мужа Кабанбай батыра во всей походах, одетая в доспехи и с оружием в руках. Нередко Гаухар несла дозор, а на полях сражений выступала наравне с мужчинами.

Её дочь Назым впоследствии так же участвовала в походах своего отца, она запомнилась как смелая воительница, однако что про неё, что про её мать информации очень мало, по крайней мере в открытом доступе. Ни в Национальной библиотеке Астаны, ни в онлайн источниках.

Долгое время считалось что история женщин одинакова в своей основе. Эти выдающиеся женщины демонстрируют, что их вклад не сводился исключительно к продолжению рода и воспитания потомства. Храбрые казашки проявляли отвагу, любовь к родине, желание защитить свой дом не менее чем мужчины, что говорит о разнообразии личностей среди женщин казахского общества. Они не только матери, сестры и возлюбленные.

Женщины долгое время оставались незамеченными, а их опыт, их деятельность и сфера жизни не важной и не представляющими исторического интереса. У женщин есть своя история, многообразная и различная, и она заслуживает быть услышанной, при чем не в последнюю очередь (Гизела Бок, 1994, с.174). В момент признания проблемы информированности о женщинах в истории и всего вклада женщин, люди обратят внимание на до сих пор нестабильное положение женского пола в мире. Существование такого режима как в странах Афганистана, Ирана и даже Польши как никогда говорит об актуальности проблемы принятия женщин как независимых личностей в равноправное общество. Исследования данной темы помогут развивать наше мышление и понимание истории, узнать больше информации о жизни наших предков, а так же отдать дань уважения половине человечества, которая не редко оставалась на заднем плане.

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ИСПОЛЬЗОВАНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА ДЛЯ ПЕРСОНАЛИЗАЦИИ РЕКОМЕНДАЦИЙ В ПСИХОЛОГИЧЕСКИХ КОНСУЛЬТАЦИЯХ: ВЫЗОВЫ, ПЕРСПЕКТИВЫ И ЭТИЧЕСКИЕ АСПЕКТЫ

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Аннотация

Искусственный интеллект (ИИ) играет ключевую роль в трансформации психологической практики, предоставляя инструменты для персонализации рекомендаций, автоматизации диагностики и анализа данных. В данной статье рассматриваются основные подходы к использованию ИИ в психологических консультациях, включая методы глубокого обучения, чат-боты и прогнозирование психических состояний. Также анализируются этические аспекты, такие как конфиденциальность данных, предвзятость алгоритмов и влияние неопределенности ИИ на психологическое состояние специалистов. Авторы подчеркивают необходимость интерпретируемости алгоритмов и интеграции человеческого контроля для повышения доверия и эффективности ИИ в психологии.

Abstract

Artificial intelligence (AI) plays a crucial role in transforming psychological practice by providing tools for personalizing recommendations, automating diagnostics, and analyzing data. This article explores key approaches to using AI in psychological counseling, including deep learning methods, chatbots, and mental state prediction. It also examines ethical aspects, such as data privacy, algorithmic bias, and the psychological impact of AI uncertainty on practitioners. The authors emphasize the necessity of algorithm interpretability and the integration of human oversight to enhance trust and efficiency in psychology.

Аңдатпа

Жасанды интеллект (ЖИ) психологиялық тәжірибені трансформациялау процесінде маңызды рөл атқарады. Ол ұсыныстарды дараландыру, диагностика процестерін автоматтандыру және деректерді талдау құралдарын қамтамасыз етеді. Бұл мақалада ЖИ-ді психологиялық кеңестерде қолданудың негізгі әдістері, соның ішінде терең оқыту әдістері, чат-боттар және психикалық жағдайларды болжау талқыланады. Сонымен қатар, деректердің құпиялылығы, алгоритмдік қателіктер мен ЖИ белгісіздігінің мамандардың психологиялық жағдайына әсері сияқты этикалық аспектілер талданады. Авторлар алгоритмдерді түсіндіру мүмкіндігін және сенім мен тиімділікті арттыру үшін адамның бақылауын интеграциялаудың маңыздылығын атап көрсетеді.

ПРЕДМЕТ ИССЛЕДОВАНИЯ

Использование искусственного интеллекта (ИИ) для персонализации рекомендаций в психологических консультациях. Исследование охватывает алгоритмы глубокого обучения, чат-боты, прогнозирование психических состояний и этические аспекты применения ИИ в психологии.

ЦЕЛИ ИССЛЕДОВАНИЯ

1. Изучить современные подходы к персонализации рекомендаций в психологической практике с использованием ИИ.

2. Выявить ключевые вызовы, связанные с внедрением ИИ, включая вопросы конфиденциальности данных, предвзятости алгоритмов и влияния неопределенности.

3. Предложить рекомендации для успешной интеграции ИИ в психологическую практику.

МЕТОДОЛОГИЯ

Исследование основано на обширном анализе современных научных публикаций, включая систематические обзоры, эмпирические исследования и технические отчеты по технологиям ИИ. Оно охватывает как теоретические основы, так и практические приложения, с акцентом на:

- Объяснимые алгоритмы, такие как LIME (Local Interpretable Model-Agnostic Explanations) и SHAP (SHapley Additive exPlanations).
- Чат-боты с поддержкой ИИ.
- Мультиканальные диагностические системы, интегрирующие данные из носимых устройств, социальных сетей и поведенческих паттернов.

Критический анализ литературы был проведен для выявления возможностей, ограничений и этических аспектов современных технологий.

РЕЗУЛЬТАТЫ

1. Алгоритмы глубокого обучения: Модели, такие как трансформеры (например, BERT) и RR&R-CNN, демонстрируют высокую эффективность в анализе сложных данных, обеспечивая персонализированные рекомендации, адаптированные к эмоциональному состоянию, когнитивным особенностям и социальному контексту.

2. Чат-боты с поддержкой ИИ: Системы, такие как Replika, расширяют доступ к психологическим услугам, автоматизируя первичную диагностику и предлагая круглосуточную поддержку. Однако их ограничения включают отсутствие эмпатии и прозрачности решений.

3. Интеграция мультиканальных данных: Объединение данных из различных источников (например, социальных сетей, носимых устройств и текстовых данных) повышает точность диагностики и персонализацию рекомендаций.

4. Этические вызовы: Проблемы конфиденциальности данных, предвзятости алгоритмов и неопределенности ИИ для специалистов остаются значительными барьерами.

5. Объяснимый ИИ: Использование инструментов XAI, таких как LIME и SHAP, повышает прозрачность алгоритмов, позволяя специалистам понимать и доверять рекомендациям, создаваемым ИИ.

КРАТКИЙ ВЫВОД

ИИ предоставляет значительные возможности для трансформации психологической практики, включая улучшение диагностики, персонализации рекомендаций и расширение доступности услуг. Однако успешная интеграция требует решения этических, технических и образовательных вызовов, включая необходимость прозрачности алгоритмов, защиты данных и обучения специалистов.

Ключевые слова: Искусственный интеллект, персонализация, психологическая консультация, этика, объяснимый ИИ, конфиденциальность данных, предвзятость алгоритмов.

ВВЕДЕНИЕ

Технологии искусственного интеллекта (ИИ) представляют собой одну из самых значимых инноваций в современной психологии. Применение ИИ позволяет не только автоматизировать рутинные задачи, но и предоставлять рекомендации, адаптированные к индивидуальным особенностям клиентов. В частности, методы машинного обучения находят применение в диагностике, прогнозировании рисков развития психических расстройств и разработке персонализированных терапевтических стратегий (Wu et al., 2023; Graham et al., 2019). Однако успешная интеграция ИИ требует решения ряда проблем, связанных с этикой, прозрачностью и подготовкой специалистов.

Цель данной статьи — изучить современные подходы к использованию ИИ в психологической практике, выявить основные вызовы и предложить рекомендации для их преодоления.

ПРИМЕНЕНИЕ ИИ В ПСИХОЛОГИИ: ТЕКУЩЕЕ СОСТОЯНИЕ

ПЕРСОНАЛИЗАЦИЯ РЕКОМЕНДАЦИЙ

Персонализация в психологии требует учета множества факторов, включая когнитивные особенности, эмоциональные состояния и социальный контекст. Алгоритмы глубокого обучения, такие как модели на основе трансформеров (например, BERT), доказали свою эффективность в анализе сложных и неоднородных данных (Zhou et al., 2021). Эти подходы позволяют анализировать как текстовую, так и визуальную информацию, предоставляя более точные и адаптированные рекомендации.

Например, разработанная Zhou et al. (2021) модель RR&R-CNN интегрирует анализ настроений и отзывов клиентов, что особенно актуально для психотерапии, где требуется учет индивидуальных эмоциональных реакций. Аналогичные подходы могут быть применены к данным из социальных сетей и носимых устройств, что расширяет возможности диагностики и мониторинга.

ЧАТ-БОТЫ И АВТОМАТИЗАЦИЯ

Чат-боты на базе ИИ, такие как Replika, становятся важным инструментом в психотерапии. Они предоставляют круглосуточную поддержку, помогают снизить барьеры доступа к психологическим услугам и автоматизируют первичную диагностику (Denecke et al., 2021). Однако их эффективность ограничивается контекстом взаимодействия: отсутствие эмпатии и глубокого понимания клиента делает такие системы вспомогательным, а не основным инструментом терапии.

ПРОГНОЗИРОВАНИЕ ПСИХИЧЕСКИХ СОСТОЯНИЙ

Алгоритмы машинного обучения также находят применение в прогнозировании рисков психических расстройств. Graham et al. (2019) демонстрируют, как анализ данных из социальных сетей позволяет выявлять ранние признаки депрессии и тревожных состояний. Эти подходы открывают новые горизонты в профилактике, но требуют строгого соблюдения этических норм.

ЭТИЧЕСКИЕ АСПЕКТЫ И ВЫЗОВЫ

Конфиденциальность данных

Обработка данных клиентов, включая личную информацию и историю взаимодействий, остается одной из ключевых проблем. Banerjee et al. (2023) подчеркивают, что отсутствие строгих стандартов защиты данных может подорвать доверие к ИИ-системам. Рекомендуется использование методов шифрования, анонимизации и обязательного согласия клиентов.

ПРЕДВЗЯТОСТЬ АЛГОРИТМОВ

Алгоритмы ИИ часто обучаются на репрезентативных данных, что может приводить к воспроизведению существующих социальных предвзятостей. Wu et al. (2023) отмечают, что алгоритмы, обученные на ограниченных выборках, могут некорректно интерпретировать данные. Решением становится внедрение Explainable AI (объяснимого ИИ), что делает процесс принятия решений прозрачным для специалистов и клиентов.

ВЛИЯНИЕ НА СПЕЦИАЛИСТОВ

Использование ИИ может вызывать у специалистов чувство неопределенности и тревожности, особенно в связи с непрозрачностью алгоритмов («черный ящик») и ограниченной подготовкой к работе с такими системами. Gao et al. (2024) отмечают, что образовательные программы, направленные на развитие навыков работы с ИИ, помогают снизить уровень стресса и повысить доверие специалистов.

РЕКОМЕНДАЦИИ ДЛЯ УСПЕШНОЙ ИНТЕГРАЦИИ ИИ

ОБУЧЕНИЕ СПЕЦИАЛИСТОВ

Развитие навыков работы с искусственным интеллектом (ИИ) среди специалистов, включая психологов и разработчиков, является ключевым шагом для успешной интеграции технологий в практику. В образовательных программах необходимо охватывать как теоретические, так и практические аспекты, такие как интерпретация данных, принципы работы алгоритмов и их ограничения. Как отмечают Gao and Zamanpour (2024), программы повышения квалификации помогают минимизировать стресс у специалистов, повышая уверенность и улучшая восприятие ИИ.

Эти усилия также должны быть направлены на создание доверия к технологиям и снижение неопределенности, особенно в областях, где принимаемые решения сильно зависят от интерпретации результатов работы ИИ (Zhou et al., 2021).

ИНТЕГРАЦИЯ ОБЪЯСНИМОГО ИИ

Объяснимый ИИ (Explainable AI, XAI) способствует прозрачности в принятии решений ИИ-системами, что особенно важно в таких областях, как психология. Алгоритмы, такие как LIME (Local Interpretable Model-Agnostic Explanations) и SHAP (SHapley Additive exPlanations), играют ключевую роль в обеспечении интерпретируемости решений.

- LIME: Эта методика создает интерпретации для отдельных прогнозов модели, демонстрируя, какие данные наиболее существенно влияли на результат. Например, в контексте персонализированной психологии, LIME может выделить, что именно уровень тревожности или эмоциональная стабильность пациента стали решающими факторами для предложенной терапевтической стратегии (Wu et al., 2023). Это позволяет специалистам объяснять рекомендации, что усиливает доверие клиентов.

- SHAP: Этот метод основан на теории кооперативных игр и вычисляет влияние каждого параметра на итоговый результат модели. Например, SHAP может показать, как совокупность демографических и клинических данных пациента способствовала прогнозу депрессии. Это важно для выявления предвзятости и устранения возможных несправедливостей в решениях ИИ (Banerjee et al., 2023).

Эти подходы уменьшают эффект «черного ящика» и обеспечивают необходимую прозрачность, позволяя специалистам эффективно интегрировать ИИ в свою работу.

СОЗДАНИЕ ЭТИЧЕСКИХ СТАНДАРТОВ

Разработка международных стандартов, регулирующих использование ИИ, является важным шагом для минимизации рисков, связанных с предвзятостью и конфиденциальностью данных. В этих стандартах должны быть учтены следующие аспекты:

- Шифрование данных для предотвращения утечек информации (Graham et al., 2019);

- Регулярный аудит алгоритмов на предмет справедливости и точности решений;

- Получение информированного согласия клиентов на обработку их данных (Wu et al., 2023).

Эти меры укрепляют доверие клиентов и специалистов, снижая барьеры для внедрения технологий.

МУЛЬТИКАНАЛЬНЫЙ ПОДХОД

Интеграция данных из различных источников — таких как социальные сети, носимые устройства и электронные медицинские записи — предоставляет психологам более целостное представление о состоянии клиента. Например, как отмечают Shin et al. (2020), анализ сердечного ритма в сочетании с результатами опросников и поведенческими паттернами может значительно улучшить качество диагностики.

Кроме того, современные системы объединяют данные из многоканальных источников, включая текстовые и визуальные сигналы, что позволяет учитывать широкий спектр индивидуальных характеристик клиента (Zhou et al., 2021). Такой подход способствует улучшению точности и персонализации рекомендаций.

БУДУЩИЕ ИССЛЕДОВАНИЯ

Будущие исследования должны сосредоточиться на следующих направлениях:

- Увеличение интерпретируемости сложных моделей ИИ.

- Создание мультиканальных систем диагностики.

- Изучение долгосрочного влияния ИИ на результаты терапии и взаимодействие с клиентами.

ЗАКЛЮЧЕНИЕ

Искусственный интеллект открывает новые горизонты для психологии, предлагая инструменты для персонализации рекомендаций, прогнозирования и автоматизации. Однако успешная интеграция требует решения этических, технических и образовательных вызовов. Баланс между технологиями и человеческой экспертизой станет ключевым фактором для обеспечения доверия к ИИ и повышения качества психологической помощи.

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АНАЛИЗАТОРЛАР - ТҮЙСІКТІҢ АНАТОМИЯЛЫҚ-ФИЗИОЛОГИЯЛЫҚ ҚАСИЕТІ

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АНАЛИЗАТОРЛАР - ТҮЙСІКТІҢ АНАТОМИЯЛЫҚ-ФИЗИОЛОГИЯЛЫҚ ҚАСИЕТІ

Түйсік - психиканың қарапайым танымдық процестерінің бірі, объектілердің жеке қасиеттерін және ағзаның тітіркендіргіштерге әсер еткендегі жағдайын білдіреді . Түйсік жүйке жүйесінің тітіркендіргіштерге реакциясының нәтижесінде туыпдайтын, рефлекторлық доғаның механизмі пайда болатын, яғни табиғаты бойынша рефлекторлық болып табылатын психикалық процесс. Түйсіктің физиологиялық негізі - сезім мүшелерінің күрделі қызметі. И.П. Павлов бұл күрделі ұйымдастырылған сезгіш аппараттарымен тітіркенуді талдайтын қабылдаушы жасушалар жүйесін - анализаторлар, ал оның қызметін анализаторлық деп атады.

ДИАГНОСТИКА МАҚСАТЫ

Жобаның мақсаты түйсіктің анатомиялық-физиологиялық қасиеті – анализаторлардың теориялық негіздерін зерттеу және меңгеру, анализаторлардың ерекшеліктерін және жұмыс істеу механизмдерін талдау. Анализаторлардың сезгіштігі мен оларды жетілдіру мүмкіндіктерін диагностикалау.

ДИАГНОСТИКА МІНДЕТТЕРІ

Жобаның міндеттеріне анализаторлар түрлерінің: көру, есту, иіс сезу, дәм сезу және сипап сезу процестерінің теориялық негіздерін зерттеу мен меңгеру. Түйсіктің анатомиялық-физиологиялық қасиеттерінің жалпы сипаттамасын және олардың ерекшеліктерін қарастыру. Анализаторлардың жұмыс істеу процестерін зерттеудің принциптері мен тәсілдерін зерттеу.

ТЕОРИЯЛЫҚ НЕГІЗДЕМЕ

Психикалық процесстердің физикалық және психиқалық қырларынык айырмашылығы мен ерекшелігі мәселесі өткен ғасырдағы зерттеу обьектісі болды. Түйсіктің табиғи-физиологиялық негізі организмнің ерекше жүйкелік механизмі - талдағыштар (анализаторлар) аркылы жүзеге асады. Талдағыштарды адамның жүйке жүйесінің негізгі хабарлау қызметін атқаратын мүшелері деуге болады. Адам организмі сол анализаторлардан келетін сигналдардың ыңғайына сәйкес орталық жүйке жүйесіндегі процестерді реттеп, бірде жаңа әсер тудырып, бірде бұрыннан қайталанып жатқан әрекет кезеңіне өзгеріс кіргізіп, оны түзетеді, бағыт береді. Осылайша, ми қабығында үздіксіз жүріп жатататын күрделі қызмет талдағыштар аркылы іске асып отыратын кері байланысқа сүйенеді. И.П. Павлов бұл күрделі ұйымдастырылған, сезгіш аппараттарымен тітіркенуді талдайтын қабылдаушы жасушалар жүйесін - анализаторлар, ал оның қызметін анализаторлық деп атады. Анализатор үш бөліктен тұрады: перифериялық (рецепторлық); беру (өткізгіш); орталық (ми). Бірінші бөлік - рецепторлар - құрылысы әртүрлі жүйкелік аппараттар. Атқаратын қызметі - сырттан келген физикалық, химиялық тітіркендіргіштердің күшін жүйкелік қозуға өткізу. Талдағыштардың бұл сатысында әсерді тек қарапайым түрде ғана талдау орын алады. Екінші бөлік - өткізгіш бөлім сыртқы күштің сезімтал жүйке талшықтарының ұшында қозуын жоғарғы және төменгі екі бағытқа жайып отырады. Орталыққа баратын талшықтар арқылы қозуды бірінші жолмен жұлын мен ми бағанасына және екіншісі арқылы ми қабығындағы алқаптарға жеткізеді. Орталықтан тебетін талшықтар арқылы мида орын алатын қозу толқынын екінші жолмен басқа дене мүшелеріне өткізеді. Жүйке талшықтарының бойымен қозу бір секундтта 120 метрдей жылдамдықпен өтіп жатады. Үшінші бөлік - мидағы орталықтар. Бұл - анализатордың негізгі бөлісі. Жүйке жүйесінің басқа бөлімдерінің жасушаларының құрылысымен салыстырғанда осы орталықтағы жасушалардың құрылысы барынша ерекше әрі күрделірек. Организмнің тиісті ортаға, жағдайға бейімделіп өзгеруін дәлірек қамтамасыз етіп, соған сәйкес анализ жасай алатын мүше - мидың осы орталықтары.

МАТЕРИАЛДАР, ЖАБДЫҚТАР

Жүргізілген зерттеу әдістерін өткізу үшін тыныш, сыртқы алаңдатушылардан азат, жарықтануы сәл қараңғылау бөлме керек болды. Барлық диагностикалық зерттеуде қолданылған материалдар: ұзындықты өлшегіш құрал. өшіргіш, қыл жіп, хирургиялық таңғыш, А4 қағаздары, қаламсап, түрлі түсті фломастерлер, жұмыс үстелі.

ТАҢДАЛҒАН ӘДІСТЕР

Төменде көрсетілген әдебиеттерде көрсетілген және ұсынылған әдістер арқылы анализаторларға диагностика жүргізілді. Бірінші диагностикалық әдіс - “Есту сезімталдығының төменгі абсолютті шегін анықтау” болып табылады. Бұл әдісті жүргізетін арнайы кеңістік пен жүргізілетін уақытты таңдап өткізу қажет. Айтылған әдіс арқылы 18 жасар диагностикаланған студенттердің есту сезімталдығын тексерілді. Бұл әдісті қолдану себебіміз – оның нәтижелерінің практикалық қолданысының болуында. Еріктілер зерттеуден өткеннен кейін өздерінің есту мүшелерінің гигиенасын қайта қарап шығу туралы ойға келгенін айтты. Екінші диагностикалық әдіс - “метод К. Х. Кекчеева” деп аталады. Бұл диагностикалық әдістің қолданылу себебі - қол терісінің кинестетикалық сезімталдығының айырым шегін өлшеу және әртүрлі тері аймақтарының сезімталдығын бақылау. Үшінші диагностикалық әдіс - ““Алыстан” көру”. Адамның түймігінің ерекше қырын шығару үшін және зерттеу барысында сан мен оның артындағы суретті дәлме-дәл табу арқылы синестезия құбылысын бақылау үшін осы әдіс алынды. Төртінші диагностикалық әдіс - “Кезекті бейнелердің сипаттамаларын зерттеу”. Бұл әдістің көмегімен тұрақтылығы мен бейненің түсінің бастапқы сипаттамаларын сақталуы және берілу уақытына тәуелділігі зерттелінді. Бесінші диагностикалық әдіс - “Психомоторлық көрсеткіштер бойынша жүйке жүйесінің қасиеттерін экспресс-диагностикалау әдісі” (Е.П. Ильиннің түрту сынағы). Бұл әдістің қолданылу себебі - жүйке жүйесінің қасиеттерін экспресс-диагностикалау және оның күші мен уақыт өлшеміндегі қарқындылығын анықтау.

ДИАГНОСТИКАЛЫҚ ЗЕРТТЕУ ХАТТАМАСЫ №1:

Күні, уақыты және өткізу шарттары: 21.04.2023

Білектегі, алақандағы және саусақ ұшындағы тері кеңістіктік түйсіктерінің абсолютті шекті мәнін табу. Сонымен қатар, экспериментатор заттардың бірін сыналушының терісінің әртүрлі бөліктеріне кезекпен орналастырады: алақанға, саусақтардың ұшына, білектің алақан бетіне, қолдың артына, мойынға. Зерттелушіге материалды қай жерде толықтай сезгенін айта отырып, терінің әртүрлі бөліктеріндегі сезімдерді салыстыру ұсынылады.

Сыналушылардың өзін-өзі сезінуі:

1. Назерке - жасы 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

2. Диана - жасы 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

3. Айбар - жасы 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

Зерттеу мақсаты: Екі қолдағы массаның кинестетикалық сезімталдығының айырым шегін өлшеу және әртүрлі тері аймақтарының сезімталдығын салыстырмалы зерттеу.

МЕТОДИКА АТАУЫ: МЕТОД К. Х. КЕКЧЕЕВА

Нәтижелерді өңдеу және талдау:

1. Назеркеге өшіргіш арқылы өткіздік. Заттың материалын және сапасын айқын сезген жері шынтақ болды, яғни шынтағы ең сезімтал болып келеді.

2. Дианаға өшіргішпен өткіздік. Дианада керісінше шынтақ жағы ең аз сезімтал болды, ал саусақ ұшы және мойнына тиген кезде анық заттың материалын білді.

3. Айбарға біз тоқылған хирургиялық жабысқақ лентаны қолданған болатынбыз. Оның саусақ ұшындағы сезімталдығы аз болып шықты, ал мойыны керісінше ең сезімтал. Заттың материалын тоқыма және шарфқа ұқсатты.

Қорытынды: Бұл деректер әрбір сезімтал нүктеде белгілі бір ынталандыруға сезімтал рецептор бар екенін көрсетеді. Тактильді рецепторлардың таралуының тығыздығы неғұрлым жоғары болса, терінің бұл аймағындағы тактильді сезімталдық соғұрлым жоғары болады.

Ұсыныстар: Сезімталдығы аз терінің аймақтарын осылай көзді жұмып әр түрлі материалдарды тану арқылы дамыту.

ДИАГНОСТИКАЛЫҚ ЗЕРТТЕУ ХАТТАМАСЫ №2:

Күні, уақыты және өткізу шарттары: 21.04.2023

1. Субъект сигнал беретін қашықтықты табыңыз,

ол тітіркендіргіш анализаторға жақындаған кезде секундомердің тықылдағанын естіген.

2. Субъект сигнал беретін қашықтықты табыңыз,

тітіркендіргіш жойылған кезде секундомердің тықылдағанын естігенін

есту анализаторынан.

Сыналушылардың өзін-өзі сезінуі:

1. Ерасыл - жасы 17де. Ұл бала. Өзін-өзі сезінуі қалыпты.

2. Абылайхан - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

3. Диана - 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

4. Айбар 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

Зерттеу мақсаты: Қосылған секундомердің есту қабілетінің жеке шегін анықтау.

Методика атауы: Есту сезімталдығының төменгі абсолютті шегін анықтау есту.

Нәтижелерді өңдеу және талдау:

1. Ерасыл: оң құлағы 6м естімейді, ал сол құлағы 4м.

2. Абылайхан: оң құлағы 4м естімейді, ал сол құлағы 3м.

3. Диана: оң құлағы 4м естімейді, ал сол құлағы 5м.

4. Айбар: оң құлағы 8м естімейді, ал сол құлағы 9м.

ҚОРЫТЫНДЫ:

1. Ерасылдың оң құлағының сезімтал-

дық шегі сол жағына қарағында жоғарырақ. Ал сол құлағы болса нәшар естиді, мұны тіпті оның толғанып жауап бергенінде байқауға болады.

2. Абылайханда екі құлағының арасында онша қатты айырмашылық байқалмайды. Зерттеу барысында өзінің назарын толықтай секундамердің дыбысына аудара алмады.

3. Дiананың нәтижелеріне қарасақ, бұл жерде де үлкен айырмашылық байқалмайды.

4. Айбардың екі құлағынында сезімталдық шегі басқаларына қарағанда екі есе жоғары болып шықты.

Ұсыныстар: Сыналушылар Ерасыл, Абылайхан және Дианаға құлаққаппен қолдану уақытын шектеу керек және қолданған уақыт кезінде де, дыбыс шегін азайтуы тиіс. Сыналушы Айбардың нәтижесі жақсы болғандықтан, қазір ұстанып келе жатқан әдеттерін тастамауға кеңес беріледі. Барлық сыналушыларға құлақ гигиенасын ұстануға және үлкен қала тұрғындары болғандықта мүмкіндігінше қала сыртына табиғатқа шығып тынығып тұруға кеңес беріледі.

ДИАГНОСТИКАЛЫҚ ЗЕРТТЕУ ХАТТАМАСЫ №3:

Күні, уақыты және өткізу шарттары: 21.04.2023

Сандардың комбинациясы бар парақтарды таратып және сынаушыларға өз сезімдеріне сүйеніп суретті сипаттай алатындай уақыт беріңіз.

Сыналушылардың өзін-өзі сезінуі:

1. Назерке - жасы 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

2. Нұрбол - жасы 18де. Ұл бала. Өзің өзі сезінуі қалыпты.

3. Диана - 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

4. Айбар - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

5. Ерасыл - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

Зерттеу мақсаты: Сан комбинацияларын көру арқылы сонымен байланысты сыналушылардың суретті сезу мүмкіндіктерін байқап көру, тіркеу. Көру түйсігіне тән сезгіштіктің ерекше қасиеті - синестезияны іс жүзінде бақылау..

Методика атауы: “Алыстан” көру

Нәтижелерді өңдеу және талдау:

1. Назерке шарлардың суретін сала отырып санға сәйкес суретке сай келді. Сонымен қатар, суреттегі түстерді де анықтаған.

2. Нұрбол суретте жаңбыр болып жатқанын және түстерін анықтады.

3. Дианада суреттегі берілген кеңістіктегі ауа райын және түстерді анықтады.

4. Айбар кеңістікте берілген каньонның пішінін анықтады.

5. Ерасыл суреттегі бейнеленген материалды анықтады.

Қорытынды: Бұл “алыстан” көруді тексеруге көмектесетін сан комбинациялары бар сайт негізі шет тілінде және шетелдік практикада адамның сезгіштігінің ерекше қырын шығару үшін кеңінен қолданылады. Диагностикалық зерттеу барысында сан мен оның артындағы суретті дәлме-дәл таба алатын адамдардың аз болсада бар екені белгілі болды.

Ұсыныстар: “Алыстан” көруге арналған сан комбинациялары бар сайтқа кіріп көру түйсігінің синестезияға бейімділігін сынап көруге ұсыныс беріледі. Осы арқылы интуицияны дамытуға болады.

ДИАГНОСТИКАЛЫҚ ЗЕРТТЕУ ХАТТАМАСЫ №4:

Күні, уақыты және өткізу шарттары: 21.04.2023

Түрлі түсті тітіркендіргіштерге ретті кескіннің түсін анықтау. Сонымен қатар, тітіркендіргіштердің әсер етудің әртүрлі уақыттарында дәйекті кескіннің пайда болу уақытын және тұрақтылығын анықтау.

Сыналушының өзін-өзі сезінуі: Айбар - жасы 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

Зерттеу мақсаты: Ретті бейненің түсі мен тұрақтылығының ынталандырудың бастапқы сипаттамаларына және берілу уақытына тәуелділігін зерттеу.

Методика атауы: Кезекті бейнелердің сипаттамаларын зерттеу.

Нәтижелерді өңдеу және талдау: Сыналушы жасыл түске 40 сек қарағаннан кейін, ақ фонда 10-12 сек ішінде қызыл сары түсті дақтарды көре бастады. 25 секундта бастап қана дақтар көз алдында бейнеленбеді.

Қорытынды: Суреттің тұрақтылығы көз алдында 13-10 сек сақталды.

Ұсыныстар: Үнемі көзге арналған массаж жасау.

ДИАГНОСТИКАЛЫҚ ЗЕРТТЕУ ХАТТАМАСЫ №5:

Күні, уақыты және өткізу шарттары: 21.04.2023

Экспериментатордың сигналы бойынша пішіннің әрбір шаршысына нүктелер қоюды бастау керек. 10 с ішінде мүмкіндігінше көп нүкте қою керек. Бір шаршыдан екінші шаршыға көшу экспериментатордың бұйрығымен өтеді. Жұмысты тоқтатпай және тек сағат тілі бағытымен жүзеге асырылады. Әрқашан өз қарқынмен жұмыс жасау маңызды.

Сыналушылардың өзін-өзі сезінуі:

1. Ерасыл - жасы 17де. Ұл бала. Өзін-өзі сезінуі қалыпты.

2. Нұрсұлтан - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

3. Камила - 18де. Қыз бала. Өзін-өзі сезінуі қалыпты.

4. Айбар - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

5. Ерасыл - 18де. Ұл бала. Өзін-өзі сезінуі қалыпты.

Зерттеу мақсаты: Жүйке жүйесінің қасиеттерін анықтау.

Методика атауы: Психомоторлық көрсеткіштер бойынша жүйке жүйесінің қасиеттерін экспресс-диагностикалау әдісі (Е.П. Ильиннің түрту сынағы)

Нәтижелерді өңдеу және талдау:

1. Сыналушы Ерасылдың психомоторлық жұмыс істеу кезеңдері қарқынды шарықтау шегі мен бәсең кезеңдерден тұратынын көре аламыз. Жүйке жүйесі тұрақты, психикалық белсенділік уақыты 12-14:00 арасына сәйкес келеді.

2. Сыналушы Нұрсұлтанның психомоторлық жұмыс істеу кезеңдері қарқынды ұлғайған кезеңдер мен белсендене бәсеңдеген кезеңдерден тұратынын көре аламыз. Жүйке жүйесірің күші орташа тұрақты, психикалық белсенділік уақытының шарықтау нүктесі 12-14:00 арасына сәйкес 18-20:00 арасында тағы да артқанын көреміз

3. Сыналушы Камилланың психомоторлық жұмыс белсенділік кезеңдері біртекті ұлғайған кезеңдер мен белсендене бәсеңдеген кезеңдерден тұратынын көре аламыз. Жүйке жүйесінің күші орташа, психикалық белсенділік уақытының шарықтау нүктесі 12-14:00 арасына сәйкес, 16-18:00 және 22-00:00 арасында тағы да артқаны байқалады.

4. Сыналушы Айбардың психомоторлық жұмыс белсенділік кезеңдері біртекті баяу ұлғайып баяу біртекті бәсеңдеген кезеңдерден тұратынын байқай аламыз.

Жүйке жүйесінің күші жоғары, психикалық белсенділік уақытының шарықтау нүктесі 14-16:00 арасына сәйкес 16-18:00 және 18-20:00 арасында тағыда кішкене көтерілгені көрініс табады.

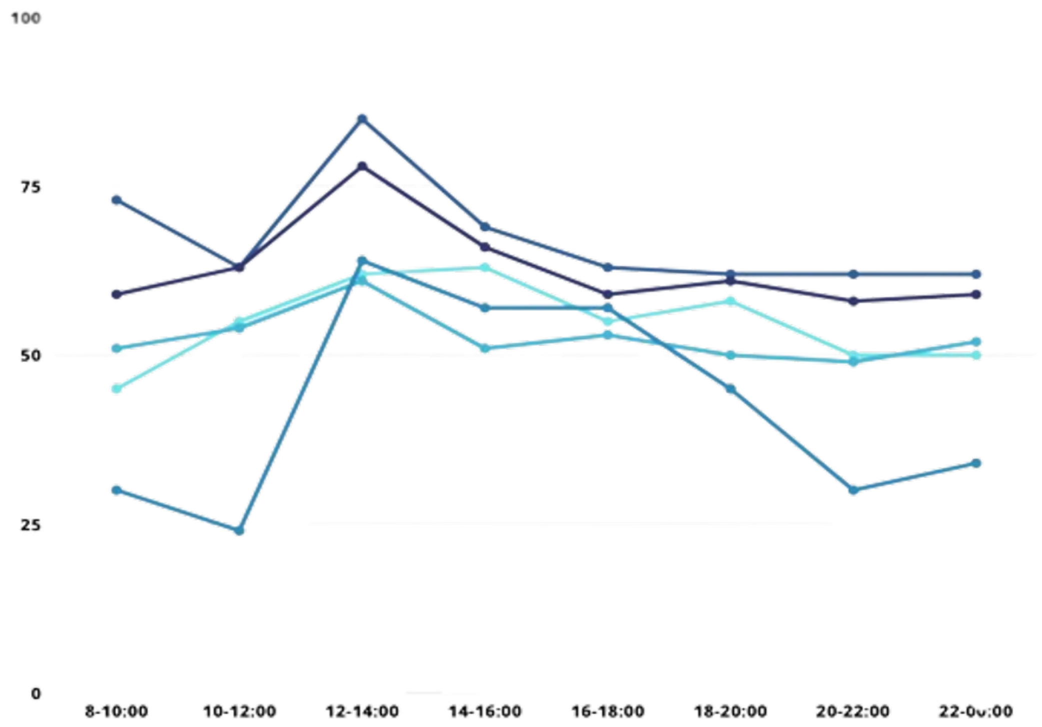
5. Сыналушы Ерасылдың психомоторлық жұмыс белсенділік кезеңдері аса жоғары артып, біршама сақтала отырып белсенді түскеніне көз жеткізе аламыз. Жүйке жүйесінің күші орташа-төмен, психикалық белсенділік уақытының шарықтау нүктесі 12-14:00 арасына сәйкес, 16-18:00 арасында тағыда кішкене көтеріліп көрсеткіштер белсенді түскені көрініс табады.

Қорытынды: Е.П. Ильиннің психомоторлық көрсеткіштер бойынша жүйке жүйесінің қасиеттерін экспресс-диагностикалау әдісі арқылы сыналған сыналушылардың көрсеткіштерін талдай келе олардың көп бөлігінің жүйке жүйесінің күші, оған сәйкес тітіркендіргіш - рецептор - анализатор - орталық жүйке жүйесі алгоритмі орташа қалыпта екеніне көз жеткіздік.

Ұсыныстар: Жүйке жүйесінің күші туа біте қалыптасатынын ескергенімен, оның тұрақтылығына өмір салты да әсер етеді. Зерттеушілер тарапынан сауалатты өмір салтын ұстанып, жүйке жүйесінің гигиенасын ескеріп, медитация жасауға кеңес беріледі.

ҚОРЫТЫНДЫ

Зерттеу нәтижесінде көру, есту, иіс сезу, дәм сезу және сипап сезу процестерінің теориялық негіздері зерттелді және меңгерілді. Психикалық процес - түйсіктің ерекшелігі болып табылатын анализаторларға (талдағыштарға) зерттеу-диагностика жасау барысында сыналушылардағы оның атқаратын қызметінің сапасы мен өзгеше қасиеттеріне куә болдық. Түйсіктің анатомиялық-физиологиялық қасиеттерінің жалпы сипаттамасын ұғынып, кейбір ерекшеліктері мен нашарлаулары анықталды.



№1график - №1 сыналушы - Ерасыл; №2график - №2 сыналушы - Нұрсұлтан; №3график - №3 сыналушы - Камилла; №4график - №4 сыналушы - Айбар; №5график - №5 сыналушы Ерасыл

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PHILOSOPHICAL, CULTURAL AND ENVIRONMENTAL ASPECTS OF DAOISM IN THE CONTEMPORARY WORLD

Abishev Temirlan

УДК 221.3

Abstract

This article examines Taoism as one of the current trends not only, but also of modern philosophy. The significance of Taoism lies in its universality and broad applicability to solving many modern problems. As is known, the main source of Taoist philosophy is Lao Tzu's treatise Tao Te Ching. Zhuang Tzu is also an important text within Taoism. In this regard, it is necessary to keep in mind that the ancient Chinese term "tzu" means "child". The ancient Chinese considered tzu to be pure consciousness, and its bearer was considered a holy teacher. Within Taoism, such categories as wu wei (the principle of non-action), ziran (naturalness), hy xie (harmony) and others are also significant. These categories are aimed at finding harmonious interaction between man and nature and the social world. Therefore, Taoism has many principles that contradict such purely human qualities as egoism, ignorance, ambition, greed, vice, and so on. In a broader sense, Taoism has influenced the spread of such modern Chinese spiritual practices as qigong, taijiquan, taiji tai shou, and others. Therefore, Taoism is a concept that must be understood very correctly. Many perceive Taoism as some kind of Eastern esoteric practice. This approach is not entirely correct. First, Taoism is a conceptual philosophy that contains several basic principles. All these principles ultimately boil down to understanding the existence of the Universe in the form in which the Universe exists.

Key words: Eastern Philosophy, Daoism, Sustainability, Mindfulness, Wu Wei

Аннотация

Данная статья рассматривает даосизм как одно из актуальных направлений не только, но и современной философии. Значимость даосимза заключается в его универсальности и широкой применимости к решению многих современных проблем. Как известно, основным источником даосской философии является трактат Лао-Цзы «Дао Дэ Цзин». Также важным текстом в рамках даосизма является Чжуанцзы. В этом отношении необходимо иметь ввиду, что древний китайский термин «цзы» означает «ребенок». Древние китайцы считали цзы чистым сознанием, а его носителя причисляли к святым учителям. В рамках даосизма также значимыми являются такие категории, как «у вэй» (принцип недеяния), «цзырян» (естественность), «хы сие» (гармония) и другие. Эти категории направлены на поиск гармоничного взаимодействия человека с природой и социальным миром. Поэтому в даосизме очень много принципов, которые противоречат таким сугубо людским качествам, как эгоизм, невежество, честолюбие, жадность, порочность и так далее. В более широком смысле даосизм повлиял на распространение таких современных китайских духовных практик, как цигун, тайцзи-цуань, тайзцы-тай-шоу и другие. Поэтому даосизм выступает такой концепцией, которуй необходимо понимать очень корректно. Многие воспринимают даосизм в качестве некоей восточной эзотерической практики. Такой подход является не совсем верным. Прежде всего, даосизм – это концептуальная философия, которая содержит в себе несколько базовых принципов. Все эти принципы, в конечном счете, сводятся к пониманию бытия Вселенной в том виде, в каком Вселенная существует.

Ключевые слова: Восточная философия, Даосизм, Устойчивость, Осознанность, У Вэй.

Түйін

Бұл мақалада даосизм тек қазіргі заманғы философияның ғана емес, сонымен қатар қазіргі ағымдардың бірі ретінде қарастырылады. Даосизмнің маңыздылығы оның әмбебаптылығында және көптеген заманауи мәселелерді шешуге кеңінен қолданылуында. Өздеріңіз білетіндей, даосизм философиясының негізгі қайнар көзі Лао Цзының «Дао Дэ Цзин» трактаты болып табылады. Даосизмдегі тағы бір маңызды мәтін – Чжуанцзы. Осы орайда ежелгі қытай терминінің «цзы» «бала» деген мағына беретінін есте ұстаған жөн. Ежелгі қытайлар зины таза сана деп есептеді, ал оны жеткізуші қасиетті ұстаз деп есептеді. Даосизм шеңберінде «у вэй» (әрекетсіздік принципі), «цирян» (табиғилық), «хи сие» (үйлесімділік) және басқалары сияқты категориялар да маңызды. Бұл категориялар адам мен табиғат пен әлеуметтік дүниенің үйлесімді әрекеттесуін табуға бағытталған. Сондықтан даосизмде өзімшілдік, надандық, атаққұмарлық, ашкөздік, азғындық және т.б. сияқты таза адамдық қасиеттерге қайшы келетін көптеген қағидалар бар. Кеңірек мағынада даосизм қытайдың қазіргі заманғы рухани тәжірибелерінің цигун, тайцзи-цуань, тайзцы-тай-шоу және т.б. таралуына әсер етті. Сондықтан даосизмді дұрыс түсінуы керек ұғым. Көптеген адамдар даосизмді шығыс эзотерикалық практикасының бір түрі ретінде қабылдайды. Бұл түсінік мүлдем дұрыс емес. Ең алдымен, даосизм бірнеше негізгі қағидаларды қамтитын концептуалды философия. Бұл принциптердің барлығы, сайып келгенде, Әлемнің бар екендігін түсінуге келеді.

Түйін сөздер: Шығыс философиясы, даосизм, тұрақтылық, зейін, У Вэй.

INTRODUCTION

Nowadays, the course of life in the contemporary world is characterized by development of technologies, rise of so-called 'the society of consumers' and aggravation of ecological issues. All these factors are leading to widening the gap between human and nature. While the contemporary civilization is trying to find the solution of this phenomenon, Daoism, one of the oldest Chinese philosophical schools, has its own unique approach to demolish this gap.

Daoism has three core principles of ying-yang (balance), ziran (naturalness) and wu wei (non-action) that underline vitality of harmonical co-existence with the natural world and human itself. Despite these principles were created in ancient China, many of their aspects are still relevant for agenda of our time. Nevertheless, Daoism's teachings are limited by how it was adapted for the circumstances of the modern world.

The problem of applying of Daoism's principles to the modern world is this teaching remains underexplored. Researchers of Daoism are more concentrated on its history and religious practices, while there is visible disconnection between in the publications concerning pragmatic influence on fields such as environmental behavior, mindfulness practices and sustainable living.

The purpose of the research is exploration of Daoism's influence on the moder world, with a focus on ecological ethics, mindfulness practices and contemporary global ethics discourse. The researcher is going to give answers to the following questions:

- How Daoism philosophy is shaping the attitude to contemporary technologies?

- Which measures does Daoism suggests resolving globalized world's challenges?

- How popular Daoism is in different countries?

- Daoism's attitude to different aspects of social life (family, politics, religion)?

- How Daoism ideas might be applied in future?

METHODOLOGY

The article uses three main methods as a methodological basis: the method of historical retrospective, the dialectical method and the method of comparative analysis. The method of historical retrospective allows us to identify the main essence of Taoism as a historical trend within the framework of ancient Chinese philosophy. In this regard, Taoism is considered as an intellectual and cultural phenomenon. The dialectical method reveals the phenomenon of contradiction within the Taoist concept in order to more deeply understand the essence of this trend. The method of comparative analysis lies in the fact that the article provides a meaningful comparison between the ancient Chinese approach to understanding Taoism and its modern interpretation in the context of a meaningful understanding of the main categories of Taoism.

MAIN PART

PHILOSOPHICAL CONTRIBUTION OF DAOISM TO THE UNDERSTANDING OF CONTEMPORARY TECHNOLOGIES

During 21st age we became witnesses of significant technological progress, that profoundly altered the environment and contemporary society. Despite technology providing innovation and effectiveness, it creates new concerns about environmental decline, over-dependence on artificial systems, and ethical dilemmas. Daoism emphasizes its attention on natural harmony and balance that criticize contemporary technological tendencies, and at the same time providing ethical principles for their mindful application

ETHICAL IMPLICATIONS OF TECHNOLOGY IN DAOISM

In the core of Daoism lies the concept of wu wei (non-action) that emphasizes effortless action in coordination with nature. According to Watts (1957), wu wei is power that aligns the rhythms of the universe with human actions. This concept criticizes the modern tendency to force nature into decline through technology, advocating instead for sustainable and environmentally friendly innovations.

For instance, reliance on monoculture systems and chemical fertilizers in agriculture depicts technology that prefers productivity at the expense of long-term environmental balance. Daoism encourages using permaculture that mimics nature for sustainability. Miller, J. (2001) argues that eco-friendly technologies reflect Daoist principles of of sustainability, balance and minimal involvement that are reflected by eco-friendly technologies. These sorts of approaches argue that human advancement should be in sync with natural processes for coexistence instead of exploitation.

DIGITAL FATIGUE AND OVERCONNECTIVITY

Despite modern digital technologies made a revolution in communication, they also established new problems like social disconnection, mental fatigue and information overload. Straightforwardness and truthfulness are promoted like an antidote to these issues by the Daoist principle of ziran (naturalness). According to Komjathy L. (2013), Digital technology disconnects people from their natural rhythms which calls for a return to simplicity through mindful engagement. Things like «digital detox» and «slow tech» reflect Daoist ideas. People should carefully use advanced technology and should not get addicted to it. For instance, restricting time on the device for actively speaking with people and turning off notifications reverberates Daoist moderation. By following this process, individuals can renew their natural rhythms and maintain their mental health in an ever-integrating universe.

GREEN TECHNOLOGIES AND DAOISM

The values of Daoism are very much akin to those green technologies. Renewable energy power systems water power, wind power these technologies work with nature in a harmonious manner just like the Daoists focus on harmonizing with nature instead of overpowering nature. Biomimicry (the design that imitates nature) is very much in line with the Daoist principle of respecting nature. Harold D. Roth (1999) explains that Daoism's focus on interconnectedness favors those technologies that are sustainable and restore the ecological balance by supporting nature. Circular economies, which aim to use resources again and also try to create waste, similarly are Daoist—the balance and also practice.

RESISTANCE TO TECHNOLOGICAL OVERREACH

Whereas technology holds perspectives for positive alteration, Daoism criticizes its overreach, particularly in areas like genetic engineering and artificial intelligence. These innovations raise ethical challenges about their long-term influence on natural systems. Daoism advocates for carefulness and reflection, urging developers to figure the broader perspectives of their inventions. According to Nelson, E.S. (2015), a Daoist approach to development of artificial intelligence technologies would prioritize non-invasive technologies designed to supplement human life rather than replace it. This prospective focuses its significance of guaranteeing that technology act as a servant of humanity without disrupting social or ecological harmony

COMPARING DAOISM AND OTHER RELIGIONS

Daoism has some similar themes to Buddhism, Confucianism, Hinduism and other widespread traditions. The similarities and bright differences show us the unique contribution of Daoism to the world philosophy and its relevance and adaptability in a plural world.

DAOISM AND BUDDHISM

Buddhism and Daoism both emphasize letting go of material things and finding peace within, but their different ways of doing this are different. Buddhism's Four Noble Truths teach us to overcome suffering through meditation, self-discipline and, wisdom. Daoism, on the other hand, promotes alignment with the Dao - the natural flow of the universe - through wu wei and ziran.

Watson, B. (1968) explains Daoism is all about harmony in nature. While Buddhism aims to move beyond suffering and achieve it through acceptance and effortless action. The dissimilarity is clear in their practices: Buddhism proposes a discipline of meditation and ethics, while Daoism advocates following one's intuition to spontaneously live in nature. During the Tang dynasty, Chan Buddhism (originally, Zen buddhism in Japan) was produced from the interplay of Daoism and Buddhism in China. Zen's emphasis on simplicity, spontaneity and intuitive understanding shows a Daoist influence which we can still see in modern mindful trends.

DAOISM AND CONFUCIANISM

Daoism and Confucianism give us two completely different understandings of the universe. Confucianism aims at building social order. It maintains a relationship based on co-operation. In Confucianism, it matters how rituals are performed. Daoism criticizes this order. Daoism places individuals above society. Daoism believes in natural spontaneity. Schwartz (1985) notes that Confucianism is a kind of order that promotes harmony. On the other hand, the Daoist way of thinking is an exploration of ways to diminish the artificial constraint to faith in the order of things in nature, and to get harmony.

There is a real tension in leadership and governance between the stabilizing forces of Confucian ethics on one hand, and the adaptive and non-coercive Daoist approach on the other.

DAOISM AND HINDUISM

Hinduism and Daoism both focus on one's unity with the cosmos and the cyclical nature of life. Hinduism uses complicated rituals and metaphysical ideas, while Daoism prefers simple practices to experience the Dao directly. Capra, F. (1975) notes, Hindu cosmology and Daoist naturalism respect for the interconnectedness of existence, but Daoism does not indulge in the ritualistic crassness of Hinduism. Daoism is very simple and accessible to understand as a way of spirituality

SYNCRETISM IN MODERN SPIRITUALITY

The Daoism of today often incorporates practices from other traditions due to globalization. According to Blofeld, J. (1973), modern spirituality involves the application of Daoism which has been adapted to some Buddhist meditations, Hind jogas, and western soul psychology. The mixture shows that Daoism is universally inspiring and works on many different people. When we put Daoism beside similar traditions, we see how this tradition emphasizes balance, spontaneity, and naturalness. As such, Daoism can be seen as a worthy participant in global philosophy and spirituality.

THE PREVALENCE OF DAOISM IN DIFFERENT COUNTRIES

Daoism began in ancient China, yet its influence is felt all over the world. The religious and political impact greatly influenced China and beyond. This chapter will look at Daoism's significance in its homeland, the various forms it took in other regions and its influence on other countries

DAOISM IN CHINA

Originated in China, Taoism finds its main cultural and spiritual center in that country. The Dao De Jing and the Zhuangzi are two classical texts found frequently in the history of Chinese philosophy and they influenced traditional medicine, martial arts, government and art. In the past, people would come to Daoist temples for guidance and community activities. The purpose of the Lantern Festival and other celebrations reflects this cosmology. The meditation rituals also do so. But Daoism in modern China is often challenged due to its urbanization and industrialization. According to Liu, X. (2001), consumerism and the urbanization of many Chinese people has distanced them from Daoism; however, for the past decades, the ecological movement has revived the use of Daoism. In China, for instance, environmental activism that has its roots in Daoism promotes sustainable living and resource conservation. The Chinese government has furthermore recognized Daoism as part of their culture and heritage. Daoist temples are being preserved and Daoist spirit may be added into school curriculum to keep it alive.

DAOISM IN SOUTHEAST ASIA

Daoism has influenced Southeast Asia, including Vietnam, Malaysia and Singapore . In these areas, Taoism has been mixed with local customs. The Vietnamese folk religion has Daoist deities and rituals due to inter-cultural practices for centuries. Kirkland, R. (2004) argues that Daoism's great adaptability enables it to complement spirituality in Southeast Asia. In Malaysia and Singapore, Daoist temples act as community centres, preserving Chinese culture and fostering social cohesion. Many of these temples often blend Daoist practices with Confucian and Buddhist elements. The boundaries often become blurry in a multicultural setting.

DAOISM IN THE UNITED STATES

Daoism became popular in America through wellness, spirituality, and environmentalism. Tai chi and qigong, both rooted in Daoist traditions, are used widely today for stress relief, physical fitness, and mental clarity. Hoff, B. (1982) introduced ideas from Daoism to the West. He presented these ideas as practical tools for dealing with modern life. However, Americans mostly focus on the philosophy of Daoism which seems to ignore the religion and culture of Daoism. Harold D. Roth (1999) says that Daoism comes to be seen increasingly in the West as something akin to a self-help philosophy stripped of its ritual and cosmological context. Though very few westerners know about Daoism, its very essence is simplicity and harmony. Despite this limitation, the Daoist principles of simplicity and harmony have appeal for some in Western cultures seeking alternatives to materialism and consumerism.

DAOISM IN EUROPE

In Europe, Daoism's appeal lies in its philosophical insights and ecological focus. Many environmental philosophical trends are influenced by Daoist ideas for sustainable and complex living. Capra, F. (1975) relates Daoism to quantum physics and says they are compatible. Moreover, Daoist meditation and martial arts are growing popular among Europeans, especially in Germany and the UK. Daoism can be taught in wellness centers and community programs, indicating its adaptability to many cultures.

DAOISM'S IMPACT ON SOCIETY

The core principles of Daoism impact family, state and religion in society. By promoting harmony, flexibility, and non-coercive action, this paper sheds light on alternate notions of social organization and community well-being.

DAOISM AND FAMILY

In traditional China, it was believed that Daoism brought peace and guided the family to work together. Daoist family life is not as hierarchical as Confucians. Daoism (or Taoism) promotes a more organic way of life. Slingerland, E. (2003) says that the Daoist philosophy on family life is one in which leading by example and letting the family members develop as they will, undirected, is stressed. This method has stood the test of time as it is commonly found in contemporary families. Through a stress-free environment for their children, Daoism emphasizes ziran (naturalness). A ziran approach provides the strength to maintain and defend authenticity and emotional sanity against the threat and seduction of social pressures, or "just go with the flow."

DAOISM AND POLITICS

Daoism has its distinct ideas on politics and what makes a successful ruler. Leadership qualities emphasized in the Dao De Jin include being humble, adapting oneself and interference is minimal. According to Laozi (Chapter 17), the best rulers are the ones who hardly ever let their presence be felt. They rule when the people do not even realize they are being ruled. Contemporary politics theorists wrote on how Dao would help moral governance. Ames, R. (2005) says that Daoist leadership promotes an approach that does not use force. Also, it respects the freedom and personal choice of people. In practice, this philosophy could inform policies for environmental preservation, community empowerment, and planning for the future.

DAOISM AND RELIGION

Daoism as a religious traditional has an important set of rituals, festivals and devotional observances. Daoist temples are places where people worship, meditate, and practice culture. According to Schipper, K. (1993), Daoist worshipping combines humans, nature and deity into a whole through rituals. Urbanization and secularization present modern challenges to Daoism. However, they can still evolve to ensure their relevance. Daoist meditation and energy exercises are becoming fashionable around the world and combining ancient methods with modern practices.

SOCIAL HARMONY AND COMMUNITY

Daoism's emphasis on interdependence extends beyond personal existence to encompass all of society. It says that a community should be like an ecosystem where everyone contributes to the whole but do not upset the whole. In modern society, social and environmental justice, and sustainability have gained importance. All in all, with regard to family, government, and religion, Daoism has much to offer society. Rules can bring peace and balance to an ever-changing world.

PROSPECTIVES OF THE USE OF DAOISM

IN FUTURE

As Daoism grows and learns to cope with today's problems, it is becoming an umbrella that transforms harmoniously, with simplicity and eco-friendliness and teaches it to everyone soon. This chapter examines possible futures for Daoism. What might Daoism contribute to the world? How does Daoism respond to the challenges we face? What would it mean to incorporate Daoism into education and technology? How might Daoism shape future human societies?

CULTURAL REVIVAL

The recent application of Daoist concepts in wellness, ecology and mindfulness activities has contributed to the appealing of Daoism and its greater importance in life. The minimalism, slow living, and intentionality movements are influenced by Daoist values. Cooper, D.E argues that due to materialism and consumerism go away, Daoism's emphasis on simplicity and naturalness points to another conception of fulfilment. Global wellness trends have particularly exhibited this revival. Practices such as tai chi, qigong, and Daoist meditation, are now commonly recognized as forms of stress relief and overall health enhancement. Many wellness centers, internet resources, and global workshops reach a wider audience with these practices. By trying to recreate practices of the Daoist tradition, the authorities are not only preserving it but also adapting it to meet the needs of modernity.

EDUCATION AND INSTITUTIONAL IMPACT

We can expect in the future that Daoism will have an important impact on education and institutions. Daoist emphasis on ziran (naturalness) supports self-directed learning and creativity in education. Schools that use Daoist-inspired methods may have an emphasis on experiential learning, mindfulness and ecological literacy to create a generation that is mindful of inner and outer harmony. Daoist ethics may guide governance models focused on participatory decision-making, sustainability for the long term, and minimal interference.

Ames, R. (2005) pointed out that «Daoism is a source of moral leadership models that are inclusive and adaptive and address the common weal». From climate policy to global governance issues, these models can offer research possibilities.

CHALLENGES TO DAOISM'S FUTURE

Daoism has great potential, but it will face some severe challenges as it moves on ahead. A main problem is the threat of commercialisation and superficial appropriation. As Daoist practices become incorporated into wellness and self-help enterprises worldwide, their depth and meaning may be diminished or lost. Schipper, K. (1993) warns that reducing Daoism to some down-to-earth lifestyle tips ignores the rich cosmological and spiritual dimensions of Daoism. Globalization and urbanization threaten traditional Daoist practices and communities, especially in China. Keeping Daoist temples, rituals and knowledge systems intact while adapting them to modern contexts requires coordinated efforts between scholars, practitioners and policymakers.

OPPORTUNITIES FOR EXPANSION

Daoism can adjust itself, so it probably stands to grow more relevant. As we realize the psychological and ecological costs of modernity, Daoism may offer us an alternative rooted in balance, mindfulness and sustainability. If Daoist texts, practices, and ideas are translated and made available online, Daoism will be even more effective in the world at large. For instance, integrating Daoist ideas into environmental education and corporate leader training can help people understand how relevant Daoism is. Collaborations between Daoist networks and worldwide sustainability organizations such as the UN could amplify Daoism's clout in global policies and initiatives.

VISION FOR THE FUTURE

Daoism in the future will be related to the innovation of the modern world. The ethical technology, sustainability, holistic well-being principles can help overcome the problems of the future in a correct manner. As Kohn, L. (2012) points out, Daoism has timeless teachings that serve to provide stability while the world is evolving so rapidly. Through both embracing tradition as well as adapting to new forms, Daoism can inspire us all to balance and sustainable progress through harmony

RESULTS AND DISCUSSIONS

The results of the study show that Daoism is still an inspirational and useful scholarship with relevant engagements across technology, society and global ethics. Here is a summary of the findings.

• Two foremost principles of Daoism, wu wei (non-action) and ziran (naturalness), can be utilized to address the current challenges facing technologies of contemporary civilization. Wu Wei showcases the ethical critique against the technology of overreach through non-invasiveness and sustainability. This principle is in line with biomimicry, renewable energy development and green technology. Ziran is against communication technology and pushes for a digital detox and 'slow tech' movement as a low-tech solution.

• The ecology focus of Daoism is very in line with modern day sustainability efforts. Examples of renewable energy systems and circular economies reflect Daoist values of harmony and balance.

• An ethical framework for artificial intelligence and smart cities based on Daoism's lessons on adaptability and avoidance of domination will have future implications. Daoism has things in common with Buddhism and Confucianism as well as Hinduism. However, it devotes itself to harmony with the Dao. Both Daoism and Buddhism views detachment as a means of attaining tranquillity but while Daoism stresses immanence (not transcending from worldly things) and natural spontaneity, Buddhism stresses the transcendence of worldly things. Daoism's adaptability and

Confucianism's rigidity promote a well-structured social order, thereby offering different but equally viable prescriptions for governance and the exercise of authority. Hinduism and Daoism believe in the oneness of the universe. However, Daoism is more elementary. It shuns rituals.

• Daoism adapts so easily that it effortslessly blends into the global spiritual movement influencing mindfulness, minimalism, holistic health, etc. Daoism is culturally important as well as influential on the environment in China. Traditional practices in China are Daoist. Recent efforts of Daoism due to modernity refer to social and ecological crises.

• Daoism mixes with local religions in Vietnam, Malaysia, and Singapore. Its flexibility and ability to adapt has ensured its survival in these places.

• Daoism's ideas about nature are becoming popular in the USA thanks to tai chi, qigong and wellness movements. Nevertheless, the Western view often ignores its spiritual and cultural essence.

• Daoist ideas have affected movements in Europe that address issues like sustainability and the relationship between science and spirituality.

• Even though it is popular worldwide, Daoism is becoming commercialized and practiced superficially, threatening the loss of depth of the culture and spirituality. Daoism encourages harmonious relations between family members through non-coercive guidance and respect for individual growth. This will help in understanding contemporary issues such as balancing work and life and generation gap.

• The politics of a Daoist leader is to be humble and adaptable to a minimum interference.

• The observe rituals and festivals that still play an important role in bringing the community together. Nonetheless, urbanization and secularization play a role in religious practice.

• Daoism is about the world is unified. It teaches to see the connection between us and encourages understanding of how we live and get along with others. The ecological perspective of Daoism offers a unique opportunity for this philosophical doctrine to address our global problems such as climate change, global warming, depletion of resources and so on.

• The combination with science and technology presents chances for ethical innovations in artificial intelligence, smart cities and other areas among many more.

• Daoism is increasingly popular due to emerging trends like minimalism, mindfulness and wellness. It can be seen to be a cultural revival of sorts.

• There is a risk of community efforts becoming more aimed at generating profits. To keep Daoism relevant, it will be important that its cultural and spiritual integrity is adapted to modern contexts

• The worldwide spread of Daoism due to translations and the internet could help shape education and leadership and promote a global ethics.

CONCLUSION

Daoism is a philosophical as well as spiritual tradition which is very ancient and its relevance continues to remain. The concepts of "non-action" (wu wei); "naturalness" (ziran), and harmony with the Dao together offer insights that can help solve today's global problems technology, society, and the environment. Daoism is a flexible tradition, one capable of inspiring ethical systems, cultural renewal and new vision in the world today.

Daoism criticizes the excess of contemporary technology but promotes green innovation. The design principles of biomimicry create system-based technology solutions for environmental issues as well as ethical dilemmas in artificial intelligence. Daoism's ability to mesh with other spiritual traditions – from Buddhism and Confucianism to New Age – implies that it has global spiritual and philosophical relevance. The practice of Yoga emphasizes simplicity, mindfulness and balance. These values and principles resonate with the modern wellness and mindfulness practices. Hence Yoga has become a mainstream content of global spirituality. Socially, it transformed family, political, and religious relationships through emphasis on negation of coercion, right rule, and community. The values of Alternative approaches to Coming structures and materialistic lifestyles that guarantee Equity and well-being. Daoism helps us overcome future crises such as climate change and resource depletion will become an extremely important resource. The profound impact of AI on education, governance, and sustainable practices suggests that its role in human evolution will grow. The Daosim is facing challenges and issues, and it is also providing benefits to the people and industries. A team effort of experts, practitioners, and communities can help maintain the spiritual and cultural integrity of the tradition while making it accessible to the public. However, Daoism has universal principles and practical applications that can create positive change. I believe that the Daoist values and principles can certainly help us navigate the increasingly complex world of technological development, social inequality and environmental disasters. This focuses on harmony, balance, and communication with natural systems allow the way for a sustainable, fair and conscious future. Daoism can impart a perspective that values simplicity and interconnectedness if we meld the ancient with the modern. To conclude, Daoism is not a thing of the past but applicable to every day with more relevance in the future. Such a thought-provoking quote from Plato makes all of us wiser. It teaches us not to take things for granted and maintain balance in life.

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PSYCHOLOGY OF BURNOUT IN STUDENTS

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Abstract

This paper examines the psychology of burnout among students studying various specialties in different countries around the world. The main objective of the study is to improve the understanding of the relationship between emotional burnout and academic performance. To gain a broader understanding of the global nature of the topic under investigation, data from previously conducted independent studies on emotional burnout among college and university students were analyzed. Based on these data, the psychology of burnout syndrome, its causes and consequences, as well as its impact on the quality of student learning, were studied.

This paper is a review article written using a narrative approach. The narrative approach is more subjective as the authors select studies for inclusion based on their own criteria. Within this method, researchers analyze, summarize, and systematize the results of existing studies on the topic of student burnout to provide a comprehensive overview of the current state of the topic. The chosen method helps to identify gaps in the research, determine common patterns, and also allows other researchers to navigate the existing data.

The result of this research is that students, regardless of their field of study, country, or language of instruction, are susceptible to emotional burnout. The main symptoms of emotional burnout include chronic fatigue, depression, aggressive behavior, constant stress, and anxiety. Summarizing all the available data, it can be concluded that many factors can influence student burnout in education. For example, the characteristics of different specialties may also affect burnout in education.

Keywords: Emotional burnout, psychological health, students, academic burnout, procrastination, academic workload.

Түйін

Бұл жұмыста әлемнің әртүрлі елдерінде әртүрлі мамандықтар бойынша білім алатын студенттердің күйзелу психологиясы зерттеледі. Зерттеудің негізгі мақсаты – эмоционалдық күйзелу мен академиялық көрсеткіштер арасындағы өзара байланысты жақсырақ түсіну. Зерттеліп отырған тақырыптың жаһандық ауқымын теңірек түсіну үшін колледждер мен университет студенттерінің эмоционалдық күйзелуі туралы бұрын жүргізілген тәуелсіз зерттеулердің деректері қарастырылды. Осы деректер негізінде эмоционалдық күйзелу синдромының психологиясы, синдромның себептері мен салдары, сондай-ақ оның студенттердің білім сапасына әсері зерттелді.

Бұл жұмыс нарративтік әдісті қолдана отырып жазылған шолу мақаласы болып табылады. Нарративтік әдіс көбірек субъективті болып келеді, себебі авторлар зерттеулерді өздерінің жеке критерийлеріне сүйене отырып таңдайды. Бұл әдіс аясында зерттеушілер студенттердің эмоционалдық күйзелуі тақырыбындағы бар зерттеу нәтижелерін талдайды, қорытындылайды және жүйелейді, осылайша зерттелетін тақырыптың жай-күйі туралы толық көрініс береді. Таңдалған әдіс зерттеулердегі олқылықтарды табуға, жалпы заңдылықтарды анықтауға, сондай-ақ басқа зерттеушілерге қолда бар мәліметтерді бағдарлауға мүмкіндік береді.

Бұл зерттеудің нәтижесі – студенттер, оқып жатқан бағыттарына, еліне және оқу тіліне қарамастан, эмоционалдық күйзелуге ұшырайды. Эмоционалдық күйзелудің негізгі белгілері: созылмалы шаршау, депрессия, агрессивті мінез-құлық, тұрақты стресс және мазасыздық. Барлық қолда бар мәліметтерді қорытындылай келе, студенттердің оқу барысындағы күйзелуіне көптеген факторлар әсер етуі мүмкін деген қорытынды жасауға болады. Мысалы, әртүрлі мамандықтардың ерекшеліктері де оқу барысындағы күйзелуге әсер етуі мүмкін.

Түйін сөздер: Эмоционалды күйзеліс, психологиялық денсаулық, студенттер, академиялық шаршау, кейінге қалдыру, оқу жүктемесі.

Аннотация

В данной работе исследуется психология выгорания студентов обучающихся на различных специальностях в разных странах мира.

Основная цель исследования заключается в том, чтобы улучшить понимание взаимной связи между эмоциональным выгоранием и академическими показателями. Для более обширного понимания глобальности исследуемой темы были изучены данные ранее проведенных независимых исследований на тему эмоционального выгорания у студентов колледжей и университетов. На основе этих данных была исследована психология синдрома эмоционального выгорания, причины и последствия синдрома, а также его влияние на качество обучения студентов.

Данная работа является обзорной статьей, написанной с использованием нарративного подхода. Нарративный подход является более субъективным, так как авторы выбирают исследования для включения на основе своих собственных критериев. В рамках этого метода исследователи анализируют, обобщают и систематизируют результаты уже существующих исследований по теме эмоционального выгорания у студентов, для того, чтобы предоставить целостное представление о состоянии изучаемой темы. Выбранный метод помогает найти пробелы в исследованиях, определить общие закономерности, а также дает возможность другим исследователям ориентироваться в уже известных данных.

Результатом данного исследования является то, что студенты, вне зависимости от изучаемых направлений, страны и языка обучения, подвержены эмоциональному выгоранию. Основными симптомами эмоционального выгорания являются: хроническая усталость, депрессия, агрессивное поведение, постоянный стресс и тревога. Обобщая все имеющиеся данные, следует заключить, что на выгорание студентов в обучении могут повлиять многие факторы. Например, на выгорание в обучении могут также влиять особенности различных специальностей.

Ключевые слова: Эмоциональное выгорание, психологическое здоровье, студенты, академическое выгорание, прокрастинация, академическая нагрузка.

INTRODUCTION

Emotional burnout among students is currently a relevant issue in the context of the global development of modern educational programs. Students, who constantly face academic and social pressures, experience serious prolonged emotional stress, which has negative consequences both on their mental health and academic performance. Despite the large number of studies on this topic, a unified understanding of the causes and mechanisms of emotional burnout remains insufficiently developed, highlighting the need for further research.

The concept of “burnout” was introduced into science by American psychiatrist Herbert Freudenberger in 1974 to describe a special personality disorder that occurs as a result of a chronic state of emotional stress as a result of excessive work, excessive demands on oneself and constant stress. The term “burnout syndrome” itself was introduced in the 1970s by C. Maslach and S. Jackson in accordance with the three-component burnout model. According to this, the approach to emotional burnout as a psychological syndrome is represented by three symptoms: emotional exhaustion, depersonalization and reduction of professional achievements. It should be concluded that emotional burnout is understood as a state of physical and mental exhaustion that arose in response to emotional overstrain received during excessive work, excessive demands and stress.

Some authors point to a direct link between emotional burnout, the organizational aspects of education, and the individual psychological characteristics of students (Tukaev, S. V., Vasheka, T. V., & Dolgova, O. M., 2013). While others focus on studying the prevalence of psychological disorders (March-Amengual, Jaume-Miquel, et al., 2022). An important place in the literature is occupied by studies examining ways to improve students’ learning motivation (Xu, R., Wang, Q., Chin, N. S., & Teo, E. W., 2021). It is also worth considering the research on the impact of various specialties on students, for example, on nursing students (Rees, C. S., Heritage, B., Osseiran-Moisson, R., Chamberlain, D., Cusack, L., Anderson, J., ... & Hegney, D. G. 2016). The main questions in this study are:

Why does emotional burnout occur among students?

What consequences of emotional burnout affect students?

RESEARCH METHODS

1. Literature search

The literature search was conducted using the Google Scholar scientific database. The following keywords and phrases were used for the search: “student burnout», “academic burnout», “emotional exhaustion in students». Studies published between 2013 and 2022 were included in the analysis to take into account current data on the topic.

2. Research selection criteria

The study used only peer-reviewed articles on emotional burnout among college and university students. Studies focusing solely on professional burnout among already working professionals were also excluded. In addition, only studies published in English were included in the analysis.

3. Data analysis procedure

Based on the results of the research selection, a thorough data analysis was carried out aimed at identifying similar factors, results and conclusions related to emotional burnout in students. The results of each research work were analyzed in order to identify similarities and differences in the manifestations, causes and consequences of this syndrome.

4. Evaluation of research quality.

The quality of the included studies was assessed using the PRISMA 2020 criteria. Each study was evaluated for completeness of methodology, sample size, and reliability of the data presented.

5. Limitations of the methodology.

The limitation of the methodology of this article is the use of research data exclusively in English, which could potentially lead to the omission of information published in other languages. In addition, the time period (2013-2023) of the selected scientific papers limits the possibility of taking into account data from earlier or later studies that could contain important results.

RESULTS

In this section of the article, 5 carefully selected studies will be reviewed and analyzed, which correspond to the topic of the study and sufficiently reveal the degree of global spread of burnout syndrome. The first study under consideration will be the work - “Analysis of learning motivation and burnout of Malaysian and Chinese college students majoring in sports in an educational psychology perspective”, Xu, R., Wang, Q., Chin, N. S., & Teo, E. W, 2021.

The authors (Xu, Wang, Chin, & Teo, 2021) of the selected study pay special attention to the effect of the correlation of motivation to study and burnout among students of sports majors studying in China and Malaysia on academic success and their self-realization. The authors (Xu et al., 2021) used research methods such as questionnaires, statistical analysis and methods of assessing the psycho-emotional state to identify the level of motivation and burnout. According to Xu, Wang, Chin, & Teo (2021), educational psychology highlights motivation as a key driver of academic success and life satisfaction. The study revealed an inverse correlation between motivation and burnout: an increase in the first component leads to a decrease in the second, and vice versa. According to the results of the authors’ work (Xu et al., 2021), Malaysian students showed a higher level of motivation to study compared to Chinese students. It was also revealed that Chinese students are more likely to experience symptoms of burnout: emotional exhaustion, depression and a feeling of low efficiency. It should be concluded that the results of this study (Xu et al., 2021) clearly indicate the existence of a correlation on the example of Chinese and Malaysian students.

Propose to stimulate motivation through improving students’ self-efficacy. In other words, to increase motivation and reduce the risk of burnout among students, they should develop their faith in their own abilities (Xu et al., 2021). Xu, Wang, Chin, & Teo (2021) emphasize that it is important to motivate students through tasks that may arouse their interest. As a possible way to implement this idea, within the framework of increasing the level of motivation and improving the self-efficacy of students, it was proposed (Xu et al., 2021) to consider the option of updating the educational program plan taking into account this factor.

In addition, Xu, Wang, Chin, & Teo (2021) recommend providing students with the opportunity to actively participate in the academic process, the right to make decisions in their own learning process and access to free psychological assistance at the university. The authors emphasize that it is extremely important to take into account the cultural characteristics of students in order to develop the most effective programs and provide an opportunity for active learning (Xu et al., 2021). For example, Chinese students turned out to be more prone to emotional burnout, which may be related to their academic expectations and cultural standards.

The authors emphasize that increasing motivation to study can effectively reduce emotional exhaustion, depression and anxiety in students. It is worth noting that the authors of the work highlight the possibility of expanding the sample with the participation of students from other countries to obtain more extensive data and study the issue at an even deeper level. The study also highlights the importance of an integrated approach to the motivation and emotional support of student-athletes, which includes not only educational, but also psychological tools aimed at preventing burnout and increasing the degree of interest in learning (Xu et al., 2021).

The second study to be discussed is the “Psychological distress, burnout, and academic performance in first year college students”, March-Amengual, J. M., Cambra Badii, I., Casas-Baroy, J. C., Altarriba, C., Comella Company, A., Pujol-Farriols, R., ... & Comella Cayuela, A., 2022. This work is aimed at studying the relationship between psychological stress, emotional burnout and their connection with academic performance among first-year students of various specialties at universities in Spain. March-Amengual, Cambra Badii, Casas-Baroy, et al. (2022) of the work pay special attention to the first year of study, since this time is a period of adaptation of students to new learning conditions and higher academic requirements.

As a result of an independent study, March-Amengual, Cambra Badii, Casas-Baroy, et al. (2022) concluded that 27.1% of the surveyed students from Spain experience a significant level of stress due to the process of adapting to the learning process and a new environment, and 7.3% of students suffer from emotional burnout against the background of high academic expectations and lack of support. However, despite the high level of stress and burnout among first-year university students, March-Amengual, Cambra Badii, Casas-Baroy, et al. (2022) did not reveal a significant relationship between the previously mentioned factors and academic results. In other words, the academic performance of freshmen does not suffer significantly due to stress, but it affects their mental health. Also, according to the researchers, students of non-medical specialties are more prone to depression, and also came to the conclusion that psychological distress and burnout do not have a significant impact on their academic results (March-Amengual, Cambra Badii, Casas-Baroy, et al., 2022). In addition, the authors (March-Amengual, Cambra Badii, Casas-Baroy, et al., 2022) revealed differences in the level of stress and emotional burnout depending on gender and field of study.

March-Amengual, Cambra Badii, Casas-Baroy, et al. (2022) highlight the importance of preventive mental health programs for first-year students. These programs should include counseling, emotional support during the adaptation period, and strategies to address social isolation, time management challenges, and academic overload. Special attention should be given to students most vulnerable to stress in their first year of study. At the same time, it is noted that teachers play an important role in the emotional support of students, and establishing high-quality constructive feedback and open discussion of students’ academic and personal problems may well help reduce their anxiety, emotional burnout, and stress. It should be concluded that teachers are encouraged to pay more attention to the individual needs of their students in order to help with possible difficulties, which will also contribute to improving their emotional state and creating an atmosphere of trust. It is worth noting that March-Amengual, Cambra Badii, Casas-Baroy, et al. (2022) point to the need for active involvement of teachers in the process of psychological support for first-year students for the most successful adaptation and prevention of the occurrence of burnout syndrome, stress, anxiety and the development of depression.

The next study to be considered in this article is the ”Can we predict burnout among student nurses? An exploration of the ICWR-1 model of individual psychological resilience.”, Rees, C. S., Heritage, B., Osseiran-Moisson, R., Chamberlain, D., Cusack, L., Anderson, J., ... & Hegney, D. G., 2016. It was devoted to the study of emotional burnout among nursing students enrolled in their first year at higher universities in Australia, using the «ICWR-1 model of individual psychological stability». The ICWR-1 model of individual psychological stability suggests that personal factors can influence the likelihood of developing emotional burnout in students and is able to predict their burnout (Rees, Heritage, Osseiran-Moisson, et al., 2016). Also, methods such as surveys and psychological scales were used to assess burnout and psychological stability of students, taking into account various external and internal factors that could affect students.

In this paper, Rees, Heritage, Osseiran-Moisson, et al. (2016) tried to find out whether the individual psychological qualities of students can predict their tendency to burnout. In addition, the main purpose of this study is to study the level of burnout, to search for factors that can reduce the risk of the syndrome, as well as to study the level of resilience of students and their ability to cope with stress in the learning process (Rees et al., 2016).

Rees, Heritage, Osseiran-Moisson, et al. (2016) concluded that psychological stability reduces the likelihood of burnout among students, as it acts as a protective mechanism. The authors of the study also proposed to continue developing psychological resilience programs for nursing students in order to maintain their psychological health and resilience (Rees et al., 2016). It is worth noting that Rees, Heritage, Osseiran-Moisson, et al. (2016) refers to the factors of burnout among nursing students, not only low levels of support and high stress levels, but also conditions of constant pressure in the specifics of their field of activity. As a result of the study, psychological stability turned out to be the main factor that can prevent the development of burnout in students (Rees et al., 2016). Rees, Heritage, Osseiran-Moisson, et al. (2016) established the fact that students with higher levels of resilience coped with academic and emotional challenges better than those with lower levels of resilience.

Rees, Heritage, Osseiran-Moisso, et al. (2016) emphasize the importance of active teacher support during high-stress periods and recommend implementing programs to develop students’ resilience, time management, and emotional self-regulation.

The fourth study to be considered in this paper is the “Can we predict burnout among student nurses? An exploration of the ICWR-1 model of individual psychological resilience”, Tukaev, S. V., Vasheka, T. V., & Dolgova, O. M., 2013. The paper (Tukaev, Vasheka, Dolgova, 2013) analyzes the relationship between burnout and the motivational characteristics of Ukrainian students studying in the fourth year of psychology at the National Aviation University. The study was conducted during an intensive pre-examination period, when students were busy with laboratory work and course projects.

According to the results obtained (Tukaev, Vasheka, & Dolgova,, 2013), low professional motivation and incorrect choice of specialty by students also increase the risk of burnout, especially for those students who do not have clear career goals. Difficult interpersonal relationships, low self-esteem, a feeling of lack of control over one’s life and academic process, a feeling of insufficient satisfaction from communication - all this contributes to an increase in stress levels and the emergence of emotional burnout syndrome (Tukaev, Vasheka, Dolgova, 2013). Tukaev, Vasheka, Dolgova (2013) are convinced that it is extremely important for students to develop skills of cooperation, self-regulation, adaptation and communication with other people, as this helps to reduce the level of burnout. Tukaev, Vasheka, Dolgova (2013) focuses on the fact that an important factor influencing the development of the syndrome in question is the level of professional motivation among students. In other words, those students who choose their specialty by accident or due to other external factors influencing the decision of students to enroll in a particular specialty are more likely to face demotivation (especially during exams and the highest academic load). It should be concluded that this type of student is more likely to face emotional burnout, against the background of dissatisfaction with the educational process and disappointment in choosing a specialty (Tukaev, Vasheka, Dolgova, 2013). The study also showed that students who feel a lack of support from teachers or classmates are more likely to experience stress and burnout (Tukaev, Vasheka, Dolgova, 2013). Tukaev, Vasheka, Dolgova (2013) that self-esteem and a sense of control over their lives also have a significant impact on the emotional state of students. In other words, those students who feel externally controlled, that is, they are more likely to explain failures by various external circumstances (teachers, environment, etc.), are much more likely to show symptoms of burnout (Tukaev, Vasheka, Dolgova, 2013). The study (Tukaev, Vasheka, Dolgova, 2013) revealed the relationship between student behavior strategies in conflict situations and emotional burnout: students who use cooperation strategies less often are more likely to burnout. This is due to the fact that situations regularly appear in the academic environment that require the search for compromises with the participation of other people and, consequently, the inability to find mutually beneficial solutions leads to the accumulation of tension and, as a result, to burnout.

Tukaev, Vasheka, Dolgova (2013) the following recommendations are offered to universities: providing assistance to students in order to develop their career prospects and a more in-depth understanding of their future profession, developing interpersonal interaction and cooperation skills among students through seminars and trainings, providing students with psychological support to increase their self-esteem. Thus, Tukaev, Vasheka, Dolgova (2013) the importance of developing an integrated approach that will include professional motivation, communication skills and inner confidence.

The latest fifth study considered in this paper is “The emotional burnout syndrome among management students”, Abdildina, E. K., Serikbai, A. S., Shanashbaeva, A. E., & Lipovka, A. V., 2023. The study examined the main factors causing burnout among students studying in the specialty «management» in Kazakhstan.

The main factors contributing to the development of burnout among students include high academic workload, stress, insufficient support in the educational environment, lack of time for students to rest and recover (Abdildina, Serikbai, Shanashbaeva, Lipovka, 2023). Abdildina, Serikbai, Shanashbaeva, et al. (2023) emphasize that undergraduates are more likely to face emotional exhaustion and a motivational crisis compared to undergraduates.

Abdildina, Serikbai, Shanashbaeva, et al. (2023) also conducted an analysis of the strategies used by students to prevent burnout syndrome. As a result, obtained using the method of semi-structured interviews with students, recommendations were obtained to prevent burnout in universities (Abdildina, Serikbai, Shanashbaeva, et al., 2023), namely: the introduction of psychological support programs at universities, maintaining a healthy balance between rest and learning, developing students’ skills in stress management and time management.

DISCUSSION

In this section of the article, the similarities and differences between the five selected articles will be examined.

To begin with, all works focus on stress and a high level of academic workload as key factors leading to emotional burnout (Xu et al., 2021; March-Amengual et al., 2022; Rees et al., 2016; Tukaev et al., 2013; Abdildina et al., 2023). The researchers also note that low motivation exacerbates burnout in students (Xu et al., 2021; March-Amengual et al., 2022; Rees et al., 2016; Tukaev et al., 2013; Abdildina et al., 2023). In addition, all the authors propose to develop psychological support programs for students (Xu et al., 2021; March-Amengual et al., 2022; Rees et al., 2016; Tukaev et al., 2013; Abdildina et al., 2023).

The participants were students from various specialties, which could influence the identified burnout factors. The researchers selected students from fields such as sports (Xu et al., 2021), nursing (Rees et al., 2016), psychology (Tukaev et al., 2013), and management (Abdildina et al., 2023). Some researchers (March-Amengual et al., 2022) examined the emotional state of first-year students from various specialties. Differences in cultures and educational systems across countries could also affect the degree of burnout. This paper presents the results of studies of emotional burnout in students from countries such as China and Malaysia (Xu et al., 2021), Spain (March-Amengual et al., 2022), Australia (Rees et al., 2016), Kazakhstan (Abdildina et al., 2023) and Ukraine (Tukaev et al., 2013).

Summarizing the recommendations of all the previously mentioned studies for educational institutions, psychological support and assistance in managing the academic load for students is extremely important. On the other hand, the recommended strategies may vary depending on the specialty, motivation, as well as cultural and educational differences among students from various countries. In addition, the studied works fully reveal the complex problem of burnout and indicate the need to use an individualized approach when creating educational programs for different categories of students.

CONCLUSION

Burnout syndrome among students is one of the key factors influencing academic success, mental well-being and future professional development. According to a number of data obtained from the analysis of research results studied by various groups of students from different countries and specialties, burnout is a fairly common problem and requires an integrated approach.

In all the studies, the authors concluded that the main factors that most often provoke burnout in students are high stress levels, lack of time for rest and recuperation, lack of psychological support, as well as lack of social interaction. Xu, Wang, Chin, and Teo (2021) revealed that both the intensity of the curriculum and the internal motivation of students play an important role in the development of burnout among students of sports specialties in China and Malaysia. Xu, Wang, Chin, and Teo (2021) pointed out the dependence of burnout on motivation, emphasizing how high burnout correlates with low motivation and negatively impacts students’ academic performance. It is also worth noting that students of sports specialties face specific challenges associated with physical and psychological stress.

The study conducted by March-Amengual and colleagues (2022) also increases the field of consideration for understanding emotional burnout and includes factors affecting first-year students of various specialties in Spain. The authors emphasize that first-year students face not only academic stress, but also emotional challenges related to social adaptation. In their work, March-Amengual and colleagues (2022) emphasize that burnout in the early stages of education can have long-lasting consequences and can affect the overall curriculum, as well as the level of professional training of students.

A study by Rees and colleagues (2016) examines the issue of emotional burnout among nursing students in Australia, viewed through the prism of psychological resilience. A striking difference from other groups studied is the fact that students with medical specialties often face additional stress factors associated with high moral responsibility and emotional challenges that arise in their professional activities. Rees and colleagues (2016) emphasize that students with the highest psychological resilience are much better at coping with emotional exhaustion and stress. Also from their work, Rees and colleagues (2016) propose to implement programs that will help students develop resilience and stress management skills.

The work of Tukaev, Vasheka and Dolgova (2013) also indicates the importance of motivational and semantic factors in the development of emotional burnout in students. Tukaev, Vasheka and Dolgova concluded that students without clear career prospects and with low motivation to study are most often faced with burnout. Also, students who have difficulties with communication skills and lack of social support are more susceptible to the syndrome in question. Special attention in this study is paid to the importance of professional motivation for students, as it helps them cope better with academic difficulties and reduces the risk of burnout.

The study by Abdildina and colleagues (2023) was able to add a new perspective to the study of emotional burnout by studying this problem among students of different courses studying management in Kazakhstan. Abdildina and colleagues (2023) noted that management students often face high academic workload and stress due to preparation for professional activity, which also exacerbates the risk of burnout. A distinctive feature from other groups studied is that students from this category face additional challenges aimed at the need to develop their leadership and managerial skills. Abdildina and colleagues (2023) emphasize the importance of introducing psychological support and stress management training programs.

It should be concluded that all researchers agreed that in order to reduce the level of emotional burnout, it is necessary to introduce comprehensive measures aimed at psychological support for students. Xu and colleagues (2021) recommend developing motivation for learning through creating conditions for their self-development, providing feedback to stimulate them to achieve the highest results. In addition, it is important that educational programs provide students with the opportunity to actively participate in the learning process, which will enhance student engagement and reduce the risk of burnout. March-Amengual and co-authors (2022) focus on the need to create special adaptation programs for first-year students that will help them adapt to new educational conditions and loads, and will also include psychological support, group work and self-organization skills training. Rees and colleagues (2016) emphasize the need to develop psychological resilience in nursing students and propose the introduction of stress management training programs and the development of personal resilience. According to Rees and co-authors (2016), this can help students better cope with emotional stress, develop empathy and self-regulation skills, which will be especially valuable for medical professionals. Tukaev and colleagues (2013) identify motivation as a key factor, and therefore recommend working more actively with students' motivational attitudes through special training programs focused on professional skills. In turn, Abdildina and colleagues (2023) propose to develop psychological support and stress management training for management students, emphasizing the importance of a balanced approach to the academic process. The support programs recommended by Abdildina and co-authors (2023) may include various leadership training, lessons on developing time management skills, and methods to combat burnout.

Burnout syndrome among students of various specialties is still an urgent problem affecting and influencing their academic performance, mental health and career prospects. In all the studies reviewed, the formation of burnout has been demonstrated through high levels of stress, heavy academic workload, lack of social support, and low motivation to study. Despite the differences in educational programs and cultural environment, all authors point to the need to introduce psychological support programs and develop students' personal skills.

To combat the growing level of emotional burnout among students, it is necessary to create an integrated approach, including adaptation programs for freshmen and motivational strategies for undergraduates, as well as the development of their stress management skills. Educational institutions should actively promote the creation of a favorable environment for learning and personal growth. The implementation of the above recommendations can significantly improve the quality of life of students and enhance their academic and professional achievements.

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DIGITAL ERA IN THE LIGHT OF TRAVEL PREFERENCES OF MODERN PEOPLE

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Abstract

Today, tourism is one of the leading areas in the life of society. Tourism in every way influences the profound transformation of the modern world. Thanks to the tourism sector, there is an exchange between countries, peoples, and cultures. In the context of the digital transformation of global society, not only the methods of communication are changing, but also the perception of the world, cultural landmarks and tourist preferences of a modern person. A modern person already thinks much more broadly, largely due to the opportunity to travel around the world. These trips are possible, among other things, thanks to the tourism sector in the field of the global economy.

This article examines the influence of the digital era on the development of global thinking, the formation of new values and preferences in tourism. Key factors such as the role of social networks, online platforms and artificial intelligence technologies in the process of travel planning and route selection are analyzed. The challenges and opportunities that digitalization creates for the tourism industry are also considered, including personalization of offers, increasing the availability of travel and changing the traditional understanding of tourism. Based on the analysis, key trends that determine the future of tourism in the context of digital globalization are identified.

Keywords: digital age, travel preferences, social networks, artificial intelligence, digital globalization.

Түйін

Бүгінгі таңда туризм қоғам өміріндегі жетекші салалардың бірі болып табылады. Туризм барлық жағынан қазіргі әлемнің түбегейлі өзгеруіне әсер етеді. Туризм саласының арқасында елдер, халықтар және мәдениеттер арасында алмасу бар. Жаһандық қоғамның цифрлық трансформациясы жағдайында коммуникация әдістері ғана емес, сонымен қатар қазіргі адамдардың әлемді қабылдауы, мәдени анықтамалық нүктелері мен туристік қалауы да өзгереді. Қазіргі адам қазірдің өзінде әлем бойынша саяхаттау мүмкіндігінің арқасында әлдеқайда кеңірек ойлайды. Бұл сапарлар жаһандық экономикадағы туризм секторының арқасында мүмкін болып отыр.

Бұл мақалада сандық дәуірдің жаһандық ойлаудың дамуына, туризмдегі жаңа құндылықтар мен преференциялардың қалыптасуына әсері қарастырылады. Саяхаттарды жоспарлау және маршрут таңдау процесінде әлеуметтік желілердің, онлайн платформалардың және жасанды интеллект технологияларының рөлі сияқты негізгі факторлар талданады. Сондай-ақ ол цифрландыру туристік индустрия үшін тудыратын қиындықтар мен мүмкіндіктерді, соның ішінде

ұсыныстарды жекелендіруді, саяхаттың қолжетімділігін арттыруды және туризм туралы дәстүрлі түсінікті өзгертуді қарастырады. Талдау негізінде цифрлық жаһандану жағдайында туризмнің болашағын анықтайтын негізгі тенденциялар анықталды.

Түйін сөздер: цифрлық дәуір, саяхатқа бейімділік, әлеуметтік желілер, жасанды интеллект, цифрлық жаһандану.

Аннотация

На сегодняшний день туризм является одной из передовых областей в жизни общества. Туризм во всех отношениях влияет на глубокую трансформацию современного мира. Благодаря туристической сфере происходит взаимообмен между странами, народа, культурами. В условиях цифровой трансформации глобального общества изменяются не только способы коммуникации, но и восприятие мира, культурные ориентиры и туристические предпочтения современного человека. Современный человек уже мыслит намного шире во многом благодаря возможности путешествовать по всему миру. Эти путешествия возможны в том числе благодаря туристической сфере в области мировой экономики.

В данной статье исследуется влияние цифровой эпохи на развитие глобального мышления, формирование новых ценностей и предпочтений в туризме. Анализируются ключевые факторы, такие как роль социальных сетей, онлайн-платформ и технологий искусственного интеллекта в процессе планирования путешествий и выбора маршрутов. Также рассматриваются вызовы и возможности, которые создает цифровизация для туристической индустрии, включая персонализацию предложений, повышение доступности путешествий и изменение традиционного понимания туризма. На основе проведенного анализа выявлены ключевые тренды, которые определяют будущее туризма в условиях цифровой глобализации.

Ключевые слова: цифровая эпоха, предпочтения в путешествиях, социальные сети, искусственный интеллект, цифровая глобализация.

INTRODUCTION

The digital era has radically changed the way of perceiving the world. In this respect, the digital age is comparable to the information age. If we give a general definition, it sounds something like this. "The Information Age is a historical period that began in the mid-20th century. It is characterized by a rapid shift from traditional industries, as established during the Industrial Revolution, to an economy centered on information technology" [1]. The global thinking of man has changed and is changing to this day, briefly, a revolution is happening between the world and humanity. Previously, people were nomadic and were overpopulated because there was a need for this to feed cattle, climate influence. In the current world of modern man, this is a tourist plan. Modern people have completely different goals and perceptions, this can be business travel, study goals, or they just take tickets and travel, a modern man does all this for his development, expanding his worldview and horizons, and a person changes for the better and a revolution is happening here. Man changes every century, if we touch on history, the same thing is happening here, primitive man and a man of the 20th century and a man of the 21st century, they are completely different, they have different values of life and a view of the world, this is a revolution. Human thinking can change in one day, in a year and in centuries, this is what the digital era shows. "The onset of the Information Age has been linked to the development of the transistor in 1947 and the optical amplifier in 1957" [2]. Why is that?

Access to information. The Internet and social media as well as online platforms allow a modern person to access the whole world to study culture, nations, languages, traditions as well as attractions, take the example of social networks when you come across a video about Turkey or China about their life, about their rich nature and their attractions, you will watch this video when you come across it for the first time and you will think or say wow what a beautiful country or city, but when similar videos start to come across 3-4 times you will start thinking about visiting this place you will have a goal to learn more about this country and you will have new dreams!

The growth of popular new directions for example in the current world there is a profession of a traveler, these can be historians, archaeologists, diplomats, who change every 2-5 years and work in embassies in different countries. These people exchange international experience and gain knowledge in terms of tourism, which is different from ancient man.

Virtual travel is one of the influences on the digital era. In the modern world, the digital era is so developed that VR glasses can move anyone to any other world they want to get to. "Information is not knowledge itself, but the meaning that may be derived from a representation through interpretation" [3]. Panoramas 360 cities.net describes the world with picturesque panoramas. What allows today's society to learn about the world and easier, therefore, the current individual differs from the individual of the last century. Virtual travel is a way to immerse yourself in the virtual world and the atmosphere of various places around the world, you can explore: museum tours, natural landscapes, cities and attractions, space travel, historical reconstructions – these are great opportunities to develop today's growing youth who study tourism and hospitality as well as ordinary people for self-development and travel.

Today, ChatGPT has become a major technical, creative and especially moral problem. Its meaning is that humans have gradually begun to lose the ability to generate ideas themselves, surrendering to the mercy of self-reproducing artificial intelligence. "ChatGPT can generate human-like conversational responses, and enables users to refine and steer a conversation towards a desired length, format, style, level of detail, and language" [4]. Starting in the spring of 2023, due to growing public concern about the rapid development of AI technologies, the training of the new neural network model ChatGPT-5 was put on hold. In November 2024, Sam Altman officially announced that the fifth version will not be released in 2024 either.

Today, one of the most popular offers is Chatgpt artificial intelligence, now many people use this offer, popularity is taking over, for example, we can give ChatGPT where we want to go, what kind of vacation we prefer active or passive, tours, what is our budget and it organizes everything and makes a plan for your vacation. This is the first offer that surprises and gives the best opportunity for us and the development of digitalization. If we bring a second example, let's say you want to open any other hotel, a travel company or a restaurant, maybe some kind of thematic or ethnic, something interesting, unusual, which can be number one and in such moments ChatGPT is an adviser and assistant, it makes not only plans, but also architecture, designs, building layouts and throws up various interesting options, what is freely available and this is a cool opportunity and there are also upgraded versions where you need to pay. This is the preference of a modern person.

What is important for a modern person in terms of tourism? What preferences can arise?

We ask ourselves this question, what is important to us? What is comfort for us? What kind of rest suits us best in the modern world, we sell not products, not services, but impressions, for everyone it has become important to get emotions from this event, rest. I am a student and I am practicing in a hotel from the Marriot Bonvoy Company. In the hotels of this company they conduct training for employees, and there they tell us about the possibility of giving emotions to guests, and this training includes learning about all the departments and departments of the hotel and about the company itself and the history of what shows love and inspiration for work and motivation appears to give this effect to our guests. Ethics and etiquette and rules of work according to all standards teach that the most important thing in the hospitality industry is to be trained. This is very important for the modern standard that employees are always trained, this is what you can't save on. In the Marriot Bonvoy company there is such a Wow effect where the hotel staff can organize some event for guests or give them a complimentary gift and provide the best impression of the hotel about the trip, they are divided into Wow stories and legendary stories, and inside the hotel the staff compete for the best Wow effect and some even enter the legendary story.

I would like to give two legendary stories as an example:

1) There was one guest and the driver of our hotel took her from the airport to the hotel and then she shared her childhood dream with our employee, she said that her dream was to ride karate with horses like a little princess. Having learned about this, the driver decided to fulfill her dream and make her trip to our hotel unforgettable. He told his colleagues about it and they helped him organize the story and they ordered a carriage and horses and took her for a ride around the city. She was very surprised and she said that she was pleased that they took care of her and made her trip to our country unforgettable.

2) A married couple with a child were vacationing at the hotel and when they were leaving the hotel and the child forgot his teddy bear, the hotel staff took different photos of the teddy bear walking around the hotel and relaxing and waiting for its owner, and when the family returned to the hotel they gave the boy these photos and the bear, and the parents were touched that they took such good care of them and their son, and the child was very happy.

I would also like to give an example of two Wow stories:

1) Guests arrived for a month and stayed for long periods at the hotel, and the staff gave them ethnic-style airplane pillows and slippers and embroidered their initials themselves, the guests were also pleasantly surprised and thanked them for the warm welcome and care.

2) A pilot came to the hotel and shared with the staff that he had very frequent flights and flights and had long wanted to go to the cinema and relax and asked if we showed films in English. Our staff, having heard about this, decided to arrange a movie night for him. There is a special place in the hotel similar to a cinema room. They prepared a couple of snacks and drinks. The pilot was pleased with such care.

Emotions are a very important thing for a modern person, because it is very difficult to surprise a person of our time, there is nothing surprising in a developed world where money and digitalization rule. “Emotions are physical and mental states brought on by neurophysiological changes, variously associated with thoughts, feelings, behavioral responses, and a degree of pleasure or displeasure” [5].

The preference of a modern person is convenience, comfort, then the types of tourism are divided into different types and everyone has different preferences, this can be Cultural and educational tourism. In terms of the number of archeological, historical and architectural monuments, Kazakhstan is a rich and interesting real “open-air museum”.

• Ecological tourism

• Virtual tourism

• Sports tourism

• Health tourism

• Passive tourism

• Active tourism

• Religious tourism

• Business tourism

• Extreme tourism

• Ethnographic tourism

“Open air is ‘the unconfined atmosphere ... outside buildings’” [6]. Nowadays there are many types of tourism and recreation to suit any preference of a person.

METHODOLOGY

I conducted a social survey on this topic among my environment – these are students, colleagues, teachers, mentors and family material about this article is various ideas of people which are combined in this article. I believe that the best method of research is a social survey to know many opinions from society what they think about this topic and how it can be developed in the best directions. Naturally, the best method of research is books, films, other articles, sites and smart quotes from our authors combining all this knowledge you can get a lot of cool ideas and knowledge this is one of the development of humanity and global thinking. Our generation is already going through the subject of research methods to know about the exact sciences of the tourism industry does not consist only of tours, travel and service there are scientists who scientifically and philosophically study tourism the same thing by writing articles, doing scientific work this develops human intelligence and it requires more of the tourism industry is not banal but something really interesting and cognitive that he has not heard or seen anywhere but all people are looking for knowledge in simple language so that it is understandable to everyone and to himself. The word tourism seems very simple. “The English-language word tourist was used in 1772” [7]. But if you delve deeper into studying for this profession, you can become a doctor of exact sciences. Modern students study subjects such as research methods, introduction to accounting, event management, foreign language, marketing. These subjects allow you to work not only in the tourism industry, but also in other different places. That is, in our modern world, everything is so developed that it provides a huge opportunity to develop different sides.

Let’s analyze research methods for all types of tourism strategy.

1. Analysis and synthesis:

• Research of literature on digitalization and its impact on people’s thinking and behavior.

• Synthesis of information on globalization trends and their relationship with digital technologies.

2. Modeling:

• Building a model for the formation of tourist preferences under the influence of the digital environment.

3. Abstraction:

• Highlighting key factors of digitalization that influence global thinking.

Empirical methods:

1. Observation:

• Analysis of user behavior in social networks and on travel planning platforms.

2. Comparison:

• Comparison of travel preferences from different regions before and after the widespread adoption of digital technologies.

3. Testing:

• Surveys or questionnaires to determine how digital tools influence the choice of tourist destinations.

4. Interviewing:

• Conducting interviews with travelers and tourism experts.

Mathematical methods:

1. Statistical analysis:

• Processing data on travel preferences based on surveys and social media analytics.

2. Visualization:

• Creating graphs and charts that reflect the correlation between digitalization and changes in preferences.

3. Network modeling:

• Analyzing the impact of social networks and digital platforms on the popularity of certain tourist destinations.

These methods will allow a comprehensive study of the impact of the digital era on the global thinking and behavior of modern travelers.

WHAT IS THE THINKING OF A MODERN PERSON IN TERMS OF EXPANDING HIS UNDERSTANDING OF THE WORLD?

When you tell a person how he imagines the future, many people have a picture in their heads: developed digitalization, flying cars, beautiful LRT, robots, people and animals, people in modern clothes and glasses, as if something related to technology, something different, unusual and beautiful, that’s what many people think. A modern person sees the development of digitalization as the latest model of any other gadget, now every person prefers to use the Apple Company. Why? It’s a brand, convenient to use, various forms and models to choose from, and it is always appreciated. People also create their own future, they began to invent from a light bulb to jobs that look like people, a washing machine, a dish washer, a robot vacuum cleaner, a smart speaker Alice that can control a house with one command and talk on any topic and carry out orders. Each time, people create better and better cars, today a car does not need a driver, and they themselves can drive cars like Tesla, there are even different types of cars for any preference. There are now many games and movies about robots that look like people and can be higher intelligence than people source of information.

Now in the world there is a profession of work of a technician in scientific universities like Nazarbayev University and others where they give a special approach and attention to study and development. In the current world, the work of technicians and IT specialists who understand technology and higher scientific technologists who will develop our world and digitalization are valued.

Robots are able to replace a person in many areas of activity. Practical application of robotics has become an accessible reality. Modern technologies have made it possible to create a wide variety of robots, the classification of which must be understood. “The term comes from a Slavic root, robot-, with meanings associated with labor” [8].

WHAT TYPES OF ROBOTS EXIST?

Robots used in the modern world are classified according to various criteria:

BY CONTROL:

• Hard-programmable. This type includes first-generation devices that are controlled using a program that does not change during operation.

• Adaptively programmable. Programs contain information about environmental factors. With the help of a sensor system, robots recognize the state of the outside world and change their operating mode depending on the conditions.

• Flexible-programmable. This type includes the latest generation of robots that change their program, taking into account only the final goal.

BY POSITIONING:

• Stationary. They are installed in the foundation, on the ceiling or load-bearing walls. Such robots are most often used in the production process, when hard work allows to increase the efficiency of production and its speed. Stationary equipment includes assemblers, lifts, welders, etc.

• Mobile. They can move using a chassis or on a limited rail area. These include robots on tracks, wheels, etc, колесах и т. д.

BY PURPOSE:

• Industrial. They participate in the process of manufacturing parts and products. Industrial robots can be agricultural, foundry, construction, assembly, etc.

• Medical. They are used to perform operations, prepare medicines, care for patients, diagnose diseases, and teach medical skills.

• Household. Robots of this type have recently become increasingly popular. They are used to perform household chores, transport goods and items, prepare food, and much more.

• To ensure safety. The devices are used by the Ministry of Emergency Situations to extinguish fires, floods, clear mines, and rescue people.

• Military or combat. The equipment is used in military operations. These include aircraft, tanks, surface and underwater devices, armored personnel carriers, and others.

• Research. Robots are used to conduct research in dangerous, uninhabitable conditions, such as high or low temperatures, radiation, etc. The devices can operate underwater, underground, and even in space.

BY MODE OF MOVEMENT:

• Underground. They move underground. These include research drones.

• Underwater. They move underwater. These include bathyscaphes or torpedoes.

• Surface. For example, boats or boats that move on water.

• Land. They move on land. Robots are equipped with tracks or wheels.

• Airborne. They move through the air. These include quadcopters and drones.

WHY ARE ROBOTS USED IN INDUSTRY?

Industrial enterprises have advanced greatly due to the use of modern robotics. The devices are used for packaging, welding, painting and other operations that were previously performed by human labor. Robots ensure high speed and accuracy of task execution. And human resources are freed up for other operations. Industrial robots are most often a mechanical manipulator arm with a flange and several axes.

HOUSEHOLD ROBOTS

Robots are also very applicable in the household sphere. Lawn mowers, vacuum cleaners, massagers and even pool cleaners make human life much easier. Recently, the automated “Smart Home” system, which controls water drainage, electricity and other functions, has been gaining popularity.

ROBOTS IN MEDICINE

Robotics is in great demand in the medical field. One of the most striking examples is robotic surgery. In 2017, a stomach operation was performed in South Korea using a medical robot. It was successful, and the woman remained healthy.

A major breakthrough in medicine was achieved when bionic processes were created that are controlled by the patient’s nervous system. After amputation, nerves remain in the body, the remnants of which move to a small muscle area. And the following happens: a person wants to stretch out his arm, and at this time the brain sends a signal to the muscle with an attached nerve. Electrodes process the signal and send it inside the prosthesis. With the help of this technology, a person can feel warmth and touch.

SPACE

The use of robots in astronautics is enormous. Devices collect soil samples and explore new areas in dangerous conditions where humans cannot reach.

In 2021, Russia plans to launch a space robot for maintenance and work in outer space.

ENTERTAINMENT

The active use of robots in various areas of life has led to the fact that some people want to have their own robotic «friend». Today, in addition to numerous toys for children, there are robots on store shelves that can fly, sing, tell stories and much more. Such devices are also sold to adults.

One of the most striking examples is the Thespian robot – a device created for communication. It can not only communicate, but also read poetry, act out theatrical scenes, gesticulate and show bright emotions on its face.

The pinnacle of robot development in the entertainment industry is humanoid devices. They can talk on various topics and joke.

DISADVANTAGES OF ROBOTICS

Robotization is an irreversible process that leads to the simplification of certain areas of life. However, in addition to increasing labor productivity and reducing costs, robotics also has negative consequences. Among them:

- Rising unemployment. Since most positions will be occupied by robots, specialists will be left without work. Manual labor will be replaced by artificial intelligence, which will entail a sharp reduction in personnel everywhere.

- Dependence on a clear computer system. The quality and efficiency of robotization depends on how clearly the robots are programmed for specific tasks. In the future, a failure or change in the program may lead to a stoppage of work.

- Complex management in extreme situations. In the event of a breakdown, power surges or other unforeseen situations, it will be difficult to quickly restore the work process. You will have to stop production or use human resources.

- Difficulties in diversification. Most robots are capable of performing no more than 1-2 operations at a time.

- Impossibility of application in creativity. Artificial intelligence cannot be trusted to independently develop a product or other task that requires a creative approach.

BENEFITS OF USING ROBOTS

- Improving the quality of manufactured products. Robots are highly accurate and productive, so they are capable of producing excellent quality products. The devices can perform work even if it requires monotony or serious effort.

- Minimizing defects. Robots are able to work tirelessly to increase the amount of manufactured products. Motion sensors and machine vision systems allow minimizing the amount of defects.

- Accuracy and repeatability of processing. Robots are able to perform tasks that are beyond the capabilities of humans.

- Cost reduction. Thanks to the use of robotics, the costs of employee salaries, compensation and benefits, as well as life insurance are reduced.

- Reducing the risk of injury and trauma. Robots, unlike people, can work in hazardous areas.

THE FUTURE OF ROBOTICS

- Robotics will allow creating an individual product for each consumer.

- Some professions will disappear, and people will lose their jobs. There will be no more specialists such as cashiers, loaders, document managers, etc. However, there will be more professions for caring for the elderly, and the number of personal coaches will increase.

- Robotics will help the world cope with the problem of an aging population. And the missing working class will be replaced by robots.

- Robotics is an irreversible process that awaits us in the future. It will bring great benefits to humanity, but, at the same time, it will radically change the structure of processes in all industries. It is already possible to become part of this process and gain fundamental knowledge in the field of robotics. Even children can master a promising and interesting profession. In Roboschool, children successfully master the «specialty of the future» in a playful way.

- Robots help a modern person cope, make his life easier, and this is a global human thinking.

The extended world is not only digitalization but also cooperation and friendly relations between countries for the tourism industry. “Mass tourism and its tourist attractions have emerged as among the most iconic demonstration of western consumer societies” [9]. Why are we now studying not only our history, but also world history and many young people are very interested in world history because everyone is interested in what is happening in the world beyond their country and this greatly increases a person’s intelligence? A person, when he travels, his horizons and worldview expand accordingly and his mentality also changes, when a person from the CIS or Asia lives a couple of years or often travels around Europe, his mentality changes accordingly because the environment changes us all no matter how much we are confident in ourselves, our decision sometimes we need an advisor.

‘International’ is a word that has a large-scale interesting meaning that attracts many. For example, “in economics, internationalization or internationalisation is the process of increasing involvement of enterprises in international markets, although there is no agreed definition of internationalization” [10]. International exhibition, conference, event, organization, school and university with international accreditation these words attract and attract a person. Many want an international education, certificate and place of work because such people are valued. Each company wants to get international accreditation to be one of the best, many companies, higher education institutions have exchange programs that many want to participate in to improve their skills, experience and knowledge and pass selection rounds and many strive for this to develop and invest themselves. In this regard, a modern person gravitates towards everything that is modern for him. This is what is called modernity. “The concept of modernity interprets the general meaning of these events and seeks explanations for major developments” [11].

Tourism is a broad and international understanding and in travel companies, hotels there are both internal loyalty programs where you can work for several months in all departments of the hotel and choose the right department for yourself, there are also loyalty programs that send you to internships in different countries to gain valuable experience, this is for people who work in this field, there are also loyalty programs for guests, these are discounts and various bonuses and privileges, such a program is the Marriot Bonvoy company, you register and this program will be available to you. “There is now broad consensus that tourism should be sustainable” [12]. Each of us is inspired and motivated by any trip out of the city or out of the country, we each need a change of scenery to gain new strength to move on, because when we see something new and amazing, it inspires us and new ideas for work, study, and projects appear. You may not notice it yourself, but each person needs it, that’s why tourism is so popular in the current world.

Why? Now, according to the program, students of hospitality and tourism study the subject of event management, because this is also one type of recreation and organization that belongs to the tourism branch, organizing events such as sports, weddings, various festivals and fests, this is all for people, recreation where they feel the atmosphere and find peace and relax. There are also educational events – these are master classes from qualified people, also one type of recreation, but who has what perception of this is that we receive the knowledge that we want, we should enjoy it and then have a pleasant fatigue as after a vacation, you also need to set yourself up psychologically for this. The main stages of event organization include defining goals and objectives, budgeting, choosing a venue, preparing a program and attracting participants. Event organization covers the creation, management, planning, production, control and all logistics of the event, from the idea to launch, feedback and achieving the result.

Each person can see in their understanding the expanded world of someone who is interested in something, who is fascinated by someone who cares about the environment, someone about the economy, and someone about the future of their generation, and everyone strives to fix it, this fact unites ancient man and modern man in some way, because every person of every century and generation strived to expand the world, strived for the better and developed our world, which brought a person to such thinking and gift. If I share my case, I want to develop tourism in Kazakhstan so that it is available to everyone around the world; this also develops all the necessary factors: economics, ecology, finance, significance and value of the country. A famous country, a well-known history, interesting and fascinating sights and traditions, in a word, a significant country that will be remembered among the mega cool thousands of trips. According to the study, 52% of guests would be interested in hotels that use VR. With the help of such technologies, you can virtually visit the hotel and evaluate its appearance long before arrival. Similar VR tours are already offered by, for example, Hilton, Marriot, Pullman Brisbane King George Square Hotel in Australia, Grand Oasis Hotel in Mexico, Valamar Dubrovnik President Hotel in Croatia.

Some companies have already taken the next step and are using virtual reality at all stages of traveler service. For example, the Amadeus distribution system recently implemented virtual reality technology so that customers could search for airline tickets, compare hotel prices and book rooms via a headset. Putting on VR glasses, you can immerse yourself in a 3D space: the globe is in front of you. Having specified the direction and date of travel, you proceed to booking tickets and registering seats, then select suitable seats on a 3D model of the plane.

The creation of digital twins of employees is being discussed as a separate area, whose AI version can communicate with guests, answer their questions, and convey the first emotional impression of the hotel service.

HOW DO TRAVEL PREFERENCES DIFFER AMONG DIFFERENT SEGMENTS OF THE POPULATION?

Every day, tourism is not only growing in scale, but also changing depending on what type of tourist is visible on the horizon. "Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.), including small-scale operators, can sell their services directl" [13].

1. Income level

• High income: Preference is given to premium destinations, comfortable conditions, individual tours, and five-star hotels, gastronomic and cultural events. For example, trips to the Maldives or safaris in Africa.

• Middle income: Popular mass destinations with an acceptable price-quality ratio, such as resorts in Turkey, Egypt, or domestic tourism.

• Low income: Preference for budget travel (for example, hitchhiking, camping, cheap bus tours) or refusal of long-distance travel in favor of local ones.

2. Age

• Young people (18-30): Often choose active recreation (surfing, mountains, nightclubs), cultural and educational trips, budget destinations (hostels, Airbnb). Ecotourism is also popular.

• Middle age (30-50): Tendency to family trips or health tours. Popular are seaside resorts, cultural excursions, and active holidays with children.

• Older generation (50+): Focused on a relaxing holiday, resorts, cultural tours, river cruises, and religious tourism.

3. Education and cultural level

• More educated people often choose cultural or educational tours (museums, theaters, historical sites).

• Less educated groups may prefer recreational trips and beach holidays.

4. Marital status

• Families with children: Choose destinations with developed infrastructure for children (water parks, family hotels).

• Couples without children: Preference for romantic trips, adventures, or holidays for two.

• Single tourists: Often choose group tours where they can meet new people, or completely independent travel.

5. Values and Culture

• Depending on the culture, religion or national characteristics, religious pilgrimages (such as the Hajj or a trip to holy sites), gastronomic tours or festivals may be popular.

6. Trends and Access to Information

• People who actively use the Internet are more likely to travel independently, relying on reviews and blogs.

• Less technologically savvy groups prefer package tours through travel agencies.

Result: Different segments of the population choose holidays in accordance with their needs, financial capabilities and life priorities. Travel companies take these differences into account, developing different products for their clients.

RESULTS AND DISCUSSION

1. THE RISE OF INDEPENDENT TRAVEL PLANNING

• In the digital age, there has been a significant increase in the number of tourists planning their trips independently using digital tools (online booking, maps, blogs, mobile apps). More than 70% of modern travelers prefer online services for searching and booking tours.

• Social networks (Instagram, TikTok) have a strong influence on the choice of destinations: about 60% of respondents noted that they are inspired by travelers' posts.

2. FORMATION OF A GLOBAL MINDSET

• Thanks to access to the Internet and social platforms, modern tourists have become more knowledgeable about different cultures, traditions and unique attractions of the world.

• It was found that 45% of travelers include in their plans a visit to culturally significant places previously unknown to the general audience, which is due to the availability of information.

3. CHANGING PREFERENCES TOWARDS UNIQUE EXPERIENCES

• The demand for unique tourist experiences, such as gastronomic tours, eco-tourism and adventure tourism, has grown significantly. More than 50% of tourists are looking for "non-traditional" routes that are not included in standard tourist guides.

• Environmental aspects are becoming increasingly important: about 40% of respondents choose destinations with a minimal carbon footprint or support local communities.

4. THE INFLUENCE OF DIGITAL REVIEWS

• About 80% of tourists read reviews on platforms like TripAdvisor and Booking before booking. This has radically changed the approach to choosing destinations and services, increasing competition between tourism organizations.

DISCUSSION

1. COMPARISON WITH PREVIOUS DATA

• Traditional approach: In the past, tourists relied more on travel agencies and recommended routes, which limited their choice. Today, thanks to the digital era, tourists have more freedom of choice and access to a variety of information.

• Change of focus: Whereas previously the main preferences were mass resorts (Turkey, Egypt), now authentic and unique destinations such as Georgia, Iceland, or Madagascar are gaining popularity.

2. POSITIVE CHANGES

• Digitalization has contributed to the formation of a global mindset. Tourists have become more interested in the cultural heritage of other countries, which contributes to the development of tolerance and understanding.

• Accessibility of information helps to reduce the role of intermediaries and make tourism cheaper.

3. NEGATIVE ASPECTS

• Oversaturation of some popular destinations with tourists (e.g. Venice, Bali) due to viral content on social networks creates environmental and infrastructural problems.

• Digital addiction and the “race for likes” sometimes lead to the loss of authentic travel experiences.

Conclusions

• The digital era has radically changed travel preferences, making them more diverse and focused on personal interests.

• It is important to continue to research the impact of digitalization on tourism, especially given its environmental and cultural implications.

CONCLUSION

My goal with this article is that I would like everyone to be inspired and think about tourism and understand what it really is, how global thinking is formed for a person of different plans and for different layers of the population, who has what value, What do you think about when reading an article? Do you receive new information? Are you inspired for different ideas? Are you motivated for something new? How do you feel psychologically? What is your perception? You should ask yourself such questions when reading any other article or book. The digital era has had a significant impact on the formation of global thinking and changing the tourist preferences of modern people. Thanks to wide access to the Internet, social platforms and online services, travelers have new opportunities to plan trips, choose unique routes and get acquainted with the cultures of different countries. These changes have contributed to the growth of independence and awareness, forming a more meaningful approach to tourism. Today’s technology-enabled travelers are increasingly seeking personalized and authentic experiences that could contribute to a more sustainable and responsible global tourism industry in the long term.

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THE CHINESE ROOM PARADOX: A DEEP ANALYSIS INTO ARTIFICIAL INTELLIGENCE AND CONSCIOUS AWARENESS

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Abstract

The Chinese Room is one of the various thought experiments developed by the philosopher John Searle in 1980. It is used against any supposition that only computation can lead to real understanding or consciousness. The paradox has generated intense debate within the fields of AI, cognitive science, and philosophy of mind. The article presents an in-depth examination and analysis with regard to the Chinese Room paradox: developing from it those implications it has for machine consciousness and the nature of understanding. We review arguments underlying Searle's argument, consider various responses in the form of the Systems Reply, the Robot Reply, the Brain Simulator Reply, and the Virtual Mind Reply, and offer observations on recent developments in artificial intelligence that bear on the paradox. Discussing these dialogues, we hope to bring out the contemporary debates on the nature of the mind, on what constitutes intelligent behavior, and on how far artificial intelligence can replicate or otherwise mimic conscious processes.

Keywords: Chinese Room Paradox, cognitive science, artificial intelligence, deep analysis, machine consciousness.

Түйін

Джон Сёрл 1980 жылы ұсынған «Қытай бөлмесі» ой тәжірибесі есептеу процестері арқылы ғана шынайы түсінік немесе сананың пайда болуын жоққа шығарады. Бұл мақала «Қытай бөлмесі» парадоксына терең талдау жасап, машина санасы мен түсінік табиғаты үшін оның салдарын зерттейді. Біз Сёрлдің аргументтері мен оған қарсы пікірлерді, соның ішінде Жүйелік Жауап, Робот Жауабы, Миға еліктеу Жауабы және Виртуалды Ақыл Жауабын қарастырамыз. Осы көзқарастарды талқылай отырып, біз ақыл, интеллектуалды мінез-құлық және жасанды интеллекттің саналы процестерді қайталау немесе еліктеу мүмкіндіктері туралы қазіргі заманғы пікірталастарды ашуды мақсат етеміз.

Түйін сөздер: Қытай бөлмесі парадоксы, когнитивті ғылым, жасанды интеллект, терең талдау, машиналық сана.

Аннотация

Мысленный эксперимент «Китайская комната», предложенный философом Джоном Сёрлом в 1980 году, ставит под сомнение идею о том, что только вычислительные процессы могут привести к истинному пониманию или сознанию. В данной статье представлен глубокий анализ парадокса «Китайской комнаты», исследуются его последствия для машинного сознания и природы понимания. Мы рассматриваем аргументы Сёрла и различные контраргументы, включая ответ системы, ответ робота, ответ симуляции мозга и ответ виртуального разума. Обсуждая эти точки зрения, мы стремимся пролить свет на современные дебаты о природе разума, интеллектуального поведения и потенциальных ограничениях искусственного интеллекта в воспроизведении или имитации сознательных процессов.

Ключевые слова: парадокс китайской комнаты, когнитивная наука, искусственный интеллект, глубокий анализ, машинное сознание.

INTRODUCTION

In the last couple of decades, artificial intelligence has undergone incredible progress, from a theoretical conception to an actual tool with a broad variety of applications-from language translation to self-driving cars. Such advances have also brought back philosophical questions as to the nature of mind and consciousness-particularly, whether it is possible for a machine to understand or just pretend to.

The Chinese Room is an important milestone in this direction. Invented by John Searle, the thought experiment challenges the whole idea that any computational mechanism, no matter how complex or ingenious, could ever serve as a basis for true understanding or consciousness. Searle's claim has to do with the nature of «understanding» per se and with whether syntax-governed machines are capable of semantic understanding.

The objective of this article is to deliver an in-depth analysis of the Chinese Room paradox, its philosophical foundations, and its significance in current artificial intelligence research. This examination will encompass a discussion of the diverse arguments and counterarguments, evaluate their consequences for artificial intelligence and cognitive science, and review recent advancements that could affect this continuing discourse.

METHODOLOGY

The main method in the study of this problem was the method of analysis and synthesis. It consists in the fact that first an analysis was given to the meaning of the Chinese Room experiment, which was carried out by John Searle. Within the framework of this analysis, the essence of the experiment comes down to the synthesis of analytical data obtained as a result of communication between human consciousness and artificial intelligence (or so-called machine consciousness).

Also, the method of phenomenological analysis was used as a method, which involves working with the obtained data, which are processed by human consciousness as information comes from the so-called Chinese Room.

AI AND CONSCIOUSNESS: BACKGROUND

Artificial Intelligence originally emerged in the mid-20th century as an academic discipline, critically influenced by thinkers such as Alan Turing, whose work phrased the question of whether machines could genuinely think. Since its inception, the area has been oriented around the design of computers that can execute tasks that were earlier understood to be the sole preserve of human thought processes. This endeavor can be classified into two overarching categories: narrow (weak) AI and general (strong) AI. Narrow AI pertains to systems that are engineered to excel in particular, clearly delineated tasks – examples of which include speech recognition, language translation, or chess playing – wherein these systems may surpass human performance in specific areas. These applications have become prevalent in contemporary society. In contrast, general AI studies machines that have the capability to think, learn, and understand problems like human beings, thus enabling them to solve any kind of problem. While very impressive developments have occurred in narrow AI, general AI is mostly conceptual, with ongoing arguments on the question of whether it will ever be possible for machines to truly understand or achieve consciousness.

Consciousness and understanding are very vital concepts in the fields of philosophy and cognitive science. Generally, consciousness means awareness of one's existence, sensations, thought, and the surrounding environment. Understanding means the ability to grasp meaning, implication, and essence beyond patterned templates or rule-following. Of course, the relevant question is whether such properties-conscience in particular-can also arise in an artificial device made of a collection of silicon chips and programs. The very fundaments of what it means for something to think, know, and be aware are at stake.

In philosophy of mind, there are two overriding conceptions or frameworks in understanding how the mental and the physical relate to each other: dualism and physicalism. On one hand, dualism purports that the mind is some sort of a non-physical entity distinct from the body and, therefore, mental states could not be wholly explained by physical processes alone. By contrast, physicalism holds that every aspect of the mind, including consciousness, can be reduced to or accounted for by physical processes, especially those occurring inside the brain. These are some of the philosophical positions that frame the debate on whether an artificially created system-made only out of physical components-is able to realize a mental state such as understanding or consciousness.

The Chinese Room thought experiment by John Searle is a major addition to the debating process on artificial intelligence. This argument against strong AI was designed to show the inability of a simple syntax-based manipulation of symbols to achieve semantic understanding. In this thought experiment, we take into consideration an individual confined in a room with no previous knowledge of the Chinese language. It is a big space of Chinese characters and a book in English, within which are contained the instructions concerning how to respond for any given combination of Chinese characters. Strings of Chinese characters, which represent questions, are put into the space, and the operator, following the syntactic rules described in the book, makes appropriate answers in Chinese. From outside the room the occupant appears to understand Chinese-the answers are appropriate and meaningful. The man in the room, however, is only manipulating symbols and has no idea what any of them mean. The argument is supposed to show that running a program-following syntactic rules to generate appropriate outputs-is not sufficient to guarantee understanding.

What gives Searle's argument greater force is a key distinction: syntax versus semantics. Computation, as a computer performs it, is purely syntactic; it is the manipulation of formal symbols. Understanding requires semantics: meaning associated with the symbols. Since a computational system has no intrinsic way of assigning meaning to the symbols, it does not understand. Searle has outlined once more the aspect of intentionality when the mind can have aspects about particular objects or states of affairs, beliefs concerning these things, or even desires and intentions. It is impossible to say that a system really understands things without intrinsic intentionality. The Chinese Room thought experiment outlined has shown that no matter how detailed the underlying program may be, the form of symbol manipulation as such contains none of the required semantic and intentional features of true processes.

The above rationale also speaks to the symbol grounding problem: the symbols a computer program uses have no intrinsic significance for it; they constitute a set of tokens which are manipulated according to rules. So how could it be that a computational process could ever give these symbols substantial content comparable to human thought, bringing out the connections to experience, perception, and intention? The system is, without grounding, wholly formal and syntactical; as such, it could not understand in any real way.

Qualia are the subjective and qualitative elements of experience which constitute consciousness. In addition to the ability to perceive and understand events, humans can also experience events from a first-person perspective. For Searle, such subjectivity cannot be captured by computational processes. Computation involves blind, unconscious manipulations of symbols without any qualia-the subjective sensations which arise during human thought.

Several objections have been raised to falsify Searle's claim. The first one is the systems reply. According to this reply, although the man inside the room may not understand Chinese, but the system of the man comprising the rulebook and the database of the symbols is said to understand. To say it otherwise, may be the understanding could be global by the system itself but not by its parts. Searle replies to this that even if one has memorized all the rules and symbols involved, and goes through the whole system in his head, real Chinese understanding is yet to occur. For then, in such a case, the person would literally be the whole system, and they still wouldn't understand, so the system itself cannot be said to understand.

An alternative counterargument is known as the robot response, which contends that embedding this system within a robot equipped for interaction with the external environment—through sight, sound, and touch—could potentially anchor the symbols in tangible experiences, leading to the acquisition of semantics. However, Searle is not persuaded by this notion, maintaining that the incorporation of sensors and effectors only enhances the input and output mechanisms, which continue to be handled syntactically. There exists no transformative process through which syntax transitions into semantics.

A closely related strand of criticism involves the so-called brain simulator argument: the idea that if a computer can be programmed to mimic in detail the neuronal structure and processes characteristic of the human brain, then consciousness and understanding would thereby accrue. For Searle this turns on a distinction between merely mimicking formal patterns and actually reproducing the brain's causal processes. Merely mimicking a brain is not actually being a brain. Without the specific biological processes that give rise to consciousness, the simulation may well behave identically but not actually know anything.

The answer in relation to the understanding of other minds is that we ascribe understanding to other human beings based on publicly observable external behavior. If a machine behaves like a human, what reason do we have for not ascribing understanding to the machine? Searle argues that human beings have subjective inner lives, whereas there is nothing in the behavior of a machine to imply a corresponding inner life. We have independent reasons-our own nature, shared biology, and introspection-to believe other humans possess real understanding, but machines do not share that nature.

The virtual mind response suggests that the Chinese Room may function as a virtual consciousness capable of comprehending Chinese in a meaningful way, despite the individual within lacking such understanding. In response, Searle argues that if no element within the system possesses understanding, it remains ambiguous how their aggregation could result in authentic comprehension. Absent any legitimate mental state in any constituent part, the entirety cannot generate what its components inherently lack.

Ultimately, Searle's thought experiment with the Chinese Room forces AI researchers and philosophers to grapple with fundamental questions: Does computation in itself suffice for understanding, or must an entity involve more than pure rule-based manipulation of symbols in order to genuinely possess intentional mental states? By indicating the differences among syntax and semantics, simulation and duplication, and the behavior of external beings in contrast to inner subjective experience, Searle evokes constant discussion. Whether technology will ever catch up with such criticisms, nobody can tell. As for the present, however, the Chinese Room is a milestone in discussions of the nature of the mind, of meaning, and of the possibility-or impossibility-of genuine machine consciousness.

Implications for Artificial Intelligence and Cognitive Science Computationalism holds that human cognition can be fully explained in terms of computational processes, which suggests the mind works essentially as a highly complex information processor; hence, in theory, a sufficiently programmed computer would be able to simulate human thought. But the Chinese Room argument challenges this position by emphasizing an important difference between syntactic symbol manipulation and genuine understanding or awareness.

By doing so, it questions whether it is possible to describe cognition in purely computational terms. If semantic meaning cannot be produced by the mere manipulation of symbols, then the very cornerstone of computationalism-that human mental states correspond to the running of a program-may require major modification or supplementation. This makes the realization that the goal and aspiration of AI need to be redefined. From the pursuit of machines that really understand or experience the world, perhaps researchers would work toward the design of systems able to perform intelligent behavior without necessarily being conscious. In such a refocusing, practical performance would be emphasized over claims of true comprehension.

Accordingly, artificial intelligence would increasingly be oriented to achieving functional goals–like accurately translating languages, making decisions effectively under conditions of uncertainty, and processing patterns at a high level–without trying to create an organism that possesses the rich aspects of human thought and emotion. This shifts the focus of the discipline onto problem-solving machines, away from the philosophical quest to recreate the full scope of human cognitive capabilities. But the paradox also underlines the central role of embodiment concerning intelligence and understanding, in that, according to the argument pursued by many theorists, the thought experiment of the Chinese Room presumes a pure symbolic processor bereft of any environmental embedment, whereas understanding can come only when a system is embodied, or, in other words, when it can manipulate the environment physically, get feedback from the latter, and integrate sensory inputs into its cognitive processing.

Embodied cognition is a theory that posits meaningful thought is essentially tied to a body situated in an environment in which sensorimotor contingencies play a central role for concept formation, and symbols derive their meaning. The next wave of artificial intelligence, if it were to avoid the Chinese Room type criticisms, should embed themselves physically into robotic devices in real situations. This shift in perspective has deep ethical and philosophical connotations: if machines can have no consciousness, then the guiding ethical considerations of their treatment are considerably different from what would apply if a machine were a sentient being. In that respect, they can be treated more like tools or resources rather than entities with rights. On the other hand, if advances in AI and neuroscience do one day produce artificial agents that in some manner or form can be said to be conscious, then quite new and profound ethical issues follow: under what conditions could such machines be treated, what are our responsibilities toward them, and how far do notions of rights, personhood, and moral agency extend into the artificial domain?

The Chinese Room paradox is important in keeping moral questions central in view of advancing AI technology. But things get much weirder in current AI trends, especially large-scale machine learning and neural networks. Models like GPT-4 are amazingly good at generating human-like text and performing many tasks. Some would say that such sophistication means some kind of emergent understanding is beginning to emerge, while others would reply that these kinds of systems are essentially very powerful statistical engines that manipulate patterns with literally no semantic understanding.

This is the tension that renews the old Chinese Room question: does this persuasively simulate understanding constitute the real thing, or is it only an elaborate variety of symbol manipulation? Embodied and situated cognition theories constitute one way ahead. The former postulates that only the interaction between agent's sensorimotor engagement with the environment and its internal mental processes can in fact result in real comprehension. Viewed from this perspective, AI systems could only reach understanding if they explored and learned physically from and adapted the environment.

Robotic systems that integrate perception, action, and cognition may be able to anchor the symbols they manipulate in real-world experiences and thus eliminate the disconnect highlighted by the Chinese Room argument. Other theoretical frameworks, such as the Integrated Information Theory, offer another explanation of the subject matter. It argues that consciousness arises out of a system's ability to integrate information. If future AI systems are engineered to fulfill this ability to integrate information, they may well achieve all forms of consciousness. In related fashion, advances in neuroscience temper hope that the discovery of the neural correlates of consciousness may lead to new ways of mimicking these processes in artificial systems.

Should they succeed, that would cast doubt on Searle's claim, inasmuch as we would have found ways to produce genuine understanding or subjective experience in non-biological entities. Those against the position of Searle, especially virtual machine and connectionist approaches, argue that the Chinese Room argument oversimplifies the complexity and the number of abstractions at stake. For instance, a virtual mind might be implemented in the capacities of the system, not unlike running software on hardware, where the hardware itself does not have an «understanding» of the code at play.

Connectionist models, which prioritize distributed representations and adaptive learning, have the potential to address certain critiques posited by Searle by demonstrating that meaning and understanding may arise from the dynamics of networks instead of relying on established syntactic rules. In conclusion, the Chinese Room paradox significantly impacts our perception of artificial intelligence, cognition, and consciousness. It undermines the principles of computationalism, necessitates a reassessment of the goals of artificial intelligence, and emphasizes the crucial role of embodiment in achieving authentic comprehension. This paradox prompts us to reflect on the ethical considerations surrounding conscious versus non-conscious machines and stimulates continuous discourse regarding the essence of understanding in advanced models.

The possibility that some future development in neuroscience, robotics, or information theory might finally bridge the gap pointed out by Searle's paradox is one of the most intriguing open questions lying at the intersection of philosophy and technology.

FUNCTIONALISM VERSUS BIOLOGICAL NATURALISM

A pivotal debate in the context of the philosophy of mind, with subsequent implications in the discourse of artificial intelligence, is whether mental states are better understood in terms of their functional roles or in terms of their biological basis. According to functionalists, mental states are defined by their functions and not by the physical makeup of the systems in which these processes are occurring.

In other words, if a given structure of processes can yield parallel behaviors, cognitions, and outputs parallel to those of a human mind, it is functionally equivalent-and hence fully mental-whatever the carrier, whether neurons, silicon, or something else.

By contrast, the theory of Biological Naturalism by John Searle states that consciousness is a product of specific biological processes occurring in the human brain. It says that any combination of syntactic manipulations, no matter how complex, cannot duplicate the subjective character of conscious experience. According to Searle, the only method through which consciousness can occur is by the causal powers associated with biological organisms, and purely computational systems cannot achieve this.

THE LIMITS OF SIMULATION

Searle draws a distinction between simulation of the process and duplication in fact. Similar to the mechanical digestion simulation that does not make the machine digest, a brain's formal patterns simulation does not ensure the system is consciously thinking. This leaves some very important questions over the aims and competence of AI, and the ultimate possible behavioural mimicry can be taken as bona fide mental reality.

INVESTIGATING RESEARCH TRAJECTORIES IN AI

The philosophical difficulties imposed on them have led researchers in AI and cognitive science to begin explorations down various new avenues: the construction of cognitive architectures; the integration of perception, actions, and cognitions into coherent frameworks; and the better simulation of human-like intelligence by more faithfully representing complex interactions within a range of cognitive processes, rather than in isolated symbolic manipulations.

DESIGNING COGNITIVE ARCHITECTURE AND IMPLEMENTING NEUROMORPHIC COMPUTING.

A subset of researchers focuses on neuromorphic computing, that is, the development of hardware that mimics the architecture and functionalities of the human brain. By emulating neural structures, neuromorphic processors may eventually surmount some of the problems raised by Searle's Chinese Room argument. Rather than perform abstract code on conventional computer systems, these technologies aim to emulate the biological dynamics of neuronal firing and synaptic modification, thereby perhaps enabling types of machine consciousness which are more compatible with biological naturalism.

MACHINE CONSCIOUSNESS RESEARCH

Other researchers carry out more detailed examinations of machine consciousness, positing competing criteria and frameworks under which artificial systems might achieve subjective experience. While still quite speculative, such research considers the ethical and philosophical implications that might arise from successfully realizing conscious machines. Once achieved, such beings would pose profound moral and legal questions about their status, rights, and responsibilities. Ethics and Social Consequences

This forces us to confront the question of how we treat artificial entities. Indeed, while they cannot be said to be conscious, no special moral concerns are called for. But suppose AI were to become conscious, for example; then it would require some determination of what the rights of consciousness entail and the type of protection from harm. Additionally, as autonomy increases in AI systems, so too do questions regarding accountability and responsibility.

The Chinese Room paradox that Searle postulated supports the divergence between appearance versus reality, further muddling the search for locating responsibility along performance measures.

These debates are important for the overall view of AI within the public sphere and its consequent policy decisions. Should society misconstrue how to demarcate sophisticated simulations from genuine consciousness, regulations and ethical frameworks will go off kilter. A better understanding of the philosophical demarcations allows nuanced, better-informed policies to guide AI governance.

RELIABLE DIRECTIONS AND THE UNANSWERED QUESTIONS

A basic and still open question is whether artificial consciousness is possible. If consciousness depends on biological processes, as Searle's view suggests, then no artificial system could ever simulate it. On the other hand, if consciousness is a product of particular informational or organizational structures rather than being uniquely dependent on biological substrates, conscious machines may become feasible.

Further scientific investigation into the biological basis of consciousness will finally tell us exactly how neural mechanisms produce subjective experience. With greater insight, it may be possible for scientists to create artificial intelligence where the mechanisms are realized, at least functionally equivalent. On the other hand, this opens up new theories such as Global Workspace Theory or Orchestrated Objective Reduction, against whose background the integration of biological and artificial consciousness might be pursued. Integration of symbolic and subsymbolic AI

That's the whole difference in the paradox of the Chinese Room: the distinction between symbolic and sub-symbolic, between neural-network-based artificial intelligence. In contrast to symbolic, rule-based artificial intelligence, subsymbolic, neural-network-based artificial intelligence involves distributed representations or pattern recognition that may capture shades of meaning which strictly syntactic approaches cannot catch.

Hybrid methodologies that integrate symbolic reasoning with neural network learning can thus overcome some of the limits put forth by Searle and let systems learn from raw data while performing reasoning on abstract features. Explainable AI and Language

Explainable AI-capable of articulating reasoning processes in human-understandable terms-developments may provide some assistance with such issues of understanding and intentionality. In particular, language provides a privileged route to cognition. The Chinese Room, however, underlined the gap between syntax and semantics regarding language understanding. It is only quite recently that there have been breakthroughs in NLP which have resulted in models really capable of coherent and context-sensitive language output.

All these models, in how they represent and process meaning, tell us something about the prospects for machine understanding. More profoundly, study of how language itself shapes human thought and cognition may lead us to an understanding of whether AI will ever understand meaning, or only convincingly feign it.

ETHICS, TRUSTWORTHINESS, AND ALIGNMENT OF AI

Ethics play an important role with the advancement of AI. Responsible AI design deals with aspects of transparency, fairness, and accountability in such a system to generate public trust for it. AI alignment attempts to seek agreement of machine intelligences on matters of values and intentions with humans, rather than forcing other kinds of goals incompatible with human well-being.

The Chinese Room paradox implies that largely, performance masks an absence of knowledge and thus brings up the requirement for a high, ethical foundation unrelated to superficial indicators of performance. Reconsidering the Turing Test

The Turing Test is often regarded as the criterion to determine machine intelligence, such that actions by a machine would be indistinguishable from a human counterpart in conversation. The Chinese Room thought experiment, however, emphasizes the limit: the generation of output that mimics human responses is, in fact, not understanding or awareness. This reflection motivates the quest for another kind of criterion beyond shallow behavioral compatibility.

More sophisticated measures may consider the extent to which the knowledge is sophisticated; the degree to which the system matches relevant real-world events or at least in ways consistent with one's experiences. Other Philosophical Thought Experiments

The Chinese Room is just one of many thought experiments that challenge our understanding of consciousness and cognition. The Chinese Nation thought experiment, put forward by Ned Block, outlines an entire population mimicking the activities of a human brain. This scenario raises questions regarding whether functional organization in isolation is sufficient to constitute consciousness.

Similarly, in Frank Jackson's "Mary's Room" thought experiment, the emphasis is placed on qualia insinuating subjective experience: one can know all the physical facts about something without having experienced it. The thought experiments strengthen this idea-that purely functional or physical explanations might just not be enough to capture consciousness.

IMPACT ON RESEARCH IN COGNITIVE SCIENCE

The Chinese Room paradox has inflamed such a reorientation of research in cognitive science. What embodied cognition brings into focus is how bodily functions and sensory experiences condition thinking and, in turn, make abstract, disembodied computations impossible to really understand. This theory claims that cognition is basically temporal and relational because mental states are not static manipulations of symbols but an emergent pattern of interaction within the organism and between the organism and its environment.

EDUCATION AND INTERDISCIPLINARY RESEARCH: IMPLICATIONS

The Chinese Room paradox operates as an educational tool that challenges students in artificial intelligence, philosophy, and cognitive science to think critically on their foundational assumptions regarding a deep understanding of intention and meaning. Interdisciplinary discussion among disciplines in neuroscience, psychology, linguistics, and computer science helps converge research perspectives within the Chinese Room paradox. Adding viewpoints from various cultural heritages—such as Eastern philosophies or Indigenous epistemologies—further expands international discussion concerning the concepts of mind, self, and the interface between humans and technology.

SINGULARITIES AND THE FUTURE TECHNOLOGICAL LANDSCAPE

The technological singularity-a point at which artificial intelligence surpasses human cognition-makes these philosophical issues all the more important. Some people expect to see very rapid progress, while others are more sceptical about the feasibility or the desirability of machines outperforming human intelligence. In this context, the Chinese Room argument remains relevant, since it invites consideration of whether surpassing human performance need involve crossing the threshold into genuine understanding or even consciousness.

CASE STUDIES AND EMPIRICAL APPLICATIONS

State-of-the-art examples of modern AI systems, including machine translation devices like Google Translate, illustrate how these machines are very good at symbol manipulation in producing correct output but might lack the true semantic understanding of what they are producing. Similarly, the conversation with chatbots and voice assistants is so involved that responses come due to pattern recognition and evaluation of probabilities, not because of consciousness regarding what is being said. The principles underlying the Chinese Room can be well seen in practical technology.

EMOTIONS AND AFFECTIVE COMPUTING

Human cognition is inseparable from emotions that underpin decision-making processes and subjective experience. Affective computing aims at recognizing, interpreting, and simulating human emotions in AI systems. While much progress has been made in this domain, true emotional understanding has remained elusive so far. Emotions point to the gap once more between simulating behavioral patterns and having the subjective qualities that characterize conscious minds. Altogether, the Chinese Room paradox is an important conceptual tool, challenging simplistic views about computation, cognition, and consciousness. It forces us to enthrone limitation in the fact of simulation, embed articulation in the importance of embodiment, and load any future artificial intelligence with profound ethical implications attached indelibly. Encouraging active debate, shaping research areas, and challenging more sophisticated philosophical paradigms than those heretofore employed, the paradox secures our pursuit of intelligent machines well placed within critical examination and thoughtful consideration. These deep learning frameworks-neural networks-have significantly furthered the area of artificial intelligence by introducing the capability of machines to learn from large datasets. Models are now able to recognize sophisticated patterns, effectively translate in different languages, and can even generate creative content. Contrary to the strict, rule-based system proposed by the thought experiment Chinese Room, in a neural network, all the operational capabilities come through data-oriented learning processes.

However, their decision-making mechanisms are generally unclear, raising questions about whether they have real insight into what they are processing or simply manipulate symbols without understanding. Advocates of some techniques claim that neural networks construct internal representations that represent semantic relationships, but skeptics argue that even advanced language models like GPT-4, trained on large corpora, may be nothing more than analogs of the Chinese Room. They generate linguistically coherent, contextually relevant outputs not out of real understanding but through statistical pattern prediction. The debate over whether understanding and simulation do indeed differ is inherently part of other general issues in philosophy concerned with the nature of mind and consciousness. Other approaches, including panpsychism, assume that consciousness is a pervasive feature of the universe and thus, in some primitive form, could be instantiated in artificial systems.

In a related vein, functionalist theories stress and develop the view that it is the functional roles, rather than the physical bases, of mental states that determine their identity; hence, if some particular function-or mentality-could be implemented within the computational regime, then such a system might thereby gain some sort of genuine understanding or consciousness. As such, while the Chinese Room paradox creates significant problems for the sufficiency of functional equivalence, it also raises the challenge of considering whether any perfect replication of behavior and functionality can ensure proper understanding.

Philosophical thought experiments illuminate the intricacies associated with these matters. Take into account the «Chinese Gym» example, which builds upon the «Chinese Nation» thought experiment, wherein individuals collaboratively replicate neuronal firing sequences. Notwithstanding the intricate coordination involved, it is still uncertain whether consciousness could arise from such interactions. Additionally, another significant thought experiment pertains to philosophical zombies—entities that are behaviorally indistinguishable from humans but do not possess conscious experience. This would mean that in the context of artificial intelligence, machines could well behave similarly-in ways comparable to humans-but they will never have anything like an inner life. Indeed, the very consideration would posit that neither strictly physical nor computational mechanisms alone account for why consciousness does or does not occur.

Neuroscience explorations into the neural correlates of consciousness introduce new elements into this debate. Scientists have identified the specific cerebral regions and related activities responsible for conscious experience. Their work is done to emphasize how such integrated and coordinated neural networks can enable consciousness. The studies imply that if the artificial systems could implement these integrating mechanisms, they would thereby attain some degree of real consciousness. Concurrently, advancements in technology, such as brain-computer interfaces, obscure the distinctions between human cognitive functions and machine processing capabilities, raising ethical inquiries regarding identity, agency, and the essence of thought.

Ethical frameworks underpin AI development and deployment. Deontological ethics focus on morality with a presumed need to implant a subset of rigid rules within AI systems. Utilitarian approaches form the foundations under which AI design is constructed to foster the greatest good for the greatest number. However, at times, outcomes can be challenging to predict, competing against the notion of balancing interests. Virtue ethics would shift attention back to moral character and the development of artificial intelligence that can actually express virtuous behaviors that would benefit human users. All these theoretical approaches emphasize the difficulty of aligning AI with human values, especially in view of the persistence of uncertainty over the intrinsic character of machine understanding and consciousness.

RESULTS AND DISCUSSIONS

The research on the Chinese Room paradox cuts across several dimensions such as a philosophical probe, technological advancement, ethical considerations, and neuro-scientific studies. A paradox of this nature serves as a spur for an inquiry into basic questions about the nature of the mind, understanding, and the limitations of artificial systems.

• The Chinese Room makes a distinction between knowing and simply acting as if one has.

• Consciousness Complexity: Achieving consciousness may involve more than computational processes, potentially requiring biological or alternative mechanisms.

• Interdisciplinary approaches can be used to address such questions by integrating philosophy, cognitive science, AI, and many other disciplines.

• Ethical Consideration: The development of AI has a lot of ethical implications that must be deeply conducted:.

CONCLUSION

In sum, the paradox of the Chinese Room serves as an impetus for confronting those fundamental questions set against the wide dimensions of learning: philosophical exploration, cognitive science, neuroscience, the technology of artificial intelligence, and ethical consideration cross on the principal argument of the paradox, namely, behavioral imitation as opposed to an authentic comprehension of behavior. The complexities of the composition of consciousness, whether it may arise only with computational mechanisms, and what is an apt ethics to develop AI require extended thoughtfulness.

This would help us better understand various possibilities and limitations presented by AI, sharpen our ideas on cognition and consciousness and offer guidelines for the ethics of AI in human society. It requires further collaborative research and discussion into which direction the future course would hold, from a holistic perspective where it indicates the profound implications of these studies on the generation of intelligence, both artificial and natural.

Obviously, much discussion and further inquiry are necessary to determine how the

Chinese Room paradox will be treated. In fact, the framework should enable us to address the finer details of artificial intelligence and its integration with society. The Chinese Room paradox serves as a critical touchstone in research on artificial intelligence and consciousness. It challenges conventional beliefs about the capabilities of computational systems and highlights the complexity inherent in understanding and subjective experience. Even though the paradox does not provide definitive answers, it fosters constant reconsideration and disciplinary collaboration. Artificial intelligence is constantly pushing the barriers of things that machines can do, but it still remains open whether those systems really understand or are conscious. This problem points to the need to examine not only what AI systems do but also how they do it and what that means for our conception of the mind. Any further development of AI will always be impossible without insights provided by the Chinese Room paradox. It only calls for our awareness of the deeper, more philosophical, and ethical dimensions within technology and its search for an ever-deeper understanding of intelligence in all forms.

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ЗАВЫШЕННЫЕ ОЖИДАНИЯ ОТ ЧЕЛОВЕКА ПОД ВЛИЯНИЕМ СОЦИАЛЬНЫХ СЕТЕЙ

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Abstract

Each of us lives our day, expecting from ourselves to fulfill the goals that we have already set for ourselves. These can be the most basic and banal things, for example, such as: doing exercises immediately after waking up, going for a book during our lunch break and picking up a parcel no later than seven in the evening. In addition, if suddenly circumstances develop in such a way, that something does not go according to our prepared plan, and then we will certainly blame ourselves for deviating from our own expectations in our heads. After all, how is this possible, the plan was created by ourselves for ourselves, knowing absolutely every day in advance, but in fact, we only convince ourselves of this on a subconscious level, and in reality we cannot know absolutely anything from the future. Unimaginable processes of comparisons of 'but' occur in our heads, and now let's just try to imagine what happens when we cannot justify other people's and often extremely inflated expectations. In this regard, this article considers the already relevant issue of social and personal expectations. In everyday life, a person is usually guided by the most basic values. However, these values are not built chaotically. At the heart of formed human values are certain attitudes about the role a person plays in society, as well as the type of social behavior that people around him expect from him.

Keywords: personality, social expectation, surrounding society, character traits, upbringing.

Түйін

Әрқайсымыз өз күнімізді өзімізге қойған мақсаттарға жетуді күтумен өткіземіз. Бұл ең қарапайым нәрселер болуы мүмкін, мысалы: оянғаннан кейін бірден жаттығулар жасау, түскі үзілісте кітапқа бару және кешкі жетіден кешіктірмей хатты алу. Ал егер кенеттен жағдай бірдеңе біздің дайындаған жоспарымызға сәйкес келмейтіндей дамып кетсе, онда біз өз басымыздағы күткенімізден ауытқығанымыз үшін өзімізді кінәлайтын боламыз. Өйткені, бұл қалай болуы мүмкін, жоспарды күн сайын алдын ала біліп, өзі жасаған, бірақ шын мәнінде, біз бұған тек бейсана деңгейінде ғана сенеміз, ал шын мәнінде біз болашақ туралы мүлдем ештеңе біле алмаймыз. Біздің басымызда «бірақ» салыстырудың елестету мүмкін емес процестері жүріп жатыр, енді біз басқа адамдардың және көбінесе өте жоғары үміттерді ақтай алмаған кезде не болатынын елестетіп көрейік. Осыған байланысты бұл мақала әлеуметтік және жеке күтулердің өзекті мәселесін қарастырады. Күнделікті өмірде адам әдетте ең негізгі құндылықтарға назар аударады. Дегенмен, бұл құндылықтар ретсіз салынбаған. Қалыптасқан адами құндылықтардың негізі – адамның қоғамда қандай рөл атқаратыны туралы белгілі бір көзқарастар, сондай-ақ оны қоршаған адамдар одан күтетін әлеуметтік мінез-құлық түрі.

Түйін сөздер: тұлға, әлеуметтік күту, қоршаған қоғам, мінез ерекшеліктері, тәрбие.

Аннотация

Каждый из нас проживает свой день, ожидая от себя выполнения уже заранее поставленных перед собой целями. Это могут быть самые базовые и банальные вещи, к примеру, такие как: сделать зарядку сразу после пробуждения, сходить за книгой в обеденный перерыв и забрать посылку не позже семи вечера. И если вдруг обстоятельства складываются так, что что-то пошло не по нашему заготовленному плану, то мы обязательно будем винить себя за отклонение от своих же собственных ожиданий в своей голове. Ведь как это возможно, план был создан самим собой для самого себя, зная абсолютно каждый свой день заранее, но на самом деле, мы лишь убеждаем себя в этом на подсознательном уровне, а в действительности мы не можем знать совершенно ничего из будущего. В нашей голове происходят невообразимые процессы сопоставлений 'но', а теперь давайте просто попробуем представить, что происходит, когда мы не можем оправдать чужих и часто крайне завышенных ожиданий. В этой связи в данной статье рассматривается ставший уже актуальным вопрос о социальных и персональных ожиданиях. Человек в повседневной жизни как правило ориентируется на самые базовые ценности. Однако эти ценности выстраиваются отнюдь не хаотично. В основе сформировавшихся человеческих ценностей находятся определённые установки на то, какую роль играет человек в обществе, а также тип социального поведения, которого ожидают от него окружающие люди.

Ключевые слова: личность, социальное ожидание, окружающее общество, черты характера, воспитание.

INTRODUCTION

To begin with, it is worth defining the term 'expectation'. An American psychologist Richard Lazarus notes the widely accepted philosophical principle that "happiness depends on the background psychological status of the person...and cannot be well predicted without reference to one's expectations" [1].

Expectation is what is considered most probable. Expectation, which is a belief focused on the future, may or may not be realistic. Excessive expectations not only from a person, but also in general include a ready-made scenario that does not have the slightest possibility of deviation from it. A person psychologically builds a step-by-step chain of actions from a character or situation. This problem harms not only the person who fell under the inflated expectations from the interlocutor, but also the person himself suffers, who has these inflated expectations from others. Considering this issue from the side of the 'attacker', from the point of view of psychology, the syndrome of inflated expectations is a deviation in human thinking and behavior. Cognitive disorder. This is how it sounds in more professional language. "While anxiety disorders, mood disorders, and psychotic disorders can also have an effect on cognitive and memory functions, they are not classified under neurocognitive disorders because loss of cognitive function is not the primary (causal) symptom" [2]. A person with a problem of inflated expectations is not able to enjoy his achievements and does not feel satisfaction from the work done. He makes excessive, unrealistic demands on himself and others, which leads to constant disappointment, nervousness and anger.

METHODOLOGY

In this article, the method of psychological dialectics was mainly used. This method involves identifying contradictions both within the individual and in the fundamental factors of his environment, which in one way or another affect the person's personal stress resistance. Also, as an additional method, the method of comparative analysis was used, within the framework of which a comparative analysis of various aspects of the influence of the surrounding social environment on the character of a person and the ways of his survival in social reality was carried out.

RESULTS AND DISCUSSIONS

Here are some reasons why such expectations become excessive:

- Upbringing. Parents often place high hopes on their child, dreaming that he will be successful and outstanding. The child begins to think that he must meet these expectations in order to deserve love. In adulthood, this can lead to even more pressure on himself.

- Envy. This feeling, on the one hand, helps to strive for goals, but on the other hand, it makes a person nervous, aggressive and fixated on success. "Envy is an emotion which occurs when a person lacks another's quality, skill, achievement, or possession and either desires it or wishes that the other lacked it" [3].

- Incomplete family\dependence of parents. Growing up, a person who grew up in an incomplete or unstable family may strive to prove to everyone that he is successful and happy, which leads to inflated expectations – everything must be "the best".

- Control and anxiety. The desire to control everything, an unstable psyche and anxiety also lead to inflated expectations and a focus on certain tasks. "Anxiety is an emotion characterised by an unpleasant state of inner turmoil and includes feelings of dread over anticipated events" [4].

- Temperament. Innate traits such as perfectionism make you strive for the ideal without stopping, adjusting others to your standards. Temperament is "the constellation of inborn traits that determine a child's unique behavioral style and the way he or she experiences and reacts to the world" [5].

- Infantilism. Children who were overprotected grow up with the expectation that the world owes them, and are not always willing to make an effort to achieve goals.

- Low self-esteem. People with low self-esteem see life as a constant struggle for approval, "gnawing out" success at the cost of great effort. " Self-esteem encompasses beliefs about oneself (for example, 'I am loved', 'I am worthy') as well as emotional states, such as triumph, despair, pride, and shame" [6]. The higher the self-esteem, the lower the expectations.

Although high expectations are extremely harmful to both parties, the impact on the 'victim' side is more pronounced and has more detrimental consequences. Each of us lives our day expecting ourselves to fulfill goals that we have already set for ourselves. These can be the most basic and banal things, such as: doing exercises immediately after waking up, going to get a book during lunch break and picking up a parcel no later than seven in the evening. Moreover, if suddenly circumstances develop in such a way, that something does not go according to our prepared plan, then we will definitely blame ourselves for deviating from our own expectations in our head. After all, how is this possible, the plan was created by ourselves for ourselves, knowing absolutely every day in advance, but in fact, we only convince ourselves of this on a subconscious level, and in reality we cannot know absolutely anything from the future. In our heads, unimaginable processes of comparisons of 'but' occur, and now let's just try to imagine what happens when we cannot justify other people's and often extremely high expectations. We begin to look for some internal problem in ourselves and understand how it could have happened that we could not do something at a high enough level. People deny themselves certain actions in which, in someone else's opinion, they are not good enough. First, they deny themselves singing their favorite songs, because someone said that their singing level seemed low to them, then they stop wearing their favorite jacket, because the neighbor expected a better fashion solution from him, and so we simply begin to deny ourselves the desire to live, expecting and fearing not to meet the expectations of others. There is a name for this phenomenon in the world of psychology.

The 'deferred life' syndrome (DLS) is a set of beliefs that cause a person to perceive the current stage of their life as only preparation for a future significant event. "Deferred Life Syndrome (DLS) is a group of life scenarios that consist in the fact that a person living in such a scenario sincerely and often unconsciously believes that he is not living a real life yet, but is only preparing for it" [7]. They believe that true happiness and a full life will begin only after this event. This phenomenon is also called the syndrome of a deferred or unlived life. Although it is not included in the list of mental disorders, the syndrome of a deferred life can negatively affect a person's quality of life. The term "deferred life" syndrome was introduced in the 1990s by Russian psychologist Vladimir Serkin, who studied the life scenarios of residents of northern cities and towns. He found that many of them perceive their current life as temporary preparation for moving to warmer regions, believing that their "real life" will begin there. For example, students from Magadan, interviewed by Serkin, did not see any prospects for starting a family, building a career, and buying a home in their future in the North, believing that all this is possible only in the southern and central regions of the country. Serkin emphasizes that such a scenario is not only found among residents of the northern territories. One of the striking examples is the Englishmen described by Rudyard Kipling, who served in colonial India for 20-30 years in the late 19th – early 20th centuries. Many of them sincerely believed that their real life would begin only after returning to England, where they imagined an ideal life in a country house among picturesque landscapes and friendly neighbors.

DLS (deferred life syndrome) affects both the person who has it and the people around him. The consequences for those with DLS are quite serious, especially if it is neglected for a long time. Frustrated factors for a person are the impossibility of leading a lifestyle that he considers personally and socially correct and prosperous. To describe the neurological manifestations associated with the deferred life syndrome, V. Serkin proposed the term "deferred life neurosis". People prone to neurosis often try to temporarily distract themselves from problems by finding substitutes for unmet needs. However, when the number of unresolved problems reaches a critical level, this leads to a neurotic breakdown, which becomes noticeable to others. Consulting help from specialists or reflection can help a person return to an active life in the present. It is important to focus not only on the symptoms of the syndrome, but also on its causes. This will reduce the number of people who live in anticipation that real life will begin sometime later and will correspond to the ideas of the people around them. In today's reality, when you are under pressure not only from the world around you, but also from the world of social networks. Every day, a person spends time on social networks, following the success of other users. It often happens that these successful people are also your peers. Watching their lives, at some point you begin to be tormented by the question of what is wrong with you and why he has what you do not have. Naturally, you will start looking for the problem in yourself, creating an additional headache for yourself, while completely forgetting not only that each person initially has a different foundation from which he can push off, but also that most often, social networks are a carefully projected ideal picture. They have a significant impact on self-esteem and can push you to overestimate your own expectations. This happens precisely because of that very 'ideal picture' of your favorite bloggers and users of the World Wide Web.

Let's consider how exactly this affects self-esteem and expectations.

1. YOU START COMPARING YOURSELF TO OTHERS

It is easy to fall into the trap of constant comparison on social media. "To compare is to bring two or more things together (physically or in contemplation) and to examine them systematically, identifying similarities and differences among them" [8]. Users see the successes, appearance, and lifestyle of others, which can make them feel like they are not good enough. This can lead to unrealistic expectations for their own achievements, appearance, or life status.

2. "THE PERFECT LIFE"

As mentioned above, people often post only positive events: travel, success, purchases. This creates the illusion that others have a more fulfilling and successful life than they actually are. "Perfectio(n) thus literally means 'a finishing', and 'perfect(us)' – 'finished', much as in grammatical parlance" [9]. After seeing hundreds of such "perfect" lives, a person begins to feel that their own achievements are not significant enough, and this lowers their self-esteem.

3. THE INFLUENCE OF LIKES AND COMMENTS

The system of likes and comments forces people to seek the approval of others, which affects their self-perception. If a post does not get the expected number of likes, this can be perceived as a negative assessment of personality or appearance, which directly affects self-esteem.

4. THE CULT OF APPEARANCE AND BEAUTY STANDARDS

Social networks, especially visual platforms like Instagram and TikTok, promote certain beauty standards, which are often achieved with the help of filters and retouching. "Physical attraction itself includes universal perceptions common to all human cultures such as facial symmetry, sociocultural dependent attributes, and personal preferences unique to a particular individual" [10]. Constantly comparing yourself (comparison from point 1) with these edited images leads to inflated demands on your own appearance and dissatisfaction with yourself.

5. THE TREND OF 'ACHIEVEMENT'

The topics of productivity, career success and financial growth are popular on social networks. All of this implies success in one way or another. Richard Weiss, in his study of success in the American psyche, compares "the American view of success with Max Weber's concept of the Protestant work ethic" [11]. A huge number of courses and marathons on achieving success in various fields from self-proclaimed masters. Seeing regular posts about the 'achievements' of others, a person may begin to believe that he should also achieve high results, and in case of failure, in his eyes it will be a world-class disaster.

6. THE EFFECT OF DEPENDENCE

Constant use of social media can be addictive, as each like or comment (the influence of digital compliments from point 3) stimulates the release of dopamine, creating a temporary feeling of joy. Over time, this leads to self-esteem becoming dependent on external approval rather than internal acceptance and real achievements.

Modern technologies, including artificial intelligence, have radically changed our perception of the world and self-esteem. They have made life faster, more convenient, but, oddly enough, they have made us expect more and more from ourselves and others. It seems to us that work should be done instantly, people are obliged to respond to messages within seconds, and career growth should happen instantly, like uploading a file to the cloud. In the professional sphere, technology creates inflated expectations, because access to data and the speed of information processing are becoming the norm. We demand from ourselves to work faster, to respond instantly, and from our colleagues to be available around the clock, forgetting that a person is not a robot and has limits.

Technology has created the illusion that success is something linear and unambiguous. "Although illusions distort the human perception of reality, they are generally shared by most people" [12]. We look at other people's careers through the prism of social networks, where everyone shares only their victories, but not the process of achieving them. As a result, it seems to us that we must constantly correspond to these "ideal" scenarios, managing to be productive, happy and successful at the same time. Everyone wants not just to do a job, but also to immediately exceed expectations. If the result is not bright enough, there is a feeling of failure. This feeling is intensified by the fact that we see examples of people who have achieved incredible heights on the Internet. Of course, no one tells us that behind every victory there are efforts, mistakes and failures. We forget that behind the "perfect picture", there is an ordinary life, and we begin to think that something is wrong with us if we do not keep up with this pace.

Social networks especially strongly influence expectations in our personal life. Looking at other people's photos, we begin to think that real life should be the same: full of travel, holidays and success. This creates unrealistic expectations that have a destructive effect on self-esteem. It seems that everyone around us is happy except us. Even everyday little things, such as likes or comments, become indicators of our significance. When posts do not get the expected number of likes, this is perceived as a personal failure. We begin to depend on these digital assessments, forgetting that they have nothing to do with our real value. The influence of technology is not limited to social media. Artificial intelligence, smart devices, and voice assistants penetrate our personal space, creating the illusion that everything can be controlled. We begin to expect that technology will always work without failures, which a voice assistant will be able to understand us at a glance, and gadgets will anticipate our desires. When this does not happen, we are overcome with irritation and disappointment. This is especially noticeable among young people who grow up surrounded by technology and digital standards. Teenagers are faced with expectations that they should be successful and self-confident, not realizing that their self-esteem is beginning to depend on the number of subscribers and likes. Social networks dictate how you should look, what achievements are valuable, and what is considered a failure. Teenagers find themselves trapped in inflated standards, without having the resources to achieve them.

Scientific research shows that expectations are directly linked to the way our brain works. When we expect something pleasant, dopamine pathways in the brain are activated, creating a feeling of anticipation. But if expectations are not met, the amygdala, responsible for fear and anxiety, is activated. This means that high expectations make us more vulnerable to stress. “Excessive amounts of stress, however, can increase the risk of strokes, heart attacks, ulcers, and mental illnesses such as depression” [13]. Research shows that negative expectations increase anxiety disorders, depression, and even post-traumatic stress. People begin to fear that they will not be able to live up to the standards they set for themselves. This creates a vicious circle: the more we expect, the more disappointed we are, and the more disappointed, the more difficult it is to find balance.

Inflated expectations are especially noticeable in the professional sphere. We begin to think that we are obliged to constantly grow, learn new skills and improve. Companies expect their employees to continuously improve productivity, adapt to new technologies and work without errors. However, the reality is that a person cannot meet these requirements indefinitely. Many people face professional burnout, not noticing how inflated expectations have become the cause of their fatigue and apathy.

In personal life, expectations are no less pronounced. People begin to expect ideal behavior from their partners, friends or family, thinking that they are obliged to understand them at a half-word and guess their desires. However, when this does not happen, disappointments and conflicts begin. This is aggravated by the influence of social networks, where every couple looks happy, every family - harmonious. In reality, ordinary problems, quarrels and misunderstandings are hidden behind such images. However, seeing only the ‘ideal’ side, we begin to demand the same from our lives.

Technologies bring not only convenience to our lives, but also a new level of dependence. Constant use of social media is addictive: every like or comment stimulates the release of dopamine, creating a temporary feeling of joy. “While regarded biomedically as a neuropsychological disorder, addiction is multi-layered, with biological, psychological, social, cultural, and spiritual (biopsychosocial–cultural–spiritual) elements” [14]. Over time, this leads to the fact that our self-esteem begins to depend on the approval of others, rather than on real achievements. We begin to live in anticipation of new “digital awards”, forgetting about real joys.

Yet, technology is not as straightforward as it seems. It gives us the opportunity to learn, develop, and find support. Nevertheless, to do this, we need to change the way we use it. We must learn to distinguish between real life and digital illusions. Set boundaries in the use of social networks, develop critical thinking, and work on our expectations. Mindfulness and the ability to enjoy the moment will help us cope with the pressure of technology and inflated standards.

The role of expectations, social influence, and a new approach to the concept of success: a comprehensive review. Expectations are an important element of the human psyche, influencing the perception of life, behavior, and emotional state. They determine how we react to events, plan for the future, and interact with the world around us. This text is devoted to studying the impact of expectations on mental health, their role in shaping social norms, and the need to rethink the criteria for success. We will consider statistics, real-life examples, and expert opinions to show how managing expectations helps to improve the quality of life and strengthen mental health. From a psychological perspective, expectations are predictions based on past experiences and ideas about possible futures. For example, a child who was praised for his or her success in school may develop the belief that his or her worth is determined solely by his or her results. Such cognitive attitudes may form unconsciously and persist throughout life, influencing behavior and decisions. It is important to distinguish between realistic expectations, which can inspire growth, and unrealistic expectations, which can lead to disappointment. For example, expecting to become an expert in a new field in a few weeks can be destructive if not backed up by real opportunities and experience.

The Impact of Social Media on Expectations: Challenges for Young People. Modern digital technologies, especially social media, play a huge role in shaping the perceptions and expectations of young people. According to a survey of more than 1,000 from 11 to 16-year-olds conducted by the YMCA charity, 62% of high school students (15-16 years old) said that social media increases pressure about their appearance. In addition, 58% of respondents noted that celebrity culture has a significant impact on their self-esteem. This environment contributes to the creation of unattainable beauty standards based on airbrushed and carefully selected images. Constant comparison with these idealized images leads to lower self-esteem and the development of feelings of dissatisfaction. “Usually in life, circumstances do not hold a long lasting effect on one’s mood” [15]. To counteract this, media literacy education programs are needed to help teenagers critically perceive content and distinguish reality from its digital projections.

Psychological aspects of expectations and their impact on mental health. Expectations play a key role in the development of many mental disorders. For example, with anxiety disorders, a person often expects the worst outcome, which causes a vicious circle of fear and avoidance. For people with post-traumatic stress disorder (PTSD), traumatic experiences destroy basic beliefs about safety, leading to constant tension and hypervigilance. In the case of depression, negative expectations about the future and one’s own capabilities increase the feeling of hopelessness.

Scientific research shows that expectations actively influence the functioning of the brain. For example, dopamine pathways regulate the anticipation of reward, forming positive expectations, while the amygdala is activated with negative expectations. These processes emphasize the importance of working with cognitive attitudes in therapy.

Below are several stories from the lives of people who have the phenomenon of postponed life in everyday life.

* “As children, we often picked berries - mainly strawberries, currants, gooseberries and others. Grandma was very careful that not a single berry accidentally ended up in our mouths. We collected whole bowls, thinking that we were about to enjoy the delicacy, but no – everything was sent to make jam. A long process of boiling, sterilizing the jars, rolling up the lids began. The only joy was the sweet foam that fell as a reward for the efforts. When the jam was finally ready, it seemed like the time had come to try it. But it was not so: Grandma stood firm - the jam was intended for winter, because it was ‘close’, and winter nights

are full of 'horrors'. And so it went year after year, decade after decade. Now Grandma is already 90. In recent years, she lost the ability to manage the household and moved out of her apartment. I had to sort out her supplies. What did I find there! Packs of gifted chocolates, boxes of sweets, mountains of canned goods that crumbled to dust, pickles, hundreds of packs of matches – and, of course, the most epic: jam. Hundreds of jars of jam that she so carefully saved. The result? Four full trash bins of thrown out jam and memories of a happy childhood."

* "My parents have always had a special love for cooking. Their mixer looked, to put it mildly, shabby: all covered in sugar, with cracks on the body, a dangling cord, and something rattling inside. The power button and speed controller had long since broken, but they continued to use it, suffering every time they cooked. Deciding to make their lives easier, I bought a new, modern mixer. A few months later, I asked how they were doing with it. It turned out that my gift was peacefully lying on the shelf. My parents continued to work with the old one. Their argument? "Well, it still works!"

* "I understand how strange this is, but I can't help it. I design, construct and sew clothes with enthusiasm – and then they go into the closet. I think: "When I really start living, then I'll wear them." In the meantime, I make do with old jeans bought five years ago. Some things seem so special that I decide: "Only a person who deserves it can wear this," and I leave them to wait for their time. The most interesting thing is that I don't mind giving someone something worth half an airplane wing, but I feel sorry to spend it on myself, even on a chocolate bar. I live like this until I imagine how one day I'll wake up and I'm already 80. Not in my soul, of course, but according to my passport."

We will consider the key steps and principles that will help you free yourself from unnecessary expectations. Examples of solutions for each point will also be considered.

1. RECOGNIZE THE NATURE OF EXPECTATIONS

Expectations often arise from our ideas about how things "should" be. They may be based on experience, upbringing, cultural norms, or even movies and books. It is important to understand that expectations are largely subjective constructs that do not always match reality.

Example: You may expect a coworker to thank you for helping you with a project because that is what you think is normal. However, they may not express gratitude, and you may feel disappointed. Recognizing that your idea of the interaction is subjective can help reduce tension.

2. EMBRACE UNCERTAINTY

Life is unpredictable, and expecting everything to go exactly as planned is setting yourself up for constant disappointment. Accept that there are many things in the world that you can't control. Stop trying to manage every aspect of your life, and you'll feel free.

Practical tip: Try a mindfulness exercise. Whenever you feel anxious about uncertainty, ask yourself, "What's the worst that could happen if my expectations are not met?" This helps reduce your fear of the unexpected.

3. LIVE IN THE PRESENT MOMENT

Often, expectations displace us from the present moment, forcing us to focus on the future. However, the future is only a hypothesis. To get rid of expectations, you need to focus on what is happening here and now.

Practice: Take time each day to meditate or do simple mindfulness exercises, such as paying attention to your breathing or the sounds around you. This will help you return to the present moment.

4. LOWER YOUR EXPECTATIONS FOR YOURSELF AND OTHERS

One of the reasons for the emergence of expectations is the tendency to idealize others and your capabilities. When you lower the bar, you give yourself and others the right to make mistakes and be imperfect.

Reflection: Keep a diary in which you write down your expectations of people or events. Then ask yourself: "How realistic is this? Can I accept a different outcome?"

5. LEARN TO LET GO

Letting go of expectations does not mean giving up on goals or hopes. It means stopping fixating on a certain result. If your expectations are not met, this should not be perceived as a defeat.

Technique: Practice "positive thinking about the outcome." Instead of focusing on a specific goal, think: "What positive experience can I get from this situation, regardless of the outcome?"

6. FOCUS ON THE PROCESS, NOT THE RESULT

Expectations are often associated with results. We wait for a raise, a project to be completed, a relationship to be successful, forgetting that the process of achieving these goals is also valuable.

Example: If you are training for a marathon, enjoy the process of training itself, and don't focus only on the finish line.

7. GRATITUDE PRACTICE

Gratitude helps to switch attention from what we don't have to what we already have. This reduces the level of expectations and increases life satisfaction.

Gratitude practice: Write down 3-5 things you are grateful for every day. It can be anything from a cup of morning coffee to the support of friends.

8. WORKING WITH ATTITUDES

Our expectations are often conditioned by beliefs that have formed throughout life. For example, "I must be perfect in everything" or "others must understand me." These attitudes can be unrealistic and harmful.

Working with beliefs: Pay attention to your internal monologues. If you notice negative attitudes, replace them with healthier and more positive ones. For example, instead of "I must have time for everything," tell yourself "I will do as much as I can."

9. DEVELOPING EMOTIONAL INTELLIGENCE

Emotional intelligence helps you better understand your emotions and manage them. The more you understand your feelings, the easier it is to control your expectations.

Tip: Develop the ability to empathize and self-reflect. Understanding your emotions will allow you to not only lower your expectations, but also set more realistic goals.

10. CASE STUDY: HOW TO OVERCOME EXPECTATIONS IN RELATIONSHIPS

Expectations are especially strong in relationships – be it friendship, love, or work. For example, you may expect your partner to constantly show attention, which can be difficult for them.

Solution: Openly discuss your expectations. Don't be afraid to share your feelings and listen to the other side. This will help avoid misunderstandings and reduce disappointment.

11. THE ROLE OF PATIENCE

Patience is a key element in getting rid of expectations. Sometimes expectations are associated with impatience: we want everything to happen quickly and according to our scenario.

Practice patience: Develop the habit of pausing in situations that irritate or worry you. For example, if you are expecting an important call, instead of constantly updating your phone, meditate or read.

12. INSPIRATION FROM STOICISM

The Stoics believed that disappointments arise from the wrong attitude towards things that we cannot control. They advised concentrating on your actions, not on external circumstances.

Stoic exercise: Before an important event, ask yourself: “What depends on me in this case? And what does not?” Focus only on what you can change.

13. DON’T BE AFRAID TO SEEK HELP

If you feel that getting rid of expectations is too difficult, contact a specialist – a psychologist or a coach. Sometimes professional help helps to understand more deeply the reasons for the emergence of expectations.

Innovative approaches in therapy: working with expectations. Therapeutic practice shows that working with patients’ expectations is the key to successful treatment. One approach is expectancy-based interventions (EFPI). They allow identifying specific patient beliefs and helping them to revise them. For example, exposure therapy is used to treat phobias and anxiety disorders. Patients face their fears in a controlled environment, which allows them to change their perception of fearful stimuli.

In addition, an important aspect is the formation of realistic expectations from the therapy itself. If the patient expects positive results, this increases the effectiveness of the treatment. However, negative expectations can negate even the most effective methods. Social and educational norms: a new understanding of achievement. Modern society often associates success with external signs, such as a prestigious education. However, research shows that such criteria do not always determine real achievement. For example, the University of Wisconsin has trained more CEOs than many well-known elite universities. This emphasizes the importance of the experience and skills gained, rather than the status of the educational institution. Experts like Jennifer Wallace suggest reframing success by focusing more on internal growth, learning, and making a positive impact on others. She also emphasizes the importance of “conditional love” (where children are only given credit for their successes) and “unconditional love,” which promotes healthy personal development.

Reframing Success: From Individual Achievement to Social Meaning Shifting from an achievement culture to one based on individual value can reduce the pressure many people feel. Wallace suggests focusing on the concept of “meaning” – the desire to not only succeed but also to contribute to society. This approach helps build a sense of fulfillment and strengthens intrinsic motivation. A concept of success that focuses on individual achievement often leads to burnout and isolation. An alternative approach suggests focusing on meaning – the desire to contribute to others. For example, volunteering or helping others can not only boost self-esteem but also strengthen a sense of community.

CONCLUSION

Expectations have a significant impact on mental health and everyday life. Understanding their role and learning to manage them are important steps towards personal growth and collective well-being. Rethinking success criteria, supporting relationships, and using innovative approaches in therapy can contribute to a healthier society.

Expectation Management Strategies: The following steps can be helpful in effectively managing expectations:

- Mindfulness: Regular self-reflection can help you recognize and change unrealistic beliefs.

- Education: Critical thinking and media literacy training can reduce the impact of social media.

- Flexibility: The ability to adapt to change and cope with setbacks can help build resilience.

- Values: Moving from external markers of success to internal growth can help you find a balance between expectations and reality.

- Therapy: Using techniques such as the EFPI can help patients build healthy cognitive models.

When you decide to completely change your life, you invest all your resources into this project – all the experience you have accumulated throughout your life. Pictures are reproduced in your head. You have a whole process of reflection and research of internal and external factors, but expectations make their own drastic edits to this well-coordinated work. The same ones that did not give you life. There is an opinion that the root of the problem is in unmet expectations. However, everything is even more complicated. The problem is not in the satisfied/unsatisfied result of expectations, but in the expectations themselves. The disappointments that happen during life are the result of thousands of unspoken expectations that cast their shadow on a bright life. You try to adjust life to them, and if it does not work, then you experience monstrous stress. They are like a mirage that fetters our inner strength and interferes with making decisions. As a result, you will not even notice how you begin to work on your expectations, and not on how to find a favorable way out of the current situation. It clearly hasn’t become easier for you now, but it is extremely important to understand that it is not your problems that are undermining you, but your hidden expectations. You are more depressed and dejected by the collapse of your hopes than by the situation itself. It is best to accept this life as it is – unpredictable and spontaneous. The world is based on change. Birth and death, growth and destruction, sunrises and sunsets, winter and summer. No day is like the previous one, despite the fact that sometimes it seems to us the opposite. “Life is more a dance than a march.” Think about these words.

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LIFE STEREOTYPES: CROSS-CULTURAL COMPARATIVE ANALYSIS

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Abstract

This article examines the main stereotypes that exist in the world. The following stereotypes are taken as prejudices that are presented in this article: (1) “The woman is the keeper of the hearth, while the man is the main breadwinner”, (2) “A sign of beauty is thinness, fair skin and symmetrical facial features”, and (3) “The more material goods one has, the more one feels happiness”. As societies in which the above-mentioned stereotypes will be considered, we took such widely known societies today as Japanese, American and Chinese societies. The choice of these prejudices and these societies is due to the fact that these prejudices are very popular and to one degree or another influence the formation of the worldview of humanity, especially among young people. While Japanese, American and Chinese societies are also familiar to most people and have their own important meaning in the framework of modern civilization. In addition, the choice fell on these societies in the sense that their influence is reflected in one way or another in modern Kazakhstani society. Especially if we are talking about Chinese and American societies. Everyone knows that the modern world lives mainly by Western guidelines, and they, as we know, have largely become widespread thanks to the American influence on modern culture, civilization and worldview in general.

Keywords: stereotype, keeper of the hearth, beauty, wealth, delusions, social norm.

Аңдатпа

Бұл мақалада әлемде бар негізгі стереотиптер қарастырылады. Осы мақалада келтірілген келеңсіздіктер ретінде келесі стереотиптер алынады: (1) «Әйел – ошақтың сақтаушысы, ал ер адам – негізгі асыраушы», (2) «Сұлулықтың белгісі – арық, ақшыл тері және симметриялы бет ерекшеліктері» және (3) «Адамның материалдық байлығы неғұрлым көп болса, соғұрлым ол өзін бақытты сезінеді». Жоғарыда аталған стереотиптерді қарастыратын қоғамдар ретінде біз жапон, американдық және қытайлық сияқты кеңінен танымал қоғамдарды алдық. Осы ерекше наным-сенімдерді және осы нақты қоғамдарды таңдау, бұл алдын ала көзқарастардың өте танымал болуына байланысты. Олар да адамзаттың, әсіресе жастардың дүниетанымының қалыптасуына әсер етеді. Жапондық, американдық және қытайлық қоғамдар да адамдар арасында танымал және заманауи өркениет аясында өзіндік маңызы бар. Сонымен қатар, таңдау осы қоғамдарға түсті, өйткені олардың ықпалы қазіргі қазақ қоғамында бір немесе басқа түрде көрінеді. Әсіресе қытайлық және американдық қоғамдарға келетін болсақ. Қазіргі әлем негізінен батыстық көзқарастарға сәйкес өмір сүретінін бәрі біледі және олар, біз білетіндей, американдықтардың қазіргі мәдениетке, өркениетке және жалпы дүниетанымға ықпалының арқасында кеңінен таралған.

Түйін сөздер: стереотип, ошақ сақтаушысы, сұлулық, байлық, қате түсінік, әлеуметтік норма.

Аннотация

В данной статье рассматриваются основные стереотипы, существующие в мире. В качестве предрассудков, которые представлены в данной статье, взяты следующие стереотипы: (1) «Женщина – хранительница очага, а мужчина – главный добытчик», (2) «Признак красоты – худоба, светлая кожа и симметричные черты лица», и (3) «Чем больше у человека материальных благ, тем больше он чувствует себя счастливым». В качестве обществ, в которых будут рассматриваться вышеперечисленные стереотипы, мы взяли такие широко известные сегодня общества, как японское, американское и китайское. Выбор именно этих предрассудков и именно этих обществ обусловлен тем, что эти предрассудки очень популярны и в той или иной степени влияют на формирование мировоззрения человечества, особенно среди молодежи. В то время как японское, американское и китайское общества также пользуются популярностью среди людей и имеют свое важное значение в рамках современной цивилизации. Кроме того, выбор пал на эти общества и в том отношении, что их влияние так или иначе отражается в современном казахстанском обществе. Особенно если речь идет о китайском и американском обществах. Всем известно, что современный мир живет в основном по западным установкам, а они, как известно, во многом получили свое распространение именно благодаря американскому влиянию на современную культуру, цивилизацию и мировоззрение в целом.

Ключевые слова: стереотип, хранительница очага, красота, богатство, заблуждения, социальная норма.

INTRODUCTION

Today I want to talk about preconceptions and how they affect other people's daily lives. Based on prior social experiences, stereotypes are patterns of information perception, filtering, and interpretation that help us identify and understand the world around us. "Early researchers believed that stereotypes were inaccurate representations of reality" [1] Stereotypes emerged as a natural way for humans to perceive the world, enabling them to digest information more quickly and adjust to their surroundings. "Stereotypes are often overgeneralized, inaccurate, and resistant to new information" [2]. They evolved into a simplified explanation of reality in the context of little exposure to and contact with other civilizations. Evolutionary need is the reason for their origin. Our forefathers needed to be able to recognize possible dangers and swiftly tell "their own" from "outsiders." This aided in the development of perceptual templates that streamlined scenario analysis and saved time and money. In order to manage a complicated environment, generalizations were used to view anything that was unfamiliar or different from the norm. Stated differently, our social reality is a system of stereotypes. It is important to note that while these views can be both favorable and negative, they often neglect individual variations and are based on generalizations. We will examine some of the most prevalent preconceptions and how they are represented in different countries using a number of them as examples.

METHODOLOGY

The main methodology of this article is based on comparative analysis. This analysis allows us to conduct a comparative analysis, firstly, of three stereotypes, and secondly, to analyze the emergence and development of these stereotypes within the framework of modern Japanese, American and Chinese cultures and civilizational specific features. Everyone knows that these three cultures play a significant role in the life of modern humanity, and therefore there is an urgent need to consider the prejudiced side in the worldview of modern techno genic civilization.

RESULTS AND DISCUSSIONS

While working on this article, I learned a lot of new things about the countries mentioned. At first glance, their cultures might seem completely different, yet the phenomenon of stereotypes has, in some cases, preserved their distinctions and, in others, highlighted their similarities. As we can see, there are things that unite us across the world: similar perceptions, ideas, and thoughts. This made working on the article truly fascinating. Ultimately, I was once again convinced that we should not rely on stereotypes. It is essential to understand our uniqueness, and life will become easier.

STEREOTYPE #1. THE WOMAN IS THE KEEPER OF THE HEARTH, WHILE THE MAN IS THE MAIN BREADWINNER

Today, so-called gender stereotypes are very common. Such stereotypes exist in almost all countries, cultures and societies, since they are based on our sexual physiological and therefore psychological differences. "For example, one can have beliefs that women and men are equally capable of becoming successful electricians but at the same time many can associate electricians more with men than women" [3]. Let's look at this stereotype in more detail within the framework of the above-mentioned three societies. And let's start with Japanese society.

JAPAN

Family duties in Japan have been greatly impacted by gender stereotypes for a long time. For decades, Japanese culture has been firmly anchored in the traditional paradigm of the woman as the keeper of the hearth and the male as the main provider. Patriarchal conventions and Confucian principles contributed to the establishment of distinct gender roles, with women handling the home and childrearing and males running the household and society.

The role of women in Japanese families has been characterized for millennia by the idea of “ryosai kenbo” (良妻賢母), which translates to “virtuous wife and wise mother.”

This stereotype holds that a woman’s primary responsibilities are to preserve family comfort, raise children, and take care of the house. Generally, “In social psychology, a stereotype is any thought widely adopted about specific types of individuals or certain ways of behaving intended to represent the entire group of those individuals or behaviors as a whole” [4]. During the postwar era, while Japan was recuperating from World War II, these misconceptions were particularly prevalent. The notion of the traditional family, in which the woman is totally committed to the home and the male works and provides for the family, was widely pushed by the state at the time. Despite their high levels of education, women were expected to stay in the home, and their career advancement was frequently restricted to positions involving family and home care. The challenge of juggling employment and childrearing is referred to as matahara (マタハラ), or maternity discrimination. However, in the last several decades, this has started to shift. Japan’s economic growth and the increasing number of women receiving education and entering the labor market have led to a gradual change in the role of women in public life and in families. Women have increasingly begun to work on an equal footing with men, holding positions of leadership and business. Nevertheless, stereotypes of women as caretakers of the home persist, and many women face the double burden of balancing career and domestic responsibilities. Many Japanese women continue to do much of the work of caring for children and keeping the house in order. The “kyoiku mama” culture is one in which women are expected to take an active role in their children’s education, putting their success before their own interests.

The stereotype of the man as the main breadwinner of the family also remains strong in Japan. “Stereotypes are regarded as the most cognitive component and often occurs without conscious awareness, whereas prejudice is the affective component of stereotyping and discrimination is one of the behavioral components of prejudicial reactions” [5]. The image of the male “salaryman” (会社員) providing for the family has become an integral part of Japanese identity in the postwar period. This stereotype, which assumes that a man’s primary responsibility is to work, has led to a culture of overwork and disengagement from family life. Men are traditionally perceived as the foundation of a family’s financial well-being, which often leads to pressure on them to work long hours and provide stability. Japanese men spend up to 12 hours a day at work and overtime is perceived as the norm.

This exacerbates the balance between work and family. Unlike many Western countries, Japan has a culture of workaholism, and men often have to balance their workload with family responsibilities. In recent years, new trends have emerged, such as men taking parental leave, but they are not yet as common as in other countries.

Thus, although Japan is experiencing changes in gender roles, traditional stereotypes continue to influence society. “Studies of stereotype content examine what people think of others, rather than the reasons and mechanisms involved in stereotyping” [6]. Women are increasingly included in public and working life, but face pressure to fulfill the role of wife and mother. Men, in turn, continue to feel pressure to be the financial breadwinners of the family.

USA

Gender stereotypes also play a significant role in defining the roles of men and women in American families, but these stereotypes have changed significantly over time. Traditionally, American culture has had a strong stereotype of men as the primary breadwinners and women as the homemakers responsible for childcare and household management. The idea of the «ideal housewife» has persisted in the United States for decades and became particularly popular in the 1950s and 1960s. Popular television shows in the 1950s and 1960s, such as You Should Grow Up, shaped the idea of women as caring mothers and ideal housewives. This role was closely associated with the image of women at home preparing dinner for their husbands when they got home from get off work and raising their children. These roles were particularly reinforced in the postwar period, when men returned in large numbers from the front lines, solidifying the patriarchal family model in which men were the primary breadwinners and women were responsible for taking care of the household.

However, this stereotype has changed over time, especially since the late 20th century, when American women began to actively participate in the workforce and excel in various professional fields. “These thoughts or beliefs may or may not accurately reflect reality” [7]. This was made possible by increasing access to higher education for women, changes in legislation, and the growing number of women in various occupations and leadership positions. Today, women make up a large portion of the U.S. workforce and actively participate in the country’s economic life, although gender stereotypes, such as those related to the “role of women” in the family, still persist.

One of the most interesting and relevant concepts in the United States is the stay-at-home dad phenomenon, in which men assume the role of the primary caregiver of children and the home, while women take on the job. Although this phenomenon is still relatively rare, it has become more important in recent decades, especially in the context of changes in family life and economic realities. “The groups within each of the four combinations of high and low levels of warmth and competence elicit distinct emotions” [8]. With the increasing number of dual-earner families and the increasing demands for professional success and balance between work and private life, some men have chosen the role of househusband, but this role is socially condemned or encouraged, depending on the region and social context.

Nevertheless, the stereotype of men as the main breadwinner of the family still strongly affects American society. American men are still expected to be able to support their families and succeed in their careers. “Modern research asserts that full understanding of stereotypes requires considering them from two complementary perspectives: as shared within a particular culture/subculture and as formed in the mind of an individual person” [9].

This creates pressure on men to spend a lot of time at work, often to the detriment of their personal lives, which in turn makes it difficult for new family role models to emerge.

CHINA

Gender stereotypes in China have deep historical roots, formed under the influence of Confucian values and patriarchal society. “People change the stereotype of their ingroups and outgroups to suit context” [10]. Here, according to the traditional model, women are the keepers of the hearth and men are the main breadwinners. For centuries, Confucian philosophy has defined roles in the family and given women a subordinate position, whose main responsibilities are to run the household, raise children and take care of their husbands.

Women’s role as housewives was particularly evident in rural areas, while men performed hard labor or moved to the city, while women stayed on the farm. In the 20th century, China’s state policy began to change this pattern. Under Mao Zedong’s rule, socialist ideology promoted equality between men and women, and women began to participate in social production. The slogan “Women hold up half the sky” became a symbol of this change. Women participated more in society and gained work, education and political opportunities. However, stereotypes continued to have an impact: despite the superficial equality, many women faced a double burden as they had to balance work and housework.

In Chinese culture, traditional gender roles remain deeply ingrained, particularly the idea that men should be the primary earners. "A person can embrace a stereotype to avoid humiliation such as failing a task and blaming it on a stereotype" [11]. They are expected to take on financial responsibilities, succeed in their careers, and make key monetary decisions, especially when starting a family. For instance, it is still common for a man to be considered marriageable only if he has a stable income, owns property, or has a car.

At the same time, rapid urbanization, economic reforms, and shifts in the job market have expanded women's roles significantly. Women now actively pursue careers, achieve success in business, and take on leadership roles. Despite these advancements, societal pressures persist. Women often face stereotypes such as the "sheng nu" (剩女), or "leftover woman," a term used to describe those who remain unmarried after the age of 30, as well as challenges like age-related discrimination in the workforce.

Men, meanwhile, face significant pressure to meet the expectations of being the primary breadwinner. In rapidly growing urban areas with high living costs, this responsibility can be particularly stressful, especially for younger men. Here we can see that "stereotypes are an indicator of ingroup consensus" [12].

While urbanization, economic reforms, and globalization are gradually reshaping traditional roles in China, deeply ingrained gender stereotypes persist. The family structure is slowly evolving, but its transformation requires time and sustained effort from both society and government.

The next stereotype has to do with the perception of appearance and the most common ideas of what a person should look like to be considered beautiful. However, here should take into account that "correspondence bias can play an important role in stereotype formation" [13].

STEREOTYPE #2. A SIGN OF BEAUTY IS THINNESS, FAIR SKIN AND SYMMETRICAL FACIAL FEATURES

JAPAN

In Japan, there is a persistent stereotype that a girl's beauty lies in thinness, fair skin and symmetrical facial features. This ideal of beauty has deep historical roots and is actively supported by modern media, advertising and consumer culture. Let's consider each of the components in more detail.

In Japanese culture, slimness is widely regarded as a marker of elegance, self-control, and beauty. A slender physique is associated with health and sophistication, particularly in the fashion industry, where small sizes like S and XS are the standard. Women with fuller figures often encounter subtle criticism or social stigma. Celebrities like actress Arimura Kasumi and singer-model Kikuchi Rinko are frequently portrayed as ideals of beauty, influencing the aspirations of many young women. This focus on thinness is reinforced by media, including magazines, blogs, and television, which often promote extreme diets. The phrase 痩せたい (yasetai, "want to lose weight") has become a common sentiment among women striving to meet these beauty standards. However, the pressure to conform to such ideals has serious drawbacks. Eating disorders such as anorexia and bulimia are increasingly prevalent, often fueled by the societal expectation to achieve extreme slimness. This reflects the darker side of a culture that highly values physical appearance.

The ideal of fair skin in Japan has deep historical roots, dating back to the Heian period (794-1185), when snow-white skin was considered a symbol of nobility and high status. This is because aristocrats avoided working in the sun, while tanned skin was associated with outdoor physical labor. Modern Japanese culture continues to emphasize the value of fair skin. Cosmetic companies such as Shiseido and Kanebo actively promote whitening creams and serums that promise to make skin "radiant and luminous." Advertisements for such products often feature porcelain-skinned models, which puts additional pressure on women.In addition, the Japanese tradition of covering the skin from the sun remains popular: many girls wear umbrellas or use sunscreen even on cloudy days to avoid tanning. Light skin is associated not only with beauty, but also with grooming and cleanliness.

The standard of beauty in Japan includes symmetrical facial features, which are considered more attractive and aesthetically correct. "Small face" (小顔, kogao) is one of the most popular beauty standards. This concept implies that the face should be oval-shaped, with fine features, a small chin and neat cheekbones. Large double eyelid eyes (二重, futae) are also an important element of the Japanese beauty standard. This aspect is so popular that many girls use special stickers or undergo cosmetic procedures to create a double eyelid effect. For example, one of the most sought-after surgeries in Japan is blepharoplasty, which makes the eyes visually larger. An example of a celebrity with these features is Aizu Wakana, who is often referred to as the "ideal of Japanese beauty". Her thin facial features, large eye line, and small nose fit the stereotype perfectly.

Japanese fashion magazines such as ViVi and CanCam, as well as doramas and shows, actively shape these standards by exposing models and actresses who conform to these ideals as benchmarks of beauty. Advertising campaigns for cosmetic or weight loss products reinforce stereotypes by creating an image of the "ideal woman" who is successful, happy, and beautiful.

USA

In the United States, there is also a stereotype that a woman's beauty is defined by slimness, even skin tone and symmetrical facial features. "Black people, for instance, are a minority group in the United States and interaction with blacks is a relatively infrequent event for an average white American" [14]. This ideal, largely shaped by the fashion, movie and advertising industries, has its own peculiarities related to American culture and social norms. "One study found that East Asian women in the United States are closer to the ideal figure promoted in Western media, and that East Asian women conform to both Western and Eastern influences in the United States" [15].

Slimness remains one of the main standards of beauty in the United States, especially among women. Slimness is often associated with success, self-discipline, and a healthy lifestyle. The popularity of fitness culture and the ideal of a "slim but trim" body reinforce this perception. Celebrities such as Gwyneth Paltrow or Kim Kardashian (with her emphasis on a slim waist) serve as examples that set this standard. However, the ideal of slimness in the United States has undergone some changes. While the 1990s were dominated by the image of supermodels with a very low BMI, the 2010s saw the emergence of a new standard emphasizing fitness and "healthy" thinness. The trend is now to have a muscular, athletic physique, which puts pressure on women to adhere to strict workouts and diets. This pressure is confirmed by statistics: in the U.S., there is a high percentage of women on diets, as well as the prevalence of eating disorders such as anorexia and bulimia. The cult of slimness is actively supported by social media, where popular bloggers and Influencers promote "perfect" figures. "Eurocentric standards for men include tallness, leanness, and muscularity, which have been idolized through American media, such as in Hollywood films and magazine covers" [16].

An even, radiant complexion is a cornerstone of American beauty standards, symbolizing youth, health, and meticulous self-care. Cosmetic brands like Estée

Lauder, Clinique, and Fenty Beauty heavily market products designed to smooth skin tone, reduce pigmentation, and conceal imperfections, reinforcing this ideal. While fair skin is traditionally idealized in some cultures, the United States continues to value tanned skin, particularly in regions like the South and West Coast. A tan is often associated with an active, outdoorsy lifestyle and social status, further popularized by media promoting "natural beauty."

Recently, however, there has been a growing appreciation for natural skin tones, fueled by movements celebrating racial and ethnic diversity. This shift challenges traditional ideals, encouraging individuals to embrace their unique features and redefine beauty norms. African-American philosopher Cornel West says that, "much of black self-hatred and self-contempt has to do with the refusal of many black Americans to love their own black bodies-especially their black noses, hips, lips, and hair" [17].

Facial symmetry is one of the key elements of the beauty ideal in the United States. This notion is strongly supported by the cosmetic surgery industry, where nose jobs, lip augmentation and facelift procedures remain extremely popular. "A 2017 experimental study concluded that Asian cultural idealization of 'fragile' girls was impacting Asian American women's lifestyle, eating, and appearance choices" [18]. Celebrities such as Megan Fox or Angelina Jolie are often cited as having "perfectly symmetrical facial features". The emphasis on details such as high cheekbones, expressive eyes and plump lips has become even stronger with the advent of the social media age. For example, filters on Instagram often mimic "perfect" facial features, creating an artificial standard of beauty that young women aspire to.

MEDIA AND CULTURAL INFLUENCES

American popular culture actively shapes beauty standards through movies, television, and social media. Celebrities such as Kim Kardashian, Taylor Swift, or Beyoncé set standards that have a significant impact on women's self-esteem. Images of these stars, often retouched or enhanced through filters, create unrealistic expectations.

CHINA

In China, stereotypes of female beauty are shaped by both traditional cultural values and modern global trends. The main aspects of the Chinese ideal of beauty include slimness, fair skin and symmetrical, refined facial features, which are perceived as symbols of attractiveness, health and social status. "The impact of physical attractiveness on earnings varies across races, with the largest beauty wage gap among black women and black men" [19].

In China, a slender physique is considered the most important attribute of female beauty. A woman with a graceful, slim figure is perceived as elegant and feminine. In Chinese, there is even an expression 瘦如柳枝 (shòu rú liǔzhī), which translates as "slender like a willow branch," indicating the association of thinness with grace and natural beauty. Modern social networks and media actively support this standard. For example, in the Chinese segment of TikTok (Douyin), there are popular Challenges that test how thin a girl's waist is, such as the A4 Waist Challenge (testing the waist against the width of an A4 sheet). Popular actresses such as Yang Mi and Zhao Liying are considered beauty icons largely because of their petite figures. This pressure sometimes leads to the proliferation of extreme diets and unhealthy weight loss practices among young women.

Light skin in China is associated with beauty and high social status. This ideal has its roots in traditional beliefs, where tanning was associated with working outdoors and whiteness of skin was associated with belonging to the elite. Today, this stereotype is supported by the beauty industry, which offers a wide range of whitening products. Brands such as L'Oréal and SK-II heavily promote skin lightening creams, promising a "glowing" and "porcelain" tone. In Chinese dramas and movies, actresses with very fair skin, such as Li Bingbing or Zhang Ziyi, are considered the standard of female beauty. During the hot season, many women wear umbrellas or special sleeves to protect their skin from the sun and use sunscreen with a high SPF.

As in Japan, the ideal of beauty in China includes symmetrical facial features and 小脸 (xiǎo liǎn) – "small face". It is believed that the ideal face should be oval-shaped, with thin features, high cheekbones, a straight nose and large eyes. This concept is so popular that it is actively promoted by the plastic surgery industry.Many Chinese women turn to procedures such as reducing the angles of the lower jaw to achieve the "perfect oval face." Eye augmentation and double eyelid surgery (双眼皮手术, shuāng yǎnpí shǒushù) are also popular. Celebrities such as Dilraba Dilmurat are known for their refined appearance, which is seen as the epitome of this standard. Nevertheless, at the same time, there are many examples where, based on appearance, various infringements of the rights of those who, according to the standards of a particular society, do not correspond to the norms of beauty in that society occur. "Discrimination against others based on their appearance is known as lookism" [20].

MEDIA AND SOCIAL PRESSURE

Chinese social media such as Weibo and Douyin actively shape and maintain beauty standards. Filters that make the face look narrower and lighter are extremely popular among users. This increases the pressure on women to conform to an ideal that is often unattainable without cosmetics or surgery.

The final stereotype touches on a deeply sensitive question about the essence of true happiness: is it rooted in spiritual fulfillment or material wealth? The answer varies from person to person, but examining the examples of the countries mentioned above provides insight into how this belief resonates within different cultures.

Stereotype #3. The more material goods one has, the more one feels happiness

JAPAN

The stereotype that wealth is directly related to happiness exists in Japanese society, but its perception may differ from that in the West. In Japan, where tradition and collective values play a major role, material well-being is often perceived as a means to harmony, security and social status, rather than an end in itself. "Defining wealth can be a normative process with various ethical implications, since often wealth maximization is seen as a goal or is thought to be a normative principle of its own" [21].

In Japanese culture, hard work and career achievements are closely tied to the concept of a successful life. A high income enables people to provide for their families, secure quality education for their children, and maintain social prestige. For instance, in major cities like Tokyo or Osaka, owning property or living in prestigious neighborhoods is seen as a symbol of success and an element of happiness.

The Japanese also value high-quality goods and brands, with ownership of luxury items such as Louis Vuitton, Chanel, or Rolex often regarded as a status symbol and a marker of well-being. This consumer culture contributes to happiness for some, especially among younger generations and urban residents. However, the phenomenon of karoshi – death caused by overwork – reveals the darker side of striving for material wealth. Many work so hard to achieve financial success that it results in burnout, health issues, and even death, highlighting that wealth does not always equate to happiness.

Gift-giving traditions, such as omiyage and oseibo, also play a significant role in Japanese culture. The ability to give generous and high-quality gifts to loved ones or colleagues is a way to express respect and well-being, fostering a sense of harmony and joy.

While material wealth is often associated with happiness in Japan, the national philosophy rooted in minimalism – embodied by the Zen tradition and the concept of wabi-sabi (finding beauty in imperfection) – emphasizes that true happiness lies in simplicity. This duality makes the Japanese perspective on happiness and wealth deeply multifaceted.

USA

In the United States, the stereotype that material wealth is directly related to the level of happiness is especially strong and fits into the cultural concept of the "American Dream." This idea suggests that anyone can achieve success and happiness through hard work and the accumulation of material wealth. However, the realization of this dream and its impact on happiness are often the subject of debate.

In the United States, material wealth is often viewed as a key indicator of success. Owning expensive cars, homes in prestigious neighborhoods, and luxury-branded items is seen as a marker of achievement and social status. For example, high-end vehicles like Tesla or Porsche are valued not only for their functionality but also for their ability to signify prestige.

Advertising and social media play a significant role in promoting this culture. Advertisements emphasize that happiness can be attained through purchasing the latest smartphone, luxury vacations, or modern homes, while platforms like Instagram amplify this notion by showcasing curated images of the «perfect» lives of affluent individuals. This creates a widespread illusion that wealth directly correlates with happiness.

The American "cult of success" places great value on stories of individuals who have achieved success through their own efforts. Figures like Elon Musk and Oprah Winfrey epitomize the idea that wealth can bring freedom, influence, and the power to help others, though for many, these narratives remain aspirational rather than attainable.

However, societal pressures to succeed can reveal stark inequalities. Despite the nation's vast wealth, a significant number of Americans face financial struggles or live below the poverty line. This disparity fuels a relentless "race for success," often tying happiness to material accomplishments in ways that can feel out of reach for many.

CHINA

In China, the stereotype that material wealth brings happiness is closely tied to the country's rapid economic growth over recent decades. For many Chinese people, wealth symbolizes not only personal success but also the ability to support their family, secure their children's future, and display social status. However, traditional Confucian values, which emphasize harmony, family, and inner peace, continue to shape the perception of happiness.

In Chinese culture, material wealth is closely tied to the concept of maintaining "face" (miànzi), which encompasses reputation and social respect. Demonstrating prosperity through luxury cars like BMW or Mercedes, owning property in major cities like Beijing or Shanghai, or hosting extravagant weddings is a common way to assert status and gain respect.

Among younger generations, the culture of overwork – known as "996," which involves working from 9 a.m. to 9 p.m., six days a week – has become widespread. While this lifestyle often promises financial stability and access to modern comforts, it frequently leads to emotional burnout, diminishing the long-term satisfaction that material success might bring.

Owning property is a particularly significant marker of success in China, especially for men, as it is often considered essential for marriage. However, the exorbitant cost of real estate in urban areas forces many to take on substantial debt, which can negatively impact their overall happiness.

Gift-giving is another key element of Chinese culture that underscores the importance of material goods in expressing love and respect. For example, during celebrations like the Lunar New Year, giving expensive gifts such as gold, electronics, or money in red envelopes (hongbao) strengthens familial and social ties, symbolizing generosity and prosperity.

Additionally, hypercompetition in education and careers drives parents to invest heavily in their children's future. From funding extracurricular activities to enrolling them in prestigious schools or sending them abroad, these efforts aim to ensure high incomes and success. However, this relentless pursuit of achievement often places immense pressure on the younger generation, where happiness is frequently measured by material accomplishments rather than personal fulfillment.

In China, material prosperity plays a significant role in achieving happiness due to social pressure, family traditions, and historical context. However, amidst rising stress and competition, an increasing number of Chinese people are recognizing the value of non-material aspects of happiness, such as health, harmonious relationships, and a work-life balance (面子, miànzi):

CONCLUSION

To summarize, stereotypes simplify reality by prescribing certain traits to all people or phenomena. Some of the stereotypes described today are actually reflected in the everyday life of individual countries, while others have nothing to do with reality. Stereotypes about family, beauty and material happiness in China, Japan and the United States show both similarities and differences due to cultural traditions, historical development and modern realities. What all three countries have in common is the pressure of social expectations and pressure to conform to certain norms, while the differences reflect each society's unique values and priorities. In general, stereotypes play a dual role: on the one hand, they help structure public perceptions, but on the other, they create boundaries that prevent diversity and individuality. It is worth remembering that stereotypes are often based on generalized concepts and exclude individual characteristics, and this already undermines the system of their reality. In this regard, the main advice would be not to take them as absolute truth, but to remember their origin and influence. The best solution is to develop openness, respect and a desire to learn, and to build a deeper and more accurate understanding of the world.

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ОЦЕНКА КАЧЕСТВА РАБОТЫ ПРОГРАММ МАШИННОГО ПЕРЕВОДА

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Аннотация

Данная статья посвящена оценке качества работы программ машинного перевода с целью их более эффективного применения в переводческом процессе. Цель исследования предполагает создание определенного перечня параметров оценки и обобщение ошибок, допускаемых программами машинного перевода. Проведение исследования предполагает работу с качественными данными на основе анализа практических примеров. Благодаря оценке работы программ машинного перевода можно определить их слабые стороны и предложить результаты исследования авторам последующих программ с целью улучшения техники перевода, выполняемого инструментами ИИ, а также качества переведенного текста. Совершенствование программ машинного перевода позволит ускорить рабочий процесс переводчика, а также сэкономить его время, освободив от работы над шаблонными и простыми документами, чтобы специалист мог больше сосредоточиться на сложных задачах.

Ключевые слова: программы машинного перевода, классификация ошибок, ИИ, оценка качества, переводческий процесс.

Abstract

This article deals with evaluating the operation of machine-aided translation programmes in order to use them more effective in translation process. The research purpose implies creating a specific list of evaluation parameters and summary of errors made by machine-aided translation programmes. The study is product-based and implies working with qualitative data on the basis of analysis of practical samples. Evaluation of machine-aided translation programmes can help to define their weaknesses for proposing the research outcomes to the future machine-aided translation programmes creators in order to improve the AI translation technique and quality of the translated text. With improvement of machine-aided translation programmes, it becomes possible to accelerate the translation process, as well as to save the translator's time by freeing him/her from translating template and simple documents, so that the specialist could focus more on complex ones.

Key words: machine-aided translation programmes, error classification, AI, quality evaluation, translation process.

Аңдатпа

Бұл мақала машиналық аударма бағдарламаларының жұмыс сапасын бағалауға арналған және оларды аударма үдерісінде тиімдірек қолдануға бағытталған. Зерттеудің мақсаты – бағалау параметрлерінің нақты тізімін жасау және машиналық аударма бағдарламалары жіберетін қателіктерді жалпылау. Зерттеуді жүргізу практикалық мысалдарды талдауға негізделген сапалы деректермен жұмыс істеуді көздейді. Машиналық аударма бағдарламаларының жұмысын бағалау олардың әлсіз тұстарын анықтауға және зерттеу нәтижелерін келесі бағдарламалардың авторларына ұсынуға мүмкіндік береді. Бұл ЖИ құралдары арқылы орындалатын аударма техникасын, сондай-ақ аударылған мәтіннің сапасын жақсартуға көмектеседі. Машиналық аударма бағдарламаларын жетілдіру аудармашының жұмыс үдерісін жылдамдатуға, уақытын үнемдеуге және стандартты әрі қарапайым құжаттармен жұмыстан босатып, күрделі тапсырмаларға көбірек назар аударуға мүмкіндік береді.

Түйінді сөздер: машиналық аударма бағдарламалары, қателер классификациясы, ЖИ, сапаны бағалау, аударма үдерісі.

INTRODUCTION

Nowadays artificial intelligence (AI) tools have gained and continue to gain a widespread appreciation. For the year of 2023, it has been revealed by Zippia platform statistics that 77% of people all over the world use a device or service supported by AI (McCain, 2023). If more than half of the world population are active users of AI, it can be deduced that professional spheres have also been affected by artificial intelligence, and the translation field is not an exception. This is also evident in increase in the number of available machine-aided translation programmes from 10 to 50, for the period from 2017 to 2022 (Statista, 2023). Just setting the modern translation process against the translation process 20 years ago, it becomes obvious that the work of translators have been simplified significantly. Earlier translators had to spend hours to find an appropriate term, articulate an idea and proofread the translated text, and today most of these actions can be performed by machine-aided translation programmes just in moment.

However, does it mean that machine-aided translation programmes can be fully relied upon? Answering this serious question, the Translation Studies specialists share one view: AI translation programmes are still developing; they have equal parts advantages and disadvantages (Adato, 2024; Lee et al., 2023; Moghe et al., 2023). This fact provides a wide field for research on the present topic not only in general, but also in relation to a specific location, in particular Kazakhstan. Specifically, in this country very few Kazakhstani authors pay attention to the study of AI tools in translation process due to the fact that Translation Studies here is a young science with very few research papers being written on its problems (Yemelyanova, 2021). Studying the problems and carefully evaluating the performance of machine-aided translation programmes help to improve the quality of translation and enhance future AI translation tools.

LITERATURE REVIEW

There are hundreds of works devoted to machine-aided translation programmes. This is because although there are many machine-aided translation programmes available today despite the fact they remain far from perfect. This divides Translation Studies specialists into two camps. Some specialists believe that machine-aided translation programmes are developing so rapidly that in the nearest future, the translation profession will become completely out of demand (Gavrilenko & Biryukova, 2019; Bezobrazova, 2021). However, a much larger number of experts are sure that although machine-aided translation programmes are now commonplace, they still make many inexcusable mistakes so cannot be seen as an unemployment risk for translators (Çetiner, 2021; Jiang & Lu, 2021; Muftah, 2022). In particular, according to the study of Muftah (2022), AI tools will never replace humans in translation process, “it will aid rather than threaten them” (p. 11). This is a proof that machine-aided translation programmes should not be considered as a threat, but rather should be encouraged to improve their performance so that the translation product can be more successfully adapted to the grammar, syntactic and other linguistic features of the target language.

Machine translation is a subject that has captured the attention of linguists for more than ten years. The term of “Machine translation” is pretty much straightforward and can be characterized by Mark Hudinskiy’s (2021) words: “machine translation is the process of translating a text from one natural language to another, fully realised by a computer” (p.254). However, everything is not so unambiguous, as the concept “Machine translation” itself is subdivided into several types, which may vary depending on the research attitude (Austin, 2022).

Nonetheless, machine-aided translation today helps to save time and simplify the work of translators in many ways, but it cannot be completely relied upon, as all of them require checking and correcting by the user in the final translation result. It is explained by the fact that modern programmes are equipped with an extensive dictionary and clear translation algorithms; however the difficultness in perception of the general meaning of the text is still the main reason for many errors to occur (Nasser & Abdullah, 2022).

Despite the existence of the mistakes of different nature in the AI translation tools operation, there is no unified classification of errors. From time to time, linguists attempt to create such a classification, nevertheless, there are not so many such proposals. For instance, Goncharov et al. (2021) proposes a hierarchical structure consisting of five aggregated error classes: missing words, word order, incorrect words, unknown errors and punctuation errors. These errors belong to two classes connected with meaning violation and non-violation. A similar division of errors committed by machine-aided translation programmes is proposed by Mitin (2021). But here these five classes are modified to include morphological, orthographic, lexical, syntactic and semantic errors (Mitin, 2021). A classification proposed by Popovic (2018) seems to combine the both classifications mentioned above. Since morphological, orthographic, lexical, syntactic and semantic classes of errors are divide into three levels: missing words, content words and local range (Popovic, 2018).

There are not a lot of scientifically confirmed classifications of errors made by AI translation tools. Therefore, it is most appropriate to create a table that combines all existing classifications of errors in AI translation. This table is aimed to serve as a tool in estimation of AI translation quality according to the given criteria, as well as to create assessment metrics for further improvement of AI translation software.

To make this table relevant to current time, it has been proposed to two experts with more than seven years of experience in

Table 1
Common classification of identified AI translation errors

Translation Studies for independent valuation. After expert evaluation the table has been adjusted as follows:

Errors						
The meaning is not violated				The meaning is violated		
Grammar	Orpho-graphic	Lexical	Syntactic	Grammar	Lexical	Semantic
Disorder of the connection with the operative word Too frequent "of" preposition use, where attributive collocations could be more suitable	Incorrect punctuation marks	Non-compliance with genre and style Lack of semantic completeness No single rule for the translation of proper nouns	Incorrect translation of complex sentences by structure Word-by-word translation Inability to partition complex sentences	Incorrect use of prepositions	Inappropriate choice of terms Using two or more different terms in relation to the translation of the same word within the same document	Incorrect translation of fixed expressions, phraseological phrases Translation of abbreviations and acronyms through transliteration and transcription Word-by-word translation of semantic constructions A complete failure at translating British documents

Table 2
Classification of identified AI translation errors after adjustment on the part of two experts in Translation Studies

To sum up, "fully computerised translation from one language to another is a myth" (Golovko, 2020). However, the quality improvement is quite feasible. Only the translators can improve programmes that save their time and make work easier by identifying errors, creating metrics for evaluating translation quality, and conducting comparative analysis.

METHODOLOGY

RESEARCH PARADIGM

The research objectives imply identifying a specific list of evaluation parameters and errors classification in operation of machine-aided translation programmes. Fulfilling these objectives involves understanding and interpretation of the studied phenomena, as well as research outcomes correlation, which are the basic characteristics of interpretative research paradigm.

RESEARCH DESIGN

The interpretative research paradigm involves the use of qualitative research methods. This study involves classifying the errors made by machine-aided translation programmes, confirming and supplementing this classification with a practical study in the AI translation of the textual material selected from my personal translation practice, as well as creating evaluation metrics based on the research outcomes. In creating a comprehensive and useful classification, systematisation method is applicable. The analysis of the text material indicates that this research is product-based.

SAMPLE

The sampling materials for the present research are textual documentation that has ever been translated in my translation practice.

ETHICAL CONSIDERATIONS

It is apparent that any textual documentation under study herein includes personal, legal, or even compromising information. In this regard, before conducting the research the Consent Form has been received from the Head of organization I work for. The Consent Form guarantees that any personal information, phone numbers, addresses, names, etc. are excluded from the textual materials under consideration.

DATA ANALYSIS

When studying the textual material processed by the selected AI translation software, content data analysis is applied, as it helps to correlate the errors from the modified in literature review section classification with the ones identified in the texts processed by AI translation software. Based on the final errors classification, AI translation quality assessment metrics are created with the use of clustering approach. Through descriptive data analysis, the raw data obtained in the course of the research are presented in an understandable way.

RESEARCH INSTRUMENT

Within this research, the unit of analysis is the quality of translation performed by the most popular AI translation tools. According to the relevant statistics for 2024 prepared by FluentU (2024), the top 7 most common machine-aided translation programmes for 2024 are the following: Google Translate, Bing Microsoft Translator, Reverso, Yandex Translate, Translate Dict, SYSTRAN and DeepL.

FINDINGS

The study has found that in addition to the AI errors identified in the literature review, there are others that distort translation appropriateness. For instance, it has been revealed that the problem of repetition of the same term or tautology, as well as pleonasm is distinctive of absolutely every programme studied. None of the translation programme algorithms are also characterised by the partition of complex sentences, especially when translating into English. For example, Russian language is characterised by information overload of sentences, which makes it difficult to comprehend the text. On the contrary, English always strives for brevity. Therefore, when translating from Russian into English, it is not advisable to keep an information-overloaded structure, as this may damage the correct transmission of the text logic (Shamina & Buyanova, 2017).

Another type of mistake identified in the course of the study is the failure to respect the target language linguocultural characteristics. While translating from English into Russian, out of the seven programmes studied, only Bing Microsoft Translator recognises the subtle linguocultural characteristics, and when translating from Russian into English, only Yandex Translate and Translate Dict do.

Too frequent 'of' preposition use instead of attributive collocations is also a common error of all machine-aided translation programmes under consideration when translating into English. It is attributive collocations that help to get the main message immediately, as they replace long descriptions and increase text readability. In English, it is preferable to say 'lesson plan', 'school administration' instead of 'plan of the lesson' and 'administration of the school' (Tkachenko, 2020).

Word by word translation in relation to rendition of specific terms into the target language is a gross error made by absolutely every translation programme studied. Style and context ignorance are also common mistakes in AI translation tools.

It should also be noted that some of the errors identified in the literature review are not currently relevant for the machine-aided translation programmes under study. In particular, such problems as disorder of the connection with the operative word, incorrect use of prepositions and incorrect punctuation marks have not been noticed. A comparative analysis of the results of machine translation of the selected textual material with the translation made by a Translation Studies specialist has been carried out. A translation solution proposed by a certified translator is taken as a staging ground of quality, which allows to identify existing errors in the work of machine-aided translation software. Thus, after analyzing the AI translation of the selected material, the following classification of AI translation errors is proposed:

The proposed AI translation error classification serves as a basis for creating machine-aided translation quality evaluation metrics for further improvement of AI translation software to make it reliable assistors for translators. Creating such a metrics implies assessing the classification positions related to the meaning violation first, since conveying meaning is the key translation process task.

Errors				
The meaning is not violated			The meaning is violated	
Grammar	Lexical	Syntactic	Lexical	Semantic
Too frequent "of" preposition use, where attributive collocations could be more suitable	Non-compliance with genre and style Lack of semantic completeness No single rule for the translation of proper nouns Tautology Ignoring the form of expressing special politeness when translating into Russian Failure to respect the linguocultural characteristics of the target language	Incorrect translation of complex sentences by structure Word-by-word translation Inability to partition complex sentences	Inappropriate choice of terms Using two or more different terms in relation to the translation of the same word within the same document Failure to respect the linguocultural characteristics of the target language Ignoring the context	Incorrect translation of fixed expressions, phraseological phrases Translation of abbreviations and acronyms through transliteration and transcription Word-by-word translation of semantic constructions

Table 3
Relevant Classification of identified AI translation errors

DISCUSSION

The theoretical framework outlined above becomes clearer when applied to practical cases. To start with the common errors relevant to all machine-aided translation programmes under study, in particular, tautology, failure to respect the linguocultural characteristics of the target language and inappropriate choice of terms.

For instance, when processing Pre-acceptance letter from university, all of seven machine-aided translation programmes under study translate the phrase 'sole purview of the competent Italian Diplomatic authorities' into Russian as 'исключительная компетенция компетентных итальянских дипломатических органов'. Here the collocation 'компетенция компетентных органов' is the equivalent in meaning to 'salt is salty', as it is semantically overloaded. The adjective 'компетентный' already implies talking about 'competence or scope of duties'. A certified translator proposes omitting the word 'competent' when dealing with the present semantic unit, thus avoiding unnecessary repetition of the same word. Therefore, the semantically correct translation in this case would be the following: 'компетенция итальянских дипломатических органов'.

Another problem for each machine-aided translation tools, preventing them from being full-fledged assistants for a translator is the failure to respect the target language linguocultural characteristics. According to the research results, inability to transfer linguocultural characteristics in the target language is divided into both classes depending on the violation and non-violation of the translation meaning. Common machine-aided translation errors that do not affect the final meaning include violations of the target language stylistic norms.

For example, absolutely none of AI translation programmes under study identifies the pronoun 'you' when translating official documents and letters into Russian with a capital letter. For the Russian language this rule is associated with the expression of special respect to the addressee.

Another minor mistake in some AI translation tools operation is failure to observe the cultural peculiarities of target language. For instance, in English legal culture, either the future tense, or the modal verb 'shall' are employed when drafting contracts to denote the obligations, rights and duties of the parties. Russian culture is characterized by the use of the present tense in relation to the drafting of provisions of official documents. This linguocultural peculiarity is not recognized by machine-aided translation programmes when translating into Russian, but it is observed when translating into English. This peculiarity is noticeable in considering the translation of the following point of the Memorandum on Co-Operation in International Environmental Development:

Original text: Programme and project implementation envisaged by this Memorandum shall be carried out by the Parties on the basis of separate Agreements.

DeepL, Bing Microsoft Translator, SYSTRAN and Translate Dict versions: Реализация программ и проектов, предусмотренных настоящим Меморандумом, будет осуществляться Сторонами на основе отдельных соглашений.

Professional translation solution: Реализация программ и проектов, предусмотренных настоящим Меморандумом, осуществляется сторонами на основании отдельных Договоров.

In this sentence, the predicate 'shall be carried out' is translated by machine programmes into Russian in the future tense, which is not typical for the legal culture of this target language.

Of course, the most significant errors are those that distort the meaning. For example, it is typical for English educational culture to send a pre-acceptance letter from a higher education institution. This process is not characteristic of the educational culture, in particular, in Kazakhstan. Therefore, when translating such letters, the term 'pre-acceptance letter' itself requires a descriptive approach due to the lack of its direct equivalent in the target culture. The study has revealed that the descriptive approach is not typical for machine-aided translation software, which contributes to a significant distortion of meaning: Of all AI variants Google Translate proposes the closest one in meaning, nevertheless it cannot be considered as a full-fledged, since the term is not described enough to convey its full meaning.

Source unit of meaning	Translator's solution	Google Translate translation	Bing Microsoft Translator translation	Reverso translation	Yandex Translate translation	Translate Dict translation	SYSTRAN translation	DeepL translation
Pre-acceptance letter	Письмо о предварительном зачислении в высшее учебное заведение	Предварительное письмо о зачислении	Письмо о предварительном зачислении	Предварительное письмо о принятии	Письмо о предварительном согласии	Письмо о предварительном принятии	Письмо	Предварительное письмо

Table 4
Example of violation of the meaning of the notion alien to the target culture, when translating it by machine-aided translation programmes

The study has also revealed that word-to-word translation of terms is a common mistake when translating documents of a narrowly focused specialty with the help of machine-aided translation programmes. For example, the construction term 'стаканные фундаменты, taken from a Pre-action letter, is translated by absolutely all programmes studied as 'glass foundations', whereas the common term in English is 'socket-type foundations'.

The study of errors made by machine-aided translation programmes has shown that the most frequent problems common for all AI tools under consideration are tautology, violation of the target language linguocultural features, and incorrect choice of terms. These deficiencies can lead to both distortion of meaning and a decrease in translation quality in general. The examples discussed herein underscore that even the most advanced programmes are not always able to sense the translation nuances requiring a deep understanding of cultural context and professional terminology. This is a confirmation in the need for human intervention in order to ensure the translation accuracy and adequacy, especially when dealing with highly specialized texts.

CONCLUSION

Key aspects of evaluating the performance of machine-aided translation programmes have been considered herein in order to improve their efficiency and quality. The study has identified the main types of errors made by the translation tools under consideration and proposed an error classification that can be useful for both translation software developers and practicing specialists in Translation Studies. Despite significant progress in machine-aided translation, AI tools remain aids that require human review and correction.

The study results confirm that automated translation can significantly speed up workflow, make routine task easier, and free translators to work on complex texts. However, a complete replacement of human labor in translation field is impossible due to the inability of the existing software to sense the context, linguocultural features and semantic complexity of the material. Improvement of the software is possible only with the active participation of professional translators, which creates prospects for further research.

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CHALLENGES OF SIMULTANEOUS INTERPRETATION FACED BY KAZAKH LANGUAGE INTERPRETERS

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Abstract

Simultaneous interpretation is a method of conveying information from one language into another alongside with a speech. It is considered to be one of the most stressful and energy consuming activities. This field is relatively new especially when it comes to Kazakh language interpretation. This study aims to explore the challenges in simultaneous interpretation languages faced by Kazakh-English-Russian interpreters. Basic qualitative research design is implemented in this study. Information was obtained through semi-structured interviews with 5 practising Kazakh language simultaneous interpreters. According to the findings, the following themes were identified: Different Language Structures, Unfavourable Working Conditions, Deficiency in Kazakh SI Market, and Lack of Resources in Kazakh Language. These findings will help to shed light on the topic within the context of Kazakh language.

INTRODUCTION

BACKGROUND INFORMATION

Interpretation is a process of transferring information from one language into another. The main difference between translation and interpretation is that translation is a conversion of a written text from source language (SL) to target language (TL); meanwhile, interpretation is conveying the main idea of spoken idea, from SL to TL (Příhodová, 2012).

Being an interpreter is not only about simply knowing two different languages. It is the proficiency of the language on a different level (Liu et al., 2004). Not only do they have to understand the speech from SL and rapidly convey the information to TL, but also to understand cultural distinctions or how a specific industry works. Moreover, they should be able to adapt fast to different conditions and speakers which can be very energy-consuming (Obler, 2012).

Simultaneous interpretation (SI), as its name suggests, is a type of interpretation that happens alongside with a speech. Its origin starts with the development of electronic devices (Příhodová, 2012). People were sceptical of the SI efficiency and doubted the possibility to transfer the information from one language into another simultaneously (Gaiba, 1998). But the most crucial moment of history that influenced SI was the idea proposed by Colonel Léon Dostert to utilise SI during the Nuremberg trials, conducted from 1945 November 20 to 1946 October 1. Thanks to SI, the overall event duration was decreased. Since then, SI has been widely used in most of the multilingual conferences and international organisations.

In Kazakhstan's context, SI gained traction not too distant in the past (Shimyrbayeva, 2020). Kazakh language in SI, in particular, was only accepted when it was declared a state language. Interestingly, the first language among Post-Soviet States, apart from Russian, that was interpreted from is Kazakh. Since those times, when events of various levels began using Kazakh, the demand for SI-ers working with this language raised significantly.

Today, there are over 20 university teaching Translation studies programme in Kazakhstan, some of which are Maqsut Narikbayev University (MNU), KIMEP, and SDU University (Vipusknik.kz, n.d.). At MNU, for instance, students accomplish four levels of Written translation, Simultaneous and Consecutive interpretation courses. Translation studies is one of the earliest programmes at this university which used to specialise in Russian-English language combinations only. Nevertheless, the option of Kazakh-English translation and interpretation courses has recently became available as well. Yet, shortage of Kazakh language specialists and necessary equipment remains an actual problem (Altainews Media Centre, 2017).

STATEMENT OF PROBLEM

SI belongs to the category of "high-stress professions" (Blumenthal et al., 2006, p. 483) and is often considered to be a complex (Christoffels, 2004; Christoffels & de Groot, 2005, Han & Riazi, 2017), demanding (Christoffels, 2004; Hyönä et al., 1995; Gile, 1995), and stressful (Blumenthal et al., 2006; Korpal, 2016; Mocer-Mercer et al., 1998) activity. Gile (2002) attributes this to the fact that a simultaneous interpreter (SI-er) is engaged in three different tasks - listening and analysis, production, memory - which together compile the so-called "Effort Model". Generally, all three efforts process different segments of speech simultaneously, i.e. while an interpreter listens and analyses one segment of a speech, the next segment is being produced. Notably, some segments require more allocation of a particular effort due to high information density, fast delivery, poor sound quality, etc. That being the case, if an interpreter needs to focus more on listening and analysing a speech segment, little time is left for the production and memory efforts since following segments continue to arrive. This results in cognitive overload which, in turn, is fraught with omissions and errors (Al-Rubai'i, 2004; Green, 1986; Seeber, 2011) and might reduce the performance quality (Christoffels, 2004). Gile (1999) highlighted that the occurrence of such flaws in an interpretation derive not from SI-er's incompetence, but from insufficiency of processing capacity available.

Gile (2011), Wang and Gu (2016) also argued that interpretation may be influenced by, inter alia, specificity of language pairs. Asymmetrical language structures require more time for listening and analysis effort than languages with similar syntactical features, making the interpretation more difficult (Gile, 2005; Liontou, 1996). It attributes to the fact that SI between verb-initial and verb-final structures accelerates the cognitive load (Seeber & Kerzel, 2011). Between differing structures, as in Chinese and English, SI demands substantial rearranging of message units (Dawrant, 1996, as cited in Wang & Zou, 2018). Similarly, in SI from Kazakh into Russian or English and vice versa, the former uses a verb-final structure while sentence structure of the latter two is verb-initial. That is to say, the problem of differing structures in Kazakh language SI might result in cognitive load as well. Therefore, there is a need to investigate the experience of Kazakh language interpreters.

PURPOSE OF THE STUDY AND RESEARCH QUESTIONS

The purpose of the current study is to explore the challenges of SI faced by interpreters who work with Kazakh-English and Kazakh-Russian language pairs.

To attain this objective, the following question is put forward:

What are the challenges faced by Kazakh language interpreters?

RATIONALE AND SIGNIFICANCE

SI both as a subject and as a cognitive activity has been investigated since the second part of the last century. A huge multitude of works explored various phenomena regarding SI of such languages as English, German, Chinese, Greek (Al-Rubai'i, 2004; Chang & Schallert, 2007; Liontou, 1996; Seeber, 2011; Wang, 2014). Nonetheless, as the field is relatively new in Kazakhstan, a review of literature reveals a notable gap in research pertaining to Kazakh SI. Thus, the present research will shed light on the challenges that Kazakh language simultaneous interpreters encounter at their work. Moreover, the study is of service for novice interpreters to adopt the practices of advanced interpreters who participated in this research.

OUTLINE

The current study is comprised of five chapters. Chapter one gives an idea of the main research topic, introduces the problem statement on which purpose of the study and rationale are built. Chapter two demonstrates the prior knowledge about the challenges of SI as described in both earlier and recent studies. Chapter three, Methodology, explicates the research design applied, participants engaged in this study, and data analysis conducted. Furthermore, ethical considerations are also represented there. Chapter four and five designate findings and discussion respectfully, where the former represents the data derived from the participants and the latter discusses them in terms of reviewed literature. Lastly, chapter six draws overall conclusions of the findings, indicates limitations of the research, and proposes implications and recommendations for further studies.

LITERATURE REVIEW

The target of this chapter is to discuss the existing literature regarding challenges of SI. The review of related research has showcased that the challenges could be categorised into two groups: different language structures and working conditions.

DIFFERENT LANGUAGE STRUCTURES

The question of the role of structure differences in SI language pairs brought about debates among researchers. Paris school representatives (Lederer, 1981, as cited in Seeber & Kerzel, 2011; Seleskovitch, 1984, as cited in Seeber & Kerzel, 2011; Willett, 1974, as cited in Seeber & Kerzel, 2011) state that language structure differences do not correlate with the quality of interpretation, provided that a SI-er possesses a decent level of source language (SL) and target language (TL) proficiency. Meanwhile, others hold the view that asymmetrical language structures exert negative influence on a SI-er's performance and entail cognitive load (Gile, 2005; Gile, 2011; Seeber, 2011; Seeber & Kerzel, 2011; Viaggio, 1996). In a research conducted by Wang & Gu (2016), SI-ers applied such strategies, as stalling and salami (dividing speech into segments) techniques to provide accurate interpretation despite the challenge of differing structures. Nonetheless, the techniques made them work close to their limits with misinterpretation and omission becoming more frequent.

WORKING CONDITIONS

AUDIO INPUT

Speech Pace. The speed at which the speech is delivered can is another factor impacting cognitive load (Gile, 1995). Pio (2003) claims that high speed delivery brings about more frequent cases of omissions, additions, substitutions, and other errors in interpretation. According to Seeber (2011), the most favourable speech rate is somewhere between 100 to 120 words per minute. If this input rate surpasses 140 words per minute, the interpreters tend to speak less and make bigger pauses (Barghout, Rosendo, & García, 2015, p. 305). In contrast, according to other sources, not only the high speed delivery can confuse the interpreters, slow and tedious speeches can have adverse effect on the SI as well (Gerver, 1976). At the same time, if the interpreter is skilled enough, it will not affect the interpretation quality (Korpal & Stachowiak-Szymczak, 2019)

Strong Accents. According to Association Internationale des Interprètes de Conférence [International Association of Conference Interpreters] (AIIC) (AIIC, 2002, as cited in Lin et al., 2013), nearly 60% of the practising interpreters claimed that strong accents created difficulties and induced stress. As per Han (2017), when the interpreters try to understand the speaker with a strong accent, they tend to pay less attention to the sentence itself, making omissions and pauses. Moreover, as proposed by Lin et al. (2013), strong accent definitely affects the quality of translation in a negative manner, but prosody has much greater impact.

VISUAL INPUT

Perception of the world can come from different senses (Groh & Werner-reiss, 2002). Humans receive information through visual, olfactory, and auditory senses. Nevertheless, all obtained input is transmitted to our brain as one. Mostly, SI-ers perceive information audibly from headphones or speakers directly, but they can greatly benefit from visual input. This is because body movements of speakers facilitate the speech-comprehension process, especially in noisy environments (Seeber, 2017). According to Mead (2015), any visual information with the help of a boothmate's assistance can be only beneficial. Moreover, some studies indicate that PowerPoint Presentations can play a pivotal role in the quality of the interpretation; still, they lead to more cognitive load (Kroesen, 2018). On the contrary, as argued by Rennert (2008), there is no difference between SI-ers who were working without the assistance of visual input and those who had the access to the presentations.

SI BOOTH

The interpretation booth is a fundamental element of any conference where SI is required (AIIC Italy, n.d.). That being the case, AIIC, in cooperation with the International Organization for Standardization (ISO), compiled a set of global standards for SI booths and other tools to ensure decent work conditions. These ISO Standards cover requirements for diverse aspects of installing SI booths. They include such aspects as ventilation and soundproofing inside the booth, necessary distance from the speaker, screens for better visibility, and many more (Calliope Interpreters, 2016).

METHODOLOGY

This chapter will demonstrate crucial details about the current research. Specifically, research design, the participants, data collection and analysis, as well as ethical considerations will be represented here.

The aim of the study is to gain knowledge about challenges of Kazakh language SI. Hence, basic qualitative research design was selected.

The target group of this research is practising SI-ers who interpret from Russian and English into Kazakh and vice versa. With exploratory nature of the current study in mind, the sampling strategy employed is convenience sampling. Five interpreters were recruited to participate in this study. Information about them is as follows:

Participant	Directions of working languages
Participant 1	Kazakh-English, English-Kazakh, Russian-Kazakh
Participant 2	Kazakh-English, English-Kazakh, Russian-Kazakh, Kazakh-Russian
Participant 3	Kazakh-English, English-Kazakh, Russian-Kazakh, Kazakh-Russian
Participant 4	Kazakh-English, English-Kazakh, Russian-Kazakh, Kazakh-Russian
Participant 5	Kazakh-English, English-Kazakh, Russian-Kazakh, Kazakh-Russian

Semi-structured interviews with open-ended questions were conducted with these participants. After ice-breaking questions, narrower thematic questions were asked. The research cite is MNU.

The analysis of collected data involved several phases. Initially, all interviews were transcribed manually. Next, the interview transcripts were thoroughly examined for crucial, unanticipated, and interesting fragments. These fragments were coded, i.e. labelled. The most critical codes where then united into overarching ideas, which are also called "themes". Finally, these themes were compared and contrasted to those revealed from reviewing the literature.

As any research, this study ensured full confidentiality for the participants. At the beginning of each interview, participants were given informed consent form. It explicated the aim of the research, reasons for recruiting the participant, and obligations from the researchers' part to maintain the confidentiality. Names and other personal information of the participants was removed to maintain the confidentiality.

FINDINGS

After coding the interviews, four main themes were outlined. Namely, they are Different Language Structures, Unfavourable Working Conditions, Deficiency in Kazakh SI Market, and Lack of Resources in Kazakh Language. While the first two themes had been discussed in the existing literature, the last two themes seem not to have been covered yet. That is to say, the themes of Deficiency Kazakh SI Market and Lack of Resources in Kazakh Language are unanticipated. The following sections will elaborate on each theme separately.

CHALLENGE 1 - DIFFERENT LANGUAGE STRUCTURES

When exploring the role of different language structures in Kazakh SI, each participant mentioned the issue of the verb location. Due to peculiarities of Kazakh language, the verb comes at the end of the sentence, thus forcing interpreters to wait until the sentence in Kazakh finishes to begin interpreting into Russian or English. "If with Rus-Eng you wait for 3 seconds and start interpreting along with the speaker, in Kazakh, you have to wait longer which means that you have to remember more" (Participant 5). Furthermore, most of the participants agree on the fact that Kazakh syntactical structure creates challenges. "So that's why mm yeah there could be some situations when you really… when it's difficult for you to translate in Kazakh language because of its structure" (Participant 3).

To cope with the challenge, Participant 2 implements the note-taking technique. According to this interpreter, it eases the process of SI by freeing storage in one's memory.

In Kazakh language, the verb should be at the end of the sentence. That's why we have to wait a bit, it's more than 5-6 seconds. It is about 10 or 12 seconds. That's why usually I just write down the verb in order to not forget. (Participant 2)

Among five participants, one stated the view that complexity of SI does not correlate with word order differences between SI language pairs. The focus should be paid on delivering sense so that the audience was able to fully understand the message.

We cannot say that interpreting into Kazakh is extremely difficult and is much more

difficult than for example Russian-English interpretation. Because we .. it's not about

the translating into language, into the Kazakh or Russian language, it's about

understanding and kind of trying to digest this information and give it in a

comprehensible way to the audience. (Participant 4)

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Different language structures	+	+	+	-	+

CHALLENGE 2 - UNFAVOURABLE WORKING CONDITIONS

Two major aspects underlie unfavourable working conditions as revealed from interviews coding. These are audio input and equipment issues. Nearly all participants marked that audio input, i.e. speech pace and speaker's accent, influences SI process, as it was anticipated from the review of existing research. Interestingly, although corresponding literature has shown that visual input could also cause problems in SI, the participants of this research did not address this aspect in their interviews. What is more, the theme of Equipment Issues appeared as an unexpected finding; apparently, it has not been documented in previous studies.

AUDIO INPUT

Speech Pace. Each of the five participants concurred that delivery rate complicated the process of interpretation. As Participant 4 claimed, "It's not possible to do the simultaneous interpretation on a kind of a complicated topic if the speaker is too fast".

Remarkably, it is mostly attributed to the fact that some speakers read speeches prepared beforehand: "Most of the time speakers forgot about the interpreters and ahh have fast speech, if they have prepared the speech in advance" (Participant 3). Participant 4 also stated that interpreting memorised speeches is challenging too: "... a lot of prosecutors, legal representatives … cited the articles from the Law that they learnt by heart, that is why it was extremely difficult to interpret them" (Participant 2).

Not only fast speech delivery is a problem, slow speed appeared as unfavourable speech pace as well. This can be seen in the statements of the three interpreters, one of who elaborates that "I prefer speakers with a medium pace rather than fast speakers or slow speakers. Slow speakers are also hard to translate" (Participant 5).

Strong Accent. Speaker's accent is another aspect of audio input described by the participants. Four out of five participants stressed that accent might impede comprehension. According to Participant 5, "Some people have.. especially if they are non-native speakers, they have unclear pronunciation accents especially chinese or indians, they are the toughest speakers". Participant 3 added that it can even aggravate the SI quality: "Interpreters may struggle to decipher certain words or phrases, leading to potential inaccuracies or delays in the interpretation process". These participants marked Chinese, Scottish, Indian, Pakistani, Japanese, and Arabic accents as the toughest in SI. Despite that, Participant 4 holds an opposing perspective arguing that the issue of strong accent could be handled with additional effort of SI-er. The interpreter explains: "It happens when a speaker has a heavy accent … but usually if you are prepared and if you are striving to understand the speaker, the accent can be ehh can be delt with".

EQUIPMENT ISSUES

Quality of Equipment. Next factor pertaining to working conditions is non-compliant equipment. Three SI-ers agreed that the level of equipment quality is below the desired level. Participant 1 characterised one of the SI booths from work experience as follows: "біз жаңа Қызылордаға барған кезде ол парта болды иә? Үстел. Сол үстелдің үстін пластикалық кораппен қаптап қойған. Ал ол жерде шумоизоляция иә, дыбыстың барлығы естіліп тұрды" [When we went to Kyzylorda, there was a desk (instead of a SI booth), right? A table. There was a plastic box on this table. Without soundproofing, all noise was heard]. In fact, presence and decent quality of SI booth is of substantial significance:

"One recurring issue involves inadequate booth conditions for interpretation, which can significantly impede the quality of the interpretation process" (Participant 3).

However, for Participant 4, the situation is not the same, since this interpreter reports adequate conditions provided at the events with Kazakh SI which are notable for their high level.

"I cannot complain of working conditions. Interpreting into Kazakh is often used on high-level events, where organisation (equipment, sound, preparation materials) is almost perfect" (Participant 4).

SI BOOTH LOCATION

Two SI-ers expressed similar opinion with regards to the designation of SI booths. Participant 1 asserts: "оның (құрылғының) орналасуы нашарлау, дұрыс емес орналасқан" [it (a booth) is located wrongly]. Participant 5, in their part, depicted a real-life situation when SI booth location produced a problem:

"It is even worse if journalists are standing somewhere near you, because they are standing with their voice recorders to record your interpretation and that distracts you a lot and moving around creates additional noises".

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Speech pace (audio input)	+	+	+	+	+
Speaker's accent (audio input)	+	+	+	-	+
Visual input	-	-	-	-	-
Quality of equipment	+	-	+	-	+
SI booth location	+	-	-	-	+

CHALLENGE 3 - DEFICIENCY IN KAZAKH SI MARKET

Some participants raised an issue of deficiency in Kazakhstan SI market. However, this finding was unanticipated. While three participants highlighted the lack of Kazakh language SI-ers, one participant accentuated the lack of mentors.

LACK OF KAZAKH SI-ERS

Three out of five participants contended that the number of Kazakh language SI-ers per specific spheres is insufficient. To illustrate, Participant 4 emphasised that there are only few Kazakh language interpreters who could provide technical interpretation. The interpreter suggests that "… медицина саласы бойынша, тау-кен орындары, техникалық аударма түсінігі, терминология түсінігі бар … бізде бір немесе екі аудармашы ғана келіп қалады екен. Тәуелсіздікті алғанымызға 30 жыл болса да, аудармашылардың жоқтығы үлкен мәселе тудыратыны сөзсіз" [... we have only one-two interpreters in medicine, mining, technical fields, who know the terminology. Though we gained independence 30 years ago, lack of interpreters is obviously a big deal].

The participants believe that empty market spurs a high demand for the SI-ers. As Participant 5 justified, the situation is also effected by other factors: "… demand for English-Kazakh interpreters is growing. It's due to the geopolitical situation and due to the domestic policy of our President and greater attention being paid to Kazakh (language)". Participant 4, however, thinks that clients used to request Russian-English SI mainly. It is only since recent times that Kazakh-English SI has gained traction. The participant continues by explaining that "... demand has appeared not so long ago, that is why there are not so many of the interpreters".

LACK OF MENTORS

Another crucial point which was underscored by Participant 1 is a lack of mentors who would serve as an advisor in an early stage. Entering the sphere with barely no background, they were forced to learn from their own failures. This Participant repeatedly affirmed the essence of the issue as follows: "Ең біріншісі (ең бірінші қиындық) - осы аударма әлеміне келгенде, өте көп қиындық тудырған - жол сілтейтін, жол көрсететін олардың тәжірибесі көп тұлғарадың аз болуы" [The first challenge which caused great difficulties is lack of experienced interpreters who would show the right way when I entered the sphere]. Notwithstanding that nowadays Kazakh SI has seen several outstanding specialists, there were not any at the start of career. According to the Participant, "...енді-енді бір жарық жұлдыздар шығып жатыр деп айтуға болады, бірақ, өкінішке қарай, біз бастаған кезде ондай мамандар болған жоқ" [We could say that role models in SI have just started emerging, but, unfortunately, when we were beginning to work, there weren't any].

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Lack of Kazakh language SIers	+	-	-	+	+
Lack of mentors	+	-	-	-	-

CHALLENGE 4 - LACK OF RESOURCES IN KAZAKH LANGUAGE

Last finding arisen from interviews is the lack of resources in Kazakh language available. These resources include theoretical and practical bases which are actively used by interpreters.

THEORETICAL RESOURCES

Participant 1 brought up the challenge produced by the absence of theoretical resources which would educate novice interpreters or students Kazakh language SI specifically.

Бізде қандай сөздіктер бар? Қандай оқулықтар бар? Әдістемелік құрал, "методичка", деген нәрсе бар. Бізде қандай методичка бар? Кім жазды қазақша? Мысалы, орыстарда Фалалеев, "Зеленое Яблоко", оны "Жасыл Алма" деп қазақша аударып қойдық иә. Бірақ ол орыс тіліне жасалатын аударманың кітабы, қазақ тіліне аударатын емес. Иә, аудару техникалары бір болуы мүмкін, бірақ тілді аудару жаңағы методикасы әртүрлі болады. Себебі тіл құрылысы басқа, осы мәселені сақтау керекпіз есте. [What dictionaries do we have? What textbooks?

There is a such thing as learner's guide. Do we have one? Who wrote it in Kazakh?

For example, in Russian, there is a textbook called "Green Apple" by Falaleyev, and

we translated it into Kazakh. But it focuses on Russian language interpretation, not Kazakh. Yes, the translation techniques might be similar, but the translation methods are different. Because language structure is not the same, we should bare that in mind] (Participant 1).

PRACTICAL RESOURCES

Apart from theoretical resources, all participants face the lack of practical resources. According to Participant 3, "Unfortunately, we do not have that much databases like we have in Russian or English language". Though there are official terminological bases in Kazakh, the terms need to be double-checked as some might sound unnatural. Participant 4 explicates that

You can have the official translation of the term but nobody knows and nobody uses. And .. if I can use a word for the Kazakh ahh journalists or Kazakh ahh teachers, they may know the term but the others may not.

Translation of Newly Emerging Words. With the lack of quality practical sources, it is challenging to translate newly emerging words. Participant 2 offered a method how interpreters cope with this problem. Apparently, when they discover a new word, term, or even phrase, that has not acquired Kazakh equivalent yet, they brainstorm in WhatsApp groups with fellow interpreters to come up with some translation.

Even now I remember a different clubs and interpreters associations, here in KZ, and we have lots of discussion via WhatsApp. And people ehh everyday send like phrases or sentence in kazakh and they don't know how to translate or interpret it to english even though they are experienced interpreters and we come to conclusions usually ehh by offering differing option and then we came to consensus. (Participant 2)

Participant 4 has other strategies: "sometimes you can use mediated translation (English-Russian, Russian-Kazakh), sometimes you borrow the English term, if it has not been translated, sometimes you coin the new word, consulting colleagues sometimes helps".

RELAY FROM RUSSIAN

Another interesting phenomena concerning trilingual translation of terms is the role of Russian language as an intermediary in translation between English and Kazakh. The participants suggested that most of the terms in Kazakh are the translation from English through Russian. In other words, English terms are translated into Russian, then from Russian, they are translated into Kazakh.

In the field of AI in new technology, they… apparently the kazakh linguist haven't come up with respective terminology in the Kazakh language yet, that's why there is a still certain need translating from English into Russian, and these terms are used in the kazakh language as a russian terms, because there are not certain terms invented in kazakh yet. (Participant 5)

PROMOTION OF KAZAKH LANGUAGE

It is worth mentioning that as claimed by the Participant 3, despite the trend of appealing Russian language in Kazakh-English translation, today is facing the new stage of Kazakh becoming more demanded.

However, it's important to recognize ongoing efforts to promote the direct translation of English terms into Kazakh, bypassing Russian intermediary. These efforts are part of broader initiatives aimed at strengthening Kazakh language usage and fostering linguistic independence. As language policies and societal attitudes evolve, the role of Russian as the main intermediary language in translating English terms into Kazakh may undergo further scrutiny and change. (Participant 3)

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Theoretical Resources	+	-	-	-	-
Practical Resources	+	+	+	+	+

Overall, according to participants, the challenges of SI faced by Kazakh language interpreters are:

1) Differing Structures. In the Kazakh language, the verb locates at the end of sentence, thus, forcing interpreters to wait a little longer. Majority of interpreters agreed on the fact that the grammatical peculiarity of Kazakh language makes it difficult to interpret

2) Working conditions play significant role as well. As mentioned by the participants, the SI booth location, the quality of equipment, speech pace, strong accent can also affect the interpretation.

3) Lack of SI-ers and lack of mentors, makes it hard to start to interpret. Novice interpreters forced to learn from their own mistakes, and hurts their prospects, and unconfident of their progress.

4) Lack of practical and theoretical resources. There are no terminological databases, consistent system, and official translation of certain terms, which leads to ambiguity. Interpreters have to come up with their own translation, in order to make audience understand.

DISCUSSION

This chapter will elaborate on the findings introduced above by connecting them to the existing body of studies to answer the research question. The key points are arranged in accordance with the next categories: Different Language Structures, Unfavourable Working Conditions, Deficiency in Kazakh SI Market, Lack of Resources in Kazakh Language.

DIFFERENT LANGUAGE STRUCTURES

The majority of the SI-ers reported that differences in language pairs' structures indeed complicate the interpretation. This finding is compatible with a row of authors (Gile, 2005; Gile, 2011; Liontou, 1996; Seeber, 2011; Seeber & Kerzel, 2011; Viaggio, 1996) who revealed that asymmetrical sentence structures of SI-ers' working languages make interpretation challenging. Substantiating Gile's (2011) findings, Wang and Gu (2016), who studied English-Chinese SI, proposed that language pairs might be regarded as another factor determining SI-ers' performance. These research are in accord with the opinion of Participant 5, who believes that interpreting between English and Kazakh causes more difficulties than SI between English and Russian. The phenomena may originate from the fact that SI between verb-final and verb-initial languages increases cognitive load (Seeber & Kerzel, 2011). In the context of current study where verb-final language is Kazakh, while verb-initial language is English.

Participant 4, however, does not perceive language pair specificity as a challenge, unlike other participants. This SI-er suggests that interpretation is not merely transcoding one language to another, but rather striving to convey meaning in a way which is intelligible for the audience. This resonates with the Paris school of interpreters who did not associate SI quality with language combinations (Lederer, 1981, as cited in Seeber & Kerzel, 2011; Seleskovitch, 1984, as cited in Seeber & Kerzel, 2011; Willett, 1974, as cited in Seeber & Kerzel, 2011).

UNFAVOURABLE WORKING CONDITIONS

AUDIO INPUT

Speech Pace. Gile (1995) suggested that high rate of speech delivery impacts SI. Likewise, the participants unanimously agreed that fast speeches extremely entangle the process of interpreting. To opinion of Participants 1, 2 and 5, this situation happens especially frequent with prepared speeches and those learned by heart. Remarkably, Participant 5 added that slowly-delivered speech are not better than fast ones for they complicate the interpreting too. This stance is connected to Gerver's (1976) research where slow speeches impacted SI negatively.

Strong accent. All participants, except for

Participant 4, presume that strong accent hinders speech comprehension. With this in mind, Participant 3 asserted that it might jeopardise the accuracy of SI. This statement supports the findings of Han (2017) who proposed that when accents require more effort to be allocated for speech apprehension, deletions and halts might tend to intensify. Also, participants' views are in line with suggestion of Lin et al. (2013) who found negative correlation between strong accents and SI quality. Nevertheless, for Participant 4, strong accents are not a major problem in SI, unless an interpreter is prepared and focused on grasping the meaning. This runs counter to AIIC (2002, as cited in Lin et al., 2013) report where more than a half of SI-ers indicated heavy accents as a challenge.

EQUIPMENT ISSUES

Quality of Equipment. AIIC and ISO developed a collection of standards for SI booth covering all aspects (AIIC Italy, n.d.). Participants 1, 3, 5 flagged the significance of these requirements in enabling them to execute interpretation effectively. In spite of these universally adopted standards, Participant 1 reported a case when they were not met. A professional interpretation booth is a well-constructed facility which ensures high-quality sound and designation; yet, a booth from the experience of Participant 1 was described as a table and plastic box. Needless to say, this case represents that SI in Kazakhstan does not always take place in a desired way. At the same time, Participant 4 asserted that Kazakh SI is mostly required at high-level events that provide respective conditions.

SI Booth Location. As presented in Literature Review, ISO standards also specify proper location of booths. Unfortunately, it happens that some conference attendees, as journalists, might enter the booth and disturb interpretation process. Apart from an interpreter, this also distracts listeners, since microphones in booths are typically sensitive to extra noise.

While conducting these interviews, we did not expect to identify several findings, namely they are Deficiency in Kazakh SI Market and Lack of Resources in Kazakh Language. The reason they have appeared, in our opinion, is that these findings are only relatable within the context of Kazakhstan.

DEFICIENCY IN KAZAKH SI MARKET

Participants mentioned the high demand of Kazakh Language SI-ers and absence of guides. High demand for the Kazakh language started relatively recently. There are several reasons for that. First, is the promotion of Kazakh language, and phasing out the Russian language. Due to geopolitical reasons, Kazakh language started to become dominant, thus, rising the demand in Kazakh SI-ers

LACK OF RESOURCES IN KAZAKH LANGUAGE

Situation with the terminological databases is exactly the same. Some of the terms do not have official translation, thus, interpreters try to create their own translation. And this leads to another problem, lack of a consistent system. Moreover, translations of technical, industry specific, or even newly emerging words, are mostly relay from Russian. This phenomenon mediates linguistic and cultural aspects of the country. Historical ties with Russian, made it inevitable to invoke Russian language in the professional context such as translation or terminology. Only recently Kazakh linguists started to make translation directly from English into Kazakh, without using Russian as an intermediary.

CONCLUSION

The present study examined the challenges of SI faced by Kazakh-English-Russian interpreters. The research results demonstrate that these challenges can be classified into the following challenges: different language structures, unfavourable working conditions, deficiency in SI market, and lack of resources in Kazakh language.

Firstly, Kazakh language structure is different in comparison with ones in English and Russian languages which poses challenges for most of the research participants. Secondly, working conditions under which the interpreters work do not always comply with international standards. Taking audio input into account, speech delivery rate and heavy accents have been proven to complicate the job performance. However, participants viewpoints are not unanimous in this regard. Thirdly, SI market in Kazakhstan is nearly empty nowadays; especially, when it comes to interpreters in particular fields. In addition, it is believed that young interpreters would benefit from knowledge-sharing from the part of mentors in SI, i.e. experienced interpreters. Last but not least, practical resources available are not enough to enable SI-ers work efficiently. Namely, theoretical resources, as textbook or guidelines, seem not to have been developed yet which is why SI-ers acquire skills and information from their own experience. At the same time, practical resources, such as terminological bases or dictionaries, seem to be not sufficient and comprehensive enough. Therefore, in English-Kazakh SI, the interpreters sometimes use Russian as an intermediary to translate a term. Still, Kazakh language is becoming more independent in this terms today.

The limitation of the study is a small group of participants involved. In order to obtain wider perspectives, more interpreters ought to be asked.

Although the research has space for improvement bearing this limitation in mind, it shed light on SI in context of Kazakhstan and laid the foundation for future studies on a similar topic.

The current research may be implied by Kazakh language interpretation and/or translation specialists in designing learning materials for young interpreters. Furthermore, it may be of great use for lexicologists and terminologists for developing bases with direct English-Kazakh translation. Agencies and event organisers providing interpretation equipment might also use the results for improving the booths and SI attributes.

In this paper, the emphasis was put on the professional interpreters, but in the further studies, the focus can be put on the students, especially in the universities that are preparing interpreters. Additionally, a study on a unique case can be conducted. That is, investigating the experience of the Kazakh SI-er who was interpreting President of France, Emmanuel Macron, at Maqsut Narikbayev University for more that 2 hours alone. Capturing this interpreter's perspective would open new horizons in researching SI.

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INTEGRATING CONCERTS AND FESTIVALS INTO INFRASTRUCTURE MANAGEMENT TO PROMOTE SUSTAINABLE TOURISM IN KAZAKHSTAN: LESSONS FROM DEVELOPED COUNTRIES

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Abstract

The recent trend of concerts and festivals had an impact on the tourism sector, and especially on the sustainability of infrastructure management. This paper examines the practices of the developed countries infrastructure management in concerts and festivals that can be used in Kazakhstan's sustainable tourism journey. Adapting already existing and successful practices will help in creating more memorable and popular concerts and festivals that attract more international visitors. This study evaluates Kazakhstan's current tourism and infrastructure policies, with a particular focus on identifying their strengths through an analysis of the successful case of EXPO-2017. It highlights weaknesses by interpreting global risks and assessing the country's international reputation. Opportunities are explored by drawing lessons from successful practices in developed countries, including the United States, Switzerland, and the United Kingdom. Additionally, the study examines threats, underscoring the necessity of implementing Sustainable Development Goals (SDGs) within the tourism sector. A comprehensive SWOT analysis is utilized to assess Kazakhstan's tourism landscape, considering socially, economically, and environmentally beneficial case studies. The analysis extends to evaluating the country's sustainability policies and comparing them with sustainable practices and strategies adopted by developed nations. The study further provides actionable recommendations and adaptations to enhance the growth of Kazakhstan's tourism sector. Finally, the research concludes by summarizing key insights gained and emphasizing the importance of effectively implementing sustainability measures. This study contributes to advancing sustainability in the management of concerts, festivals, and broader infrastructure development within Kazakhstan.

Keywords: Sustainable tourism, concerts and festivals, infrastructure management, SWOT analysis, evaluation, policy analysis, case study.

Аңдатпа

Соңғы уақыттағы концерттер мен фестивальдер үрдісі туризм секторына, әсіресе инфрақұрылымды басқарудың тұрақтылығына әсер етті. Бұл мақалада Қазақстанның тұрақты туристік саяхатта пайдалануға болатын концерттер мен фестивальдардағы дамыған елдердің инфрақұрылымын басқару тәжірибесі қарастырылады. Бұрыннан бар және сәтті тәжірибелерді бейімдеу халықаралық келушілерді көбірек тартатын есте қаларлық және танымал концерттер мен фестивальдерді құруға көмектеседі. Бұл зерттеу сәтті өткен ЭКСПО-2017 шарасын талдау арқылы олардың мықты жақтарын анықтауға ерекше назар аудара отырып, Қазақстанның қазіргі туризм және инфрақұрылымдық саясатын бағалайды. Жаһандық тәуекелдерді түсіндіру және елдің халықаралық беделін бағалау арқылы әлсіз жақтарды көрсетеді. Дамыған елдердегі, соның ішінде АҚШ, Швейцария және Ұлыбританиядағы табысты тәжірибелерден сабақ алу арқылы Қазақстанның мүмкіндіктері зерттеледі. Сонымен қатар, зерттеу туризм секторында тұрақты даму мақсаттарын (ТДМ) жүзеге асыру қажеттілігін атап көрсете отырып, қауіптерді зерттейді. Әлеуметтік, экономикалық және экологиялық тұрғыдан тиімді мысалдарды ескере отырып, Қазақстанның туристік ландшафтын бағалау үшін кешенді SWOT талдауы қолданылады. Талдау елдің тұрақтылық саясатын бағалауға және оларды дамыған елдер қабылдаған тұрақты тәжірибелермен және стратегиялармен салыстыруға арналған. Зерттеу одан әрі Қазақстанның туристік секторының өсуін арттыру үшін іс-әрекетке жарамды ұсыныстар мен бейімдеулерді ұсынады. Соңында, зерттеуден алынған негізгі түсініктерді қорытындылау және тұрақтылық шараларын тиімді жүзеге асырудың маңыздылығын атап көрсету арқылы аяқталады. Бұл зерттеу концерттерді, фестивальдерді басқарудағы тұрақтылықты арттыруға және Қазақстанда инфрақұрылымды кеңірек дамытуға ықпал етеді.

Кілт сөздер: Тұрақты туризм, концерттер мен фестивальдар, инфрақұрылымды басқару, SWOT талдау, бағалау, саясатты талдау, кейс зерттеу.

Аннотация

Недавняя тенденция концертов и фестивалей оказала влияние на сектор туризма, и особенно на устойчивость управления инфраструктурой. В этой статье рассматриваются практики управления инфраструктурой развитых стран на концертах и фестивалях, которые могут быть использованы в устойчивом туристическом путешествии Казахстана. Адаптация уже существующих и успешных практик поможет в создании более запоминающихся и популярных концертов и фестивалей, которые привлекут больше иностранных посетителей. В этом исследовании оценивается текущая политика Казахстана в области туризма и инфраструктуры, с особым акцентом на выявление их сильных сторон посредством анализа успешного случая ЭКСПО-2017. В работе подчеркиваются слабые стороны путем интерпретации глобальных рисков и оценки международной репутации страны. Возможности изучаются путем извлечения уроков из успешной практики развитых стран, включая США, Швейцарию и Соединенное Королевство. Кроме того, в исследовании рассматриваются угрозы, подчеркивая необходимость внедрения целей устойчивого развития (ЦУР) в секторе туризма. Для оценки туристического ландшафта Казахстана используется комплексный SWOT-анализ с учетом социально, экономически и экологически выгодных тематических исследований. Анализ распространяется на оценку политики устойчивости страны и сравнение ее с устойчивыми практиками и стратегиями, принятыми развитыми странами. Исследование также предоставляет действенные рекомендации и адаптации для повышения роста туристического сектора Казахстана. Наконец, исследование завершается обобщением ключевых полученных идей и подчеркиванием важности эффективной реализации мер устойчивости. Это исследование способствует продвижению устойчивости в управлении концертами, фестивалями и более широком развитии инфраструктуры в Казахстане.

Ключевые слова: Устойчивый туризм, концерты и фестивали, управление инфраструктурой, SWOT-анализ, оценка, анализ политики, тематическое исследование.

INTRODUCTION

Sustainability is a rapidly growing sector within the developing tourism industry, encompassing a wide range of interconnected aspects. Butler (1993) defined sustainable tourism as a form of tourism which can remain its viability in a region for an identified period. According to the World Tourism Organization sustainable tourism is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Sustainability has become a global priority for developed countries, as it fosters a balance among economic, environmental, and social responsibilities. An increasing number of developed countries are adopting sustainable practices in tourism, reflecting the growing trend of “sustainability” as a priority among businesses. The Global Sustainable Tourism Council (GSTC), in its Sustainable Travel Report 2024, revealed that 83% of tourists recognize the importance of sustainability while travelling, and 75% expressed a preference for travelling sustainably within the next year. By employing strategies that enable the positive effects to exceed the negative effects, sustainable tourism promotes constructive movements that, in turn, lead to prosperous development in many areas. As a developing country, Kazakhstan holds significant potential for implementing sustainable tourism by drawing on the successful practices of other nations. By promoting responsible interactions with local communities and cultures, sustainable tourism can offer visitors more meaningful and authentic travel experiences in Kazakhstan.

INFRASTRUCTURE MANAGEMENT OF CONCERTS AND FESTIVALS

Nowadays one of the promising areas of tourism is the management of concerts and festivals that meet the needs of a growing population. The United Nations’ 17 Sustainable Development Goals (SDGs) serve as key guiding principles for developed countries in organizing and advancing concerts and festivals. In integrating sustainable practices into these events, Kazakhstan can primarily focus on several key Sustainable Development Goals (SDGs): Goal 9, which emphasizes innovation and infrastructure; Goal 11, which promotes the creation of sustainable cities and communities; Goal 12, which advocates for responsible consumption and production; and Goal 13, which addresses climate action (UNSDG goals, n.d.). In developed countries, such events are increasingly managed with sustainability, focusing on reducing environmental impact, creating friendly communities, and preserving cultural heritage. Kazakhstan, a country with a rich cultural heritage, can enhance cultural exchange and community involvement by integrating sustainability into its concert and festival sectors. These events provide an opportunity to showcase local culture to a global audience, elevating their scale and impact. Moreover, they contribute significantly to the economy by driving visitor spending, generating revenue, and creating new job opportunities, benefiting both the government and local communities. However, to ensure long-term success, it is essential to manage concerts and festivals responsibly to minimize their environmental footprint.

METHODOLOGY & LIMITATIONS OF THE STUDY

The methodology for this study combines qualitative and comparative approaches, focusing on a comprehensive analysis of sustainable tourism, particularly in the context of infrastructure management. The paper examines sustainable practices implemented by developed countries and integrates data from multiple sources. It applies a systematic analysis of the integration of concerts and festivals, while promoting the adoption of sustainable infrastructure within Kazakhstan’s tourism industry.

This paper employs a comprehensive analysis of both developing and developed countries through literature reviews, governmental policy document analysis, and expert opinions. The study primarily relies on case study reviews of developed countries and recent events in Kazakhstan. Additionally, to provide a clearer understanding of the topic, a SWOT analysis (Table 1) was created.

The study avoids biased interpretations of the case studies or any policy documents.

The research faces limitations due to the scarcity of available studies and detailed data on concerts and festivals in Kazakhstan, as well as the impact of infrastructure management on these sectors. Additionally, the study relies on secondary data for case studies of developed countries, which may not fully capture all relevant nuances.

This paper explores the social, economic and environmental aspects of sustainable tourism development in Kazakhstan.

SOCIAL ASPECTS OF SUSTAINABLE TOURISM

Concerts and festivals play a huge role in promoting a country's brand image and safeguarding local traditions. According to cultural tourism research, fairs can appreciably make contributions to cultural protection by allowing groups to exhibit their background in significant ways, encouraging delight and continuity of traditions (Richards, 2012). Additionally, community engagement is one of the main details of social sustainability. Concerts and festivals provide possibilities for local businesses to be part of the touristic experiences. As referred to by means of Blackstock (2005), concerning groups in tourism selections empowers them and creates an experience of possession, reducing capacity conflicts among tourists and citizens. It will keep the balance between communities and ensure equity among neighborhood stakeholders. Moreover, events provide possibilities for training and cross-cultural trade. Sustainable occasions often include environmental consciousness and schooling initiatives, raising recognition of troubles (Jones, 2017). Concerts, specifically the ones incorporating green projects, can serve as platforms for promoting sustainable behaviors among locals and travelers. This twin impact of selling local subculture and inspiring environmental obligation makes concerts and festivals vital to the social sustainability of tourism in Kazakhstan.

ECONOMIC ASPECTS OF SUSTAINABLE TOURISM

On the economic side, concerts and festivals are important drivers of tourism revenue and local economic development. Big concerts and festivals attract more visitors from other countries, which creates a demand for accommodation, food, and other services. Research has shown that properly managed festivals can generate large financial spillover consequences, benefiting local businesses such as hotels, restaurants, and souvenir stores (Dwyer, Mellor, Mistilis, & Mules, 2000). Another important economic aspect is job creation. Remarkable events require specialized staff, labor, security, catering and hospitality services. They provide residents temporary and permanent job opportunities, which contribute to one of the sustainable development strategies as poverty decreases. Furthermore, festivals and concerts inspire funding in infrastructure that can have long-term advantages for the tourism enterprise. Investments made in occasion infrastructure, including venues, can serve tourism, enhancing the overall capacity of the area to host visitors. A study by Fredline and Faulkner (2000), highlights that festivals regularly catalyze urban regeneration ideas, improving public areas and facilities for both locals and tourists. Festivals that combine sustainability measures, such as zero-waste initiatives or using renewable energy, can achieve financial benefits without compromising the environmental and social well-being of the host community (Jones, 2017).

ENVIRONMENTAL ASPECTS OF SUSTAINABLE TOURISM

Sustainable tourism in concerts and festivals mostly focuses on minimizing the negative environmental impacts. "The environment can be sustained through conservation, preservation, and appropriate management to provide clean air, water, and food safe from toxic contamination, waste, and sewage disposal, saving endangered species and land conservation" (Baloch et al., 2023, p. 4). In this situation, concerts and festivals can harm nature in an exclusive manner, starting from waste management, energy use, noise pollution, and many others. Festivals usually tend to generate a substantial quantity of waste, along with meals waste, single-use plastics, and latest products waste. Schmidt (2023), writes that the Coachella Valley Music and Arts Festival generates 100,000 pounds of trash every day, over two three-day weekends. However, what is most interesting is that trash also contains pounds of merchandised clothes. Many attendees of these festivals are wearing themed outfits that will be worn only once, and most of them are made from cheap materials and ordered from online sites such as SHEIN. This creates a recent so-called trend term, "Fast Fashion," which is directly affecting the already existing environmental problems. This is only one large-scale event out of thousands of others, and similar waste is being produced at concerts also. Another environmental aspect of concerts and festivals is noise pollution. According to the World Health Organization, noise turns dangerous above 75 decibels, and any noise above 65 decibels can be labeled as noise pollution, concerts and festivals are averaging about 100 decibels. Such events as concerts tend to be located in the residential or central districts, with unfavorable physical and psychological effects, and create resentment of locals. On the other hand, festivals that are being held in remote, natural areas are harming local wildlife and impacting the biosystem (Schmidt, 2023). These examples of environmental aspects are the recently created factors, but there are many more examples of negative effects on nature that have a global scale.

SUSTAINABLE PRACTICES OF DEVELOPED COUNTRIES

Sustainability in the event industry has seen significant advancements in both concerts and festivals, particularly in developed countries. These factors can have a big impact on the environment, the economy, and society. They are also important tourist attractions, and many festivals and concerts have adopted sustainable infrastructure management techniques to reduce negative effects.

One of the main considerations in concert and festival management is environmental sustainability. Due to energy use and waste production, large events can have significant carbon footprints. To counter these effects, many live shows and festivals have included eco-friendly infrastructure and operational practices. One of the most unique concert tours that enhance sustainability is Coldplay's "Music of the Spheres" World Tour. It is known that Coldplay takes a sustainable approach to environmental issues. They incorporated 44 kinetic dance floors and 15 stationary bikes at their venues, wherein the fans generate strength through dancing or pedaling, powering components of the live performance held in the USA (InnoEnergy, 2022). Additionally, Coldplay has pledged to cut their carbon impact by 50% from their previous tours, and its concert venues are powered by renewable energy sources like wind turbines and solar panels. The bassist of the band, Guy Berryman, said that doing so will seem to fan not as a responsibility, but something fun and beneficial to the whole concert experience (Kennedy, 2022). Other musicians, including Maroon 5, Billie Eilish, Harry Styles, and many more are on the list of artists that are practicing sustainability in their concerts. These initiatives offer a practical model for Kazakhstan to emulate in organizing domestic and international concert events, showcasing how large-scale concerts can effectively utilize green energy solutions.

Concerts and festivals have evolved beyond mere entertainment. They are able to serve as platforms for promoting social sustainability, creating communities and cultural exchanges. Important part is making sure that those events are inclusive and meaningful for both parties. Switzerland is one of the most developed countries in the world and it has a sustainable program called "Swisstainable" that brings together tourism organizations from across Swiss tourism. The Montreux Jazz Festival participates in this program and impacts not only the environment, but also sustainable social beings. In their official website they state examples, as an urban festival, they encourage the use of public transport and limit the use of private motorized vehicles (Montreux Jazz Festival, 2024). Limitation of car traffic allows local residents and festival operations access to more space. Also, this festival celebrates local and global jazz musicians, while implementing such things as local musicians' engagement. For instance, local artists have an opportunity to perform with worldwide stars. The Bonnaroo Music and Arts Festival is one of the nonprofit organizations in America and has a Bonnaroo Works Fund. Basically, they go beyond taking care of the environment and fund supports civil rights, equality for every human, encouraging healthy communities among participants. "The world is not sustainable if a person's voice is not heard, their human right denied" (Bonnaroo Works Fund, n.d.). Festivals serve as a platform for cultural exchange, fostering inclusivity and raising awareness about sustainability, as demonstrated in developed countries.

Integrating sustainability into the economic sector of tourism is essential. This is a pillar of most developed countries and businesses that create concerts and festivals are already practicing economic sustainability initiatives. From this perspective, it is possible to develop infrastructure investments in particular. Sustainable infrastructure management in concerts and festivals is controlling that the economy benefits from it too. Recently, sustainable efforts in the United States have significantly increased. The same Bonnaroo Music and Arts Festival is making sustainable efforts in the economy of the USA. This, evidently, creates job opportunities for those in need. Notably, purchasing a ticket to the festival enables attendees to support various sustainability initiatives, including the maintenance of a permanent composting facility and solar array, contributions to the Planet Roo education program, the reduction of carbon emissions, and the facilitation of food donation programs (Bonnaroo, n.d.). In 2022, nearly 85,000 attendees participated in the festival, with $1 from each ticket contributing to the Bonnaroo Fund. This resulted in a total donation of $85,000. Such initiatives not only support environmental sustainability but also help reduce the festival's environmental impact and operational costs over time.

EVALUATION OF SUSTAINABLE CRITERIA ACROSS CONCERTS AND FESTIVALS

The evaluation of sustainable practices in concerts and festivals will show the result of their success, using some criteria with global standards of sustainability. As it was already mentioned, events should be evaluated on their economical social and environmental impacts. In current years, global standards are included in the Global Sustainable Tourism Council (GSTC) that manages sustainable travel and tourism. Even though it does not directly focus on infrastructure management of concerts and festivals, it is still possible to evaluate environmental impacts, socio-cultural impacts and sustainable management. Evaluation will be beneficial in finding weak spots of infrastructure management and fulfilling sustainability in every step. Another standard of evaluation is ISO 20121, which evaluates energy consumption, waste management and emission reduction. It is important for concert and festival organizations to achieve this certification, in order to fully develop sustainability among other organizations and people. Unfortunately, organizations related to concerts and festivals have not achieved ISO 20121 certification yet, which means this sector still needs recognition and awareness of people globally. Those sustainable organizations should aim to contribute sustainability over a long-term period in order to succeed.

Below is a comprehensive SWOT analysis utilized to assess Kazakhstan's tourism landscape, considering socially, economically, and environmentally aspects (Table 1).

Strengths:	Weaknesses:
Modern venues in Astana and Almaty Increasing number of tourists Green economy and Waste management Smart bins with solar panels that reduce the amount of garbage by 10 times	Influx of people at a specific time and place Limited capacity of city, causing traffic congestions Proximity of venues to residential areas, causing potential disturbances
Opportunities:	**Threats:**
Concert halls with energy saving systems, kinetic floors and solar panels Sustainable community engagement Funding systems and donation Pollution polices in venues Raising awareness among locals with local festivals	Overconsumption of resources Insufficient budget allocation for green infrastructure or failure to meet expected returns on investment (ROI) High risk of job loss following the event, leading to potential poverty Local resistance to large concerts and festivals due to noise pollution, waste, and transportation issues Lack of sustainable achievements in concerts and festivals

Table 1 - SWOT Analysis

STRENGTHS

Even though Kazakhstan is a developing country, it is already making some steps towards sustainability. From Table 1 major cities like Astana and Almaty have modern venues and concert halls that are capable of hosting large-scale events such as concerts and festivals. One of the most popular and big events that was held in Astana is EXPO-2017, which started with this theme of Future Energy. Even though this event is not a concert or festival, they are partially included in the concept of the event. Many travelers from across the world visited the capital city, and this gave an atmosphere of a big festival, as interactions of tourists and residents. One of the main improvements was the infrastructure of the city Astana. Before the opening ceremony, much work was done to practice new technologies that can change the situation with the uncontrolled growth of garbage that was implemented during the EXPO by Tau Innovative Solutions. A company engaged in the search for innovative solutions in the field of green economy and waste management. This is how Kazakhstan's first efficient cycle of sorting, collecting, and recycling waste for public facilities was developed. Special smart bins for paper, plastic, and mixed trash were installed directly for garbage collection on the territory of the exhibition. They work from solar panels, and a sealing press is hidden inside, and this allows them to reduce the amount of garbage by 10 times (Forbes Kazakhstan, 2023). By hosting big events, the city showed a great way of implementing sustainable practices in the city infrastructure management, which positively affected the environment and society.

WEAKNESSES

As it was mentioned in the infrastructure management of concerts and festivals, it is crucial for Kazakhstan to keep a few of the United Nations's 17 SDGs. "Concerts and festivals cause an influx of people at a specific time into a specific space, resulting in three target groups: attendees and emergency first responders, being soft targets, and governmental/security personnel. Mass gatherings also often involve the use of mass transit systems, another vulnerable target of terrorism. Attendees could easily be targeted while traveling to the event site, during the event, as well as on their way home after the event" (De Cauwer, 2023, p. 1). Table 1 shows the importance of infrastructure development in Astana, since SDG Goal 16 emphasizes the peace of people, justice, and strong institutions. After the terrorist attack in Crocus City Hall in Moscow in 2024, the concert halls of Kazakhstan were checked for technical strength. Vice-Minister of the Ministry of Internal Affairs Igor Lepecha noted that facilities over 500 square meters in size are vulnerable to terrorism (Almaty TV, 2024). This means that before holding big concerts, it is important to analyze the current technical conditions of the building. Although Kazakhstan has not experienced terrorist attacks at concerts or festivals, there are several other challenges. One significant issue is the limited capacity of urban areas, which leads to heavy traffic congestion. Many venues in Kazakhstan's cities are situated close to one another or near residential districts, contributing to environmental problems and creating negative experiences for both tourists and local residents.

OPPORTUNITIES

Nevertheless, the implementation of sustainability in the infrastructure of concerts and festivals has great opportunities to expand its boundaries. Solving environmental issues, reducing carbon emissions, creating more jobs, supporting local businesses, exchanging culture, making a sustainable community, and many more actions towards being sustainable can be integrated in developing countries such as Kazakhstan. Analyzing the successful practices of developed countries will help in building venues and making domestic concerts with energy-saving systems, kinetic floors, and solar panels, as Coldplay's tour does; raising sustainable community engagement as The Montreux Jazz Festival does; or helping sustainable initiatives as the fund system of Bonnaroo does. Fortunately, venues, organizations, and artists have begun to take action to reduce the negative environmental effects of such activities. Table 1 demonstrates that venues in developed countries have pollution policies to reduce event pollution. Another opportunity for Kazakhstan is the increasing sustainability awareness among local people, hosting local events such as the "We Love Green" festival held in the Bois de Vincennes Park in Paris. For almost ten years, the local sustainability pioneer has been using renewable energy. The organic cuisine is locally obtained, single-use plastics are prohibited, and guests are expected to wear eco-friendly attire. The only way to get to this festival is by rail, which is a more environmentally friendly option than driving a car because there is no parking (Mellor, 2023). With the global demand for sustainable tourism, Kazakhstan can position itself as a leader in being sustainable in the concert and festival sector only by implementing previous experiences of practices.

THREATS

Concert and festival sectors in tourism face numerous threats in implementing sustainable tourism, mostly due to environmental impact, resource management, local oppositions, and financial losses (Gohoungodji, 2024). One of the principal troubles is overconsumption of resources like water, electricity, and gas all through events. Secondly, green infrastructure needs more money, and implementing those in events needs even more financial support, but due to the new trend on sustainability in Kazakhstan, the concerts or festivals can face financial losses and not even reach SDG goals. In this case, Kazakhstan's event industry needs big investors, as in developed countries, in order to fully develop sustainability in infrastructure. From table 1 without investors, no organization will spend money on expensive sustainable products and then leave an environmental footprint (Dwyer et al., 2020). Also, after the concerts or festivals are held, the employees will lose their jobs, which is a huge risk of causing SDG poverty. Another problem is that the community is not ready to be fully sustainable. Firstly, it needs global awareness and understanding why sustainability is important. The term is already somewhat known in developed countries, but the knowledge of people about sustainable tourism is not that much. However, the threat is local residents of Kazakhstan will show potential pushback against noise, waste, and transportation issues. Moreover, many developed countries have already implemented a lot of sustainable practices in concerts and festivals. Still, there are no achievements in ISO 20121 certifications. All of the threats above contribute to the future growth of sustainability in tourism and especially in the infrastructure management of concerts and festivals.

DISCUSSION AND RESULTS

A sustainability policy is an organizational policy that addresses sustainability issues. Sustainability strategies can address a wide range of topics, including resource conservation, waste management, pollution, and energy consumption. By integrating sustainable practices into day-to-day operations, a sustainability policy seeks to reduce an organization's environmental impact. As the value of sustainability has grown in recent years, many companies and governmental entities have implemented sustainability policies. Lately tourism in many countries has been a driver of socio-economic development through job creation, service exports, and infrastructure development. Kazakhstan saw the potential of tourism in the economy of the country. Now the country has been working to modernize its tourism industry. In 2023, with the Resolution of the Government of the Republic of Kazakhstan, "The approval of the Concept of development of the tourism industry of the Republic of Kazakhstan for 2023-2029" was created (2023). This policy not only focuses generally on the tourism sector but also enhances the infrastructure. Policy “5.1. Creation and development of tourism and logistics infrastructure” aims to create investment attractiveness that will be achieved through the use of incentive tools provided for by legislation on the tourism industry, as well as strategic documents to support entrepreneurship. The construction of access roads to tourist sites outside settlements will be developed, which means rural areas of the cities will have the potential to hold large festivals. The issues of construction, repair, reconstruction, and modernization of tourist sites will be considered. This probably will help in implementing sustainable practices in venues. In order to improve the quality of service and the availability of tourist products and services, measures such as updating standards in the field of tourism to the international level, including the development and approval of new modern standards, will be integrated. This is a great opportunity for concert and festival sectors to get ISO 20121 certifications or use sustainability standards as SDGs. This is a new beginning of tourism development in Kazakhstan. However, developed countries like Spain already developed these factors and are now moving towards sustainability strategies (Goberno de España, 2022). Kazakhstan can adopt a similar collaboration model as Spain’s partnership with the UNWTO to align sustainability strategies within its tourism policies. This could include the development of new regional tourism policies, with a focus on expanding concerts and festivals, while integrating infrastructure management practices from developed countries. The most effective approach would be to tailor insights from the successful sustainability models of other nations.

CONCLUSION

Kazakhstan possesses significant potential to develop sustainable tourism; however, there are challenges that the country may encounter in the future. Concerts and festivals represent one of the most financially profitable sectors within this industry. With proper infrastructure management, Kazakhstan can implement the best practices from developed countries. Furthermore, adopting global sustainability criteria will aid in the development of long-term strategies. Beyond their economic potential, concerts and festivals have a social impact, providing opportunities for enjoyment, entertainment, and cultural exchange (Walters & Venkatachalam, 2022). These events serve as a unique platform for showcasing a country’s global image. By leveraging this potential effectively, Kazakhstan can enhance its tourism sector and position itself as a leader in sustainability.

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ANALYZING GRAMMAR CHALLENGES FACED BY MNU STUDENTS IN FRENCH COMPARED TO ENGLISH

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Abstract

This study examines the grammar challenges faced by Maqsut Narikbayev University (MNU) students learning French as a third language (L3) compared to English as a second language (L2). The purpose is to identify specific difficulties in grammar learning and effective strategies students use to overcome these issues.

The research focuses on five third- and fourth-year students with at least a B1 level in both French and English. Data were collected through semi-structured interviews in English and Russian, which were then transcribed and analyzed for key themes. Four main themes emerged: language transfer, difficulties with English tenses, challenges with French verb conjugation, and preferred grammar learning techniques.

Findings reveal that students experience both positive and negative language transfer between English and French, leading to confusion, especially with spelling and phonology. English tenses, particularly complex forms, are a significant challenge, while French verb conjugation is also difficult for them. Effective strategies included regular speaking practice and exposure to the target language through videos and podcasts, which improved grammatical understanding.

The study suggests that French instructors focus on teaching verb conjugation and include communicative exercises to address these challenges. These insights could improve grammar acquisition for students learning multiple foreign languages.

INTRODUCTION

Grammar constitutes a fundamental aspect of the learning process and might present specific challenges for learners in each language. As highlighted by Ly (2020), effective presentation of grammar within an appropriate context, at the right time, and in a suitable manner can significantly support students' language development. Conversely, learning languages without a focus on grammar may lead to unstructured and incomprehensible language usage. In accordance with Selinker (1972), such a phenomenon is referred to as fossilisation. This research aims to investigate grammar issues experienced by Maqsut Narikbayev University students in the French language as compared to English. Hence, the main research question is, "What challenges do MNU students face when studying French compared with English?" with the subsidiary question, "What techniques do MNU students find effective for learning grammar?"

The aim of this paper is to examine the specific grammar challenges MNU students encounter in French as opposed to English, providing valuable insights for French language instructors to implement innovative teaching methods based on the research findings.

LITERATURE REVIEW

Extensive research has been conducted on the topic of acquiring English as a second language (L2) and French as a third language (L3), revealing the interconnectedness of these languages during the learning process. Additionally, these studies aimed to examine the interference between languages among trilingual learners. A study by De Bruin et al. (2023) suggests that, during language production, learners often encounter interference primarily between their non-native languages. It implies that, despite having higher proficiency in their native language (L1), there is a higher influence between L2 and L3. Subsequent research by Jabbari et al. (2018) further corroborates this finding, emphasizing a notable impact between non-native languages, specifically from L3 to L2. Moreover, it was noted in the study that existing linguistic knowledge can play a facilitative role in the acquisition of additional foreign languages.

In a subsequent investigation, a more in-depth analysis was undertaken to explore the transfer of knowledge from a second language (L2) to a third language (L3), where both positive and negative transfers were identified. The inquiry by Cai et al. (2015) unveiled a positive impact of L2 on L3, particularly in the comprehension of tenses. In other words, a positive correlation was established between a better understanding of English tenses and an improved grasp of tenses in French. Conversely, Fung and Murphy's study (2016) demonstrated instances of negative transfer from L3 to L2, specifically in the usage of tenses. In essence, participants with French as their third language (L3) and English as their second language (L2) exhibited inaccuracies in their application of past simple and present perfect tenses.

Moreover, the effectiveness of learning foreign languages is significantly influenced by teaching methods. Rouffet et al. (2023) found a misalignment between learning exercises, assessments, and communicative teaching objectives. The study emphasizes that certain obstacles hinder the successful implementation of Communicative Language Teaching (CLT). These obstacles include the absence of suitable lesson materials that encourage communication, as well as teachers holding conventional beliefs about language learning.

Thus, the studies delve into both positive and negative factors, highlighting issues such as the incongruity between educational materials and teaching objectives. The literature reviewed served as a valuable resource in achieving the research goals of this paper and addressing the main research questions.

METHODOLOGY

The design of the research is a basic qualitative case study, as it has geographical boundaries: interviewees are students from the Maqsut Narikbayev University (MNU) in Astana. The primary goal of basic qualitative research is finding and analyzing ways in which people perceive the meanings of their experiences (Merriam & Tisdell, 2015). The analysis of the qualitative data was done in 3 primary stages: data collection, data processing, and data analysis. First and foremost, semi-structured interviews are regarded as the main method of collecting information in our research. Online interviews were conducted with 5 participants who were selected throughout the MNU in accordance with a nonprobability sampling strategy. The following criteria were applied to determine the participants of our research: (a) a student of MNU; (b) a third or fourth-year student, who has at least a B1 level of French; and (c) a third or fourth-year student, who has at least a B1 level of English. It is crucial to note that the L1 of our interviewees is Russian, the L2 is English, and the L3 is French.

Each interview started with warm-up questions to establish rapport. The primary part came next with broad questions according to interview protocol, with more specific and probing questions, where the participant could share her experience of grammar challenges faced by MNU students in French compared to English. Then a final question was asked: "Is there anything else you would like to share or add to this topic?" and interviewees were sincerely thanked for their valuable involvement in this study. All face-to-face interviews were audio-recorded and then transcribed. 3 of them were conducted in English, with 2 participant speaking Russian, whose responses were translated into English. Subsequently, all data were coded by open and axial codes in order to identify the main themes of our research. Next, the data was analysed, and an answer to the primary study question was provided. Finally, the entire research was reviewed using "member checking" and "peer-debriefing" techniques to validate the data (Creswell, W. & Creswell, D., 2017). As for the reliability strategies, the transcripts checking and constant rechecking of the code definitions were used in this study.

DISCUSSION

Four key themes were identified as a result of the analysis illustrating the participants' learning with English as their second language (L2) and French as their third language (L3). These themes include 126 axial codes and cover language transfer, difficulties with tenses in English, difficulties with verbs in French, and techniques for learning French grammar. The first theme, language transfer, is divided into three categories based on the languages influencing each other. These categories encompass language transfer between the Russian language (L1) and French (L3), negative language transfer from English (L2) to French (L3), and positive language transfer from English (L2) to French (L3).

THEME 1: LANGUAGE TRANSFER

The first category of this theme delves into language transfer between Russian (L1) and French (L3). Proficiency in the Russian language proved beneficial for participants in understanding French grammar, particularly in verb conjugation and grammatical genders. For instance, Participant 2 highlighted that having experience with verb conjugation in Russian made it easier to comprehend the same concept in French, stating, "Um, maybe the conjunction of the words, of the verbs, because it's really, uh, the concept, it's not difficult because we have such things in Russian."

The second category focuses on positive language transfer between English and French. Participants found that their preexisting knowledge of English vocabulary and tense grammar facilitated their learning of French. This familiarity aided in a quicker grasp of tense-related topics and the rapid memorization of vocabulary, thanks to the similarities between some words. The third category addresses instances of negative language transfer between English and French, specifically involving spelling and phonological errors. Although vocabulary similarities facilitated rapid memorization, they concurrently led to confusion during both spoken and written communication. Some French words bear resemblance to their English counterparts, yet differ in spelling by one or two letters. Consequently, participants began experiencing confusion with spelling.

THEME 2: DIFFICULTIES WITH TENSES IN ENGLISH

Participants highlighted that their greatest challenge in English revolves around understanding and correctly using tenses, with a particular struggle noted in mastering complex tenses like the perfect continuous. The intricacies of when and how to use these tenses remain unclear to the participants. For instance, Participant 4 expressed ongoing difficulty with grasping the concept of complex tenses in English, stating, “The tenses are still, especially perfect continuous, I still don’t remember them completely. It was unclear to me, again, perfect continuous what it was for.”

THEME 3: DIFFICULTIES WITH VERBS IN FRENCH

In the case of the French language, participants encounter difficulties with verb conjugation, especially when it varies across various tense structures. Memorizing the conjugation endings emerged as the most challenging aspect of learning French. Some participants admitted to still struggling with memorizing these endings. Participant 5 pointed out the difficulty arising from the similarities between certain tense endings, stating, “For a very long time and probably to this day I can’t remember the ending and get confused, let’s say conditionnel or imparfait have a very similar ending.”

THEME 4: TECHNIQUES OF LEARNING FRENCH GRAMMAR

The participants noted that their speaking and information acquisition activities in French, such as watching videos and listening to podcasts, significantly impacted their learning of French grammar. Engaging with videos on YouTube and podcasts exposed participants to new grammatical structures, which they subsequently learned. Moreover, speaking in French played a crucial role in reinforcing their understanding of grammar through practical application. Participant 1 emphasized the value of speaking, stating, “And when you speak about these topics, you have to use all of the grammar that you know in order to speak fluently and like freely. So speaking really helps.”

In general, there is a pronounced influence between English and French as non-native languages, with Russian aiding in grasping specific concepts in French grammar. While learning English, participants identified the most challenging aspect as understanding and correctly using tenses. In contrast, in learning French, the memorization of verb conjugations posed the greatest difficulty. Communicative exercises and exposure to the target language were deemed most effective by participants in learning grammar.

CONCLUSION

To sum up, the primary aim of this study was to examine grammar-related difficulties encountered by MNU students in French in comparison to English. The feedback obtained was intended to provide insights into teaching methods and approaches that French language educators could employ to effectively address these challenges. The main question of the research was, «What challenges do MNU students face when studying French compared with English?” with the subsidiary question, “What techniques do MNU students find effective for learning grammar?” In order to accomplish the goal of the study, a total of five interviews were conducted with students. Upon analyzing the results of the study, it was found that participants faced significant difficulties in verb conjugation in French, whereas tenses posed a major challenge in English. In addition, the study identified specific techniques, as suggested by participants, that could be utilized to enhance language skills and overcome the aforementioned challenges. Notably, regular speaking practice emerged as one of the most effective methods for improving language proficiency, according to participant feedback. Additionally, the study found that watching videos in the target language played a crucial role in enhancing language skills.

Consequently, the inquiry recommended that teachers dedicate more class hours to teaching verb conjugation and usage in French to ensure that students understand the topic thoroughly. In this way, students will gain a better understanding of the language.

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ВЛИЯНИЕ ТЕХНОЛОГИИ НА УРОВЕНЬ СТРЕССА И ДИАГНОСТИКУ ПСИХИЧЕСКОГО ЗДОРОВЬЯ.

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УДК: 004:159.9

Аннотация

С начала XXI века цифровые технологии стали занимать значительное место, влияя на все аспекты современного общества. Они упрощают коммуникацию, повышают качество жизни и способствуют созданию комфорта. Однако вместе с этим возникает и обратная сторона их влияния, выраженная в негативных эффектах на психическое здоровье, включая повышение уровня стресса и развитие стрессовых расстройств. Настоящая статья представляет собой сравнительный метаанализ, охватывающий восемь исследований, проведенных в период с 2005 по 2022 годы, с целью изучения влияния технологий на уровень стресса и на диагностику психического здоровья.

Методология выбора исследований для анализа основывалась на поиске статей с использованием ключевых слов, таких как “стресс” и “технологии”, в авторитетных научных базах данных, таких как Google Scholar и PubMed. При отборе исследований учитывались работы, используются как количественные, так и качественные методы анализа, что позволило достичь более глубокого понимания изучаемого вопроса. Результаты исследования подтверждают гипотезу о неоднозначности влияния технологий на психическое здоровье. Было выявлено, что технологии могут как снижать стресс за счет удобства и новых возможностей, так и провоцировать развитие цифрового стресса. Явление цифрового стресса лишь доказывает актуальность проблемы и негативные последствия от использования технологий. Однако, наряду с этим, анализируется и позитивное влияние технологий на снижение стресса, а также их использование в диагностике и лечении. Данный сравнительный анализ подчёркивает важность адаптации к новым технологическим реалиям и минимизации их негативного влияния на психическое здоровье. Кроме того, результаты анализа могут быть использованы для улучшения существующих методов снижения стресса и разработки новых подходов, связанных с внедрением цифровых технологий. Таким образом, анализ является актуальным, раскрывает взаимосвязь технологий и уровня стресса, а также формирует основу для дальнейших исследований и прогнозирования данной темы.

Ключевые слова: стресс; технологий; цифровая зависимость; техностресс; психологическое здоровье; диагностика.

Аңдатпа

XXI ғасырдың басынан бастап цифрлық технологиялар қазіргі қоғамның барлық аспектілеріне әсер ете отырып, айтарлықтай орын ала бастады. Олар қарым-қатынасты жеңілдетеді, өмір сапасын жақсартады және жайлылыққа ықпал етеді. Алайда, сонымен бірге олардың психикалық денсаулыққа жағымсыз әсерлерімен, соның ішінде стресс деңгейінің жоғарылауымен және стресстік бұзылулардың дамуымен көрінетін әсерінің минусы пайда болады. Бұл мақала технологияның стресс деңгейіне және психикалық денсаулық диагностикасына әсерін зерттеу мақсатында 2005-2022 жылдар аралығында жүргізілген сегіз зерттеуді қамтитын салыстырмалы мета-талдау болып табылады.

Талдау үшін зерттеуді таңдау әдістемесі Google Scholar және PubMed сияқты беделді ғылыми дерекқорларда “стресс” және “технология” сияқты кілт сөздерді қолданатын мақалаларды табуға негізделген. Зерттеулерді іріктеу кезінде жұмыстар ескерілді, сандық және сапалық талдау әдістері қолданылды, бұл зерттелетін мәселені тереңірек түсінуге мүмкіндік берді. Зерттеу нәтижелері технологияның психикалық денсаулыққа әсерінің түсініксіздігі туралы гипотезаны қолдайды. Технология ыңғайлылық пен жаңа мүмкіндіктер арқылы стрессті азайтып, цифрлық стресстің дамуына түрткі болатыны анықталды. Цифрлық стресс құбылысы проблеманың өзектілігін және технологияны қолданудың жағымсыз салдарын ғана дәлелдейді. Сонымен қатар, технологияның стрессті төмендетуге оң әсері, сондай-ақ оларды диагностика мен емдеуде қолдану талданады. Бұл салыстырмалы талдау жаңа технологиялық шындыққа бейімделудің және олардың психикалық денсаулыққа теріс әсерін азайтудың маңыздылығын көрсетеді. Сонымен қатар, талдау нәтижелерін стрессті төмендетудің қолданыстағы әдістерін жақсарту және цифрлық енгізуге қатысты жаңа тәсілдерді әзірлеу үшін пайдалануға болады. Осылайша, талдау өзекті болып табылады, технологиялар мен стресс деңгейінің өзара байланысын ашады, сонымен қатар осы тақырыпты одан әрі зерттеу мен болжауға негіз болады.

Кілт сөздер: стресс, технологиялар, цифрлық тәуелділік, техностресс, психологиялық денсаулық, диагностика.

Abstract

Since the beginning of the 21st century, digital technologies have begun to occupy a significant place, influencing all aspects of modern society. They simplify communication, improve the quality of life and contribute to the creation of comfort. However, at the same time, there is a downside to their influence, expressed in negative effects on mental health, including increased stress levels and the development of stress disorders. This article is a comparative meta-analysis covering eight studies conducted between 2005 and 2022 in order to study the impact of technology on stress levels and on mental health diagnosis.

The methodology for selecting research for analysis was based on searching articles using keywords such as “stress” and “technology” in reputable scientific databases such as Google Scholar and PubMed. When selecting studies, the work was taken into account, both quantitative and qualitative methods of analysis are used, which made it possible to achieve a deeper understanding of the issue under study. The results of the study confirm the hypothesis about the ambiguity of the impact of technology on mental health. It has been revealed that technologies can both reduce stress due to convenience and new opportunities, and provoke the development of digital stress. The phenomenon of digital stress only proves the urgency of the problem and the negative consequences of using technology. However, along with this, the positive impact of technology on stress reduction, as well as their use in diagnosis and treatment, is also analyzed. This comparative analysis highlights the importance of adapting to new technological realities and minimizing their negative impact on mental health. In addition, the results of the analysis can be used to improve existing stress reduction methods and develop new approaches related to the introduction of digital technologies. Thus, the analysis is relevant, reveals the relationship between technology and stress levels, and forms the basis for further research and forecasting of this topic.

Keywords: stress, technologies, digital addiction, technostress, psychological health, diagnosis.

ВВЕДЕНИЕ

На сегодняшний день невозможно представить современный мир без присутствия цифровых технологий, которые оказывают влияние практически на все аспекты жизни человечества. С каждым днем заметен нарастающий прогресс в развитии технологий, значимость и польза которых не требуют подтверждений. Очевидно, что технологии способствуют ускорению процессов поиска информации, оптимизации внутренних процессов в различных отраслях, развитию коммуникаций и связи. Однако наряду с этим возникает вопрос о наличии негативного влияния технологий на психическое здоровье, который остается открытым для медицинского и научного сообщества. И одной из ключевых основ при изучении психического здоровья является анализ стресса, что подчеркивает необходимость исследования влияния технологий на данный показатель. Таким образом, возникает вопрос, насколько влияние технологий является негативным или позитивным. В условиях глобальной цифровизации стресс выступает основополагающим показателем психического здоровья.

Стресс в целом является совокупностью адаптационных реакций организма при воздействии на организм стрессов-неблагоприятных факторов.[10] На сегодняшний день слово стресс применяется более обширно, а стрессоры могут быть не только физическими но и психологическими. Таким образом, в современном понятии стресс представляет собой физиологическую реакцию организма в ответ на воздействие различных факторов — как психологических, так и физических. С биологической точки зрения, стресс вызывает нарушения в нервной системе и саморегуляции вследствие вынужденной адаптации. Ганс Селье-выдающий эндокринолог выделил 3 основные стадии стресса:

1. Первая реакция является реакцией тревоги, которая мобилизует все ресурсы организма.[11]

2. Вторая реакция основана на сопротивлении, при котором организм способен противостоять внешним стрессорам. Эта реакция обусловлена высокой стрессоустойчивостью.[11]

3. Третья реакция — это реакция истощения, которая возникает при длительном воздействии стрессов, которые не удается предотвратить. Таким образом, индивид уже не в силах справляться со стрессорами, что может привести к заболеваниям.

Однако Селье разделил реакцию истощения на положительную и отрицательную, назвав их эустрессом и дистрессом [11]. При эустрессе происходит процесс трансформации, положительно влияющий на самосознание. Дистресс, напротив, не имеет никакого позитивного аспекта и сопровождается безнадежностью и беспомощностью. Также важно разделять психологический и физиологический стресс. В данном анализе рассматривается психологический стресс, который подразделяется на информационный и эмоциональный [11]. При информационной перегрузке возникает информационный стресс, связанный с неспособностью обработать информацию и справляться с задачей корректно в заданном темпе. Основными симптомами такого стресса являются снижение концентрации и ухудшение памяти. При эмоциональном стрессе появляются тревога, чувство беспокойства, ухудшается сон и аппетит, меняются модели поведения. Эмоциональный стресс возникает вследствие эмоциональной перегрузки, таких как обиды, разочарования или угрозы. В контексте влияния технологий на психическое здоровье у индивидуума могут возникать как эмоциональный, так и информационный стресс.

Также важно учитывать что технологии в данном случае могут оказывать неоднозначное влияние: они могут способствовать как снижению уровня стресса, так и его усилению. Например, применение искусственного интеллекта и приложений для медитации способствует уменьшению стресса и тревожности, тогда как социальные сети могут, напротив, усиливать его. Одним из ключевых преимуществ использовании технологии является внедрение их в диагностику стрессовых стрессовых расстройств в качестве средств выявления и последующего лечения этих состояний.

Таким образом, в данной статье будет проведен обзор современных исследований для сравнительного анализа позитивных и негативных последствий развития технологий. В ходе работы будут выявлены основные тренды и тенденции влияния технологий на стресс на основе анализа 7 различных научных исследований в период с 2005 по 2022 года.

АКТУАЛЬНОСТЬ

Актуальность данной темы очевидна в силу глобальной нарастающей цифровизации и необходимости понимания двойственности влияния технологий на стресс. Понимание двойственного воздействия технологий на снижение или повышение уровней стресса позволяет анализировать возможные риски и предложить методы его предотвращения. Более того, анализ положительного использования технологий в диагностике и лечении психического здоровья способствует улучшению терапевтических методов что приводит к стабилизации психоэмоционального состояния людей. Таким образом, данная тема является крайне актуальной в связи с резким скачком развития технологий и неподготовленностью общества адаптироваться к новым правилам, что выражается в эмоциональной нагрузке в виде стресса.

ГИПОТЕЗА

Технологии могут оказывать значительное влияние на психическое здоровье индивидуума, особенно на показатели стресса. Их воздействие может как способствовать развитию, так и снижению уровня стресса. Факторы гендерного, возрастного и культурного характера влияют на способность адаптации к технологиям и на их влияние на стресс. Таким образом, предполагается, что технологии оказывают двойственное влияние на показатели стресса однако предлагает методы по улучшению диагностики психического здоровья.

ЦЕЛИ ИССЛЕДОВАНИЯ

1. Всестороннее изучение влияния цифровых технологий на механизмы и тенденции

появления стресса посредством сравнительного анализа научных исследований.

2. Изучение факторов, влияющих на повышение стресса.

3. Изучение факторов, влияющих на снижение стресса.

4. Изучение диагностических методов с использованием технологий.

ИССЛЕДОВАТЕЛЬСКИЕ ВОПРОСЫ

1. Чем обусловлено появление стресса в условиях использования и наличия технологий?

Данный вопрос помогает определить факторы влияющие на появление стресса основываясь на развитий технологий (примеры:смартфоны,социальные сети и др.)

2. Какие факторы влияют на повышение и снижение уровня стресса?

Данный вопрос анализирует факторы влияния которые способствуют повышению уровня стресса и как эти факторы связаны между собой.

3. Как различные технологии отличаются по своему влиянию на стресс?

Данный вопрос необходим для понимания разновидностей технологий и их влияния на уровни стресса, как применение внедренных технологий могут по разному сказываться на психическом здоровье.

4. Влияют ли культурные, социальные, генетические, возрастные и биологические факторы на наличие или отсутствие стресса при использовании технологий?

Важный вопрос анализирующий социальные, генетические, возрастные и биологические факторы которые несомненно имеют прямое влияние на уровень стресса и его прогресс или же регресс.

5. Как анализ влияния технологий на стресс может способствовать разработке методов диагностики и лечения?

Данный вопрос затрагивает перспективу и потенциал технологий для дальнейшей диагностики и лечения психических заболеваний. Помогает анализировать уже возможные технологии которые способствуют предотвращению существующих проблем со стрессом.

ОБЗОР ЛИТЕРАТУРЫ

Для проведения анализа были рассмотрены исследования, которые фокусируются на изучении влияния технологий на уровень стресса. Каждое исследование использует количественный или качественный метод анализа и исследует как положительное, так и отрицательное влияние технологий.

Tu, Q., Wang, K., & Shu, Q. (2005) выполнили качественное исследование о влиянии компьютеров на появление цифрового стресса в Китае. Исследование подчеркивает важность понимания негативного влияния технологий, несмотря на существующие их преимущества во всех отраслях.

В исследовании Tarafdar et al. (2007) в своем исследовании провели количественный анализ, который выявил зависимость ролевого стресса и продуктивности от цифрового стресса. Исследование является значимым, поскольку показывает, что цифровой стресс может снижать продуктивность сотрудников в компаниях, что негативно сказывается на всей работе. Таким образом, это исследование может быть полезно при разработке методов минимизации техностресса для увеличения продуктивности сотрудников.

Goyal, M., Singh, S., Sibinga, E. M. S., et al. (2014) в своем систематическом обзоре выявили положительное влияние программ медитации на снижение уровня стресса. Таким образом, данное исследование подчеркивает позитивный эффект развития технологий для психологического состояния. Более того, оно может быть полезно с практической стороны, поскольку программы медитации могут быть внедрены в план лечения групп людей, страдающих психологическими заболеваниями на фоне высокого уровня стресса.

Deursen, A. V., Bolle, C. L., Hegner, S., & Kommers, P. (2015) в своем исследовании анализировали влияние смартфонов на зависимость у разных групп людей, различающихся по полу, возрасту и культурным различиям. Таким образом, использование технологий должно учитывать индивидуальные особенности, принимая во внимание возможный негативный эффект на индивидов.

Afifi, T., Zamanzadeh, N., Harrison, K., & Callejas, M. A. (2018) в своем количественном исследовании провели анализ влияния технологий и СМИ на повышение уровня кортизола и интерлейкина IL-6, которые являются основными показателями стресса. Исследование важно, так как опирается на медицинскую базу лабораторных исследований уровня кортизола в слюне испытуемых.

Fernández-Batanero, J., Román-Graván, P., Reyes-Rebollo, M., & Montenegro-Rueda, M. (2021) в своем качественном исследовании выявили, как образовательные технологии вызывают стресс и тревожность у преподавателей. Исследование является актуальным в связи с массовым внедрением новых технологий в процессы обучения по всему миру после эпидемии COVID-19 и перехода на дистанционное обучение.

Wu, J., Ching, C. T., Wang, H. D., & Liao, L. (2022) провели смешанное исследование, включающее в себя качественный и количественный анализ, в котором рассматривается использование технологий для диагностики и контроля уровня стресса при помощи биосенсоров. Исследование открывает новые горизонты для клинической психологии и помогает понять важность технологий для научного сообщества.

McLachlan, S., Clifton-Beach, R., Morley, J., & Lil, S. (2021) в в своем систематическом обзоре оценили использование носимых устройств и умных технологий для мониторинга депрессии, тревожности и стресса. Оценка основывалась на вариабельность сердечного ритма (HRV), электродермальная активность (EDA) и электроэнцефалограмма (ЭЭГ) Исследование открывает новое видение на диагностику психических расстройств а также депрессии, тревожности и стресса

Таким образом, все исследования, рассмотренные в сравнительном анализе, имеют актуальность и качественный метод анализа, что является важным для подведения итогов и проведения метаанализа исследований. Более того, результаты каждого исследования подчеркивают гипотезу о двуедастном влиянии технологий на показатели стресса.

МЕТОДЫ ИССЛЕДОВАНИЯ

Для сравнительного анализа научных исследований и выявления влияния технологий на появление стресса были выбраны 8 статей в период времени с 2005 по 2022 года, которые охватывают как положительное, так и негативное влияние цифровых технологий на стресс. При выборе статей были учтены определенные критерии.

ТЕМЫ ИССЛЕДОВАНИЙ

Все темы выбранных исследований непосредственно описывают изучаемую тему, делая акцент на показатели стресса. Исследования рассматривались по ключевым словам, таким как: технологии, стресс, технострес, польза технологий, диагностика.

МЕТОДЫ АНАЛИЗА

Для полного и достоверного анализа были отобраны статьи с различными подходами к методам исследования. Они включают как количественный, так и качественный анализы, что позволяет сопоставлять научные и социальные данные.

Исследования были включены в анализ по следующим критериям:

1. Рассматривали ли исследования проблему стресса через воздействие технологий на уровень стресса?

2. Исследования были взяты с большим диапазоном времени для сравнения проблем прошлых лет и недавних.

3. Исследования должны были быть опубликованы в рецензируемых журналах.

4. Исследования должны были быть в открытом доступе.

Исследования были исключены из анализа при наличии следующих пунктов:

1. Исследования рассматривали стресс, но не с позиции влияния технологий.

2. Исследования не находились в открытом доступе.

3. Исследования не были опубликованы в рецензируемых журналах, что могло бы повлиять на достоверность исследования.

4. Исследования являлись книгами или материалами конференций и не включали в себя метод исследования.

ДОСТОВЕРНОСТЬ И АВТОРИТЕТНОСТЬ ИСТОЧНИКОВ

Исследования для анализа были выбраны из достоверных источников, представленных в рецензируемых базах данных, таких как PubMed и Google Scholar.

РЕЗУЛЬТАТЫ ИССЛЕДОВАНИЯ

Таблица 1. Анализ выбранных исследований

Авторы	Метод исследования	Год	Вклады в изучение
Tu, Q., Wang, K., & Shu, Q.	Качественное исследование	2005	Значимость влияния технологий в Китае и влияние компьютеров на появление техностресса.
Tarafdar, M., Tu, Q., Ragu-Nathan, B. S., & Ragu-Nathan, T. S.	Количественное исследование	2007	Низкий уровень техностресса прямо пропорционален ролевому стрессу и обратно пропорционален производительности.
Goyal, M., Singh, S., Sibinga, E. M. S., et al.	Систематический обзор	2014	Программы медитации могут способствовать снижению стресса что можно внедрять в клиническое лечение психических заболеваний.
Deursen, A. V., Bolle, C. L., Hegner, S., & Kommers, P.	Качественное исследование	2015	Смартфон может быть причиной зависимости. На зависимость влияют гендерные и возрастные факторы.

Afifi, T., Zamanzadeh, N., Harrison, K., & Callejas, M. A.	Количественное исследование	2018	Использование технологий и СМИ повышает уровень стресса, что влияет на повышение уровня кортизола и интерлейкина IL-6 в семьях. Это явление особенно сильно воздействует на подростков и отцов.
Fernández-Batanero, J., Román-Graván, P., Reyes-Rebollo, M., & Montenegro-Rueda, M.	Качественное исследование	2021	Использование образовательных технологий может привести к увеличению стресса и тревожности у преподавателей.
Wu, J., Ching, C. T., Wang, H. D., & Liao, L.	Смешанное/комбинированное исследование	2022	Носимые биосенсоры для контроля стресса могут быть полезны при диагностике психических заболеваний в клинической практике
McLachlan, S., Clifton-Bligh, R., Morley, J., & Lal, S.	Систематический обзор	2021	Внедрение технологий, таких как умные часы, помогает контролировать и мониторить показатели стресса. Большинство таких устройств используют средний пульс (HR) для мониторинга стресса, однако более точным показателем является вариабельность сердечного ритма (HRV).

ИССЛЕДОВАНИЕ 1

Влияние средств массовой информации и технологий на уровень стресса (кортизол) и воспаления (интерлейкин IL-6) в семьях с быстрым развитием событий. (Afifi et al., 2018)

Данное исследование основывалась на анализе биологических показателей под влиянием средств массовой информации и технологий. Были проанализированы показания кортизола и интерлейкин IL-6 у шестьдесят двух семей с учетом взрослых и подростков.

Кортизол является гормоном стресса который непосредственно участвует в реакциях физического и эмоционального стресса. (“Subchapter 123D - Cortisol,” n.d.). Более того он имеет значительное значение на процессы регуляции. Интерлейкин IL-6 активирует синтез липидов и является некой противовоспалительной молекулой.(Contributors to Wikimedia projects, 2024)

Результаты исследования показали что индикаторы кортизола и интерлейкин IL-6) были повышены у подростков и отцов часто использующих телефоны а именно повлияло воздействие СМИ и социальных сетей использование телефона и почты у подростков и и отцов соответственно. Однако использование технологий не повлияло на биосоциальные маркеры у матерей и на показатели кортизола днем у всех челенов семьи Использование технологии перед сном значительно увеличивали показатели стресса у подростков но снижали его у отцов Таким образом исследование основано на эмпирических данных как анализ слюны для выявления показателей кортизола Данное исследование имеет больше значение для даллньейшего анализа и практического прогнозирования влияния технологий как социальные сети и СМИ на стресс.

ИССЛЕДОВАНИЕ 2

Влияние техно-стресса на ролевую нагрузку и продуктивность. (Tarafdar et al., 2007)

Данное исследование объясняет значение техно-стресса и влияние технологий на его появление. Также оно выявляет зависимость между техно-стрессом, личной продуктивностью и ролевым стрессом, опираясь на данные эмпирического опроса в 223 организациях. Исследование указывает, что внедрение ИКТ (информационно-коммуникационные технологии), наряду с преимуществами для организации в оптимизации процессов, оказывает негативное влияние на психологическое самочувствие сотрудников, вызывая тревожность и страхи. Явление, при котором стресс вызван технологиями, имеет терминологию как техностресс. Одним из факторов, влияющих на появление техно-стресса, может быть постоянный прогресс технологий, вынуждающий к постоянной адаптации и повышению социальных и когнитивных требований к сотрудникам.

Второй причиной является чувство тревожности, вызванное ощущением отсутствия контроля над своей жизнью. Возникает это в силу развития коммуникации, которая вынуждает быть всегда на связи. Также технологии могут сказаться на внутренних процессах в силу их внедрения в работу, что отражается на значимости человека в организации.

В-третьих, ИКТ меняют роль человека в организации. Исследования показывают, что технологии с точки зрения организационных моментов являются преимуществом, однако с социального аспекта — недостатком. Вследствие изменения власти и внедрения новых социальных норм, адаптированных

Estimates

		Standardized estimates
Productivity	← Technostress	−0.158*
Productivity	← Role stress	−0.210**
Role stress	← Technostress	0.613***
Techno-overload	← Technostress	0.701***
Techno-invasion	← Technostress	0.663***
Techno-complexity	← Technostress	0.732***
Techno-insecurity	← Technostress	0.674***
Techno-uncertainty	← Technostress	0.383***
Role overload	← Role stress	0.814***
Role conflict	← Role stress	0.805***
Item 1	← Productivity	0.792***
Item 2	← Productivity	0.927***
Item 3	← Productivity	0.883***
Item 4	← Productivity	0.807***

Model fit indexes

Chi-square (df)	253 (147)
Chi-square/df	1.718
GFI	0.901
AGFI	0.872
NFI	0.867
NNFI	0.929
CFI	0.939
RMR	0.063

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$; based on one-tailed t-test.

Таблица 2. Взаимосвязь между Техно-стрессом, Ролевым Стрессом и Продуктивностью. (Tarafdar et al., 2007)

Таблица 2 демонстрирует взаимосвязь между техно-стрессом, ролевым стрессом и продуктивностью. Исходя из данного исследования, было выявлено, что низкий уровень техно-стресса прямо пропорционален ролевому стрессу и обратно пропорционален производительности. Таким образом, Таблица 2 показывает важность снижения техно-стресса, который не только повышает уровень продуктивности, а также снижает уровень ролевого стресса, что положительно может сказаться на целостной работе.

ИССЛЕДОВАНИЕ 3

Техностресс, связанный с компьютерами, в Китае. (Tu et al., 2005)

Данное исследование анализирует актуальность проблемы техностресса в Китае и его взаимосвязь с производительностью труда. Исследование показывает, что развитие технологий оказывает негативное влияние на психику не только IT-специалистов, но и обычных пользователей. По статистике, указанной в статье, около 100 предприятий ежегодно вкладывали около 10–15 миллиардов долларов в развитие новых IT-приложений. Учитывая, что исследование является не недавним, можно предположить, насколько усилилась проблема возникновения техно-стресса в настоящее время.

ИССЛЕДОВАНИЕ 4

Влияние образовательных технологий на стресс и тревожность учителей: обзор литературы. (Fernández-Batanero et al., 2021)

Данная статья основана на систематическом обзоре 16 исследований, проведенных в период с 2005 по 2019 годы, посвященных анализу стресса и тревожности учителей, связанных с использованием образовательных технологий. Обзорный анализ был проведен с использованием рекомендаций по предпочтительным статьям отчетности для систематических обзоров и мета-анализа (PRISMA).

Результаты исследований показали, что уровень стресса и тревожности учителей, связанных с использованием технологий, вырос с 2005 по 2019 год в геометрической прогрессии.

Исследование также подчеркнуло ограничения при анализе. Основными ограничениями являлись:

1. Для освоения современных ИКТ технических навыков требуется меньше времени, чем раньше, что указывает на неточность переменной.

2. Развитие технологий стремительно прогрессирует, что может значительно повлиять на скорость адаптации к новым технологиям. Быстрая адаптация способствует снижению показателей стресса.

3. Уровень стресса зависит от навыков использования и ознакомленности, что является дефицитным в некоторых странах. Таким образом, на развитие технологий влияет географическое расположение страны.

4. Использование ИКТ в зависимости от цели и возраста может варьироваться, что не дает точных данных о том, какая именно будет реакция на их использование.

ИССЛЕДОВАНИЕ 5

Моделирование привычного и вызывающего зависимость поведения при использовании смартфонов: роль типов использования смартфонов, эмоционального интеллекта, социального стресса, саморегуляции, возраста и пола. (Deursen et al., 2015)

Данное исследование было основано на анализе влияния использования смартфонов на социально-эмоциональную составляющую индивида и развитие зависимости. Был проведён онлайн-опрос среди 386 респондентов. Исследование показало несколько ключевых результатов:

1. Использование смартфонов, особенно для социальных сетей, способствует формированию зависимости.

2. Уровень эмоционального интеллекта не оказывает значительного влияния на появление зависимости.

3. Стресс в социуме может быть вызван зависимостью от смартфона, а отсутствие саморегуляции повышает вероятность развития зависимости.

4. При сравнительном анализе полов было выявлено, что мужчины реже становятся зависимыми, чем женщины. Меньшая зависимость у мужчин сопровождается и меньшим уровнем эмоционального стресса.

5. Возраст также имеет значение для вероятности зависимости, и более пожилые люди склонны к меньшему проявлению зависимости от смартфонов.

ИССЛЕДОВАНИЕ 6

Программы медитации для снятия психологического стресса и улучшения самочувствия. Систематический обзор и мета-анализ (Goyal et al., 2014)

Данное исследование показывает, как внедрение программ медитации может влиять на снижение стресса и лечение некоторых психологических расстройств. Исследование, включавшее 3515 человек, показало следующие результаты:

1. Программы медитации способствуют снижению тревожности и уровня стресса, а также уменьшению депрессивного состояния.

2. Эффект медитации сохраняется в течение 3-6 месяцев. Однако не было получено точных данных о том, что медитация превосходит медикаментозное лечение.

3. Медитация может быть внедрена для оказания психологической помощи, и клинические психологи могут рекомендовать эти программы для снижения стресса.

ИССЛЕДОВАНИЕ 7

Новые носимые биосенсорные технологии для мониторинга стресса и их применение в реальных условиях (Wu et al., 2022)

Данное исследование демонстрирует, как технологии могут быть использованы в позитивном аспекте влияния на стресс. Исследование изучает ЭЭГ и его значимость в разработке технологий. ЭЭГ (электроэнцефалография) основано на изучении электрических колебаний головного мозга, возникающих при синхронизации кортикальных нейронов. Сигналы ЭЭГ связаны с психофизиологическими показателями человека. Изучение ЭЭГ помогает прогнозировать психические заболевания, поскольку позволяет выявлять изменения в активности мозга, связанные с психическим состоянием.

Исследование показывает, как новые носимые биосенсорные технологии являются эффективными при мониторинге стресса и контроле психофизиологического самочувствия человека. Такие устройства могут предоставлять данные о эмоциональном состоянии, усталости и уровне стресса. Таким образом, такие разработки могут быть полезны при прогнозировании поведения или в клинической практике для диагностики психических заболеваний. Также эти технологии могут быть улучшены для предоставления путей снятия стресса и проведения клинических исследований.

ИССЛЕДОВАНИЕ 8

Интеллектуальные устройства и носимые технологии для выявления и мониторинга психических расстройств и стресса: систематический обзор.(Hickey et al., 2021)

Данное исследование основано на оценке и выявлении современных интеллектуальных устройств и носимых технологии которые используется для выявления депрессии, тревоги и стресса. При анализе исследовании стресс оценивался по параметрам вариабельности сердечного ритма (ВСР) и электроэнцефалограммы (ЭГГ).

Исходя из исследования, можно сделать вывод, что уровень тревожности, депрессии и хронического стресса глобально растет. Однако внедрение технологий, таких как умные часы, помогает контролировать и мониторить показатели стресса. Большинство таких устройств используют средний пульс (HR) для мониторинга стресса, однако более точным показателем является вариабельность сердечного ритма (HRV) .(Hickey et al., 2021). Электродермальная активность (EDA) также применяется для мониторинга стресса, но существуют некоторые неудобства, связанные с ее использованием, и ограничения как подверженность артефактам движения (Hickey et al., 2021).

Таким образом, исследования демонстрируют перспективы использования технологий для мониторинга стресса, а также их потенциал в дальнейшем лечении и диагностике психических расстройств.

ОБСУЖДЕНИЕ

Стремительное технологическое развитие привлекает внимание многих ученых, в частности психологов, к изучению последствий такого прогресса. Современные исследования, описанные в данной статье, охватывающие период с 2005 по 2022 год, показывают значимость влияния технологий на уровень стресса и психоэмоциональное здоровье. Анализ был осуществлен при помощи использования таких авторитетных баз данных, как Google Scholar и PubMed, что обусловлено их авторитетностью в научных кругах и достоверностью источников.

Исследованиявключают как количественные, качественные, так и комбинированные методы исследования (Таблица 1). Более того, были учтены как эмпирические исследования, описывающие позитивное, так и негативное влияние технологий на стресс. Основные значимые выводы были также указаны в разделе результатов. Анализируя источники за период в 17 лет, было выявлено, что значительный интерес к негативному влиянию стресса был более выражен в прошлом, а в настоящее время технологии способствуют преимущественно позитивному влиянию, нежели негативному. Однако это не является однозначным, и для точного анализа следует расширить число анализируемых источников и временной диапазон.

Опираясь на количественный анализ, показатели стресса можно измерять и на практике, что в целом облегчает экспериментальную часть изучаемых исследований. Одним из примеров является анализ повышения уровня стресса под влиянием технологий и СМИ с использованием анализа слюны(Afifi et al., 2018). Такой метод способствовал выявлению повышения кортизола и интерлейкина IL-6 у семей.

Также анализируемые исследования указали на появление “Техно-стресса” — стресса, возникшего в результате развития информационных технологий. (Tarafdar et al., 2007). Было выявлено некое взаимодействие между техно-стрессом, ролевым стрессом и продуктивностью. Вследствие этого можно подметить, как стресс негативно влияет на продуктивность, имея обратно пропорциональную зависимость. Тем примером может служить техно-стресс в Китае, стране, где выделялось $10-15 миллионов долларов на IT-разработки (Tu, Wang, & Shu, 2005). Таким образом, такие исследования показали актуальность глобальной проблемы техно-стресса для современного общества!

В отдельных исследованиях обсуждалось влияние технологий на тревожность работников образовательной сферы, и были выявлены основные факторы возникновения тревожности, включая культурно-исторические факторы. Уровень стресса зависит от навыков использования и ознакомленности, что является дефицитным в некоторых странах. Таким образом, на развитие технологий влияет географическое расположение страны (Fernández-Batanero, Román-Graván, Reyes-Rebollo, & Montenegro-Rueda, 2021).

Также некоторые исследования показали влияние возрастных и гендерных различий на появление зависимости от смартфонов путем онлайн-опроса 386 испытуемых, что подтверждает достоверность полученных результатов.(Deursen, Bolle, Hegner, & Kommers, 2015). В одном из исследований был проведен схожий с данным анализ — мета-анализ. Также были соблюдены рекомендации по предпочтительным статьям отчетности для систематических обзоров и мета-анализа (PRISMA), что доказывает последовательность анализа изучаемых исследований.(Fernández-Batanero, Román-Graván, Reyes-Rebollo, & Montenegro-Rueda, 2021). Для анализа были выбраны также статьи, указывающие на положительное влияние на снижение стресса. К примеру, влияние программ медитации на снижение стресса, что также может применяться в терапевтическом контексте (Goyal et al., 2014).

С развитием технологий также важно учитывать уровень их развития, который позволяет разрабатывать новые устройства не только для облегчения быта, но и для лечения психического здоровья. Именно такой метод описывается в исследовании по внедрению биосенсорных технологий для мониторинга стресса.

Сравнительный мета-анализ данных исследований способствовал глубокому пониманию темы и построению временной картины прогресса развития технологий и их влияния на стресс. Более того, анализ показал потенциал внедрения технологий для лечения и диагностики заболеваний психологического характера.

ЗАКЛЮЧЕНИЕ

С начала XXI века цифровые технологии стремительно набирают обороты, охватывая все аспекты современного мира, включая человека. Технологии играют значительную роль в воздействии на психоэмоциональное состояние человека, а также в снижении или повышении уровня стресса.

Проведенный анализ за период с 2005 по 2022 годы подводит к неоднозначным выводам о влиянии технологий на стресс, выявляя как положительные, так и отрицательные стороны. Несомненно, технологии являются инновациями, которые способствуют улучшению экономических, социальных, политических и бытовых аспектов жизни. Они упрощают жизнь, создают комфортные условия, способствуют интеллектуальному, духовному и физическому развитию, что лишь подчеркивает их значимость. Кроме того, технологии находят применение в диагностике, прогнозировании, лечении и открытии новых возможностей в лечений и мониторниге показателей здоровья..

Однако важно учитывать возможное негативное влияние технологий на психическое здоровье и эмоциональное состояние. Их разнообразие и широкое применение могут как позитивно, так и негативно сказываться на жизни. Среди негативных последствий можно выделить зависимость, эмоциональную нестабильность, тревожность, повышение уровня стресса, а также изменения физиологических показателей.Таким образом, данная статья была направлена на обзорный анализ этой области для дальнейшего понимания возможных будущих тенденций. Она способствует обобщенному пониманию факторов влияния технологий, а также перспектив их использования для улучшения жизни. Проведенный анализ качественных и количественных исследований выполнен всесторонне, однако были выявлены некоторые ограничения, связанные с недостатком литературы по изучаемой теме.

Для более точного сравнительного анализа в будущем следует изучить больше источников с более широким временным охватом. Дальнейшие исследования могут способствовать разработке стратегий и методов по снижению стресса, вызванного влиянием цифровых технологий. Также важно научиться адаптироваться к новым реалиям и идти в ногу с прогрессом.

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РЕПЛИКАЦИОННАЯ ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА: ПРОФИЛИРОВАНИЕ КЛЮЧЕВЫХ ПСИХОЛОГИЧЕСКИХ ОСОБЕННОСТЕЙ И ТРАНСДИАГНОСТИКА ОРТОРЕКСИИ, РУМИНАЦИОННОГО И ИЗБИРАТЕЛЬНОГО РАССТРОЙСТВ

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УДК 159.972

Аннотация

С каждым годом процент диагностирования расстройств пищевого поведения растет, и чаще всего пациентами являются женщины и подростки. Недавнее исследование Rossi и др. (2023) показало, что использование EDI-3 (Eating Disorder Inventory-3), инструмента самооценки когнитивных искажений, связанных с РПП, может помочь в ранней трансдиагностике риска возникновения болезни, что важно для профилактики расстройства. Я предлагаю реплицировать исследование, которое было проведено в Италии, используя другой инструмент EAT-26, чтобы сравнить результаты с EDI-3. Также я поменяла выборку, так как в исследовании итальянских ученых были опрошены люди с диагностированным заболеванием, в то время как в мире в разы больше тех, у кого есть предпосылки к РПП, но нет диагноза. Параллельно с этим я исследую профилактику менее распространенных типов нарушенного питания как орторексия, избирательное питание и руминация.

Ключевые слова: EDI-3, EAT-26, расстройство пищевого поведения, РПП, орторексия, руминация, избирательное питание, трансдиагностика

Аңдатпа

Жыл сайын тағамдық мінез-құлықтың бұзылыстарын диагностикалау пайызы артып келеді және көбінесе әйелдер мен жасөспірімдер пациенттер болып табылады. Жақында жүргізілген Rossi және басқалардың (2023) зерттеуі EDI-3 (Eating Disorder Inventory-3), ТКА-мен байланысты когнитивті бұрмалануларды өзін-өзі бағалау құралы, аурудың пайда болу қаупін ерте трансдиагностикалауға көмектесетінін көрсетті, бұл бұзылыстың алдын алу үшін маңызды. Нәтижелерді EDI-3-пен салыстыру үшін басқа EAT-26 құралын пайдаланып Италияда жүргізілген зерттеуді қайта зертеуді ұсынамын. Мен сондай-ақ үлгіні өзгерттім, өйткені итальяндық ғалымдардың зерттеуі диагноз қойылған адамдармен сұхбат жүргізді, ал әлемде ТКА алғышарттары бар, бірақ диагнозы жоқ адамдар бірнеше есе көп. Сонымен қатар, мен орторексия, селективті тамақтану және руминация сияқты бұзылған тамақтанудың сирек кездесетін түрлерінің алдын алуды зерттедім.

Кілт сөздер: EDI-3, EAT-26, тағамдық мінез-құлықтың бұзылуы, ТКА, орторексия, руминация, селективті тамақтану, трансдиагностика

Abstract

Every year the percentage of eating disorders is growing, and most often patients are women and adolescents. A recent Italian study has shown that the use of EDI-3 (Eating Disorder Inventory-3), a self-assessment tool for cognitive distortions associated with eating disorders, can help in early transdiagnosis of the risk of developing the disease, which is important for the prevention of the disorder. I propose to replicate the study, which was conducted in Italy by Rossi, et al. (2023), using another tool EAT-26, to compare the results with EDI-3. I also changed the sample, since the Italian scientists' study surveyed people with a diagnosed disease, while in the world there are many times more people who have predispositions to eating disorders, but do not have a diagnosis. In parallel with this, I am researching the prevention of less common types of disordered eating such as orthorexia, selective eating and rumination.

Keywords: EDI-3, EAT-26, eating disorder, ED, orthorexia, rumination, selective eating, transdiagnosis

ВВЕДЕНИЕ

ОБЩЕЕ ПОНЯТИЕ ОБ РПП

Расстройства пищевого поведения (РПП) – это ряд поведенческих привычек, связанные с изменениями в питании и ведущие к деструктивному образу жизни. Люди с РПП постоянно думают о еде, связывают свою жизненную деятельность с приемом пищи, живут, чтобы есть, а не едят, чтобы жить. Прием пищи для них, как ритуал, считающийся вознаграждением за какое-то дело или наказанием. Именно поэтому такие расстройства чаще встречаются у людей с обсессивно-компульсивным типом акцентуации по версии Н. Мак Вильямс. По данным анонимного опроса новостного портала Informburo.kz самый распространенный вид РПП у казахстанцев – анорексия, и в 10 раз чаще заболевание встречается у женского пола в особенности в подростковом возрасте, когда лобная доля мозга еще достраивается, формируется сниженный эмоциональный фон и человек старается подстроиться под все стандарты общества, включая стандарты красоты и тренд на худобу.

ПРОБЛЕМА

Глобальная распространенность РПП выросла с 2008 по 2018 год с 3,4% до 7,8%, а на данный момент этот показатель достиг 8,4% (Galmiche и др, 2019). Помимо всем известной анорексии есть и другие распространенные расстройства: нервная булимия и компульсивное переедание. Однако проблема состоит в том, что менее изученные виды, как орторексия, руминация и избирательное питание, уже вошли в обиход и нормализовались в обществе, из-за чего молодые люди испытывают непонятную им психологическую нагрузку, проблемы с желудочно-кишечным трактом. РПП часто сопровождается депрессией и тревожным расстройством из-за сниженной психической деятельности (Медведев и др, 2020). Кроме этого, у таких пациентов вследствие чаще появляются зависимости в виде алкоголизма и приема психотропных веществ (Erin и др, 2001). Более того, у людей с полным или частичным расстройством повышен риск суицида или ранней смерти от истощения (Woodside и др, 2001). Это может быть одной из причин того, что в рейтинге ВОЗ по уровню суицида Казахстан занимает 20 место из 183-х на сегодняшний день, что является слишком высоким показателем для государства с плотностью населения 7,2 чел/км2. Отсутствие борьбы с РПП, как с эпидемией 21 века, на государственном уровне полностью противоречит словам первого президента страны в послании народу «Казахстан-2050», где здоровье нации обозначилось, как основа нашего успешного будущего.

Исходя из проблемы, можно выделить следующие задачи исследования:

1. Сравнить эффективность EDI-3 и EAT-26, как двух инструментов для диагностики рисков РПП.

2. Определить предпосылки к орторексии, руминации и избирательному питанию у молодых людей с помощью EAT-26.

3. Предложить профилактические меры от нормализованных расстройств пищевого поведения.

Данная исследовательская работа должна ответить на следующие вопросы:

1. Насколько аппликация теста EAT-26 уместна для оценки риска заболеваемости РПП?

2. Какие есть причины появления непопулярных типов деструктивных пищевых привычек?

3. Как можно предотвратить орторексию, руминацию и расстройство избирательного питания?

ТЕОРЕТИЧЕСКАЯ ОСНОВА

РАЗЛИЧИЕ EDI-3 И EAT-26

В оригинальной работе для репликации «Многие аспекты расстройств пищевого поведения: описание ключевых психологических особенностей нервной анорексии и компульсивного переедания» А. Росси и другие выделили, что использование психодиагностического теста EDI-3 может идентифицировать и отличить больных анорексией и компульсивным перееданием и людей без таких проблем. EDI-3 – инструмент в психиатрии для оценки пищевого поведения, состоящий из 91 вопроса и имеющий 12 шкал для оценки (Garner, 1984). Испытуемые, у которых был диагноз, сравнивались с контрольной группой – здоровыми людьми. Результатом эксперимента стало заключение, что пациенты имеют низкую самооценку и высокий уровень контроля, а также желание угодить другим людям, в то время как здоровые люди более лояльны к себе и способны признавать ошибки в поведении и привычках. Однако в исследовании авторов было несколько ограничений. Первое, они не учли, что не все люди с заболеваниями имеют диагнозы. Например, более 5% девушек подростков в США имеют расстройство такого спектра, а более 13% имеют предпосылки к деструктивным пищевым привычкам, то есть не все больные в мире имеют диагнозы (Stice и др, 2009). А почти 44% людей с компульсивным перееданием вообще не получают лечение (Westerberg и др, 2013). Второе, одним из критериев для участия в эксперименте был возраст старше 18, так как нужно было письменное согласие на участие, а за несовершеннолетних пациентов ответственность перед законом несет родительская фигура, хотя средний возраст заболеваемости – 13–14 лет, а каждая 3 девочка-подросток в той или иной степени имеет симптомы (López-Gil и др, 2023). Поэтому методология в этой работе будет неэкспериментальной, чтобы обеспечить анонимность для несовершеннолетних респондентов и охватить более обширную группу людей – подростков.

EDI-3 – научное тестирование, поэтому доступа к расшифровке у психологов-смежников нет, соответственно я не имею нужную мне информацию. То же самое относится к таким диагностическим тестам как ChEDE-Q8 (Children's Eating Disorder Examination-Questionnaire), EDE-Q (The Eating Disorder Examination Questionnaire) и CET (Compulsive Exercise Test). К тому же они используются исключительно в клинических случаях.

На контрасте EAT-26 (Eating Attitudes Test) - наиболее широко используемый стандартизированный метод самооценки симптомов и проблем, характерных для расстройств пищевого поведения, который можно использовать для аппликации в неклинических случаях (Rogoza и др, 2016). EAT может быть особенно полезен для скрининга, поскольку он фиксирует ключевые симптомы РПП и его можно быстро и легко проводить. Поэтому оцифровав данный тест, можно выявить общие предпосылки к менее распространенным расстройства изучаемого ряда.

Уникальность моей исследовательской работы является фокусировка на менее популярных видах РПП: орторексии, руминации и расстройства избирательного питания, и последующим рекомендациям по профилактике.

ОРТОРЕКСИЯ

Нервозная орторексия – патологическая фиксация на правильном питании и одержимость здоровой едой (Bratman и др, 2000). Оно еще не признано психическим заболеванием, но считается бичом современности. Орторексики в отличие от анорексиков обращают нездоровое внимание не на количество, а на качество потребляемой пищи. Например, проверяют не были ли овощи выращены с использованием пестицидов или из какой муки сделаны макароны. Помимо проверки еды пациенты зацикливаются на взвешивании продуктов, расчете КБЖУ (калории, белки, жиры, углеводы) и излишне планируют будущие приемы пищи (Koven и др, 2022).

Основная причина возникновения нервозной орторексии – влияние социальных сетей и контент там (Снегирева и др, 2022). Пищевые привычки формируются, основываясь на семейных традициях, образу жизни человека, экономическим положением и социальным одобрением. В Инстаграме и ТикТоке часто в тренды выходят видео о псевдоправильном питании от сомнительных нутрициологов, которые базируются на ограничении человека от углеводов, жиров, сладостей и т. д. Таким образом у человека с диагнозом при виде такой еды появляются мысли о количестве калорий или недостатке белка, из-за чего он ограничивает себя в употреблении определенных продуктов. Если орторексики съедают что-то «неправильное», то судорожно отрабатывают съеденные калории в зале (Гузева и др, 2019).

Профилактикой орторексии можно назвать внедрение проверки контента на медиа платформах. Например, функция проверки сертификатов в Инстаграме или ТикТоке прежде, чем сделать из личной странички бизнес-аккаунт и монетизировать его. Настоящие сертифицированные диетологи и нутрициологи с медицинским образованием могут предоставить фотографии своих дипломов в отличие от тех, кто себя так называет без единого удостоверяющего документа. Таким образом советы о правильном питании потребители контента смогут получать в более фильтрованном виде. Со стороны пропаганды здорового образа жизни можно смести фокус с подсчета калорий и деления еды на «правильную» и «неправильную» на интуитивное питание (Reich, 2019). Мы все рождаемся со способностью адекватно реагировать на голод и есть по нужде, но из-за профицита забегаловок, кафе, доступа к сладостям нездоровое питание может взять верх. В итоге мы начинаем жить, чтобы есть, а не есть, чтобы жить. Чрезмерная озабоченность едой может уменьшиться, если мы дадим себе безоговорочное разрешение есть любую пищу на основе наших внутренних сигналов (Denny и др, 2013). В своей диссертации Рейх (2019) предоставила 10 принципов интуитивного питания:

1. Отвергнуть культ диет
2. Уважать свой голод
3. Перестать ограничивать себя
4. Останавливать себя перед взвешиванием порций и подсчетом КБЖУ
5. Чувствовать насыщение
6. Открыть фактор удовлетворения от еды
7. Не заедать эмоции
8. Уважать свое тело
9. Упражняться, чтобы быть здоровым, а не худым
10. Уважать свое здоровье.

РУМИНАЦИЯ

Руминационное рассройство – константное умышленное срыгивание или сплевывание еды, может быть следствием нервной булимии (Attia и др, 2022), а также часто наблюдается у людей с депрессией и тревожным расстройством. Регургитация бывает у младенцев и маленьких детей с проблемами с ЖКТ, но в контексте РПП мы рассматриваем это как патологию восприятия пищи. Пациенты могут прожевывать «запретную» пищу, как сладости или мучное, а потом сплевывать. Как правило, они стесняются делиться этим даже со своим лечащим врачом.

Причины возникновения не известны до конца, но гастроэнтерологи выделяют несколько вариантов начиная с невротического переедания заканчивая язвенными болезнями. К слову, язвенные болезни могут быть связаны с чрезмерным употреблением слабительных средств и диуретиков, которые необходимы пациентам с анорексией для снижения веса. Можно сделать предположение, что руминационное расстройство это долгосрочное последствие нервной анорексии.

По профилактике руминационного синдрома в Интернете почти нет никакой литературы, в основном про лечение уже появившейся болезни. Возможно, потому что предугадать, когда это может начаться почти невозможно. Но одной из предпосылок руминации, то есть бесконтрольного рвотного рефлекса от съеденной еды, является повышенная кислотность желудка (Rajindrajith, 2012). В таких случаях стоит соблюдать правильный лечебный стол, включающий рис, ячмень, нежирную рыбу, овощи и фрукты. Питание стоит сделать дробным: есть небольшими порциями 5–6 раз в день. Также рекомендуется наблюдаться у гастроэнтеролога и диетолога.

ИЗБИРАТЕЛЬНОЕ/ОГРАНИЧИТЕЛЬНОЕ РАССТРОЙСТВО ЛИЧНОСТИ

Избегающее/ограничительное расстройство пищевого поведения (ИОРПП) – сравнительно недавно было обозначено, как психическое заболевание, потому что для многих людей не есть что-то из-за его консистенции, цвета или запаха стало нормой. Например, ни для кого не секрет, что дети в основном не любят овощи, а предпочитают макаронные изделия, наггетсы, картофель фри, сладости. Это не должно поощряться, потому что человек так и не приучится к здоровому полноценному питанию и в будущем не сможет правильно планировать свой рацион. Это расстройство, в отличие от анорексии, никак не связано с дисморфофобией, а больше с выученной привычкой. Тем не менее, избирательное расстройство также может быть у тех, кто питается исключительно полезными продуктами (Norris и др, 2014).

Причин возникновения подобного расстройства много: следствие аутизма, обсессивно - компульсивного расстройства, воспитание родителей. Гурова (2016) делит причины ИОРПП на органические и неорганические. В первую категорию входят «пороки развития верхних отделов желудочно-кишечного тракта, патология верхних отделов желудочно-кишечного тракта, неврологическая патология, метаболические заболевания, пищевая непереносимость (аллергия к белкам коровьего молока), врожденная патология сердечно-сосудистой системы, дыхательной системы». Вторая категория причин содержит «неправильное вскармливание, посттравматическое расстройство питания» (Гурова, 2016).

Emmet (2016) в своем исследовании, где участвовали 6000 детей с данным расстройством, обозначил, что предпосылки к ИОРПП возникают у детей с 1 до 3-х лет. То есть прикорм в это время очень важен. Если в ранние периоды развития у ребенка нет разнообразия в питании – он ест только макароны, гречку и курицу, а не смешивает овощи с фруктами, рыбу и злаковые, есть риск развития РПП. К тому же в случае, если мать тоже питается очень избирательно, ребенок берет с нее пример, что соответствует его возрастной категории, и делает точно также, даже если и бессознательно (Пырьева и др, 2017).

Моя гипотеза заключается в том, что если выявить предрасположенность и риск появления исследуемых видов РПП, то можно будет эффективно составить план профилактики и уменьшить распространенность расстройств в целях сохранения здоровья молодежи, соответственно и здоровья нации.

МЕТОДОЛОГИЯ

Методология включает в себя аппликацию вопросов теста EAT-26 в целях профилактики более редких расстройств пищевого поведения и оказания ранней помощи детям и подросткам, чтобы уменьшить последствия для их здоровья в будущем. Для этого оригинальный опросник будет дополнен и видоизменен, чтобы вопросы были нацелены не на выявление анорексии и компульсивного переедания, а на ИОРПП, орторексии и руминации. Для этого было выбран неэкспериментальное колличественное исследование, чтобы сохранить анонимность несовершеннолетних, и не подвергать внешним раздражителям их психику. Использован проспективный подход, опросник когортный, так как устанавливается связь между факторами риска для психического здоровья, и корреляционный, потому что выслеживается связь между пищевыми привычками и риска подвергнуться РПП.

ОПИСАНИЕ ТЕСТА

EAT-26 нацелен на выявление отношения к еде, беспокойств по поводу веса и питания. Он широко используется в клинических и исследовательских целях. Здесь я использую его, чтобы проводить раннюю диагностику подросткового питания и в будущем оказание им помощи. «Шкала имеет высокие внутреннюю согласованность (альфа Кронбаха — 0,883) и ретестовую надежность (r=0,865)» (Мешкова и др, 2023). Использоваться будет видоизмененный тест EAT-26. В тесте всего 26 вопросов с 6 вариантами ответа: «всегда» - 3 балла, «как правило» - 2.5 баллов, «довольно часто» - 2 балла, «иногда» - 1.5 баллов, «редко»

- 1 балл, «никогда» - 0 баллов. Общее количество баллов – 78. При наличии более 20 баллов присутствует риск наличия расстройства или предрасположенность.

ВЫБОРКА И ПРОЦЕСС ИССЛЕДОВАНИЯ

Общая выборка состоит из 200 человек: 100 с диагнозами и 100 случайных респондентов без диагнозов будут опрошены с помощью теста EAT-26. Люди с диагнозами – контрольная группа. Именно их ответы будут проанализированы и сопоставлены с их диагнозами, чтобы взять как шаблон. В Казахстане нет коррекционных центров для лечения РПП, поэтому людей с диагнозами можно будет найти в Центре изучения расстройств пищевого поведения (ЦИРПП) в городе Москва, Российская Федерация. Психиатрические больницы здесь рассматривать не рекомендуется, так как там находятся люди с очень тяжелыми стадиями расстройств, поэтому их ответы будут недостаточно достоверны из-за измененного сознания. В ЦИРПП находятся люди как с распространенными болезнями в виде анорексии и КП, так и не такие распространенные, которые и изучаются в моей работе. Когнитивные способности людей с РПП не искажены, поэтому провести анкетирование с ними не составит труда, но делать должен будет их психотерапевты в стенах ЦИРПП, потому что они являются доверенным лицом. Опросник будет размещен на Google Forms, так как платформа бесплатная в отличие от SurveyMonkey, а также чтобы можно было получить визуальные диаграммы для интерпретации данных. После интерпретации данных от 100 диагностированных людей тестирование будет применено на 100 обычных, чтобы выявить процентаж тех, кто находится в группе риска.

ЭТИЧНОСТЬ

По этическим соображениям перед переходом к вопросам будет сделана форма согласия о том, что данные могут быть проанализированы и ответы будут интерпретированы так, чтобы можно было выявить ранние риски заболевания РПП у других людей и проводить профилактические мероприятия. Это необходимо для осведомленности респондентов и защиты их конфиденциальности. В будущем психологам можно будет проводить видоизмененный EAT-26 для недиагностированных клиентов.

ПРЕДЛОЖЕННЫЕ ВИДОИЗМЕНЕНИЯ

В таблице 1 представлена моя интерпретация теста в целях сделать его направленным на менее популярные типы РПП. Символические обозначения расстройств: анорексия – А, булимия – Б, компульсивное переедание – КП, орторексия – О, руминация – Р, избирательное питание – И.

Таким образом количество предложенных мною вопросов – 18. Остальные 8 можно взять из оригинального опросника, опираясь на их соотнесенность ко всем типам вопросов. Например, утверждение номер 21 «Я уделяю слишком много времени на мысли о еде» общее для всех видов РПП, поэтому его можно включить в обновленный опросник. Помимо него можно интегрировать еще 8, 13, 15, 18, 19, 20, 23 вопросы.

Исходные вопросы теста EAT-26 и расстройства, на которые они направлены		Предложенный мной варианты вопросов EAT-26 с ориентированностью на раннюю профилактику О, Р, и И
1. Я боюсь лишнего веса – А, Б, О. 2. Я не ем, когда голоден – А. 3. Я озабочен мыслями о еде – А, КП, О. 4. Были моменты, когда я переедал и чувствовал, что не могу остановиться – Б,КП. 5. Я режу еду на маленькие кусочки – А, О. 6. Я знаю калорийность еды, которую ем – А, О. 7. В особенности я избегаю высокоуглеводной пищи (хлеб, рис, картофель и т. д.) – А, О, И в какой-то степени. 8. Думаю, другие хотели бы, чтобы я ел больше – А, И, О. 9. Я вызываю рвоту после еды – Б, Р. 10. Я чувствую сильную вину после того, как поем – А, Б, КП. 11. Меня преследует мысль о похудении – А, Б. 12. Я думаю о сжигании калорий во время занятий спортом – А. 13. Другие считают, что я слишком худой – А, Б, О, И в какой-то степени. 14. Меня преследует мысль, что на моем теле есть жир – А. Б, О, КП. 15. Мне требуется больше времени, чтобы поесть – А, КП 16. Я избегаю продуктов, где есть сахар – А, О. 17. Я ем диетическую пищу - О. 18. Чувствую, что еда управляет моей жизни – А, Б, КП, О, И в какой-то степени. 19. Я проявляю самоконтроль в отношении еды – А, О, И. 20. Другие люди заставляют меня есть – А, Б, О, И. 21. Я уделяю слишком много времени на мысли о еде – А, О, КП. 22. Чувствую дискомфорт после употребления сладостей – А, О, Б. 23. Придерживаюсь диеты – А, О. 24. Люблю, когда желудок пуст – А, Б. 25. Возникают рвотные позывы после еды – Б,Р. 26. Наслаждаюсь новой насыщающей едой – КП, О.	О:	1. Меня волнует качество и чистота состава продуктов, которые я употребляю 2. Я трачу много времени на планирование своего рациона, чтобы он был полезным для здоровья. 3. Я избегаю определенные продукты, которые могут быть вредны для здоровья. 4. Перед употреблением пищи я взвешиваю ее. 5. Я тщательно просчитываю калорийность и КБЖУ еды, которую ем. 6. Я испытываю чувство гордости, когда питаюсь здоровее своих знакомых.
	И:	1. Я испытываю стресс, когда мне дают неизвестную пищу, к которой я не привык. 2. Мне некомфортно и тревожно от определенной структуры или цвета еды. 3. У меня ограниченный диапазон продуктов и еды, которую я ем. 4. Я придирчив к еде, и это может приносить некий дискомфорт в социальных ситуациях. 5. Окружающие заставляют меня есть то, что я не привык и говорят, что я избалован. 6. Мое разнообразие рациона очень скудное (просто гарнир, отсутствие мяса, не ем овощи).
	Р:	1. После еды я могу непроизвольно срыгнуть еду. 2. Мне стыдно, когда я непроизвольно срыгиваю еду. 3. Я прожевываю еду, но не глотаю, а сплевываю. 4. Я стараюсь есть ту еду, которая не провоцирует тошноту. 5. Мне страшно, что я могу отрыгнуть еду, поэтому не питаюсь в окружении людей. 6. Я сдерживаюсь, чтобы случайно не срыгнуть съеденную еду.

АНАЛИЗ ДАННЫХ

При анализе данных будет использовано нормальное распределение Гаусса. Максимальные и минимальные баллы, набранные контрольной группой, будут как выбросы из среднестатистических ответов, которых больше всего. Именно они будут шаблонами для диагностирования риска РПП. Проще говоря, если у диагностированного человека со средними баллами в тесте и у недиагностированного будут одинаковое количество баллов или большинство схожих ответов, то у второго человека вероятно есть или есть риск получить РПП.

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ПРИЛОЖЕНИЕ 1

Внешний вид бумажной анкеты

Rare Eating Attitudes Test© (REAT-26)

Инструкция: Это скрининговое измерение, которое поможет вам определить, возможно ли у вас расстройство пищевого поведения, требующее профессионального внимания. Оно не предназначено для постановки диагноза расстройства пищевого поведения или замены профессиональной консультации. Пожалуйста, заполните приведенную ниже форму как можно точнее, честно и полно. Здесь нет правильных или неправильных ответов. Все ваши ответы конфиденциальны.

1) Дата рождения Месяц: .... День: .... Год: .... 2) Пол: ❑ М ❑ Ж

3) Рост (в см) .... 4) Вес (в кг): ....

5) Самый высокий вес (кроме беременности): .... 6) Низший вес во взрослом возрасте: ....

7) Идеальный (желаемый) вес: ....

Пожалуйста отметьте галочкой ответ на каждый вопрос:	Всегда	Обычно	Часто	Иногда	Редко	Никогда
1. Я испытываю стресс, когда мне дают неизвестную пищу, к которой я не привык.	❑	❑	❑	❑	❑	❑
2. Я испытываю чувство гордости, когда питаюсь здоровее своих знакомых.	❑	❑	❑	❑	❑	❑
3. Мое разнообразие рациона очень скудное (просто гарнир, отсутствие мяса, не ем овощи).	❑	❑	❑	❑	❑	❑
4. Перед употреблением пищи я взвешиваю ее.	❑	❑	❑	❑	❑	❑
5. Я тщательно просчитываю калорийность и КБЖУ еды, которую ем.	❑	❑	❑	❑	❑	❑
6. Думаю, другие хотели бы, чтобы я ел больше	❑	❑	❑	❑	❑	❑
7. Я стараюсь есть ту еду, которая не провоцирует тошноту.	❑	❑	❑	❑	❑	❑
8. Я уделяю слишком много времени на мысли о еде	❑	❑	❑	❑	❑	❑
9. Меня волнует качество и чистота состава продуктов, которые я употребляю.	❑	❑	❑	❑	❑	❑
10. Я прожевываю еду, но не глотаю, а сплевываю.	❑	❑	❑	❑	❑	❑
11. Другие считают, что я слишком худой	❑	❑	❑	❑	❑	❑
12. Я трачу много времени на планирование своего рациона, чтобы он был полезным для здоровья.	❑	❑	❑	❑	❑	❑
13. Мне страшно, что я могу отрыгнуть еду, поэтому не питаюсь в окружении людей.	❑	❑	❑	❑	❑	❑
14. Я проявляю самоконтроль в отношении еды	❑	❑	❑	❑	❑	❑
15. Мне некомфортно и тревожно от определенной структуры или цвета еды.	❑	❑	❑	❑	❑	❑
16. Мне стыдно, когда я непроизвольно срыгиваю еду.	❑	❑	❑	❑	❑	❑
17. У меня ограниченный диапазон продуктов и еды, которую я ем.	❑	❑	❑	❑	❑	❑
18. Я сдерживаюсь, чтобы случайно не срыгнуть съеденную еду.	❑	❑	❑	❑	❑	❑
19. Окружающие заставляют меня есть то, что я не привык и говорят, что я избалован.	❑	❑	❑	❑	❑	❑
20. Чувствую, что еда управляет моей жизни	❑	❑	❑	❑	❑	❑
21. Другие люди заставляют меня есть	❑	❑	❑	❑	❑	❑
22. Я избегаю определенные продукты, которые могут быть вредны для здоровья.	❑	❑	❑	❑	❑	❑
23. После еды я могу непроизвольно срыгнуть еду.	❑	❑	❑	❑	❑	❑
24. Мне требуется больше времени, чтобы поесть	❑	❑	❑	❑	❑	❑
25. Я придирчив к еде, и это может приносить некий дискомфорт в социальных ситуациях.	❑	❑	❑	❑	❑	❑
26. Придерживаюсь диеты	❑	❑	❑	❑	❑	❑

EAT-26: Garner et al. 1982, Psychological Medicine, 12, (871 878); adapted/reproduced by D. Garner with permission.

Оценка Rare Eating Attitudes Test© (REAT-26)

Тест на редкое пищевое отношение (REAT-26), сделан на основе EAT-26, который оказался очень надежным и валидным (Garner, Olmsted, Bohr & Garfinkel, 1982; Lee et al., 2002; Mintz & O'Halloran, 2000). Однако один только EAT-26 не подтверждает конкретный диагноз РПП.

Сумма баллов более 20 указывает на необходимость дальнейшего обследования квалифицированным специалистом.

Низкие баллы (ниже 20) все же могут свидетельствовать о серьезных проблемах с питанием, поскольку отрицание симптомов может быть проблемой при расстройствах пищевого поведения.

Результаты следует интерпретировать вместе с историей веса, текущим ИМТ (индексом массы тела) и процентом идеальной массы тела. Положительные ответы на вопросы о поведении при расстройстве пищевого поведения сами по себе могут указывать на необходимость направления к врачу.

Разбалловка EAT-26

Оцените 26 пунктов EAT-26 в соответствии со следующей системой оценок. Сложите баллы по всем пунктам.

Всегда	=	3
Обычно	=	2,5
Часто	=	2
Иногда	=	1,5
Редко	=	1
Никогда	=	0

SMART TOURISM TECHNOLOGIES AND THEIR ROLE IN REDUCING OVER-TOURISM

Borankul Botagoz, Seidaliyeva Galiya, Samatova Nazerke, Smagulova Tomiris, Zholdasbek Assel

Аннотация

Овертуризм является одной из актуальных проблем туристической индустрии, так как его влияние охватывает многие сферы жизни и может иметь глобальные последствия. Настоящее исследование направлено на анализ способов снижения рисков на популярных маршрутах в Казахстане с использованием смарт-технологий. Для детального сравнения и принятия решений были рассмотрены различные успешные примеры из международной практики, что позволило адаптировать их идеи к условиям Казахстана. В исследовании применяется качественный подход, включающий участие двух местных экспертов из сферы туризма и цифровых технологий, которые поделились своими профессиональными мнениями по данной теме и предложили необходимые методы реализации. На основе результатов опросов и тщательного анализа, исследование подтверждает важность интеграции смарт-технологий для устойчивого туристического экосистемы. В заключении статьи представлены практические рекомендации.

Ключевые слова: кейс-стади, овертуризм, смарт-технологии в туризме, снижение овертуризма.

Abstract

Overtourism is one of the topical issues in the tourism industry, as its impact covers many spheres of life and can have global consequences. This study is aimed to analyze how risk can be reduced on many popular distances in Kazakhstan with the help of smart technologies. Various successful cases and examples from international practice were taken for detailed comparison and decision-making, which would allow adapting their ideas to Kazakhstan's conditions. This study adopts a qualitative research approach with two local experts from the tourism and digital technology industry, who shared their professional opinions about the current topic and provided necessary implementation. Through the response results and careful analysis, the study confirms the importance of integrating smart technology for a sustainable tourism ecosystem. Practical recommendations are suggested in the end of the paper.

Keywords: Case Studies, Overtourism, Smart Tourism Technologies, Reducing Overtourism.

Аңдатпа

Овертуризм – туризм индустриясындағы өзекті мәселелердің бірі, себебі оның әсері өмірдің көптеген салаларын қамтып, ғаламдық салдарларға әкелуі мүмкін. Бұл зерттеу Қазақстандағы танымал туристік бағыттардағы қауіп-қатерді азайту жолдарын смарт технологиялардың көмегімен талдауға бағытталған. Халықаралық тәжірибедегі түрлі сәтті жағдайлар мен мысалдар егжей-тегжейлі салыстыру мен шешім қабылдау үшін қарастырылып, олардың идеяларын Қазақстан жағдайына бейімдеуге мүмкіндік берді. Зерттеуде туризм және цифрлық технологиялар саласындағы екі жергілікті сарапшының қатысуымен сапалық зерттеу әдісі қолданылды, олар тақырып бойынша кәсіби пікірлерін бөлісіп, қажетті іске асыру шараларын ұсынды. Жауаптардың нәтижелері мен мұқият талдау арқылы зерттеу смарт технологияларды интеграциялаудың тұрақты туризм экожүйесін қалыптастырудағы маңыздылығын растайды. Мақаланың соңында практикалық ұсыныстар берілген.

Түйінді сөздер: кейс-стади, овертуризм, смарт туризм технологиялары, овертуризмді азайту.

INTRODUCTION

The issue of overtourism is quite relevant today due to the harmful and large-scale impact on many tourist destinations. A large crowd of people leads to various negative factors such as changes in the tourist landscape, environmental problems, deterioration in the quality of service and price increases, which also have a bad effect on the comfort of local residents. Tourists also face inconveniences, such as crowded attractions, traffic jams, lack of places in hotel complexes, low service and comfort level (Leung,2022)

Kazakhstan, as a country with a cultural heritage and a rich tourist landscape, annually faces growing difficulties associated with an increase in the flow of tourists. Every year this problem becomes more relevant due to the popularization of many tourist destinations and uneven infrastructure development (Informburo, 2024). Tourists are concentrated in certain regions, while other places remain underdeveloped. The lack of effective monitoring leads to serious consequences such as deterioration of the environmental situation, natural degradation and discontent among local residents. These problems are especially acute in natural areas like Burabay, where increased tourist load gradually leads to the destruction of the local ecosystem, flora and fauna, the formation of landfills and pollution of the main lake.

In response to these challenges, the introduction of smart technologies can become a key strategy, as these practices are actively used on the world stage and are successfully applied in solving the tourist burden. The use of digital systems will significantly reduce risks in many popular areas (Guttentag,2015). In the course of our research, a more detailed analysis of global practices for the implementation of intelligent solutions and also the possibilities of their adaptation in Kazakhstan will be carried out. The potential advantages and limitations of these technologies will be assessed, as well as expert assessments from local specialists will be obtained, which will determine their effectiveness and expediency for the country's tourism industry.

LITERATURE REVIEW

Nowadays, global cities wish to be recognized and to generate income from tourism. However, the consequence of such efforts is overtourism. Butler's (1980) study of this provided a framework of local behavior, in which he proves that there are several stages that cause euphoria to oversaturation and hatred, which can lead to problems with the sustainability and attractiveness of a country, the reason for that - overtourism. This position is relevant to contemporary challenges such as overtourism characterized by overloaded infrastructure, deteriorating quality of life of local residents and environmental problems (Koens et al., 2018).

Innovative approaches have been used internationally to manage tourism flows. Cametti et al. (2020) describe the successful case of Dubrovnik, where a digital system allows real-time redistribution of tourists, preventing overcrowding in the historic center. In Venice, according to Seraphin et al. (2018), restrictions on visiting congested areas and time quotas are used, reducing pressure on infrastructure. Suppose big data will be applied with monitoring technologies. In that case, the probability of achieving the same success to solve the problem of over-tourism is quite high, which supports the use of a new smart tourism system.

Airbnb also influences the growth of tourist traffic. Guttentag (2015) emphasizes that the platform promotes the development of the informal accommodation sector, increasing tourism accessibility but also increasing social tensions. Barcelona is a prime example of the negative effects caused by Airbnb. Milano (2017) notes that mass renting through the platform has worsened housing affordability for locals, sparked protests and increased "tourism phobia". To manage the situation, Barcelona implemented a tourist tax, restricted the issuance of licenses for short-term rentals and developed a Smart Tourism strategy that included the use of data on tourist flows to redistribute the burden.

Comparing international experience with the situation in Kazakhstan, similarities and differences can be highlighted. Increased tourist flows have a greater impact on environmental issues in Burabay, including evidence of increased waste and degradation of natural areas (Informburo, 2024). In comparison with the case of Barcelona, the more social character of the local people, as Butler (1980) has shown in his work, also affects overtourism, which requires different approaches to solving problems. Nevertheless, as in the context of Airbnb, the expansion of holiday bases in the region without proper regulations could repeat the Barcelona example, increasing the burden on resources.

Fontanari and Traskevich (2023), emphasize the importance of adopting IoT, AI and monitoring systems to enhance destination resilience after COVID-19. As well as Cametti et al. (2020) with smart systems. These technologies can be applied in Burabay to control attendance, automate the redistribution of tourists and minimize environmental impacts. An example would be the use of mobile apps to inform tourists about congested areas and suggest alternative routes, as implemented in Dubrovnik.

Leung (2022) notes that the shift from e-tourism to Smart Tourism allows the use of technology not only to enhance the quality of the tourist experience but also for sustainable destination management. In Kazakhstan, such approaches could include installing sensors to monitor flows, introducing dynamic pricing and developing mobile platforms to attract tourists to less busy attractions.

Consequently, the application of smart technologies contributes to the effective mitigation of many challenges in overtourism, which have been proven by the example of global solutions including sustainable development. For Kazakhstan, in particular Burabay, it is important to adapt these approaches, taking into account the local context and environmental challenges. The implementation of Smart Tourism will not only preserve natural resources, but also improve tourism experience, creating conditions for the long-term development of the region.

METHODOLOGY

METHODOLOGICAL APPROACH

The qualitative methodological approach is selected for this study to explore the role of the introduction of smart technologies in reducing overtourism and how the successful experience and case of different destinations can also be implemented in Kazakhstan to manage the tourist flow. This type of data corresponds with the topic, research question and purpose of the study – exploratory.

The research is based on a pragmatic philosophy emphasizing a combination of primary and secondary data. Pragmatism allows us to combine different types of data, which contributes to a holistic analysis and focuses on solving the problem. This study recognizes the value of qualitative secondary data in understanding the phenomenon, as well as the importance of in-depth interviews to gain information about the application of smart technologies and their impact.

DATA COLLECTION TOOLS

Secondary data

The analysis of secondary data, including successful examples of the use of intelligent technologies in three cities (Venice, Dubrovnik, Barcelona), was carried out in order to identify key technologies that contribute to the redistribution of tourist flows, as well as to assess their impact on reducing overtourism. Scientific articles and statistical data on the use of intelligent technologies are used as sources (viz Appendix A). The data obtained were processed by the method of comparative analysis to establish the relationship between the introduction of intelligent technologies and effective management of tourist flows.

PRIMARY DATA

Semi-structured interviews were conducted with key stakeholders, such as tourism experts, and innovation experts to provide contextual insights into the practical application, challenges, and benefits of these technologies (viz Appendix C). Thematic analysis was employed to identify key themes and patterns from the interview data, including the advantages and challenges of these technologies from various stakeholders' perspectives.

Moreover, the research uses a cross-sectional time horizon, focusing on data collected at a specific point in time. This provides a snapshot of the current use of smart tourism technologies in managing overtourism, offering immediate insights without projecting long-term trends.

SAMPLE. SAMPLING. RESEARCH SITE

In this study, the research sample is small and purposeful, for this reason it was enough to take interviews from two participants. The first participant of the interview is a woman of about 40 years old working for company X, whose field of expertise includes tourism management, ecotourism, urban tourism. The second participant of the interview is a man of about 40 years old working for company X, whose competence is in the field of innovation, technology, investment and tourism. These experts were chosen by non-probability sampling method, which is also known as judgmental, based on several selective criteria: high competence in the field of tourism, knowledge in the field of innovation and technology.

RESEARCH ETHICS

Research ethics of study was in accordance with the three universal ethics provided in the Belmont Report (1979):

1. Respect of persons: Requests was be sent to several experts that meet the criteria above and they took part in the research voluntarily. Participants were free from any coercion or influence. Their rights, dignity, and autonomy were respected and protected. Respect the rights of participants to anonymity, considering phrases such as «I would not like this to be included», and «This is not for the record».

2. Beneficence: Maximize the benefit and minimize potential risk, by anonymizing the interview transcripts, and giving pseudonyms (company X/Z) before submitting the research paper. Transcripts of the interviews were made to minimize the risks associated with the identification of the person and their further consequences.

3. Justice: equal treatment for all participants, asking the same questions under the same conditions.

FINDINGS

The first research question was aimed at identifying key factors contributing to overtourism, assessing participants' agreement with certain statements, as well as identifying additional possible causes. Both interview respondents have emphasized that platforms such as Airbnb and low-cost airlines are the main drivers of overtourism on a global level. Participant 1 provided a more detailed response, noting: «These platforms democratize travel by making destinations more accessible by reducing barriers to entry related to cost and accessibility.» However, he also pointed out the negative consequences: «... they lead to a sharp increase in the number of tourists, which often negatively affects the quality of life of the local population, infrastructure and the preservation of cultural heritage.»

The remaining six interview questions focused on analyzing the role of smart technologies in minimizing the effects of overtourism, as well as identifying key factors to consider when implementing them. The main conclusions are presented in the thematic structure outlined below.

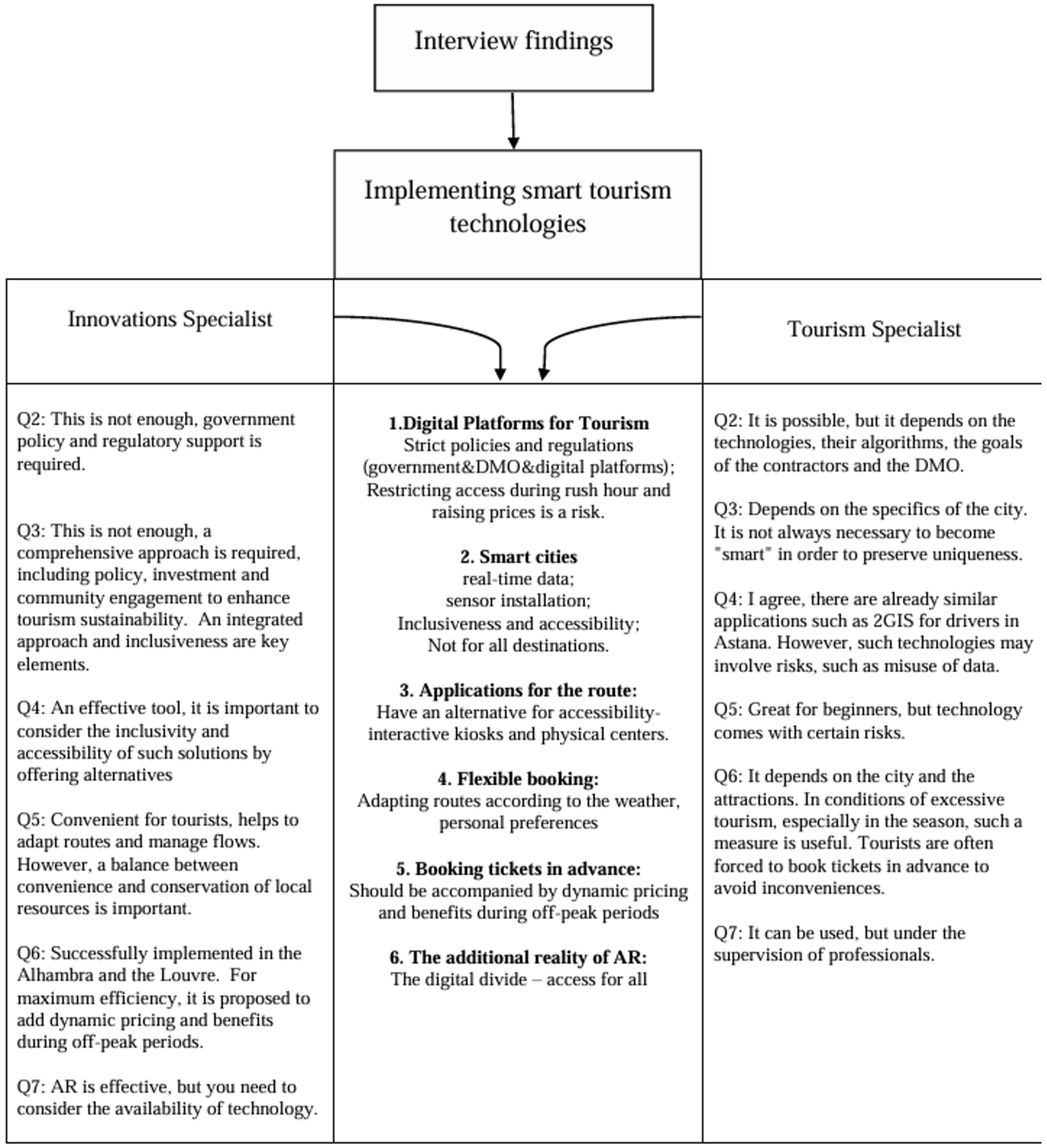

Figure 1. Interview Findings

On both sides, key data from the responses of two experts are presented, reflecting their opinion on the factors and approaches to minimizing overtourism. The center of the structure displays smart tourism technologies and their basic requirements for successful implementation, formulated based on the responses of the participants.

Both experts interviewed during the interview noted the effectiveness of smart technologies in the fight against overtourism but highlighted the importance of taking into account a number of key factors that are reflected in the presented framework.

Thus, the innovation specialist pointed out: «However, it is important that these innovations are combined with the guiding principles of responsible tourism, ensuring that the amenities provided to tourists will not be created at the expense of local resources or public welfare; ... inclusivity ...». In turn, the tourism specialist drew attention to the need for a cautious approach:»... pay attention to the risks ... implement with the help of professionals.»

According to answers to the question 2, from an interview with an expert in the field of tourism, it became obvious that not all tourist destinations or cities should transform into «smart» cities and introduce smart tourism technologies: “It depends on the city, its type, size, cultural aspect, living conditions of citizens, their level, can they support the smart city development concept or not. In some cases, to preserve national color and city’s identity it is important to save its own unique style and do not become a smart city.” This point of view was also supported by an expert on innovation and technology, emphasizing the importance of holistic approach: “… technology alone cannot solve overtourism. A city’s transition to becoming «smart» must also include a holistic approach involving policy changes, infrastructure investments, and stakeholder engagement. Inclusivity is key; local communities must be actively involved to ensure that their needs are addressed, and their quality of life is preserved or even enhanced by tourism.” Thus, it can be concluded that the introduction of technologies to minimize the consequences of overtourism requires a balanced and professional approach.

These answers emphasize the importance of an integrated approach in the development and implementation of smart technologies to minimize the negative effects of overtourism.

DISCUSSION

The analysis of the expert discussion of the problem of overtourism shows that the introduction of new technologies and the expansion of the use of digital solutions in the processes of developing offers, booking, sales and management of tourist and entertainment services is becoming increasingly important.

Overtourism is an urgent problem for many popular tourist destinations around the world, such as Dubrovnik, Venice and Barcelona, which were selected through a specific process of systematic literature review. For more information, refer to Figure 4 in Appendix A. Moreover, thanks to bibliometric analysis, it was possible to track the most relevant and relevant publications on a certain topic, this is how 3 destinations were chosen for study, such as Venice, Dubrovnik, Barcelona. For more information, refer to Figure 5 in Appendix B.

In Kazakhstan, according to the Ministry of Tourism and Sports, in 2018, a list of ten priority tourist destinations at the national level was established. However, by 2024, this list was expanded to 20 territories, which indicates the dynamic growth of domestic tourism.

Below is a diagram demonstrating the innovative approaches used by popular tourist destinations to solve the problem of overtourism. It also illustrates which of these solutions can be adapted and implemented in Kazakhstan to evenly distribute tourist flows, especially in such key destinations as Borovoe (Akmola region) and Shymbulak (Almaty region).

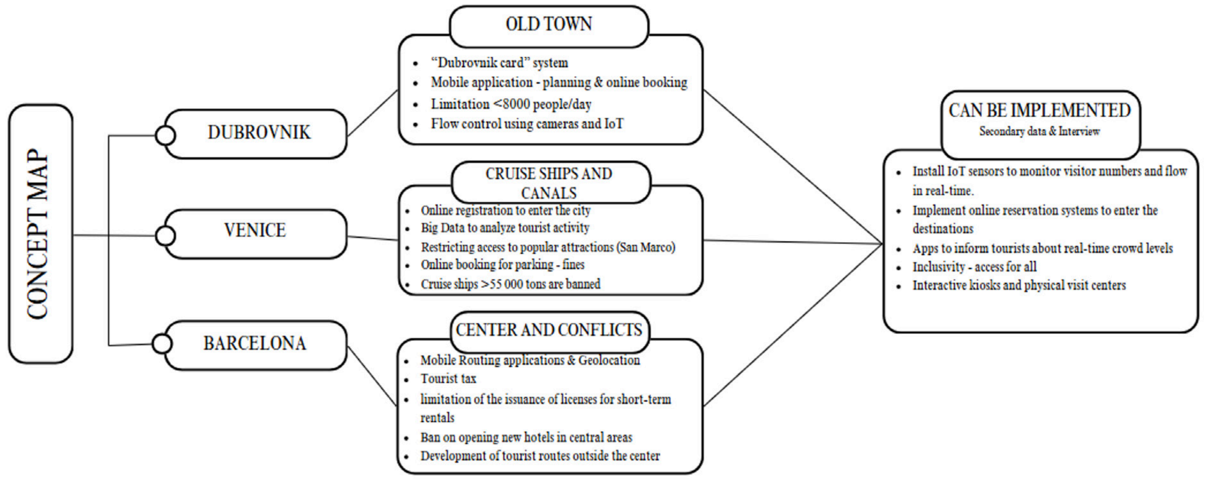

Figure 2. Implications

This figure shows three popular cities, the cases of which were indicated earlier: Dubrovnik, Venice, Barcelona. Further, their main problems and consequences beyond tourism are written for each case:

1. Dubrovnik - the historical center was damaged

2. Venice is the main problem of cruise ships and canal pollution

3. Barcelona is over-tourism in the city center and conflicts between locals and tourists.

The successful implementation of smart travel technology is indicated below:

1. Dubrovnik: “Dubrovnik card” system; Mobile application - planning & online booking; Limitation <8000 people/day; Flow control using cameras and IoT.

2. Venice: Online registration to enter the city; Big Data to analyze tourist activity; Restricting access to popular attractions (San Marco); Online booking for parking – fines; Cruise ships >55 000 tons are banned.

3. Barcelona: Mobile Routing applications & Geolocation; Tourist tax; limitation of the issuance of licenses for short-term rentals; Ban on opening new hotels in central areas; Development of tourist routes outside the center.

The figure ends with the collected information from the successful implementations of the three destinations (Dubrovnik, Venice, Barcelona), many of which were filtered by the answer of experts and their advice from interviews (tourism expert, technology expert). Taking everything into account, it is possible to implement following experiences from successful cases of reducing overtourism and introduce them to minimize overcrowded destinations in Kazakhstan, for example top-ten destinations (Ministry of Tourism and Sports, 2018):

• Install IoT sensors to monitor visitor numbers and tourist flow in real-time

• Implement online reservation systems to enter the destinations

• Apps to inform tourists about real-time crowd levels

• Inclusivity - access for all

• Interactive kiosks and physical visit centers

Furthermore, according to study's main findings, it is important to take into account that not all cities should become "smart", for instance historical destinations such as Turkestan city and Khoja Ahmet Yassawi Mosque. Also, to make the implementation of smart technologies in the way that everyone has access, regardless of the level of technology proficiency, or accompanied by physical interactive kiosks and centers.

RESEARCH LIMITATIONS

First of all, there is a question whether the sample represents industry-wide opinions. Since only two specialists in the field of innovation and tourism were included in the study, the opinions of other key participants remained unclear, such as representatives of the public sector, for example, the Ministry of Tourism and Sports, who play a leading role in decision-making. Another key organization is Destination Management and Marketing Organization (DMO) National Company "Kazakh Tourism". This limits the possibilities of research, since there was no access to their opinion.

In addition, interview participants may have omitted information or concealed a certain point of view, which also affects the completeness of the collected data.

RECOMMENDATIONS

Firstly, based on the limitations of this study, it is recommended to increase the sample and diversify the participants. For a more reliable reflection of opinions, it is recommended to include representatives of various fields related to tourism and innovation, such as government agencies (for example, the Ministry of Tourism and Sports, NC "Kazakh Tourism"), private companies and independent experts. This will allow further studies to get a wider range of opinions and experiences.

Secondly, to increase the engagement of participants, it is recommended to conduct interviews offline, as personal presence encourages participants to participate more actively in the discussion. There are fewer distractions in the offline environment, which allows participants to focus on the topic.

CONCLUSION

In conclusion, the study analyzed how risks can be mitigated on popular routes in Kazakhstan through the use of smart technology. As the study findings reveal, the key principles are to maintain a balance between tourists and locals, introducing regulations to set environmental norms and standards, as well as limiting the construction of resorts to avoid social conflicts.

The use of technology to reduce the negative impact on the environment is ultimately positive and dynamic. Virtual tours to museums, exhibitions and historical sites will reduce overtourism and prevent the destruction of historical sites. In Kazakhstan, due to the lack of effective monitoring, tourism in the country is not developing evenly. Burabay takes the damage of overtourism, which in time leads to the disturbance of the ecosystem and pollution. For Kazakhstan, it is important to take the example of Dubrovnik, where innovative methods of digital systems prevent overtourism in the historical center. Taking the example of Airbnb, one should take into account the mass renting of accommodation by tourists, which degenerates the availability of accommodation for locals.

Based on the responses of this research's experts, it is possible to claim that budget platforms like Airbnb and cheap avia companies are the main drivers of overtourism. This has a negative impact on the quality of life of residents, the preservation of people's cultural heritage and the city's infrastructure in general.

It is concluded that smart technology is an effective way to overcome and minimize overtourism. However, it is very important to apply innovation with caution and under the guidance of professionals responsible for tourism. This is to ensure that innovative services are not at the expense of the local population and to the detriment of public welfare. Kazakhstan should direct its focus to the most important ten and twenty tourist destinations and consider about opportunities to implement innovative technologies where applicable to improve customer experience and reduce overtourism, taking into account inclusivity and local citizen's welfare.

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APPENDICES

APPENDIX A

Process – systematic literature review

Appendix A.

Process – systematic literature review

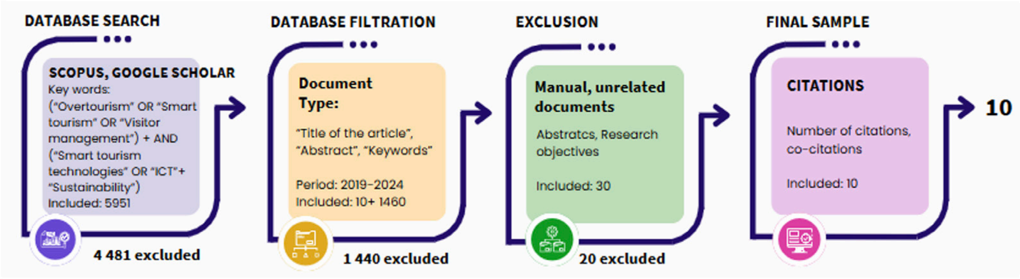

Figure 4

APPENDIX B

Bibliometric analysis

Appendix B.

Bibliometric analysis

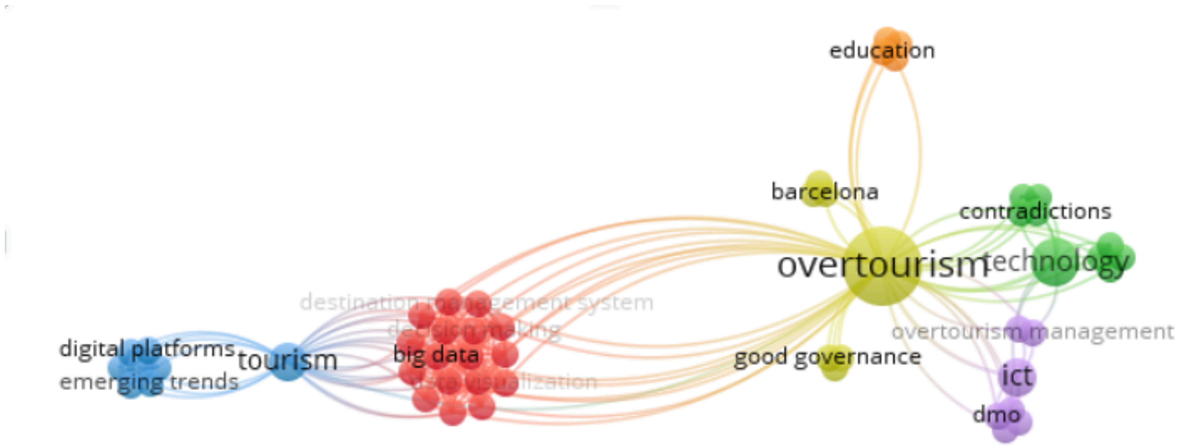

Figure 5

APPENDIX C

Interview questions.

1. Do you think the overtourism phenomenon is reinforced by developments such as booking platforms like Airbnb and low-cost airlines? What is your opinion? To what extent do you agree or disagree?

2. Do you agree with the statement: 'Through further development and maturation of digital platforms, technological solutions will also lead to the equalization of the phenomenon of overtourism, e.g. through self-restriction in the range of services. What is your opinion?

3. Do you think that to counteract overtourism, it is necessary for an affected city to develop into a «smart city»? Could you share your broader insights on this?

4. What do you think about this statement?

In the future, there will be special apps for big cities, which plan the smart customer journey of a visitor. These apps will also navigate visitors through the city and, thus, help to direct the flow of visitors with as little waiting time as possible.

5. What do you think about this statement?

With the help of such individual navigation apps (Individual and customized travelling), tickets can be purchased, exchanged or compensated in advance or in real time (local transport, museums, sights). This means that the stay and experience value for the tourist can be maximized in an uncomplicated way, even at short notice.

6. Do you think it is a perspective idea?

In the future, time-bound tickets for very popular sights will have to be purchased online in advance, as there is only a limited number of tickets available.

7. Do you think it is a perspective idea?

Augmented reality will take over the visitor flow management with the help of personalized routes for the tourist and take on the role of a personal tour guide.

ВЛИЯНИЕ ВИРТУАЛЬНОЙ ЖИЗНИ НА РАЗВИТИЕ ЧУВСТВА ОДИНОЧЕСТВА И ТРЕВОЖНОСТИ У ЛЮДЕЙ

Касаева Томирис Нурлановна.

Аннотация

В 21 веке активно продолжает развиваться виртуальный мир. После карантина в 2020 году люди поняли, что абсолютно всё можно делать из дома. Это повлекло развитие дистанционной работы, обучения, доставок из различных ресторанов и магазинов, а благодаря социальным сетям можно общаться с родственниками и друзьями, не выходя из дома, знать, что происходит в мире и т. д. Это означает, что человек может вообще не выходить из дома и не видеть других людей вживую, что может провоцировать такие проблемы, как постоянное чувство одиночества и тревожность. Нами была поставлена цель на основе эмпирического исследования выяснить, есть ли связь между активной виртуальной жизнью и развитием чувства одиночества и тревожности у людей (группа возраста 17-25 лет).

Ключевые слова: тревожность, одиночество, виртуальная жизнь.

ВВЕДЕНИЕ

В 21 веке виртуальный мир развивается с огромной скоростью, а опыт массового карантина показал, насколько сильно человек может самоизолироваться. Но как такое добровольное затворничество влияет на психику людей?

Сейчас в мире идёт «эпидемия» одиночества, поэтому тема данного исследования наиболее актуальна, поскольку важно разобраться, есть ли связь между эмоциональными проблемами людей и развитием виртуальной жизни. Мы предполагаем, что человек, ведущий активную виртуальную жизнь, может испытывать сильное чувство одиночества и тревожности.

Рассмотрим эти термины по отдельности. Одиночество как чувство, самоощущение достаточно трудно квалифицировать. Быть одному и быть одиноким – это разные понятия. Человек субъективно может быть один, но не испытывать при этом чувства одиночества. И также он может постоянно быть с людьми, но чувствовать одиночество. На основании этого надо понимать, что одиночество – это в большей степени эмоциональная проблема, нежели физическая. Одиночество также ощущается как физический дискомфорт от реального или мнимого отсутствия людей в жизни человека. Это проявляется как давящее чувство в груди, и так же человек может чувствовать тревогу.

В 21 веке одиночество во многом связанно с отсутствием постоянства. Сейчас мир всё время меняется, движется, а виртуальная реальность стирает любые границы. Раньше, до момента появления и развития интернета, людям чаще приходилось коммуницировать с глазу на глаз, видеть друг друга каждый день и т. п. Даже чтобы отправить письмо или телеграмму, нужно было пойти на почту и пообщаться с людьми там. Таким образом, люди сближались, даже не замечая этого. Можно сказать, что человек и в таких условиях всё равно мог быть одиноким, так как одиночество зависит не от непосредственного присутствия людей рядом, а от эмоциональной составляющей. Но в первую очередь в тех условиях была стабильность, человек не мог просто исчезнуть из чужой жизни. Сейчас же любой контакт может оборваться внезапно, онлайн-друг может однажды просто не выйти в сеть, заблокировать или просто перестать отвечать, и его собеседник может никогда и не узнать, почему это произошло. Пытаясь расширить границы возможного, люди, по сути, загнали себя в новые рамки. Это заставляет людей чувствовать себя неуверенно, одиноко, в подвешенном состоянии, даже имея тысячи людей в «друзьях» в интернете.

Однако если человек изолируется добровольно, то, возможно, у него нет необходимости в живом общении. Но ещё Э. Фромм говорил: «Потребность в связи с окружающим миром является глубинной человеческой потребностью. Чувство полного одиночества ведет к психическому разрушению, так же как физический голод – к смерти».

Но также Фромм считал, что связанность с другими не идентична физическому контакту. Индивид может быть физически одинок, но при этом связан с какими-то идеями, воспоминаниями, моральными ценностями или хотя бы социальными стандартами. Сейчас же многие люди могут жить в физическом одиночестве, но при этом не иметь каких бы то ни было сильных целей или идей, что приводит их ещё и к моральному одиночеству.

Теперь рассмотрим понятие тревожности. Тревожность – это индивидуальная психологическая особенность человека, черта его характера, проявляющаяся в склонности впадать в состояние повышенного беспокойства и тревоги в тех эпизодах и ситуациях жизни, которые, по мнению данного человека, несут в себе психологическую угрозу для него и могут обернуться для него неприятностями, неудачами или фрустрацией. Это иррациональный страх вместе с волнением и чувством неизвестности.

В доисторические времена, когда люди только начали развиваться как биологический вид, первой реакцией организма на стресс было «бей или беги», то есть любое активное действие помогало нашим предкам успокоиться. Сейчас же во многих случаях мы ничего не можем сделать: при тревожности сложно сосредоточиться, постоянное нагнетающее ощущение вызывает у человека дискомфорт.

По нашей гипотезе, одиночество, вызванное добровольным затворничеством, которое стало следствием развития виртуального мира, приводит к более сильной тревожности, а именно к частым приступам беспричинного беспокойства.

Отсюда можно сделать следующий вывод: так как отношения с другими людьми являются естественной потребностью, то, когда эта потребность не удовлетворяется в полной мере, это вызывает у организма стресс, который повышает уровень тревожности.

РЕЗУЛЬТАТЫ

Для проверки гипотезы мы провели эмпирическое исследование. Был проведён опрос в выборке, которая включала в себя 29 человек обоих полов в возрасте от 17 до 25 лет. Им была предложена анкета из 9 вопросов, включающих в себя сведения об их виртуальной жизни (количестве аккаунтов, времени, проводимом в социальных сетях, онлайн-общении и т. д.). Также испытуемые отвечали на два опросника: Дифференциальный опросник переживания одиночества Е.Н. Осина и Д.А. Леонтьева (короткая версия) и Интегративный тест тревожности НИПНИ им. Бехтерева.

Из анкеты были получены данные о количестве времени, которое испытуемые проводят в интернете, и количестве времени, которое они проводят с живыми людьми офлайн. На основании полученных данных проведен сравнительный анализ между временем, проведённым в интернете, и уровнем тревожности и чувства одиночества. Ниже приведена статистика и выводы (Таблица 1).

1) Есть аккаунт в нескольких соц.сетях – 26 человек. Есть аккаунт в одной соц. сети – 3 человека.	2) Больше 20 часов в неделю проводит в соц.сетях – 8 человек. 5-10 часов в неделю проводит в соц.сетях- 9 человек. 10-20 часов в неделю проводит в соц.сетях – 6 человек. Меньше 5 часов в неделю проводит в соц.сетях – 6 человек.	3) Больше 1000 подписчиков – 5 человек. 200-1000 подписчиков – 11 человек. 10-200 подписчиков – 11 человек. Меньше 10 – 2 человек.
4) Больше 50% подписчиков ваши близкие друзья – 3 человека. 30-50% - 2 человека. 10-30% - 8 человек. 1-10% - 12 человек. Меньше 1% - 4 человека.	5) Пользуюсь 2-3 раза в месяц доставкой – 12 человек. Пользуюсь больше 1 раза в неделю – 3 человека. Пользуюсь 1 раз в месяц – 10 человек. Не пользуюсь - 4 человека.	6) Больше 20 часов в неделю офлайн общения – 7 человек. 10-20 часов – 7 человек. 5-10 часов – 11 человек. Меньше 5 часов – 4 человек.

Таблица 1. Статистика данных, полученных с помощью исследовательской анкеты

ВЫВОДЫ

По данным, полученным из анкеты и опросников, можно сделать вывод, что люди, которые больше времени общаются онлайн, имеют примерно такие же показатели чувства одиночества, что и те, кто больше времени общается с друзьями офлайн (общее среднее – 11 по шкале общего одиночества Дифференциального опросник переживания одиночества и 8 соответственно). В обоих случаях показатели одинаково средние. Также тревожное эмоциональное состояние незначительно повышено у людей, проводящих 20 и более часов в социальных сетях в неделю, по сравнению с людьми, проводящими около 5 часов в неделю за просмотром социальных сетей (в среднем 7.5 и 5 станайнов соответственно по шкале тревожной оценке перспективы Интегративного теста тревожности). При этом тревожность, связанная с социальными контактами (прямое общение), у большинства испытуемых в обоих случаях достаточно низкая (в среднем 3 станайна у обоих групп по шкале социальной защиты Интегративного теста тревожности).

На основании этого можно сказать, что сильного влияния виртуальная жизнь людей на их чувство тревожности и одиночества не оказывает, однако для более достоверных результатов необходимо продолжить исследование более обширно и с большим количеством людей.

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