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## LINGUACULTURAL ASPECTS OF KAZAKH AND ENGLISH TOPONYMS IN THE GLOBAL CONTEXT

**Abstract.** Toponyms, or place names, are essential elements of the linguistic system and serve as carriers of cultural and historical information. They reflect unique geographical features, historical events and cultural identities of regions. In the context of globalisation, the linguistic aspects of toponyms become particularly important as they influence and are influenced by other languages and cultures.

This article explores the linguistic features of Kazakh and English toponyms in a global context. English place names have become widespread in the world due to historical factors such as colonisation, trade and the international status of the English language. In contrast, Kazakh toponyms are gaining international recognition through Kazakhstan's geopolitical importance, economic development and cultural exchange.

The study aims to analyse the linguistic characteristics of Kazakh and English toponyms and their role in the global context by examining the historical and cultural significance of these toponyms.

Through comparative analysis, the study shows how these toponyms reflect the unique identities of their regions and contribute to global cultural exchange. The findings highlight the importance of preserving and promoting national place names in the face of globalisation, and the need to balance global influence with the preservation of local cultural heritage.

**Keywords:** Toponymy, Kazakh Toponyms, English Toponyms, Linguistic Features, Global Context, Cultural Heritage, Linguistic Adaptation.

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**Қазақ және ағылшын топонимдерінің лингвомәдени аспектілері әлемдік мәнмәтінде**

**Аңдатпа.** Топонимдер немесе географиялық атаулар лингвистикалық жүйенің маңызды элементтері мәдени және тарихи ақпаратты жеткізуші. Олар өңірлердің бірегей географиялық ерекшеліктерін, тарихи оқиғалары мен мәдени ұқсастықтарын көрсетеді. Жаһандану жағдайында топонимдердің лингвистикалық аспектілері ерекше маңызға ие болады, өйткені олар басқа тілдер мен мәдениеттерге де және өздеріне де әсер етеді.

Бұл мақалада қазақ және ағылшын топонимдерінің лингвистикалық ерекшеліктері жаһандық мәнмәтінде зерттеледі. Ағылшын топонимдері әлемде колонизация, сауда және ағылшын тілінің халықаралық мәртебесі сияқты тарихи факторлардың арқасында кеңінен таралған. Қазақ топонимдері, керісінше, Қазақстанның геосаяси маңызы, оның экономикалық дамуы мен мәдени алмасуы арқылы халықаралық деңгейде мойындалуда.

Зерттеудің мақсаты – осы топонимдердің тарихи және мәдени маңызын зерделей отырып, қазақ және ағылшын топонимдерінің лингвистикалық сипаттамалары мен олардың жаһандық контекстегі рөлін талдау.

Салыстырмалы талдау арқылы зерттеу осы топонимдер өз өңірлерінің бірегей ұқсастықтарын қалай көрсететінін және жаһандық мәдени алмасуға қалай ықпал ететінін көрсетеді. Жұмыс нәтижелері жаһандану жағдайында ұлттық топонимдерді сақтаудың және ілгерілетудің маңыздылығын, сондай-ақ жергілікті мәдени мұраны сақтай отырып, жаһандық ықпалды теңгерімдеу қажеттігін атап көрсетеді.

**Кілт сөздер:** топонимика, қазақ топонимдері, ағылшын топонимдері, лингвистикалық ерекшеліктер, жаһандық контекст, мәдени мұра, лингвистикалық бейімделу.

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**Лингвистические и культурные аспекты казахских и английских топонимов в глобальном контексте**

**Аннотация.** Топонимы, или географические названия, являются важнейшими элементами лингвистической системы и служат носителями культурной и исторической информации. Они отражают уникальные географические особенности, исторические события и культурные идентичности регионов. В условиях глобализации лингвистические аспекты топонимов приобретают особую значимость, поскольку они влияют на другие языки и культуры и сами подвергаются влиянию.

В данной статье исследуются лингвистические особенности казахских и английских топонимов в глобальном контексте. Английские топонимы получили широкое распространение в мире благодаря историческим факторам, таким как колонизация, торговля и международный статус английского языка. Казахские топонимы, напротив, набирают международное признание через геополитическое значение Казахстана, его экономическое развитие и культурный обмен.

Целью исследования является анализ лингвистических характеристик казахских и английских топонимов и их роли в глобальном контексте, изучая исторического и культурного значения этих топонимов.

Посредством сравнительного анализа исследование показывает, как эти топонимы отражают уникальные идентичности своих регионов и способствуют глобальному культурному обмену. Результаты работы подчеркивают важность сохранения и продвижения национальных топонимов в условиях глобализации, а также необходимость балансирования глобального влияния с сохранением местного культурного наследия.

**Ключевые слова:** топонимика, казахские топонимы, английские топонимы, лингвистические особенности, глобальный контекст, культурное наследие, лингвистическая адаптация.

## Introduction

Toponyms, or place names, are essential elements of the linguistic system and serve as repositories of cultural and historical information. They encapsulate the unique geographical features, historical events, and cultural identities of regions. In an increasingly globalized world, the linguistic aspects of toponyms gain importance as they influence and are influenced by other languages and cultures.

This article explores the linguistic aspects of Kazakh and English toponyms in the global context. English toponyms have spread worldwide due to historical colonization and globalization, while Kazakh toponyms are gaining international recognition through Kazakhstan's geopolitical significance, economic development, and cultural exchange.

This study aims to analyze the linguistic features of Kazakh and English toponyms and their roles in the global context. The objectives are:

- To examine the historical and cultural significance of Kazakh and English toponyms.
- To identify the linguistic characteristics of these toponyms, including their etymology, morphology, and phonology.
- To explore the challenges of transcription and adaptation of these toponyms into other languages.
- To conduct a comparative analysis of the global distribution and influence of Kazakh and English toponyms.

As a linguistic unit that was described by the culture and history of a particular nation, place names that belong to the nomadic toponymic sphere accomplish several specific functions. They were used as an oral map, instruction, and guide to teach nomadic people how to live in a vast territory in the heart of the Eurasian continent. As was already noticed by scholars, toponyms contain linguistic, historical, and cultural data [1].

## Research methods and materials

A detailed review of scientific literature, including monographs, articles, dictionaries, and encyclopedias devoted to toponymy, linguistics, history, and culture of Kazakhstan and English-speaking countries was carried out. The works of domestic and foreign researchers on the etymology, morphology, and phonetics of toponyms were studied. The comparative-historical method was used to identify common and distinctive features in the development of Kazakh and English toponyms. This method allowed tracing the historical processes that influenced the formation and evolution of place names in different cultural contexts.

A detailed analysis of the linguistic features of toponyms, including their etymology, morphological structure, and phonetic characteristics, was carried out. Root bases, affixes, word-formation patterns, and phonetic changes inherent in Kazakh and English toponyms were studied. The existing systems of transliteration of Kazakh toponyms in Latin script and their application in international practice were examined. Difficulties and variants of the phonetic adaptation of toponyms in translation into other languages were analyzed.

Toponyms as carriers of cultural and historical information were considered. The study explored how place names reflect social, cultural, and religious aspects of society, as well as their role in preserving national identity. A comparative analysis of the influence of Kazakh and English toponyms on global culture and languages was conducted, revealing similarities and differences in their distribution, adaptation, and perception in the international context.

Geographical maps and geographic information systems were used to visualize the distribution of toponyms, their geographical location, and significance. This allowed an assessment of the degree of distribution and recognizability of Kazakh and English toponyms at the global level. Official documents, standards, and recommendations of international organizations such as the UN, ISO, and UNESCO on the standardization of geographical names, transliteration, and the use of toponyms in international communication were studied.

The materials of mass media, internet resources, and social networks were analyzed to assess the current state of use and popularization of Kazakh and English toponyms in the global information space. The generalization and interpretation of the obtained data were carried out to form conclusions and recommendations. This approach allowed for the integration of heterogeneous information and the presentation of a holistic picture of the problem under study.

The application of these methods provided a deep and comprehensive study of the linguistic features of Kazakh and English toponyms, their historical and cultural significance, as well as their role and influence in the global context. The integrated approach allowed not only to identify existing trends and problems, but also to propose ways of their solution and recommendations for further research and practical application.

### **Analysis and results**

#### *Historical and Cultural Significance of Kazakh toponyms*

Kazakh toponyms are a significant part of the world's cultural and geographical heritage. Located at the heart of Eurasia, Kazakhstan has a rich history and culture reflected in its place names. The country's strategic location on the Silk Road, its role in historical trade routes, and its modern economic and cultural ties have contributed to the international significance of Kazakh toponyms. Historically, the territory of modern Kazakhstan has been home to various tribes and peoples, which is reflected in the region's toponymy. Many toponyms have Turkic, Mongolian, Persian, and even Scythian origins. The influence of the Silk Road facilitated cultural exchange and the emergence of toponyms related to trade and international connections.

The incorporation of Kazakhstan into the Russian Empire and later the Soviet Union led to changes in toponyms, including Russification and the adoption of Soviet ideological names. In recent years, there has been a resurgence of traditional Kazakh toponyms, reflecting a renewed emphasis on national identity and cultural heritage [2].

Kazakh toponyms represent a rich layer of cultural and historical heritage of Kazakhstan. They are a kind of 'memory map' reflecting geographical features, historical events, ethnic diversity and cultural traditions of the Kazakh people. Toponyms not only designate places on the map, but also carry a deep meaning related to the life and worldview of the people who have inhabited these lands for centuries. Many Kazakh toponyms have Turkic roots and reflect ancient names of tribes, clans or geographical objects. For example, the name of the *Irtys River* is derived from the Turkic word 'yertysh', which means 'fast' or 'stormy', characterizing the course of the river.

Toponyms are often associated with important historical events or personalities. The city of Taraz, one of the oldest in Kazakhstan, was an important center on the Great Silk Road and retains echoes of ancient history in its name.

Kazakhstan has historically been a crossroads of different peoples and cultures, which is reflected in the diversity of toponyms. Traces of Turkic, Persian, Mongolian, Russian and other cultures can be found in place names.

During the Russian Empire and the Soviet Union, many toponyms were changed or renamed to reflect the political realities of the time. For example, the city of *Akmolinsk* was renamed to *Tselinograd*, then to *Astana*, and is now called *Nur-Sultan*. After gaining independence in 1991, Kazakhstan began the process of returning historical names and renaming cities and regions in accordance with the national cultural heritage. This reflects a desire to preserve and revitalize national identity. Many toponyms are related to features of the terrain such as mountains, rivers, steppes and deserts. For example, *Kyzylkum* means ‘red sands’, indicating the desert character of the region. Names may refer to plants or animals common in an area. *Almaty* comes from the word ‘alma’ meaning ‘apple’, alluding to the richness of apple orchards in the region.

Toponyms may reflect the names of clans or tribes that lived in the area, which is important for understanding the social structure of Kazakh society. Many names are associated with local legends, epics and tales passed down from generation to generation, enriching the cultural heritage of the people. Some place names are associated with religious and spiritual practices, being places of pilgrimage. For example, Turkestan is a city known as the spiritual center of Kazakhstan and the burial place of the poet and Sufi mystic *Khoja Ahmed Yasawi*.

Translation and transliteration of Kazakh toponyms into English are important for international communication, education and cultural exchange. When transliterating Kazakh names into English, it is important to preserve the original pronunciation to avoid distortion. For example, *Shymkent* instead of ‘Chimkent’, reflecting the correct pronunciation in Kazakh. Using uniform transliteration rules promotes understanding and correct use of place names in an international context. Some toponyms may be translated or accompanied by explanations so that foreign readers can understand their meaning. For example, Lake Zaisan, where ‘Zaisan’ can be explained as a name related to local history.

The correct representation of Kazakh place names in English promotes interest in Kazakhstan's culture and history among an international audience. Correct names help tourists to navigate and better understand the features of the places visited [3].

Kazakh toponyms are an integral part of the cultural and historical heritage of Kazakhstan. They reflect the country's centuries-old history, rich traditions and diverse natural landscapes. Translation and transliteration of these names into English play a key role in their preservation and international dissemination. Understanding and respecting Kazakh place names helps to strengthen cultural ties, promote tourism and raise awareness of Kazakhstan around the world. Preserving and popularizing these names are important steps in maintaining national identity and promoting cultural heritage on the global stage.

#### *International Recognition of Kazakh Toponyms*

Toponyms are place names that carry the cultural, historical and linguistic heritage of peoples. They play a key role in the identification of places and contribute to the preservation of national identities. International recognition of place names is important for cultural exchange, global communication and strengthening international relations. This paper examines the international recognition of Kazakh and English toponyms, their impact on world culture and current trends in their use, complemented by case studies.

Kazakhstan, located in the heart of Eurasia, has a rich historical heritage and a diverse cultural landscape. Kazakh place names reflect the centuries-old history of nomadic tribes, trade routes and cultural exchanges between East and West. The name of the city of *Taraz*, one of the oldest cities in Kazakhstan, reflects its historical significance as a centre of trade on the Great Silk Road. The Kazakh language uses the Cyrillic alphabet, which creates difficulties in transliterating Latin names for an international audience. The city of *Өскемен* is transliterated as *Öskemen*, but the Russian

*version Ust-Kamenogorsk* is often used. Phonetic features of the Kazakh language can be difficult for speakers of other languages, which affects the recognizability of toponyms. The name of the capital *Astana* is easier for foreigners to recognize than *Nur-Sultan* due to the presence of specific sounds.

Thanks to cooperation with the UN and other organizations, Kazakh toponyms are beginning to be standardized in international documents. The use of *Almaty* instead of the former *Alma-Ata* in international maps and documents. Modern mapping services such as Google Maps include Kazakh names with correct transliteration. Displaying the name *Shymkent* instead of the Russified version *Chimkent*. One of the most famous Kazakh toponyms, *Baikonur* has become a symbol of world cosmonautics and has strengthened Kazakhstan's position on the international stage. Yuri Gagarin's first human space flight in 1961 was launched from Baikonur Cosmodrome.

*Turkestan* is known as the spiritual center of the region, and the city attracts international pilgrims and tourists, promoting Kazakh cultural values. The Mausoleum of Khoja Ahmed Yasawi in Turkestan is a UNESCO World Heritage Site. By conducting this research, we found these recommendations:

- Standardization of transliteration: Develop and implement uniform rules for the Latin transliteration of Kazakh toponyms to facilitate their use in the international context. For example: Using a Latin transliteration system that accurately transliterates Kazakh sounds, as in the case of the city *Qyzylorda* instead of *Kyzylorda*.

- Promotion through digital platforms: Using the internet and social media to popularize Kazakh place names. For example: Creating official tourist websites with multilingual information on places of interest, such as *Lake Balkhash*.

- International cooperation: Strengthen links with international organizations to include Kazakh place names in global projects and initiatives. For example: Participation in UNESCO's Silk Road programme, which includes routes through Kazakh territories and promotion of local toponyms.

#### *International recognition of English place names*

The historical influence of the British Empire led to the spread of English place names around the world. The names of the cities of *New York*, *New Delhi*, and *Newfoundland* reflect English influence. English is a de facto international language, which contributes to the recognizability of its place names. Example: the names of the cities of *London*, *Sydney*, *Toronto* are widely known and easily recognized around the world. English place names are often used in a standardized form in international documents and maps. The use of the name *Mount Everest* for the world's highest mountain, although it is known as *Sagarmatha* in *Nepal* and *Chomolungma* in *Tibet* [4]. Some English place names have become generic and have entered the vocabulary of other languages. For example, *Greenwich* is associated with the prime meridian and is used in the term *Greenwich Mean Time*. *London*, *New York*, and other English-speaking metropolises are centres of world politics, economy, and culture. *New York City* is the headquarters of the United Nations.

Many English place names are associated with the location of the headquarters of global institutions, reinforcing their international recognition. For example, *Washington, D.C.*, as the capital of the United States, home to the World Bank and the International Monetary Fund.

#### *Comparative analysis. Differences in recognition and usage*

Level of recognition of English place names has a high degree of international recognition compared to Kazakh place names. For example, the name *Cambridge* is instantly associated with a prestigious university, whereas *Karaganda University* is less well known outside Kazakhstan.

Kazakh names face transliteration and pronunciation difficulties, whereas English names are more universal. The name of the river *Zhaiyk* (*Zhayyk*) is known internationally as *Ural*, making it easier to identify.

The impact of globalization on cultural expansion seems that globalization promotes the spread of English place names through media, film, and the internet. For example, *Hollywood* as a symbol of the film industry is known worldwide. Growing interest in Central Asia with the development of transport infrastructure and tourism, Kazakh place names are gradually entering global consciousness. The popularity of Silk Road routes, including the Kazakh cities of *Almaty* and *Shymkent*.

*Efforts to promote Kazakh toponyms in the international arena*

Renaming Astana to Nur-Sultan and then back to Astana draws attention to the country and its history. The world media covered the renaming of the capital city, which increased the recognition of the name Astana. The development of tourism infrastructure contributes to the recognizability of Kazakh place names among foreign visitors. The creation of the *Shymbulak* ski resort in the vicinity of Almaty, which attracts international tourists. UNESCO is the inclusion of Kazakh sites in the World Heritage List increases their status and visibility. The petroglyphs at *Tamgaly* are inscribed on the UNESCO World Heritage List, attracting the attention of archaeologists and tourists.

*Semey (Semipalatinsk)* is known for the Semipalatinsk Nuclear Test Site, drawing international attention to issues of nuclear testing and environmental and health consequences.

*Khan Tengri Peak* is a prominent mountain peak attracting climbers and scientists globally, significant for glaciological and climatological studies.

International forums and exhibitions held as part of EXPO-2017 in Astana, attracted global attention to Kazakhstan. For example, the theme of the exhibition 'Energy of the Future' helped attract participants from 115 countries, familiarizing them with Kazakh toponyms. The education of foreign students in Kazakhstan helps to disseminate knowledge about the country and its toponyms. The Bolashak programme provides scholarships for foreign students to study at Kazakh universities. Also, festivals, concerts, and exhibitions abroad popularize Kazakh culture and place names. For example: International festival of nomadic culture in Turkey with participation of Kazakh groups and presentation of Kazakh place names. The international recognition of place names is a reflection of a country's cultural influence, economic power, and political weight on the world stage. English place names, due to historical and linguistic factors, have a high degree of recognition. Kazakh toponyms, despite their rich cultural heritage, are on the way to strengthening their international status. The efforts of the Government of Kazakhstan, international organizations, and cultural institutions are aimed at promoting Kazakh toponyms and integrating them into the global context. Increasing the international recognition of Kazakh place names contributes to strengthening national identity, promoting tourism, and enhancing cultural exchange.

In the era of globalization, it is important to preserve and promote the unique cultural characteristics of each country. International recognition of Kazakh place names not only enriches the world cultural palette, but also promotes mutual understanding and cooperation between peoples.

*Linguistic Aspects of English Toponyms in the Global Context*

English toponyms play a significant role in the global context, reflecting the historical influence of Great Britain on various regions of the world. The widespread distribution of English place names is largely due to the era of colonial expansion when the British Empire extended over a quarter of the world's landmass [5]. British explorers, colonists, and immigrants often named new places after familiar locations from their homeland, aiding cultural connection and adaptation to new territories. Strategic ports and forts frequently received English names, signifying their importance to the British Empire.

*Examples of English Toponyms Worldwide*

North America: Cities and states like *New York* (named after York in England), *New Hampshire*, *Boston*, *Birmingham* (Alabama), and *Manchester* (New Hampshire) directly reflect connections to English places.

Australia and New Zealand: Many cities and regions bear English names, such as *Sydney* (named after Lord Sydney), *Melbourne* (after British Prime Minister William Lamb, 2nd Viscount Melbourne), and *Queensland* ("Queen's Land").

Africa: Names like *Victoria Falls* (Zimbabwe/Zambia) and *Port Elizabeth* (South Africa) reflect British colonial influence.

Asia: In India, *Kolkata* (formerly Calcutta) and *Mumbai* (formerly Bombay) have English-influenced names. In Malaysia, *Georgetown* on Penang Island reflects British heritage.

#### *Linguistic Features of English Toponyms*

English toponyms often carry distinct linguistic characteristics. The morphological structure of place names frequently includes common suffixes and prefixes that indicate geographical features or types of settlements. Examples include "-ton," meaning town, as in "*Hampton*," "-ham," meaning village, as in "*Birmingham*," and "-ford," referring to a river crossing, as in "*Oxford*." The etymology of these toponyms reflects a multi-layered linguistic history, with roots in Old English, Celtic, Latin, and Norse languages. Over time, significant phonetic changes have occurred, resulting in discrepancies between spelling and pronunciation. For instance, "*Worcester*" is pronounced as [*'wɒstə*], and "*Leicester*" is pronounced as [*'lestə*].

#### *Global Adaptation and Influence*

Toponyms, or place names, are fundamental components of human geography, reflecting the historical, cultural, and linguistic heritage of regions. English toponyms, in particular, have had a profound global impact due to historical factors such as colonization, trade, and the widespread use of the English language in international affairs. This essay explores the global adaptation and influence of English toponyms, examining how they have spread, evolved, and impacted other cultures and languages around the world [6]. English toponyms often retain their original spelling globally but may have varied pronunciations depending on the recipient language. In some cases, English toponyms are adapted phonetically or orthographically into other languages, such as "*Londres*" for London in French and Spanish. English place names have been integrated into local contexts, sometimes creating hybrid names or influencing new naming conventions. English toponyms worldwide are a testament to the historical processes of colonization, cultural exchange, and globalization. They continue to play a role in shaping cultural and national identities in various countries.

#### *Influence on Global Culture and Language*

English toponyms have influenced global cartography and international standards. The Greenwich Mean Time (GMT), originating from Greenwich, London, is a global time standard. The Prime Meridian runs through Greenwich, affecting global navigation and mapping. English place names have permeated global culture through literature, film, and media.

*Hollywood* is known worldwide as the epicenter of the film industry.

*Silicon Valley* is a term synonymous with technology and innovation, influencing global business language.

English toponyms continue to attract international attention. *London*, *New York*, and *Los Angeles* are major tourist destinations, their names symbolizing cultural and economic hubs.

Some countries have undertaken efforts to restore indigenous toponyms [7].

*Zimbabwe* was formerly *Rhodesia*, named after British imperialist Cecil Rhodes. *Myanmar* is changed from *Burma*, though both names are still in use internationally.

The dominance of English toponyms raises concerns about the preservation of local languages and place names. Efforts are being made globally to protect indigenous toponyms as cultural heritage [8].



The global adaptation and influence of English toponyms are a testament to the historical reach of the English language and British colonialism. These place names have become embedded in international geography, culture, and language, often symbolizing globalization and interconnectedness. However, this influence also presents challenges related to cultural identity and language preservation. As the world becomes more interconnected, there is a growing recognition of the importance of honoring and preserving indigenous toponyms alongside globally recognized English names. Balancing global influence with local heritage remains a key consideration in the ongoing evolution of place names worldwide.

*Comparative Analysis of two language toponyms in global distribution, we found that:*

English Toponyms are widely distributed across the globe due to historical colonization and the international status of the English language, Kazakh Toponyms are primarily localized within Kazakhstan and neighboring regions, with growing recognition due to globalization and Kazakhstan's integration into the global community [9].

Comparing of two nationalities' toponyms by linguistic adaptation shows that English toponyms were adapted more easily into other languages due to the widespread use of the Latin alphabet and the global reach of the English language. By the way, Kazakh toponyms were faced challenges in adaptation due to phonetic features and differences in alphabets. The transition to the Latin script may facilitate better integration [10]. Also, English toponyms were reflected by historical layers of various languages and cultures, including Celtic, Anglo-Saxon, Norse, and Norman influences. But, Kazakh toponyms were linguistically diverse, incorporating elements from Turkic, Mongolian, Persian, Arabic, and Russian languages, reflecting the region's complex history [11].

Ethnographic groups influence toponymy through cultural peculiarities and group identities. As ethnic structures evolve, processes like interethnic integration, assimilation, and consolidation affect toponymy. In Kazakhstan, reflecting the ethnic history and place of tribes not included in specific clans is important for modern ethnography and history, as they have influenced Kazakh toponymy [12].

In addition, Ercan Alkaya's research on the "New Kazakh Version of the Korkyt-Ata Book" discusses toponyms of the Kazakh land. Elements like Kipchak place names found in Korkyt Ata's poems are foundational for studying language, history, folklore, literature, and ethnography [13].

## Conclusion

Kazakh and English toponyms embody the history, culture, and language of their respective peoples. In the global context, English toponyms have a widespread presence and influence international toponymy. Kazakh toponyms are gaining international prominence, facing challenges in transliteration and adaptation. Richly illustrated with examples, Kazakh and English toponyms showcase unique linguistic and cultural features that influence global perceptions of regions. They are keys to understanding history, cultural values, and interactions among peoples. Studying these toponyms in the global context contributes to fostering intercultural dialogue and preserving global cultural heritage.

This study has examined the linguistic aspects of Kazakh and English toponyms within the global context, highlighting their historical, cultural, and linguistic significance. Kazakh toponyms serve as a rich repository of Kazakhstan's cultural and historical heritage, encapsulating the nation's geography, history, and social structures. They reflect the unique identity of the Kazakh people through their Turkic roots, connections to historical events, and ties to local legends and spiritual practices.

Despite challenges such as transliteration difficulties and limited global recognition, Kazakh toponyms are gaining international prominence. Efforts by the Kazakh government, international organizations, and cultural institutions are promoting these place names on the global stage,

enhancing national identity, and fostering cultural exchange. The transition to the Latin alphabet and the standardization of transliteration practices are significant steps toward better global integration and recognition of Kazakh toponyms.

English toponyms, on the other hand, have a widespread global presence due to historical colonization, trade, and the pervasive influence of the English language. They have significantly impacted international cartography, navigation, and cultural discourse. While English place names are easily adapted and recognized worldwide, their dominance raises concerns about the preservation of indigenous toponyms and cultural identities.

The comparative analysis reveals that both Kazakh and English toponyms are integral to understanding the cultural and historical narratives of their respective regions. They contribute to global cultural heritage and offer insights into the interactions among different peoples and languages. Recognizing and preserving the uniqueness of each set of toponyms enriches global cultural exchange and promotes mutual understanding.

In conclusion, the linguistic aspects of Kazakh and English toponyms underscore the importance of balancing global influence with the preservation of local heritage. Promoting Kazakh toponyms alongside globally recognized English names contributes to a more diverse and inclusive global cultural landscape. As globalization continues to shape our world, it is imperative to honor and preserve the linguistic and cultural identities embedded within place names, fostering intercultural dialogue and understanding.

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