

# Scientific Herald of Uzhhorod University

Series "Physics"

Journal homepage: <https://physics.uz.ua/en>

Issue 56, 684–692

Received: 02.02.2024. Revised: 12.04.2024. Accepted: 21.06.2024



DOI: 10.54919/physics/56.2024.68jwq4

## Methods of studying the literary image in the works of poets-storytellers of the land of Syr at the university

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### Abstract

**Relevance.** The relevance of the study is conditioned upon the fact that today, an important place in Kazakhstani and world literature is occupied by works that are related to religion, moral development, and education. The creativity of the poets-storytellers of the land of Syr has a special influence on the upbringing of the future generation and the cultivation of important positive qualities in them (honesty, erudition, loyalty, decency, morality). Their works have a great influence on the development of students' worldviews and raising the spiritual level of the people of Kazakhstan.

**Purpose.** This study is aimed at investigating the religious and educational value of the creativity of the poets-storytellers of the land of Syr and the processes of studying their creativity in universities.

**Methodology.** The leading methods of studying this problem are methods of analysis, classification, induction and deduction, generalisation, and comparison of approaches, which will help to identify and highlight the main aspects of the pedagogical problem of studying the imagery of poets of the Kyzylorda region.

**Results.** The study covers aspects of the activity of the poets of the land of Syr; shows the process of teaching imagery in universities of Kazakhstan; demonstrates the factors and methods of this phenomenon; makes a detailed analysis of literature and clarifies the content, characteristics, and features of the works of Akyns who lived in the territory of the Kyzylorda region; covers the main points, themes, and motives of the poetry of representatives of the Akyns-Zhyrau school.

### Suggested Citation:

Kudaibergenova K, Zhanbershiyeva U, Abilov A, Oralova G, Botabayeva Zh. Methods of studying the literary image in the works of poets-storytellers of the land of Syr at the university. *Sci Herald Uzhhorod Univ Ser Phys.* 2024;(56):684-692. DOI: 10.54919/physics/56.2024.68jwq4

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**Conclusions.** The materials of the study are of practical and theoretical value for students, philologists, literary critics, and teachers at universities and educational organisations who need to know the specific features of methods and forms of teaching students the works of poets-storytellers of the land of Syr.

**Keywords:** imagery; poets-storytellers; pedagogical process; zhyrau; Kazakh language; people.

## **Introduction**

The regions of Kazakhstan have always been sources of unique talents. Zhyrau, zhyrshy, akyns, living in the land of Syr, continued the poetic tradition of their ancestors. In the history of Kazakh literature, an important role is played by the creative heritage of individual representatives of the land of Syr, who are important for the scientific sphere of modernity. Poets and poetesses of the Syrdarya region differ from other regions by their traditions. Their main goal is to create a good song. Famous poets are B. Kabylyuly, K. Zhusip, T. Iztileuov [1], who remained in the memory of the people with their songs-zhyras, laments-joktau, dedications-arnau, aitys. The creative heritage of the poets-storytellers of Syr showed the basics of the Islamic East, the traditions of writing, and a special manner of poetic presentation. Nowadays, aspects of the creative heritage of the famous Syr singers, who preserved, extended the poetic art of zhyrau, and formed a literary school, are being comprehensively studied and promoted. The historical significance of these storytellers also becomes important. The common feature of zhyrau-akyns' works is reflected in their excellent poetic skill, which combines the value and importance of the content, the correctness of the choice of words, rhythm and rhyme, the ability to convey the idea, the purpose of the work, the content of their educational meaning, the generality of the theme, etc. [2].

Kazakh poetry can be studied using a comparative typological method. University students can analyse and compare poems, which will allow them to find way more deeply into their nature, discover the secret of poems, and determine the description of images and motives in such lyrical works. In Kazakh literature, "tolgau" is a special form of works without a plot, philosophical reasoning, or reflection. The study of imagery, content, forms, themes and artistic features of versification is very important for understanding the historical and theoretical values of the poets of Syr [3]. The problem of human vices of modernity is urgent and destroys the individual, society, and the state. The understanding of the aspects and terms "spirituality", "morality", and "emotional and moral feelings" by young people is contradictory. In the complex modern reality, it is difficult for students to make out where the truth and where the lie is. Their views on the essence of the basic ideas and concepts of spiritual and moral development are not stable [4]. Education is an important part of the culture, it creates special conditions for the spiritual and moral development of the individual and reflects social relations, shows the degree of moral development of society. Spiritual and moral development at the university is based on creativity and is a socio-cultural phenomenon that will help to achieve high goals [5].

The relevance of the study lies in the fact that the problem of the methodology of studying the imagery and images of the poets-storytellers of the land of Syr needs further research, systematisation, and data collection. In universities, it is important to study tolgau songs, zhyrau

songs, and aitys songs. The development of most of these poets is intertwined with the popular school of poetic skill of zhyrau, which is reflected in the art of traditional poetry. In recent years, many scientific papers, publications, and essays about the storytellers of the land of Syr have been published. They often discussed issues of injustice, spiritual poverty, and atheism, which is important in teaching students and their understanding of the world. Notably, all these issues are relevant today. In addition, the education system of the Republic of Kazakhstan supports numerous reforms since many problems remain unresolved. This is often connected with the spiritual and moral education of students [6]. The formulation of this problem is based on ideological orientations and the development of a spiritual vacuum.

The purpose of the study is to investigate the religious and educational value of the work of the poets-storytellers of the land of Syr and to present the methodology of teaching in universities. It is also important to show the activities of poets; to demonstrate the factors and methodology of this phenomenon; to characterise the themes and ideas of the works of the akyns who lived in the Kyzylorda region; to describe the results of the analysis of works of the poets-storytellers of the land of Syr.

## **Materials and Methods**

The following methods were used in the course of the research. Theoretical methods include studying and analysing pedagogical, methodological, and historical literature on the subject. The development features of works by the poets-storytellers of the land of Syr were analyzed. Theoretical material on the problem under study was generalized. Deduction and induction were used to highlight the main aspects of the process under study. The approaches to the theoretical understanding of the essence of works by Kazakh poets and the imagery in their works were compared. Also, research on this problem was compared and systematized. Diagnostic methods included the study of the works of scientists, the results of research, and the collection and grouping of facts. Empirical methods involved studying the level of students' knowledge of literature and conducting pedagogical observations in natural learning conditions. Questionnaires and an experimental method were also used. Finally, methods of graphical representation of the results, such as diagrams, were utilized. The experimental base of the study was the Korkyt Ata Kyzylorda University and Bolashak University.

The study was conducted in three stages. At the first stage, the theoretical collection and analysis of existing literary approaches in pedagogy and methodology, the education system of the Republic of Kazakhstan concerning the study of the poetry of the land of Syr was carried out. The works devoted to this problem, its features and approaches to explanation were examined, and also information data of books, publications, monographs, conferences, dissertations, in which the aspects and

problems of the poets-storytellers of the Kyzylorda region were deeply and comprehensively disclosed. The relevance of the issue under study is shown and the historical and cultural component of this phenomenon is investigated. The importance of practical knowledge in the moral development of the generation was determined. The reasons for the importance of this literature in the life of the country were established. Conclusions from the research of scientists were presented. The problem, purpose, forms, and methods of investigating this issue were highlighted. Finally, a plan for conducting an experimental study was drawn up.

At the second stage, the study, analysis, and design of tools were carried out regarding the investigation of the methodology of studying poets-storytellers of the land of Syr in education institutions of Kazakhstan. The features and aspects of this pedagogical phenomenon were considered. The understanding of imagery and the literary image was explained. The ideas of poets of the Kyzylorda region based on comparison were substantiated. The levels of general knowledge of the literature of Kazakhstan by university students were considered. The factors of the occurrence of this phenomenon were presented. The results of the analysis of the educational process and the importance of studying the problem were covered. The process of developing education at a university in the aspect of studying the literature of Kazakhstan was proposed. Approaches to the study of the artistic image were substantiated. The features of the methodology for studying the imagery of poets-storytellers were described. The conclusions obtained during the study were systematised.

At the third stage, the material obtained during the analysis of the scientific and theoretical works of scientists was systematised and classified. Theoretical and practical conclusions and research results were substantiated. A comparative analysis of studies and approaches aimed at studying the problem of works of poets of the land of Syr in the education system of Kazakhstan was presented. The main experiments of scientists who considered the problems of the literature of Kazakhstan, the imagery of works, and the importance of developing students' competencies were systematised. The purposes and objectives of this activity, which will help to form and improve the understanding of the figures of the Kyzylorda region were analysed. The results of the development of this phenomenon in culture and pedagogy were predicted. The facts of analysis and diagnosis were summarised and logically stated. The work of poets-zhyrau was classified and presented. In addition, the author demonstrated instructive thoughts and ideas in the poems of poets-storytellers.

## **Results**

### **Theoretical aspects of creativity of poets-storytellers of the land of Syr**

In the written activity of the authors of the land of Syr, one can find works based on poetic samples of the genre of poems. Such a literary tradition was formed and developed among the poets-storytellers of this land. In Kazakh literature, it is worth noting the written aitys that originated in the territory along the Syr Darya River. Very high demands were placed on their activities, and the truthfulness was proved by facts. According to the content

and style, the written aitys of the poets-storytellers of Syr can be divided into the following groups: aitys-riddles, aitys on examples, aitys-dastans, sensual aitys. Bazar Ondasynuly, Zhusip Yeshniazyly, Omar Shorayakuly, Zhusip Kadyrbergenuly, Nurtugan Kenzheguly used samples of Muslim literature, which influenced a new wave in the literature of the land of Syr. The letters-messages of the poets of the Syr Darya became the basis for the creation and promotion of the genre of letters-poems. It has become a tradition among storytelling poets to communicate and negotiate with aitys participants. They often corresponded, had conversations, and sorted out their relationships. During the Soviet period, writing poetry began to spread especially rapidly. In the period 1941-1945, the topics of letters to the front, condolences for the dead, and letters of love became frequent. Often in the land of Syr, poets addressed their works to public figures, showing a proud spirit, confusion, and state of mind. During the Great Patriotic War, special attention was paid to aitys of akyn poets in the form of letters. The letters were divided into personal and diplomatic. There were also closed letters, letters of appeal, letters of complaint, and letters of gratitude. There were no poetic letters then [7].

In literary studies, the terms "image", "imagery", "character", "portrait" are often studied. Next to the linguistic means of expression, which give emotionality, liveliness, and colourfulness to the works, where the manifestation of imagery is important. An artistic image and a literary character can be combined. Imagery is a lively, vivid, and aesthetic representation of existence in society, which helped writers and poets to convey their thoughts in an artistic form. The author and his idea disclose all the events of a person's life. This question has not yet been sufficiently studied in the works of the poets-storytellers of Syr. Some literary and aesthetic categories are important here and the result is expressed through the word. Words-images and figurative statements in the poetry of the storytellers of the land of Syr demonstrate their views, ideological impulses, wise thoughts and reflections. Scientists can understand imagery as an artistic image or as a pictorial word. It is worth noting the creativity of individual representatives of the poetry of the land of Syr (poets Bazar zhyrau and T. Iztleuov), who play an important role in the education of the younger generation and their moral qualities (honesty, kindness, sanity, intelligence). In the works of poets, themes of spirituality and views on the life of the people can be found. The works of T. Iztleuov and Bazar zhyrau have a special poetic system that describes their work. The ability to create colourful lyrics is their trait. The poetic word is filled with feelings and emotions, it is artistic and imaginative. The imagery demonstrates the beauty of the lyrics. The works of T. Iztleuov and Bazar zhyrau contains many poetic images that show the skill of literary artists and a variety of artistic means and techniques. They are true masters who own all the wealth of the national language [6].

The period of zhyrau's creative activity coincided with the creation of a new chauvinistic policy, where questions of history, society, religion, and attempts to preserve their national values were raised. The works of the poets reflected the age-old traditions and customs of the ancestors of the Kazakh people. With their works, these storytellers stood for a common nation, and their works

were a source of love for the Kazakh nation. In the work of T. Iztleuov, two aspects of content can be found (thematic and ideological), where the poet truthfully demonstrates the era and bears responsibility for what is happening. In his work, it is worth noting the image of the life of the people, social contradictions, social reality, which affect the aesthetic essence of his poetry. His poems are multifaceted and informative, they often show the sorrows and sadness of the people. The poet blames lazy people who do not want to work. He also opposes envious people who did not want to do anything and were just jealous of others. The poet wants to help the younger generation to avoid such human vices [8]. Many works were written for children and teenagers, where there is propaganda about the norm of mutual relations in human society and patriotic ideas. The author urged the readers to act for the benefit of the people, to do good deeds. Some works show aspects of humanism and human feelings. Such a person can serve their land, their people.

The poems "Qairama halqyña tıııñdı" ("Do not hold a grudge against your people"), "Oi" ("Thoughts"), "Adam" ("Human") show the value of a horseman and their loyalty in serving their people. The ideas of the struggle for national freedom and independence became important between 1905 and 1907 when poems ended with irony and improvisation. Poets-storytellers of Syr often wrote about the problem of humanism, raised questions of self-education. A person with high moral qualities should serve their homeland and follow folk traditions. The writers raised the issues of educating the people to form a highly literate, cultured, and sane generation. At that time, the glory and fame of the people will depend on their art. The poets called the people to unite so that there would be mutual understanding. It was poetry that became an important means of educating the people. The poet believes that human sins are caused by the indecision and inactivity of the people. The situation could change if the imposed stereotypes were removed by honest and educated people. Thus, the content of the poems of Turmagambet and other poets-storytellers consists of honest service to the people. For them, being a person means being an educated person, loyal to their people [9].

### Methodology of studying the problem of creativity of poets of the land of Syr at the university

Modern trends in education in Kazakhstan and the challenges facing different levels of education create a number of methods and necessities for rethinking the study of the role, functions, and place of the poets of the land of Syr in general education system, developing new approaches in their further development. A highly effective education system is an important and main factor in ensuring the stable development of the country's economy and Kazakhstan's society. The reforms will help to ensure quality education, considering globalisation in a market economy. It is important to develop new legal, scientific and methodological, financial and material aspects, and proper pedagogical support to deepen this process [10]. Kazakh songs of zhyr and imagery in them have acquired great importance in the aspect of studying the ethnicity of modern Kazakhstanis. Academic approaches to the issue of Kazakh folklore and attempts to comprehend the activities of the poets of the land of Syr are important for the nation. Folklore tradition shows the world through

original forms, where reality becomes a source of understanding of life phenomena, discloses their genesis and role in determining ethnicity. The use of imagery in folk songs helped to give expressiveness to this genre [11].

The study discovered the methodology of teaching literary image and imagery in universities of Kazakhstan and established the professional competence of future workers and philologists. The author used the questionnaire "Content and analysis of Kazakh literature". In addition, the experiment was based on the observation of future philologists and literary critics in the conditions of training and practice. In particular, the author's study is focused on identifying the level of methodological knowledge and understanding of the creativity of poets-storytellers. In total, 143 students of the faculty of philology and future literary critics were covered by the study but 89 participants (students of "Kazakh language and Literature" and "Philology"), who passed the test became direct participants of the experiment. This helped to discover the stage of studying the literature of the land of Syr in the pedagogical process. Two approaches to the analysis of artistic image and imagery were identified. The first one consists of the main aesthetic and artistic problems (features of artistic representation, typification, and conventionality of images). Another approach is based on the facts of psychology, semiotics, which helps to study the issue beyond its artistic specific features. The level of acquisition of knowledge on Kazakh literature and especially on the work of poets-storytellers of the land of Syr can be depicted using a diagram (Figure 1).

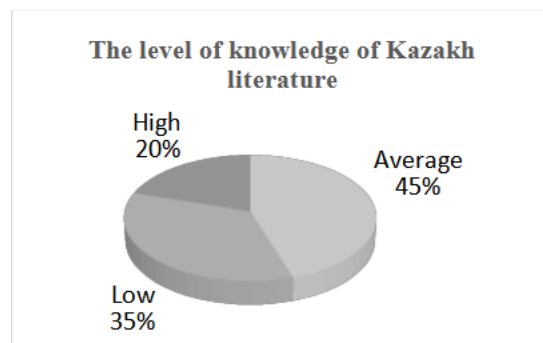


Figure 1. The level of knowledge of Kazakh literature by students

A high level indicates a deep understanding of the material. Students could identify the main features of the poets-storytellers of the land of Syr. They spoke of a special combination of poetry (zhyrau and zhyr), which helped the Kazakh people (20%). Most of the students had an average level of acquisition of knowledge in literature (45%), which indicates their superficial understanding of the features and construction of historical, literary, and theoretical courses. The low level of knowledge (35%) shows the incompetence of students in the main literary disciplines and methods of their conduct. They often do not understand the essence of the work and cannot analyse the lyrical component and images of the work of writers of the land of Syr. The study and questionnaire were conducted at the Korkyt Ata Kyzylorda University and Bolashak University. It is worth noting a special technique that is important when studying the literature of the poets-storytellers of Syr:

1. It is important to use literary connections, which helps to increase the effectiveness of teaching literature at the university; students study literary process quite deeply, develop their creative independence and cognitive activity.

2. Introduction of the integration potential of literature and its combination with other aesthetic subjects.

3. Due to the interconnected study of literature, Kazakh literature is studied more deeply since related types of arts are used, which are more emotional.

4. Engaging the interaction of two literatures to take a deeper look at facts and ideas.

5. Optimal results can be achieved with a coordinated study of literature, with a thoughtful selection of material when studying review and monographic topics about aspects of the life and work of poets and their connection with traditions and innovation. It is also important to use the material on international relations in the classroom.

6. The presence of a connection between Russian and Kazakh literature through related arts, which helps to deeply understand the specific features of the creativity of the writers studied. Here it is important to compare the works of Russian and Kazakh literature and to perform creative works, reports, workbooks, literary posters.

7. In the methodology, it is worth noting the study of theoretical and literary concepts (imagery, literary image, creative method, prose, poetic, and dramatic genres).

8. The literary processes of studying monographic topics are disclosed in speeches, lectures, and reports. Here, creative search activity is important in comparing individual elements of works (landscapes, portraits, etc.), comparing the translation with the original forms in the Kazakh language, where the form and content of works are compared.

9. With a comparative approach to the study of literature, it is worth noting the study of theoretical and literary concepts. Teaching Russian literature has enriched Kazakh poetry, and comparing texts and intertwining them with other types of art helps to enrich students' vocabulary [12].

## **Discussion**

The Kazakh land has always had brilliant writers. It is worth noting the singers-storytellers of the land of Syr. It is known that during the Soviet period, there were attempts to remove and destroy them, and their lyrics were imbued with the ideas of "nation" and "nationalism", where enemies of the people were often described. The purpose of the Soviet Union was to spoil and erase the thoughts and ideas of these brilliant personalities from the national consciousness. Historical, cultural, and literary monuments were damaged. At that time, the problem of righteousness and love for the country was raised in the works of the narrator of the land of Syr. At the moment, these issues are amenable to a detailed study. Many scientists have considered the issues of spirituality and culture in the works of zhyrau poets, who are described as a traditional music school.

One of the main themes in the works of literary critics of 20th century is the problem of imagery and literary image in the works of the poets of the land of Syr. It is worth focusing on the study of the problem of the artistic image, where semiotics and various semiotic areas of literary studies play their role. The image itself is a peculiar phenomenon and is closely related to linguistic and

philological research. When interpreting artistic images in the poetic integrity of the work, it is worth considering the informative or communicative-symbolic level. The informativeness consisted in the fact that the verbal image carries information that is not equivalent to the meaning of individual words or phrases. Literary critics have identified four "spheres" of the image that are taught in universities: reflection of generalised characteristics of reality; demonstration of the complexity of people's spiritual life; expression of emotions to everything that serves as an object of creativity; embodiment of the life ideal and the development of an aesthetic objective world; psychological orientation to the reader and the aesthetic influence of the work [13-15].

Words-images and figurative expressions in the poetry of the storytellers of the land of Syr demonstrated their views on the world. Scientists have discussed this issue from different standpoints and literary schemes of works. The image is an artistic aspect and a figurative word. Literary critics note that it is difficult to study the work of all the poets-storytellers of the land of Syr, so it is important to study the authors separately. Studying the works of Bazar zhyrau and T. Iztleuov will help to educate the younger generation and the moral qualities of the individual (loyalty, honesty, sincerity). T. Iztleuov was a poet whose works were filled with artistic imagery. They had an edifying, instructive character with a special individual style of the author. Akyn poetry was filled with figurative, expressive means of the Kazakh language. The author often used the artistic value of the word, original literary images, and folk art [6]. The poets-storytellers of the land of Syr are truly talented poets who adequately represented their poetic land.

If viewed from a scientific standpoint, the work of the poets of the land of Syr is an important source of the national ideology of the Kazakh statehood, which shows the cultural and spiritual consciousness of the people. The head of state has always noted the necessity and importance of solving the problems of oral folk art. It is important to distinguish each nation, its destiny and culture. Culture is a special aspect of the nation, its spiritual component and wisdom. Civilised people will always be proud of their roots, traditions, and outstanding individuals. It is through national culture in literature that one can cognise the world. In Kazakhstan, people should be especially proud of folklore. Most specialists are now conducting holistic systems of research and understanding the literature of these people. The age-old experience should be summed up and demonstrated in the form of multi-volume books.

Many publications analysed the instructive thoughts in the poems of the storytellers of the land of Syr. Karasakal Yerimbet Koldeybekuly deserves special attention. Scientists and literary critics analyse his spiritual values and determine that his poems are rich in philosophical reflections. His proverbs and lyrics have made a huge contribution to national spirituality. K. Yerimbet's language was deep, individual. He tried to convey thoughts to other generations through short and concise proverbs. It is also worth highlighting the special wishes of the country, the interests of the people, and moral teachings for the younger generation [16; 17].

Using the method of hermeneutics, one can get acquainted with the works of zhyrau poets from the

Syrdarya region, where Islam was spreading and flourishing. The bardic-poetic school was based on spiritual aspects and reached its peak in the 19-20th centuries. The representatives were called *sulei*. It is worth noting such figures as Nurtuganzhyrau, Budabai, Azilkesh, Ongar, Karasakal Yerimbet, Kete Zhusip, Kanli Zhusip, Shorayaktin Omary, and Turmagambet. Their main distinguishing feature was their upbringing according to the rules of the Koran from childhood. They studied Oriental literature, which was developed by Sufis. *Sulei*'s thoughts are often similar to the concepts and artistic techniques of the Sufi. It is also worth noting the connection with mysticism. The abundance of mysticism shows the human spirit and helps to understand the truth and lies. Hermeneutics in Kazakh oral literature is reflected in the poems "Alpamys batyr" and "Koblandy Batyr". In terms of the achievements of folk culture, the heroic epic has experienced a huge period of revival. By paying attention to the factors and causes, the goals of many studies will become clearer. With the spread of Islam, nomadic tribes experienced a real spiritual renaissance. A completely new civilisation and culture helped to establish common sense and a broad view of the peoples who lived in the steppes [18; 19].

There were also many poems with hidden, mystical meanings. All of them were the fruits of adoration, purity of the Creator, and eternal love for God. The works show deep descriptions of mysticism in Islam. Budabai Kabiluly was not only a poet but also an orator. Shegebai Bektasuly remade "Kasasal-Anbia" into a poem in Kazakh. The main characters were often eastern poets. In the Middle Ages, there was a group of "seven poets". The presence of certain qualities of the Syrdarya poets is disclosed by a careful study of their lives. Most of them wanted to help people get on the right path. Indeed, their poetic heritage is very important and it indicates the value of literature. The theme of freedom was characteristic of the writers of the Kyzylorda region and greatly influenced the epic "Abylai". Poets-storytellers demonstrated the ideas of sovereignty, which had nothing to do with fear and horror. The feeling of independence and freedom was often the main theme. Mazhit Aitbayev was one of the poets who did not find the positive in the years of sovereignty but wanted his country to be free [18].

The methodology of studying the history of Kazakhstan and the everyday life of the people allows demonstrating a variety of ways of adapting individuals and social groups to life and ways of their interaction with authorities. Among the genres, political lyrics were the first priority, where one can often find comparisons of the bright Soviet reality with the depressive past. There were frequent manifestations of rejection of the traditions of Kazakh oral and written literature. Talented young people (G. Musrepov, A. Tazhibayev, A. Tokmagambetov, G. Ormanov) began their activities in the mid-1920s and created the image of a Soviet person. The image of Lenin often appeared in the works of Kazakh Soviet poets. In the 1930s, the life of writers became more stable because there were attempts to provide them financially. They had a strong ideological influence on society. A well-known representative of Kazakh literature is the poet Askar Tokmagambetov, who lived and worked in the Kyzylorda region. In his works, he wrote about the poets of the land of Syr and about Budabai. He wrote about Budabai's

competitions with the Karlygash and provided facts about the poet's poor life. He wandered around the country and was depressed by his thoughts. In addition, many researchers write that from the age of 20, Budabai became popularly known as an improviser poet. He studied Arabic and was an educated man. He was a connoisseur, singer, and word painter, wrote *tolgau* and parodies [20; 21].

In the literary heritage of Kazakh poetry of the 19th century, it is worth paying attention to the work of the bard Ondasynul Bazar, whose activity was close to written literature. Many scientists have analysed and studied the establishment and development of Kazakh lyrics and *tolgau* (poems, reflections). This genre contains reflections, feelings, emotions, mystery, and special imagery. Notably, the word "wave" (*tolkyn*) often correlates with *tolgau* (to care). In the works of poets-storytellers, one can find mysticism, mysterious mood and experiences. Their works are purely subjective, expressing the poet's deep thoughts, feelings, and mood. It is advisable to study *tolgau* and models of analysis of this genre. In addition, the heritage of *akyn* singers, folk songs, and the theory of the history of lyrics were often considered. Artistic features of *tolgau* were exemplary for songs and lyrics. In addition, broad poetry often praised social roles and models. The image and praise of famous figures of their region were often present in epic tales. Such a trait was not characteristic only of Bukharzhyrau Makhambet. Due to this poetry, many names and ancestors have been preserved. The ideas of humanism, humanity, love for a native country, patriotism, and justice can often be found, which was a feature of the figures of the land of Syr. Poets-storytellers showed the values and importance of human freedom, disclosed literary images based on real historical figures. There are lyrical motifs in the dedications of Bazar Bard, and the characters are not literary images. It is the works of this poet that are valuable for time and descendants. Most of the talented representatives of literature influenced the development of written literature. The main topics were: transience of life, humanity, human nature, and character traits [3; 22].

It is known that advanced democratic ideas were spreading in Kazakhstan, which were described by the progressive minds of Tatar poets and writers, which helped to create a free spirit of the Kazakh people. Tatar merchants considered education particularly important and built mosques and madrasahs. An atmosphere for teaching Kazakhs was created in the madrasah of Kazan. It was important to study the reformer of Muslim education Sh. Marjani, who sought to create a national elite and a classical Muslim-type state. His educational work was highly appreciated by the Tatar and Kazakh intelligentsia. Many of his followers wanted to create an advanced elite and a Tatar religion. The contribution of Tatars to the culture and education of Kazakhstan has become important. Researchers-ethnographers and local historians published books that described the history and customs of the Kazakh people. In the 1870-1880s, the first representatives of the Tatar intelligentsia had already appeared [23-25].

Bazar zhyrau Ondasuly often used proverbs, which testified to his deep understanding of folk wisdom. In this way, he tried to change a person's thinking and give a special energy to simple phrases. In the works of zhyrau, one can often find lexical comparisons, comparisons of

objects and phenomena [26; 27]. Images of nature are often given in the poet's works, where the moon, rivers, animals, mountains, etc. are depicted. In most cases, expressions are composed of phraseological units that have a stronger artistic effect. In addition, his songs are filled with aphorisms. He tried to unravel the mysteries of nature by showing contrasting phenomena. The main features were correlation, exaggeration, metaphors, psychological parallelism, and examples. These are all important literary and aesthetic features of the poet, which shows their high level of talent and the strength of the author's poetic abilities. The poets of the land of Syr entered the history of literature leaving their best ideas as a legacy for the next generation [28; 29]. In the modern poetry of Kazakhstan, there are postmodern writing patterns, and the predominant methods of art are the cognitive, poetic depiction of the poetry of this era [30]. Thus, it can be concluded that in the process of studying Kazakh lyrics and artistic poetry of the land of Syr, important national aspects were discovered, which must be urgently revived. It is the modern youth who can explore the vast heritage and aesthetics of poets-musicians and their work. The field of poetry shows the mood of the nation and the real values of the people. Themes on religious grounds, where high moral qualities and a sinless life are shown, became frequent motives of poetry. On the territory of the Kyzylorda region, all poets-storytellers harmonise and complement each other.

## Conclusions

This study indicates that Kazakhstan has a huge potential in the field of writing, poetic words, legends, and religious teachings. The creativity of zhyrau and zhyrshy played an important role here. The poets-storytellers of the land of Syr became masters of poetic art, who were known for

their deep, meaningful, and philosophical ideas. Their works reflected the age-old traditions of their ancestors. These figures fought for national freedom, independence, and love for their people. Their themes were life after death, Islam, the inner content of religion, justice, and human honesty. The author disclosed the nature and power of the art of the artistic word of Bazar zhyrau Ondasuly and T. Iztleuov in the aspect of understanding imagery. Their poems had artistic originality, consonance, and a special rhythm.

The materials of the study can be useful for linguists, literary critics, translators, future philologists, and specialists in the field of cultural studies, who need to know the ways and methods of effective teaching of literature in universities. They will present the main ideas of the poets of the land of Syr, constantly exchanging data and solving problems in understanding their work. The study may also be relevant for scientists and members of the scientific community who will be able to track the stage of studying the literature of Kazakhstan. In the course of the study, new questions and problems arose that needed to be solved. Problems for further studies may be the study of methods of teaching imagery in literature; analysis of historical, philosophical, and socio-cultural aspects of the works of zhyrau poets, etc. The further study subjects may be questions of the life and activities of the singers-storytellers of the land of Syr; a description of understanding the historical consciousness of the people.

## Acknowledgements

None.

## Conflict of Interest

None.

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## **Методика вивчення літературного образу у творчості поетів-казкарів Сирської землі в університеті**

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### **Анотація**

**Актуальність.** Актуальність дослідження обумовлена тим, що сьогодні важливе місце в казахстанській і світовій літературі займають твори, пов'язані з релігією і моральним вихованням. Особливий вплив на виховання майбутнього покоління та виховання в них важливих позитивних якостей (чесності, ерудиції, вірності, порядності, моральності) має творчість поетів-казкарів Сирської землі. Їхні твори мають великий вплив на розвиток світогляду студентів та підвищення духовного рівня народу Казахстану.

**Мета.** Ця робота спрямована на дослідження релігійно-просвітницького значення творчості поетів-казкарів Сирської землі та процесів вивчення їхньої творчості у ВНЗ.

**Методологія.** Провідними методами дослідження даної проблеми є методи аналізу, класифікації, індукції та дедукції, узагальнення, зіставлення підходів, які допоможуть виявити та висвітлити основні аспекти педагогічної проблеми вивчення образності поетів Кизилординської області.

**Результати.** Дослідження висвітлює аспекти діяльності поетів Сирської землі; показує процес викладання образності у ВНЗ Казахстану; демонструє чинники та методи цього явища; детально аналізує літературу та з'ясовує зміст, характеристику та особливості творчості акинів, що проживали на території Кизилординської області; висвітлює основні моменти, теми й мотиви поезії представників Акинс-Жиравської школи.

**Висновки.** Матеріали дослідження мають практичне і теоретичне значення для студентів, філологів, літературознавців, викладачів вищих навчальних закладів, яким необхідно знати особливості методів і форм навчання студентів творам поетів-казкарів Сирського краю.

**Ключові слова:** образність; поети-казкарі; педагогічний процес; жираву; казахська мова; люди.