Kazakh Ethno and Lingvocultural Ideology: The Symbol of «Blue»

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ABSTRACT The ethnonym of the word Blue has a symbolic feature in the Kazakh ethnocultural comprehension. Ethno-, lingvocultural description of the importance of reaching a symbolic rate of the blue color is illustrated in this paper: its meaning was analyzed in relation to customs, traditions of the Kazakh ethnos. For this, a cognitive description illustrating the linguistic symbol of Blue has been analyzed and assessed via Ancient Turkic monuments (V-VIII centuries), poetry by zhiraus (XV-XVIII centuries), the school of writers (XIX century) and the heritage of classic literature (XX century). In other words, the researchers’ target was to reveal the link between a man and nature, a man and society, a man and mentality in the coloristic concept of blue in the Kazakh ethnoculture. In particular, the blue color gives an opportunity to reveal the link with Tengri (God of Sky), the Lord of Power as a symbol of clearness, holiness, stability and eternity.