

**Kazakh Ethno and Lingvocultural Ideology:
The Symbol of «Blue»****Zhanar Moldalikizi Koniratbaeva¹, Zhadira Tuimebaikizi Altaeva² and
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Taraz, , Kazakhstan, 080000**E-mail: anthropology.kz@gmail.com***KEYWORDS** Cognition. Coloristic Lexicology. Turkic World. Ethnolinguistic

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 ethnoses. 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.*