

**Role of Biys in Historical Consciousness Kazakh Society****Zauresh Kolumbaeva<sup>1</sup>, Tengesh Kàlenova<sup>2</sup>, Zhuldyz Karsybayeva<sup>3</sup>, Gulbarshin Konkina<sup>4</sup>,  
Gulmira Raimbekova<sup>5</sup> and Zarina Muslimbekova<sup>6</sup>**<sup>1</sup>*"Turan-Astana" University, Y. Dukenuly St., 29 Astana, Kazakhstan, 010000*<sup>2</sup>*L. N. Gumilyov Eurasian National University, Astana, Kazakhstan, 010000*<sup>3</sup>*E. A. Buketov Karaganda State University, Y. Universitetskaya St., 28 Karaganda,  
Kazakhstan, 100028*<sup>4</sup>*Arkalyk Pedagogical Institute named I. Altynsarin, 17 Auelbekov Street, Arkalyk,  
Kazakhstan, 110300*<sup>5</sup>*Eurasian Humanities Institute, M. Jumabaeva St., 4 Astana, Kazakhstan, 010000*<sup>6</sup>*#49 High School, Astana, Kazakhstan, 010000**E-mail: anthropology.kz@gmail.com***KEYWORDS** Best Representatives. Oratory. Spiritual Heritage

**ABSTRACT** The objective of the paper: to analyze the biys' speeches to reveal their role in the historical consciousness formation of the Kazakh people. The tasks: to characterize the content-conceptual information of the biys' speeches. Also to describe the means of the rhetoric mastery building. Resolutions: In the research done, there were resolutions made: the biys played an important part in the formation of the historical consciousness of the Kazakh people. They stood out as the precedent personalities who left behind the traces of their activities in the social life of the people and its culture. Their language is exact, expressive and versatile and that testifies to their rhetoric mastery. The biys' names are the cultural signs behind which there are many historical events, situations. They express both the knowledge about the personal characteristics of the biys and the knowledge about their rhetoric mastery and art as the political activists.