

The Role of Outstanding Personalities in the Kazakh Society: Comparative Analysis of the Kazakh Traditional Social Culture

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ABSTRACT The personal relationship between people, ability to feel the morality of all social instances, and its reflection in the behaviors of certain individuals and their authorities are like boundless blood circulation that promotes the preservation of social integrity of life unity. Closeness of people, mutual acquaintances, sense of respect, an ability to accept everyone as an inseparable part of a given society and the presence of moral values are some of the factors that maintain inflexible unity and stability of the social entity. Customs serve as sources of support for conventions. The majority of nations maintain stability of principles of customs and conventions to such an extent that, in reality, there is no necessity to adopt other norms. Conventions and prohibited norms have their own peculiarities. They are relative, and with the appearance of new circumstances, they might disappear, recommence and take another shape. There are several requirements regarding the realization of specific objects in order to maintain conventions and traditions. Customs and symbols or symbolic forms are believed to be examples of such objects. The social status of people, including khan, sultan, bek, tarkhan, patriarch, lord, biy and feudalism, who separated themselves from nomadic communities, was established by the activities they performed in the society along with spiritual and cultural factors. Respectively, this was supplemented by legendary properties.