



## Linguosynergetic features of the concepts of “blessing” and “curse”

Z.B. Kulmanova

Michigan State University (USA, East Lansing)

(E-mail: [kulmanov@msu.edu](mailto:kulmanov@msu.edu))

### ARTICLE INFO

#### Keywords:

*linguosynergetics, concept, blessing, curse, emergence, cognitive linguistics, culture, linguistic analysis, dynamic system, synergetic cycle, synergetic elements.*

IRSTI 16.01.24

DOI: <http://doi.org/10.32523/2664-5157-2025-2-182-196>

### ABSTRACT

The cognitive system of a concept in human consciousness is formed as a virtual image as a result of the perceptual perception of reality. It is actualized in cognition and ultimately reflected in speech. This article aims to provide a deeper understanding of the dynamic development of concepts in the Kazakh language by analyzing the issue of concepts in linguistics from a cognitive and synergetic perspective. A concept is a continuously evolving phenomenon that possesses dynamic properties and is based on a scenario-based system. In the course of its development, it never reaches a semantic limit. As society undergoes renewal and modernization, concepts adapt to new conditions, evolving and transforming through the process of change. In recent years, new directions have emerged in cognitive linguistics to study the evolution of concepts.

Linguosynergetics is a field that studies the ability of the language system to self-organize, its dynamic changes and the emergence of new structures. This approach enables the identification of the interactions between linguistic units and concepts, as well as their stable and changing aspects. Although the relationship between linguistics and synergetics, as well as the manifestation of synergetic principles in language, has been extensively studied in global linguistics, expanding the interdisciplinary connections and scientific scope of the field, this process still requires further research, additions, and new perspectives in Kazakh linguistics. This article examines the characteristics of the concepts of “blessing” (alǵys) and “curse” (qarǵys), their interaction, specific features, and synergetic properties. Their socio-cultural role in society and their dynamic system of development are analyzed. Through structural, semantic, cognitive, and discourse analysis of these concepts, their synergetic elements and emergent properties can be identified. Additionally, their linguistic representation and dynamic development system are determined. The obtained results can contribute to expanding the field of linguosynergetics in Kazakh linguistics, forming new

perspectives in conceptology, and broadening cognitive and interdisciplinary research within Kazakh linguistics. It is expected that the research findings will deepen the understanding of the linguistic and cognitive representation of the concepts of "blessing" and "curse", as well as offer new perspectives for further synergetic studies in linguistics.

**З.Б. Кульманова**

*Мичиган мемлекеттік университеті (АҚШ, Ист-Лансинг),  
(E-mail: kulmanov@msu.edu)*

### **«Алғыс» пен «қарғыс» концептілерінің лингвосинергетикалық ерекшеліктері**

**Аннотация.** Концептінің когнитивтің жүйесі адам санасында шындықты перцептивті қабылдау нәтижесінде виртуалды бейне түрінде пайда болып, когницияда өзектеніп, нәтижесінде сөйлеуде қайта көрініс табады. Мақала тіл біліміндегі концепт мәселесін когнитивтік және синергетикалық тұрғыдан зерделей отырып, қазақ тіліндегі концептілердің динамикалық дамуын тереңірек түсінуге бағытталған. Концепт үздіксіз дамуда, өзіндік динамикалық қасиетке ие, сценарийлік жүйеге негізделген. Ол өзінің даму жүйесінде ешқашан семантикалық шегіне де жеткен емес. Қоғамның жаңаруына әрі жаңғыруына байланысты өз ортасына сай жаңа жағдайларға бейімделе отырып, эволюция процесінде жаңғырып, өзгеріп отырады. Соңғы жылдары когнитивтік лингвистикада концептінің даму эволюциясын зерттеуде жаңа бағыттар пайда болуда. Осы орайда қазіргі уақытта когнитивтік лингвистика саласында концептінің даму жүйесіне жаңа көзқарас ретінде пайда болған «лингвосинергетика» терминінің қалыптасуы мен қолданылу тарихы өткен ғасырдың аяғы болса да тіл білімі саласында алдыңғы зерттеулерге жаңаша көзқараспен қарауға, бұрынғы зерттеулерді жаңғыртуға мүмкіндік береді. Лингвосинергетика – тілдік жүйенің өзін-өзі ұйымдастыру қабілетін, оның динамикалық өзгерістерін және тұрақсыздық жағдайында жаңа құрылымдардың пайда болуын зерттейтін бағыт. Бұл бағыт тілдік бірліктер мен концептілердің өзара әрекеттесуін, олардың тұрақты және өзгермелі аспектілерін анықтауға мүмкіндік береді.

Тіл білімі мен синергетика қатынасы және синергия заңдылығының тілдегі көрінісі өзге тілдерде кеңінен зерттеліп, әлемдік лингвистиканың пәнаралық байланысы мен ғылыми өрісін кеңейтіп жатқанымен бұл үрдіс қазақ тіл білімінде әлі де зерттеулерді, толықтыруларды, жаңа көзқарасты қажет етуде. Мақалада «алғыс» пен «қарғыс» концептілерінің ерекшеліктері, олардың өзара әрекеттесуі, өзіндік ерекшеліктері мен синергиялық ерекшеліктері зерттеліп, қоғамдағы әлеуметтік-мәдени рөлі мен оның әсері, олардың динамикалық жүйесі қарастырылады. Концептіге құрылымдық,

Received 14 March 2025. Revised 09 April 2025. Accepted 11 May 2025. Available online 30 June 2025.



**For citation:** Z.B. Kulmanova Linguosynergetic features of the concepts of "blessing" and "curse"  
// Turkic Studies Journal. 2025. Vol. 7. No 2. P. 182-196. DOI: <http://doi.org/10.32523/2664-5157-2025-2-182-196>

семантикалық, когнитивтік және дискурстық талдау жасау арқылы олардың синергетикалық элементтері мен эмердженттік ерекшеліктерін анықтауға болады. Сонымен қатар бұл ұғымдардың тілдегі репрезентациясы мен олардың динамикалық даму жүйесі анықталады. Алынған нәтижелер қазақ тіл білімінде лингвосинергетика бағытын кеңейтуге және концептологияға қатысты жаңа көзқарас қалыптастыруға, қазақ тіл білімінде когнитивтік және пәнаралық зерттеулердің кеңеюіне негіз бола алады. Зерттеу жұмысының нәтижелері «алғыс» пен «қарғыс» концептілерінің лингвокогнитивтік репрезентациясын терең түсінуге және алдағы тіл біліміндегі синергетикалық зерттеулерге жаңа көзқарас ұсынуға септігін тигізеді деп сенемін.

**Кілт сөздер:** лингвосинергетика, концепт, алғыс, қарғыс, эмердженттілік, когнитивтік лингвистика, мәдениет, тілдік талдау, динамикалық жүйе, синергиялық айналым (цикл), синергиялық элементтер.

**З.Б. Кульманова**

*Мичиганский государственный университет (США, Ист-Лансинг)*

*(E-mail: kulmanov@msu.edu)*

### **Лингвосинергетические особенности концептов «благодарность» и «проклятие»**

**Аннотация.** Когнитивная система концепта возникает в сознании человека в виде виртуального образа в результате перцептивного восприятия действительности, занимает центральное место в когниции, как следствие, вновь проявляется в речи. Статья, изучая проблему концепта в языкознании с когнитивной и синергетической точек зрения, направлена на более глубокое понимание динамического развития концептов в языке. Концепт находится в непрерывном развитии, обладает собственной динамической природой и основан на сценарной системе. В своей системе развития он никогда не достигает своего семантического предела. В связи с обновлением общества он адаптируется к новым условиям в соответствии со своей средой, постоянно обновляясь и изменяясь в процессе эволюции. В последние годы в когнитивной лингвистике появляются новые направления в исследовании эволюционного развития концепта. В этой связи формирование и история применения термина «лингвосинергетика», который возник в области когнитивной лингвистики как новый взгляд на систему развития концепта – хотя он и появился в конце прошлого века – позволяет по-новому взглянуть на предыдущие исследования в языкознании и обновить более ранние работы. Лингвосинергетика – это подход, изучающий способность языковой системы к самоорганизации, её динамические изменения и возникновение новых структур в условиях нестабильности. Этот подход позволяет определить взаимодействие между языковыми единицами и концептами, а также их устойчивые и изменчивые аспекты.

Взаимосвязь языкознания и синергетики, а также проявление законов синергии в языке широко изучаются в других языках, расширяя междисциплинарные связи и научное поле мировой лингвистики. Однако этот процесс в казахском языкознании всё ещё нуждается в исследованиях, дополнениях и новых подходах. В статье исследуются особенности концептов «алғыс» (благодарность) и «қарғыс» (проклятие), их взаимодействие, своеобразные и синергетические характеристики, а также рассматривается их социально-культурная роль и влияние в обществе, их динамическая система. Проводя структурный, семантический, когнитивный и дискурсивный анализ

концептов, можно выявить их синергетические элементы и эмерджентные особенности. Кроме того, определяются языковая репрезентация этих понятий и их динамическая система развития. Полученные результаты могут стать основой для расширения направления лингвосинергетики в казахском языкознании и формирования нового взгляда на концептологию, а также для расширения когнитивных и междисциплинарных исследований в казахском языкознании. Результаты исследования будут способствовать более глубокому пониманию лингвокогнитивной репрезентации концептов «алғыс» (благодарность) и «қарғыс» (проклятие), открывая новые перспективы синергетических исследований в языкознании.

**Ключевые слова:** лингвосинергетика, концепт, алғыс, қарғыс, эмерджентность, когнитивная лингвистика, культура, языковой анализ, динамическая система, синергетический цикл, синергетические элементы.

## Introduction

The field of modern linguistics is expanding its scope in an interdisciplinary manner by the dynamic development of recent research, shaping its unique characteristics. Recent interdisciplinary innovative studies and the conclusions derived from them, as well as fundamental scientific results and even relevant theories from mathematics and physics, have been proven to be applicable in linguistics. At the core of synergetics lie the characteristics of phase spaces in mathematics and natural sciences, remarkable types of catastrophes, order emerging after chaos, thermodynamics, the physics of resonance phenomena, fractal geometry that studies self-similarities, and theories leading to non-trivial generalizations. It is now being extensively studied that these theories are not foreign to modern linguistics. In particular, it has been proven that in the field of cognitive linguistics, we can integrate semantics with synergetics in conceptual and discourse analyses, adapting it to linguistic studies. «Today, synergetics has begun to be actively applied in the field of integrated humanities. Just as in the natural sciences, the issue of synergy has entered linguistics by the integration and organizational nature of the internal laws of language. In line with the anthropocentric approach of modern linguistics, the process of studying language now also considers identifying the relevant synergy of words» (Kozhakhmetova, 2022: 43).

Language is indeed a unified system governed by its internal laws. In the language development system, the laws and explanations of physical and mathematical phenomena can also be reflected. For example, the occurrence of resonance phenomena and the emergence of new, self-organizing semantics from elements of chaos. Additionally, the term «*emergent*», a characteristic of synergetics, means «*suddenly appearing*» or «*newly formed*» and is also used in linguistics. Since this term is internationally recognized and used without translation, it will be referred to as «emergent» in this article. For instance, a text's emergent properties refer to meanings that arise from the interaction of individual elements (words), new emotional-expressive characteristics, or the use of words in an unconventional context. The emergent effect of a text is often manifested in metaphors, various types of discourse, and the presentation of associative texts, particularly in their semantic nuances. In other words, emergent coloring makes a text more multidimensional, expanding its semantic field and allowing for interpretation from different perspectives at various levels.

This article attempts to analyze the synergetic effects of the binary concepts of «blessing» and «curse». Traditionally, such concepts have been viewed as antagonistic, that is, as

oppositional categories in a static state. In this study, however, these concepts are examined from a synergetic perspective, considering them as elements of a unified dynamic system formed through the interaction of two opposing concepts. To identify the synergetic effect of a concept, various analytical approaches like structural, semantic, contextual, conceptual, and discourse analysis are widely used. A comprehensive explanation is also provided regarding their emergent characteristics.

### Materials and research methods

The foundation of this qualitative study rested upon a selection of key linguistic resources. Initially, K. Abduali's dictionary (Kaidar, 2013) served as our primary point of reference, offering an initial understanding of the binary conceptual pairing of “Alğys – Qarğys” (blessing – curse). To delve deeper into the historical roots and semantic development of the individual lexemes, “Alğys” and “Qarğys”, we consulted Old Turkic dictionaries and relevant etymological resources, drawing upon scholarship such as that referenced by Itegulova et al. (2016). Furthermore, the dictionary compiled by Itegulova et al. (2016) provided valuable insights into the broader cultural significance specifically attributed to the concept of “Alğys” within the Kazakh context. Furthermore, the analysis heavily relied on a curated collection of Kazakh proverbs and fixed expressions that prominently feature the concepts of “Alğys” and “Qarğys”. This linguistic data proved invaluable in illuminating the subtle shades of meaning, the deeply ingrained cultural understanding, and the emergent synergistic properties associated with these terms. Each proverb was carefully examined for its metaphorical content, revealing the underlying beliefs and values of the Kazakh people regarding gratitude and curses. To contextualize these concepts within a broader cultural and spiritual landscape, it was also considered references to Turkic mythology, including narratives surrounding figures like Qorqyt Ata and beliefs concerning deities such as Tengri. Additionally, it was acknowledged the influence of Islamic traditions in shaping the understanding of “Bata” (blessing) and its intricate relationship with both “Alğys” and “Qarğys”. The theoretical framework and contextual grounding for this study were provided by existing scholarly literature spanning the fields of linguistics, cognitive linguistics, cultural studies, and potentially theolinguistics, given the inherent religious and spiritual dimensions of the subject matter. This body of work offered established analytical tools and relevant insights into the study of language, culture, and conceptual systems. Finally, the conceptual relationships identified through our analysis were visually represented using the Mermaid visualization tool (<https://mermaid.js.org/>). While primarily intended for the presentation of our findings, the resulting flowchart, constructed using Mermaid syntax, also served as a crucial instrument in structuring and articulating the synergistic dynamics observed between “Alğys” and “Qarğys”. Indeed, the very code used to generate this visual representation can be considered a tangible output of our analytical process.

The central methodological approach involved a comprehensive analysis of the concepts of “Alğys” and “Qarğys” as they are manifested within the examined linguistic data. This entailed: scrutinizing dictionary definitions to ascertain their fundamental semantic content; investigating the etymological origins of the terms to elucidate their historical semantic evolution; and interpreting the metaphorical and symbolic significance inherent within proverbs and fixed expressions containing these concepts. Drawing upon the principles of synergetics, this study explored the dynamic interaction and emergent properties of the “Alğys” and “Qarğys” concepts. Furthermore, the dictionary compiled by Itegulova:

identifying synergistic elements inherent within each concept, such as energy exchange, interpersonal interaction, associated psychological states, and their influence on the surrounding social atmosphere; analyzing emergent properties arising from the interplay of these elements, including the development of increased trust or hostility, the attribution of positive or negative values, and the phenomenon of the “boomerang effect” associated with curses; examining the dynamic interplay between these opposing concepts, specifically how “Alğys” can contribute to social order while “Qarğys” may introduce instability or chaos; and investigating the informational energy associated with each concept and its potential impact on social equilibrium. The study inherently considered the profound cultural significance of “Alğys” and “Qarğys” within the Kazakh worldview. This included an examination of their interconnectedness with the concept of “Bata”, acknowledging its ritualistic and potentially religious dimensions. The analysis integrated these cultural and religious facets to provide a more nuanced and comprehensive understanding of the studied concepts. A comparative analysis was undertaken to delineate the characteristics of “Alğys” and “Qarğys”, emphasizing their inherent oppositional nature while also noting their shared conceptual link through “Bata”. Furthermore, the study compared the historical evolution and contemporary pragmatic functionality of “Alğys” and “Bata”. To facilitate the understanding and synthesis of the synergetic analysis, the Mermaid tool was employed to generate visual representations. These diagrams illustrated the conceptual relationships and the directional flow of positive and negative “energy” associated with “Alğys” and “Qarğys”, respectively, providing a concise summary of key findings.

### Research background

The term «*synergetic*» was introduced in 1969 by the German theoretical physicist Hermann Haken. According to him, synergetic is the rule of interaction between objects, leading to their self-organization. Even though, different sciences examine objects from different perspectives, the fundamental law remains the same. (Haken, 2003: 25). The continuation of this idea is reflected in V.V. Kolesova's article “Synergistic Connections of Concepts” (Kolesov, 2019). He compares cognitive linguistics with the theories of recent quantum physics research, which demonstrates that linguistics has reached a new level. At the end of the 20th century, the identification of common research questions, the collection of relevant materials, analysis methods, and the similarities in the synergetic results obtained from two entirely different scientific fields are widely compared in the article.

According to N.V. Drozhazhikh, synergetics has always been inherent in the phenomenon of language, but it was through the development of science that the theory of synergetics was formed and its underlying principles were identified. He states: “Through language, human interaction with the world leads to its connection with other sciences. Language, through its interaction with other fields, is constantly subjected to synergetic laws” (Drozhazhikh, 2012: 11).

Certainly, language cannot remain unchanged over centuries. Historical events, the emergence of international relations, the development of technology, the rapid growth of the energy sector, and other factors resulting from the expansion of human consciousness and capabilities, along with victories and defeats, have left their mark on the language. The openness of language to the surrounding environment means its adaptability to changes. Language's adaptability to change leads to the transformation of human consciousness, the renewal of old knowledge, and the formation of new concepts, and their conceptualization.

Synergetics, in turn, can identify how these new concepts emerged, at which levels (biological, psychological, social, cultural, etc.) they have been established in human consciousness, and which field influenced their formation. As a social and cultural phenomenon, language generates changes through the combined combinatory activities resulting from systematic isomorphic synergetics. The change in the initial semantics of a concept in relation to social situations is analyzed within the category of «causality» (basis-condition-cause-goal), and their semantic constants are established. During cognitive analysis, the synergetic connection of mental paradigms is identified, which allows for determining the conceptual field of national consciousness. When studying a concept in accordance with the laws of synergetics, the new aspects of the concept are revealed based on the law of «creating order from chaos or vice versa». It is clear that using synergetic methods in conceptology to study the conceptual field of consciousness is very important. This approach uncovers the connection between cognitive linguistics and the natural sciences, offering new opportunities for conceptual analysis. Additionally, the methods for analyzing a text from a synergetic perspective are discussed in the article «Synergetic Analysis of the Emergent Properties of Text» by A.R. Beisembayev and T.K. Manyapova. They define linguistic synergetics as an interdisciplinary field that studies language as a self-organizing system. It uses the principles of synergetics to understand how language develops, changes, and adapts to new conditions. In their research, they identify synergetic properties through systemic analysis, semiotic analysis, discourse analysis, and cognitive analysis (Beisembayev, 2024: 57). «Synergy in language forms as a result of the interaction of different linguistic units. In discourse, synergetic pragmatic effects are widely used to increase credibility and shape public opinion» (Khramchenko, 2023: 369).

In the article «Concept in the Cognitive-Synergetic Aspect» by Yu.A. Latypova and others, the concept is studied from a cognitive-synergetic perspective and is described as having openness (i.e., being adaptable to change), dissipative, nonlinear, and fractal structure. «The semantic field of a concept develops in a spiral fractal pattern. The emergence of a concept is based on both external and internal needs, and the formation of a concept, as it transitions from the mental domain to the linguistic domain and then to the discourse domain, occurs based on synergetics» (Latypova, 2022: 15), linking the cognitive structure of the concept with synergetics. The Chinese scholar Yu. Shang, who examines synergetics from a cognitive perspective, states: «Human cognition can solve complex problems. The 'double process' theory in synergetics suggests that there are two systems in human cognition. The first system is when a person speaks quickly and acts intuitively and unconsciously in communication. The second system involves linguistic interaction through internal pressure and reflective thinking». This approach links the human cognitive system with the theory of synergetics, exploring how people engage in linguistic communication (Shang et al., 2024). Meanwhile, American scholar J. Van states: «A person's intellect and rationality are evolving and maturing due to cognitive synergetics. A person with cognitive abilities who lives separately from society has much lower cognitive abilities than a person who is more socially engaged. The environment, with its synergetic conflicts, teaches the mind how to find solutions to dilemmas, yielding positive results». (Van et al., 2024), linking critical thinking systems with synergetics.

The cognitive system of a concept emerges in the mind as a virtual image as a result of the perceptive reception of reality, and it is then preserved in language and reappears in speech. Although the concept has a dynamic nature and continuously develops, it never reaches its semantic limit because it evolves and renews itself, adapting to new circumstances. Currently, in the field of cognitive linguistics, it is considered appropriate to link the evolution of a

concept with synergetic principles as a new perspective on its development. This offers an opportunity for the formation and application of the term «linguistic synergetics» in the field of linguistics and encourages a fresh approach to previous research. Analyzing the relationship between language and synergetics has inspired this article, as it shows that their connection is solid and allows for the identification of new cognitive semantics in concept analysis.

L.V. Bronnik states: «The study of the synergistic effect of a concept involves analyzing the structure and semantics of the materials gathered on the concept while paying close attention to their combined meaning and the interaction of the elements» (Bronnik, 2009: 11). This highlights the emergent properties that arise from the synergistic effect in the text. The term «emergent», characteristic of synergetics, means «suddenly appearing» or «newly formed» and is used in linguistics without translation. As this term is used internationally, it is presented here as «emergent». For example, the emergent properties of a text refer to the new meanings, emotional-expressive features, or different situational uses of words that arise from the interaction of individual elements (words) in the text. The emergent properties of a concept are an important object of study, as they reflect the new meanings and qualities that result from the interaction of individual phrase elements. The emergent properties of a text are manifested through metaphors and symbolism. These may not be immediately apparent in individual words or phrases, but through the interconnection of the text's coherence, they acquire new semantics. By studying emergent properties, it is possible to identify hidden connections within various parts of the text, which may form thematic motifs, recurring elements, or alternative interpretations. Additionally, these properties allow us to predict how they might affect the readers' perception of the text and what emotional or cognitive impacts they might have. By identifying and studying the emergent properties of a text, the author can predict the fluidity of words in the socio-cultural context and their functionality in pragmatics. Additionally, it provides insights into the associations and meanings that may arise in readers' minds as they engage with the text.

In the process of reviewing global literature, the connection between language and synergetics was identified, and the author's conclusions are presented in the theoretical section of the article. While the relationship between linguistics and synergetics has been extensively studied in other languages, expanding the interdisciplinary scientific scope of global linguistics, it became clear that our Kazakh linguistics still requires further development. With this goal in mind, the article focuses on the synergetic analysis of binary concepts in the Kazakh language, linking selected theory to practice. The article sets out the following objectives to explore and reconsider concept analysis in the context of language and synergetics:

– *Simple methods and techniques used in concept analysis within the connection between language and synergetics;*

– *Identifying the synergetic elements and emergent properties of the lexeme «blessing» (algys);*

– *Identifying the synergetic elements and emergent properties of the lexeme «curse» (qargys);*

– *Analyzing the differences and similarities between the «blessing – curse» concepts.*

## Analysis

In K. Abduali's dictionary, the binary pair «*Algys – Qargys*» is described as: «a general concept about gratitude, prayers, and good wishes expressed for good deeds, and a bad wish or curse expressed for bad actions or deeds» (Kaidar, 2013: 432). It highlights that these are oppositely meaning conceptual pairs, and also points out the shared religious and cultural

element of the *bata* concept, with its ritual. From this perspective, it is entirely possible to conduct a theolinguistic analysis of the «*algys and qarqys*» concepts. If we look at the main underlying semantics of the «*Algys – Qarqys*» concepts: The lexeme «*Algys*» comes from the verb «*al*», which means to acquire, accept – a feeling of gratitude as a response to a good deed or help. In Old Turkic, «*algys*» (alkysh – algis) was used, meaning «to praise, to express a good wish». The dictionary states: «*Algys*» (in Old Turkic, alkysh – algis) is a special concept in traditional Kazakh worldview, expressing a good wish or gratitude for kindness done by others" (Itegulova et al., 2016: 78). The lexeme «*Qarqys*» is believed to have come from the verb «*qarǵu*». «*Qarǵu*» means to chase, to eliminate, so its original meaning might have been wishing for destruction, cursing. If we first consider the concepts of «*Algys*» and «*Qarqys*» separately, and then connect them, we can see the following result.

**The synergy of the concept of «*Algys*» (alkyş).** The concept is reflected in linguistic units, metaphors, and fixed expressions as a process of positive energy exchange between the addressee and the addresser: «*Jaqsı söz – jan azıǵı*» (Good words are the nourishment of the soul), which means that gratitude enhances a person's spiritual strength; «*Raqmet köp bolsa, däm de köp boladı*» (If there is a lot of thanks, there will also be a lot of blessings), which signifies that expressing gratitude improves relationships between people; and «*Algıs – köñildiñ kilti*» (Gratitude is the key to the heart), meaning that gratitude opens the heart and strengthens relationships. In a synergetic analysis, describing the concept of «*algıs*» takes on a different perspective. For example, «*algıs*» is a concept of energy exchange, interaction, and the key to communication in a dynamic state between people. It is a unified element with a two-way connection. The synergetic elements are: the establishment of connections between people, the increased motivation of the person expressing gratitude, and the key to a positive atmosphere. Emergent properties of the concept of «*algıs*» in the linguistic-psychological aspect: expressing gratitude leads to an increase in trust and mutual respect between people, encourages acts of kindness, and serves as a force that fosters positive values in society.

**The synergy of the concept of «*qarǵıs*».** *Qarǵıs* is also an act that takes place between two opposing objects. In proverbs: «*Qarǵıs jeti ataǵa jetedi*» (The curse reaches seven generations), the timeless dynamic state of *qarǵıs* and its transmission from generation to generation is one manifestation of its emergent properties. Moreover, «*Atanyń qarǵısı – oq*» (A father's curse is like an arrow) emphasizes that the emotional power of *qarǵıs* depends on social status, while «*Jamańdıqqa jamańdıq qılsań, ol da saǵan qaitadı*» (If you do bad to bad, it will return to you) or «*Qarǵıs keri qaitadı*» (The curse returns) illustrates the dynamic boomerang effect of *qarǵıs*, and «*Qarǵıs atqan jerden qaş*» (Run from the place where the curse was cast) warns about the spread and contagious risk of negative energy. In the next proverb, «*Qarǵıs jańbır emes, jaýǵanmen keppeidi*» (A curse is not like rain; it doesn't dry once it falls) shows that the effect of *qarǵıs* is long-lasting, while «*Qarǵıstan qaşsań da, qasıretten qaşa almaysyń*» (Even if you run from the curse, you cannot escape the suffering) suggests that the dynamic of its development is relentless.

«*Qarǵys*» is also a concept that arises in a dynamic system of interaction between two opposing entities and consists of its synergistic elements. For example, *qarǵys* comes from a conflict between two actions, the psychological state resulting from this conflict, and the source of the negative atmosphere, all of which are its synergistic elements. The emergent properties include: distrust and hostility between people, the encouragement of wrongdoing, and the creation and development of negative values. The collection of proverbs helps us better understand the synergistic nature of *qarǵys*, as well as its complexity and multifacetedness.

When considering the two concepts separately, *Algys* is a concept that has a unique moral and spiritual power, resulting from positive feedback. The positive effect of *Algys* spreads

not only to the speaker but also to those around them. For example, the phrase «*Algys alğan arymas*» (literally, the one who receives gratitude remains pure) means that the lexeme «*arymaw*» (not to diminish, not to decrease, not to shrink) indicates that a person's spiritual purity and reputation are maintained through gratitude and that their condition will improve. *Algys* leads to harmony and goodness in society.

*Qarğys* is a concept that generates destructive energy resulting from negative feedback and leads to chaos. While *Qarğys* represents chaos, *Algys* represents a concept with a synergetic effect that brings order. For example, in the proverb «*Algys alğan arymas, qarğys alğan jarymas*» (A person who receives gratitude will never be diminished, but a person who receives a curse will never prosper), the semantics of the word «*arymas*» means not to become bad, to have a certain order, while «*jarymas*» refers to the chaos of stagnation and encountering evil. The proverb «*Qarğys alma, algys al*» (Do not receive a curse, receive gratitude) indicates that *qarğys* is a prohibition, while *algys* is open and free, and the proverb «*Algys tigen aǵar, qarğys tigen qarañ qalār*» (Gratitude will make you brighter, while a curse will leave you in darkness) suggests the effect of positive and negative energy and its synergetic effect on the human cognition within the scope of the «*algys – qarğys*» concept. The common characteristics of the *Algys* and *Qarğys* concepts reveal that they have their informational energy from a synergetic perspective. While *Qarğys* is informational energy that disrupts social connections and leads to instability and chaos due to moral degradation, *Algys* is informational energy that stabilizes the system and serves as feedback for a positive outcome. According to the synergetics, the social equilibrium of concepts is reflected as follows: when gratitude prevails in society, stability is formed, while when curses dominate, the system stagnates and falls into chaos. That is, *algys* is a forming factor, and *qarğys* is a destructive factor. Therefore, our people say «*Jaqsy söz – jarım ırys*» (Good words are half of fortune), highlighting the unique synergetic effect in the power of words.

One of the common concepts between the concepts of *algys* and *qarğys* is *bata*. *Bata* is a concept that holds a special place in the culture of Turkic peoples. The concept of *algys* in *bata* serves the meaning of wishing for good things, while the concept of *qarğys* serves the meaning of wishing for bad things. The interaction between these two concepts is particularly reflected in Turkic mythology and Islam. In Turkic traditions, the giving of *bata* was not only practiced among humans but also extended to animals. For example, there were special rituals for giving *bata* to livestock, based on the belief that it would increase their strength and fertility. Moreover, it is described that Korqyt Ata's *bata* brings blessings to the people, while his curse brings misfortune to enemies, demonstrating the power of both *algys* and *qarğys* types of *bata* (Korqyt, 1986: 85). A characteristic of Turkic mythology is the belief that natural forces can also give *bata*, such as the widely spread idea that «the blessing of Tengri brings fortune to the earth, and its wrath brings disaster» (Babataiuly, 1993).

Currently, the pragmatic functionality of the concepts of *algys* and *qarğys* differs from the concept of *bata* in certain situations. For example, a person expresses *algys* voluntarily and with their intention when they are grateful. The difference between *algys* and *bata* is that *algys* cannot be requested. In other words, *algys* is a phenomenon that arises from sincere feelings. On the other hand, *bata* is requested as a good omen by elder men, wise women, or highly respected community leaders. Nowadays, it can be observed that the distinction between the concepts of *bata* and *algys* has become clearer. *Algys* has moved away from its ancient syncretic nature and has undergone changes under the influence of dynamic conditions with a synergetic principle, and its social and ethical value has increased in contemporary times.

## Results

Georgian scholars state: «Language is not just a means of communication, but the key to culture. Through language, a person perceives the world, forms personal values, and also exchanges experiences. Cultural practices, religious rituals, and traditions are deeply rooted in language. And in studying the synergetic paradigm, it is impossible to consider language and culture separately. To study the shared values of culture and linguistics and their dynamics of change, methods such as discourse analysis, language and identity, ethnolinguistic vitality, and intercultural comparisons are used» (Kheidze, 2023: 21). This highlights that the increasingly relevant field of linguosynergetics offers a new perspective on our previous studies. Cultural knowledge also changes language. «Language is constantly developing under the influence of external/internal factors, which is its dynamic state. The most important feature of a dynamic system is its ability to maintain stability» (Piatrovskiy, 2006). The stability of *alġys* and *qarġys* within the dynamic system lies in the systematic nature of its internal structure, based on its fundamental foundation (which is accompanied by specific rituals). The consistency of the internal structure of *alġys* and *qarġys*, preserved for centuries, and the semantic harmony (melodiousness) of the lexemes used in the language, contribute to enhancing its value.

To illustrate the conclusion of the research, the tool *Mermaid*, which is often used in linguistic studies, was applied. *Mermaid* is a text-based information <https://mermaid.js.org/> visualization tool that allows the creation of various diagrams, including Gantt charts, classic diagrams, and flowcharts, using simple syntax similar to Markdown.

Table 1. The Flowchart TD code:

```

flowchart TD;
A[Alġys] --> |Positive Energy| B[Good Deeds];
B --> |Returns| C[Spiritual Growth and Success];
C --> |Influences| A;
D[Qarġys] --> |Negative Energy| E[Negative Actions];
E --> |Instability| F[Spiritual Collapse and Difficulties];
F --> |Backlash| D;
C & F --> |Affects Society and Environment| G[General Energy Field];

```

The **Flowchart TD** code represents a top-down, direction-based sequence within a conceptual field. The concept of *Alġys* (gratitude) emits positive energy, functioning as a motivating force that encourages benevolent actions in the recipient. Energy attracts energy, and *Alġys* has the boomerang-like property of returning to both the sender and the receiver. As a result, spiritual growth creates a positive cycle that returns to the initial value at point A and is renewed with a synergistic characteristic. On the other hand, the synergistic cycle of the concept of *Qarġys* (curse) occurs in the opposite direction compared to *Alġys*. Both concepts have a significant general energetic impact on society. The spiritual growth and downfall of humanity are concepts with a collective value and are concepts that have a direct impact on the energy field that affects society's overall well-being and life. Conversely, the synergistic cycle of the concept of *Qarġys* (curse) operates in the opposite direction to that of *Alġys*. Despite their opposing trajectories, both concepts exert a substantial energetic influence on society. The dynamics of spiritual growth and decline are not merely individual

but collective in nature, directly impacting the energy field that shapes societal well-being and quality of life.

Word is sacred and possesses a special power. Recognizing this from ancient times, the Kazakh people have known the unique impact and synergetic effect of words, stating that «good words are half of fortune». They understood the power of simple gratitude and its dynamic state. The communicative and cognitive-linguistic development of the emergent properties of expressing gratitude, as well as the effect it has on the person who utters it, were defined in this article. The psycho-symbolic feature of the concept of *qarǵys* is chaos. In the cognitive aspect, it refers to a deadlock or a state of helplessness that results in language units. One common value shared by the concepts of *alǵys* and *qarǵys* is the presence of reciprocal (boomerang) feedback, as well as the fact that they both are accompanied by specific religious-mythological rituals in the concept of *bata*. However, while the semantic composition of *bata* includes the concepts of *alǵys* and *qarǵys*, their distinctive characteristics appear in synergetic research.

The Kazakh people, believing in the notion that the more one receives gratitude, the happier one lives, have expressed their appreciation through words of gratitude. Where there is gratitude, there has also been *bata* (blessing). Therefore, looking at ancient knowledge, it is evident that the words *alǵys* (gratitude), *tilek* (wish), and *bata* (blessing) are synonymous, interwoven, and form a unified concept. The history of the word *alǵys* (gratitude) originally acknowledged it as a praise to the Creator, but over the centuries, its content and structure have undergone changes. Today, it is associated with a brief expression used in good deeds. The semantics of *bata* (blessing) have evolved separately from its original meaning, further reflecting its dynamic state in accordance with synergetic principles.

## Conclusion

It is appropriate to consider the concepts of *alǵys* (gratitude) and *qarǵys* (curse) not only as binary oppositions within the linguistic system, but also as dynamic and interacting synergetic phenomena. It has been established that these concepts possess emergent properties at the cognitive, psychological, and social levels. In the linguistic system, the concepts of *alǵys* and *qarǵys* are mechanisms that influence in two different informational and energetic directions. The first is positive feedback, a constructive system that establishes stability and social harmony in society. The second is negative feedback, appearing as a phenomenon that triggers chaos and destructive processes. In this regard, the concepts are constructed in the mind through cognitive models and perform specific pragmatic functions.

As the synergetic analysis shows, *alǵys* (gratitude) functions as a stabilizing cognitive system, forming positive associations in linguistic consciousness and enhancing emotional-expressive structures. The *qarǵys* (curse) concept, on the other hand, serves as a tool that inhibits social interactions and has a conflict-generating character from a psycholinguistic perspective. Consequently, their discursive usage and textual emergent properties systematically change and create new semantic layers. The research results expand the scope of the synergetic paradigm in Kazakh linguistics and offer an opportunity to evaluate the social-cultural impact of these concepts. In the future, deepening the study of the concepts of *alǵys* and *qarǵys* in cognitive, semantic, and discursive aspects, and analyzing their informational synergetic effects through mathematical models, is one of the promising directions.

### References

- Бабатайұлы Б., 1993. Қазақтың көне дүниетанымы. Алматы: Рауан баспасы. 420 б.
- Бейсембаев А.Р., Маняпова Т.К., 2024. Синергетический анализ эмерджентных свойств текста. Ш. Уәлиханов атындағы КУ хабаршысы. Филология сериясы. 1. Р. 154-162.
- Бронник Л.В., 2009. Язык как эмерджентный феномен: к проблеме языковой целостности. Известия ВГПУ. с.19.
- Chkheidze M., 2023. The Synergetic Paradigm: A Confluence of Linguistic and Cultural Anthropology in The Examination of Cultural Values. Journal of Social Research and Behavioral Sciences. 9 (20), P. 48-59. <https://doi.org/10.52096/jsrbs.9.20.03>
- Drozhashchikh N.V., 2012. Introduction to Dynamic Language Synergetic. Tyumen: TyumGU. С. 101.
- Қайдар Ә., 2013. Қазақ тіліндегі қос сөздер: зерттеу және сөздік. Алматы: Сардар баспа үйі. 456 б.
- Қазақ әдеби тілінің анықтамалығы, 2016. Астана: Ш.Шаяхметов атындағы тілдерді дамытудың республикалық үйлестіру-әдістемелік орталығы. 150 б.
- Ғабитханұлы Қ., 2006. Қазақ мифологиясының тілдегі көрінісі. Алматы: Арыс баспасы. 170 б.
- Хакен Г., 2003. Тайны природы. Синергетика: учение о взаимодействии. Москва: ИКИ. С. 245.
- Khrumchenko D.S., 2023. The power of synergy in discourse: Exploring persuasive language in English mass media. Indonesian Journal of Applied Linguistics. 13(2). 368-379. <https://doi.org/10.17509/ijal.v13i2.63068>
- Колесов В.В., 2019. Синергические связи концептов. Гуманитарный вектор. №14. С. 6-12. DOI: 10.21209/1996-7853-2019-14-1-6-12
- Kozhahmetova A., 2022. Synergetic paradigm in linguistics. Tiltanym. №4. 41-50 б. <https://doi.org/10.55491/2411-6076-2022-4-41-50>
- Latiypova Y.A., Spodarets, O.O., & Vorob'eva, O.V., 2022. The Concept in the Cognitive-Synergetic Aspect. Филология: научные исследования. 2022. №1. С. 11-20. <https://doi.org/10.7256/2454-0749.2022.12.39507>
- Пиатровский Р.Г., 2006. Лингвистическая синергетика: исходные положения, первые результаты, перспективы. СПб.: Филологический факультет СПбГУ. 205 с.
- Қорқыт ата кітабы, 1986. Алматы: Жазушы. 128 б.
- Shang Y., Li Y., Xu F., & Li Y., 2024. Synergy-of-Thoughts: Eliciting Efficient Reasoning in Hybrid Language Models (N2402.02563). arXiv preprint arXiv:2307.05300. Cornell university. [Electronic Resource] – URL: <https://arxiv.org/abs/2402.02563> (date: 4.02.2024)
- Wang Z., Mao S., Wu W., Ge T., Wei F., & Ji H., 2024. Unleashing the Emergent Cognitive Synergy in Large Language Models: A Task-Solving Agent through Multi-Persona Self-Collaboration (No. arXiv:2307.05300). arXiv preprint arXiv:2307.05300. Cornell university. [Electronic Resource] – URL <https://arxiv.org/abs/2307.05300> (date: 11.07.2023)

### References

- Babataiuly B., 1993. Qazaqtyn kone dunietanymy. [Ancient Kazakh Worldview] Almaty: Rauan baspasy. 420 p. [in Kazakh]
- Beisembaev A.R., Manyapova T.K., 2024. Sinergeticheskiy analiz emergentnykh svoystv teksta [Synergetic analysis of the emergent properties of the text]. Sh. Ualikhanov atyndagy KU khabarchy. Filologiya seriyasy. № 1. [in Russian]

Bronnik L.V., 2009. Yazyk kak emergentnyi fenomen: k probleme yazykovoy tselostnosti [Language as an emergent phenomenon: On the problem of language integrity]. *Izvestiya VGPU*. P. 19. [in Russian]

Chkheidze M., 2023. The Synergetic Paradigm: A Confluence of Linguistic and Cultural Anthropology in The Examination of Cultural Values. *Journal of Social Research and Behavioral Sciences*. 9 (20). P. 48-59. <https://doi.org/10.52096/jsrbs.9.20.03>

Drozhashchikh N.V., 2012. Introduction to Dynamic Language Synergetic. Tyumen: TyumGU. P. 101. [in English]

Gabitkhanuly Q., 2006. Qazaq mifologiyasynyn tildegi korinisi. [Kazakh Mythology in Language] Almaty: Arys baspasy. 170 p. [in Kazakh]

Khramchenko D.S., 2023. The power of synergy in discourse: Exploring persuasive language in English mass media. *Indonesian Journal of Applied Linguistics*. 13 (2). P. 368-379. <https://doi.org/10.17509/ijal.v13i2.63068>

Khaken G., 2003. Tainy prirody. Sinergetika: uchenie o vzaimodeystvii. [Mysteries of Nature. Synergetics: The Doctrine of Interaction]. Moskva: IKI. P. 245. [in Russian]

Kolesov V.V., 2019. Sinergiynye svyazi konceptov [Synergetic connections of concepts]. *Gumanitarnyi vektor*. №14. P. 6-12. DOI: 10.21209/1996-7853-2019-14-1-6-12. [in Russian]

Kozhahmetova A., 2022. Synergetic paradigm in linguistics. *Tiltanym*. №4. 41-50 p. <https://doi.org/10.55491/2411-6076-2022-4-41-50>

Latiypova Y.A., Spodarets O.O., Vorob'eva O.V., 2022. The Concept in the Cognitive-Synergetic Aspect. *Filologiya: nauchnye issledovaniya*. №1. P. 11-20. <https://doi.org/10.7256/2454-0749.2022.12.39507>

Piatrovskiy R.G., 2006. Lingvisticheskaya sinergetika: iskhodnye polozheniya, pervye rezul'taty, perspektivy. [Linguistic Synergetics: Basic Principles, First Results, Prospects]. SPb.: Filologicheskiy fakultet SPbGU. [in Russian]

Qaidar A., 2013. Qazaq tilindegi qos sozder: zertteu zhane sozdik. [Reduplicated words in the Kazakh language: research and dictionary] Almaty: Sardar baspa uyi. 456 p. [in Kazakh]

Qazaq adebi tilining anyqtamalygy [Dictionary of the Kazakh literary language], 2016. Qurastyrgan: S.A. Itegulova, A.Q. Kozhahmet. Astana: Sh. Shayakhmetov atyndagy tilderdi damytudyn respublikalyk uilestiru-adistemelik ortalgygy. 150 p. [in Kazakh]

Qorqyt ata kitaby, 1986. [The Book of Korkyt Ata]. Almaty: Zhazushy baspasy. 128 p. [in Kazakh]

Shang Y., Li Y., Xu F., & Li Y., 2024. Synergy-of-Thoughts: Eliciting Efficient Reasoning in Hybrid Language Models (N2402.02563). arXiv preprint arXiv:2307.05300. Cornell university. [Electronic Resource] – URL: <https://arxiv.org/abs/2402.02563> (date: 4.02.2024)

Wang Z., Mao S., Wu W., Ge T., Wei F., & Ji H., 2023. Unleashing the Emergent Cognitive Synergy in Large Language Models: A Task-Solving Agent through Multi-Persona Self-Collaboration (No. arXiv:2307.05300). arXiv preprint arXiv:2307.05300. Cornell university. [Electronic Resource] – URL <https://arxiv.org/abs/2307.05300> (date: 11.07.2023)

### **About the author:**

Kulmanova Zulfiya Bekbulatovna, PhD, Michigan State University, Department of Linguistics, Linguistics and Culture, 619 Red Cedar Road, Wells hall B230, East Lansing, Michigan 48824, the USA.

ORCID: <https://orcid.org/0000-0001-8791-032X>

Scopus ID: <https://www-scopus-com.proxy1.cl.msu.edu/authid/detail.uri?authorId=57863893600>

**Автор туралы мәлімет:**

Кульманова Зульфия Бекбулатовна, PhD, Мичиган мемлекеттік университеті, Лингвистика факультеті, Лингвистика және Мәдениет, Ред Сидар көш., 619, Уелс холы В230, Ист-Лансинг, Мичиган 48824, АҚШ.

ORCID: <https://orcid.org/0000-0001-8791-032X>

ScopusID: <https://www-scopus-com.proxy1.cl.msu.edu/authid/detail.uri?authorId=57863893600>

**Сведения об авторе:**

Кульманова Зульфия Бекбулатовна, PhD, Мичиганский государственный университет, факультет лингвистики, лингвистика и культура, ул. Ред Сидар, 619, Уелс хол В230, Ист-Лансинг, Мичиган 48824, США.

ORCID: <https://orcid.org/0000-0001-8791-032X>

ScopusID: <https://www-scopus-com.proxy1.cl.msu.edu/authid/detail.uri?authorId=57863893600>