ANALYSIS AND SELECTION OF MATERIALS OF KAZAKH CHILDREN'S FOLKLORE FOR THE DEVELOPMENT OF DIGITAL CONTENT

Zhetpisbayeva B.[1], Shunkeyeva S.[2], *Abisheva S.[3]
[1]d.p.s., professor, Astana IT University, Astana, Kazakhstan
e-mail: zhetpisbajeva@mail.ru
[2]PhD, senior lecturer, JSC NCPK Orleu, Karaganda, Kazakhstan
e-mail: saule_shunk@mail.ru
*[3]doctoral student, NJSC "Karaganda University named after academician Ye.A. Buketov", Karaganda, Kazakhstan
e-mail: sandugash.abisheva@gmail.com

Abstract. This article presents the process of analysis and selection of materials from Kazakh children's folklore for the development of digital animated content aimed at developing the speech of young children. The purpose of the article is to demonstrate the systematic approach undertaken in the analysis and selection of materials from Kazakh children's folklore for the development of educational digital animated content. Employing a detailed methodology, using the example of two works of Kazakh children's folklore, the authors demonstrated the logic of this process: works of Kazakh children's folklore were subjected to careful analysis for their educational potential, attractiveness, and relevance to the target audience of toddlers. The authors used a variety of analytical research methods, including the study of literature, comprehension of empirical material, its processing, and a thorough analysis of works of Kazakh children's folklore. As a result, considering the age characteristics of target audience (1-3 years), 15 works, which have educational potential and contribute to the formation of the speech of toddlers, as well as their upbringing in the spirit of folk traditions and values, including tongue-twisters, counting rhymes, verses were selected. This selection process highlights the importance of cultural and linguistic considerations in creating educational content for the toddlers.

Key words: folklore, children's folklore, Kazakh children's folklore, toddlers, digital animated content, development of digital animated content, educational potential, analysis and selection of folklore material

Introduction and basic provisions

Folklore, as a unique art form, is a significant and special aspect of culture. Scientists-folklorists consider folklore as a central element, a separate "layer" in the culture of society, an ancient component of folk artistic culture. Folklore integrates the culture of a particular ethnic group in the specific context of the historical development of society. Folklore preserves folk wisdom and conservative values, gradually evolving, but maintaining its integrity. It reflects the spiritual values of the people and contains elements of national artistic consciousness [1].

In the last decade, due to the growth of national self-awareness [2] and the desire to preserve its cultural heritage, the country has shown increased interest in the diversity of genres of Kazakh folklore. Particular attention is paid to a specific segment of folk art aimed at children, known as children's folklore [3].

The term "children's folklore" dates to the 18th and 19th centuries, when "Tommy Thumb's" was released in England Song Book" (1744) [4]. Kazakh children's folklore was first studied in detail by Sh. Akhmetov in his work "Essay on the history of Kazakh children's literature" («Қазақ балалар әдебиеті тарихының очеркі»). Children's folklore is a part of folk pedagogy that considers the developmental characteristics of children of different age groups. Children's folklore contributes to the development of the child's imaginative thinking and the enrichment of his speech, also playing an important role in the formation of social interaction and respect for national traditions, and includes maternal folklore, created, and performed by adults for playing with children, and, children's folklore (child-lore), which is created and performed by children [5].

At the present time, the integration of children's folklore into digital content is arousing considerable interest in society such as in the teaching community, among philologists, in the creative laboratory and among parents. And this is entirely understandable. Modern Kazakh society is engaged in the important process of preserving its national and spiritual culture and passing it on to the younger generation from a very early age; moreover, in this process, it is integrating a variety of innovative methods [6]. And today, conveying the cultural and spiritual values of our people with the help of Internet platforms and mobile applications is first and foremost a necessity, because most of the users of these Internet platforms and mobile applications are children who are consuming all kinds of digital entertainment content [7]. Additionally, it is appropriate to note the educational component of the digital content, based on children's Kazakh folklore, which may serve as a very effective means of fostering and developing the phonemic composition of the Kazakh speech [8].

The purpose of this article is to illustrate the process of analyzing and selecting materials from Kazakh children's folklore, as a result of which the further development of digital animated content is carried out, with the aim of fostering the toddlers' speech.

Materials and methods

The research is based on a rich and diverse collection of works drawn from the Kazakh children's folklore, examined through empirical methods. Initially, a review of the existing literature on children's folklore of the Kazakh was undertaken, in order to locate the study within the wider scholarly conversation. Subsequently, a detailed collection of manuscripts of Kazakh folklore was made in an effort to capture a wide range of folklore narratives. Rigorous methods were used to scrutinize each work to verify compliance with predetermined criteria, including linguistic, stylistic, and thematic characteristics, until the entire corpus was vetted. This step was of critical importance for ensuring the relevance and authenticity of the folklore materials under study. The final step in the research process was selecting the most representative works of Kazakh children's folklore, which conformed to the established selection criteria, ensuring the cultural and scholarly significance of the narrative.

Results

The research team, consisting of educators, psychologists, and philologists of Kazakh language, faced the task of collecting, selecting, and adapting works of Kazakh children's folklore to build digital animated content for the development of speech in toddlers (Figure 1). Given the age characteristics of the toddlers (1–3 years), the collection of folklore material was carried out in three genres of Kazakh children's folklore: tongue-twisters, counting rhymes, and verses. These genres contribute to the formation and development of children's speech, as well as to the enrichment of their vocabulary.

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│ Educators │   │Psychologists│   │ Philologists│
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┌─────────────────────────────────────────────────┐
│ A collection of works of Kazakh children's folklore in │
│ three genre groups: tongue-twisters, counting rhymes,  │
│                  verses (n=39)                   │
└─────────────────────────────────────────────────┘
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│ Determination of criteria for selecting folklore works │
└─────────────────────────────────────────────────┘
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┌─────────────────────────────────────────────────┐
│ Selection of works according to three genre groups: │
│  tongue-twisters, counting rhymes, verses (n=15)  │
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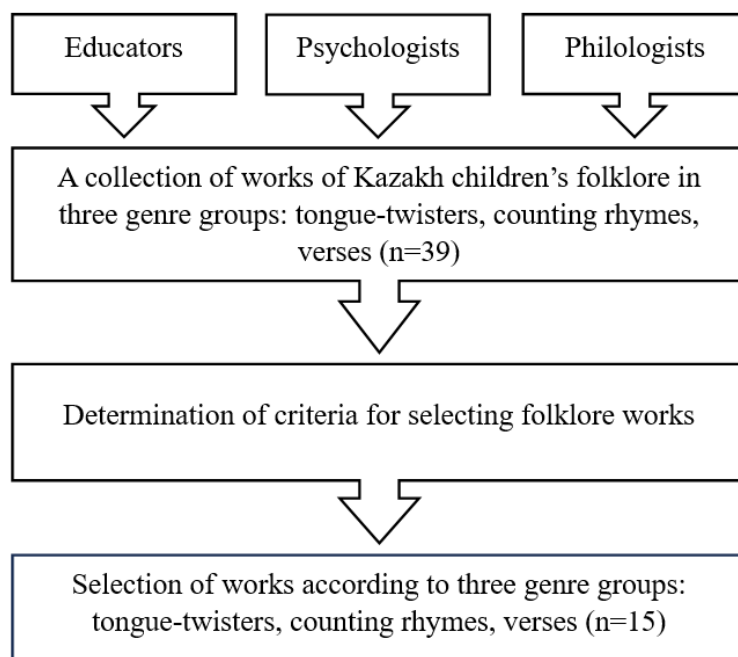
Figure 1 - The process of selecting folklore material for the development of digital animated content

The collection of folklore material by members of there search group was carried out from various sources, including children's and scientific libraries in Karaganda [9, 10]. Of all the rich variety of Kazakh children's folklore, after careful analysis, 39 works were selected that have great educational potential. These works can effectively contribute to the development of speech, expansion of vocabulary and the formation of imaginative thinking in children. They represent a valuable resource for the basic development of children, not only helping them develop communication skills, but also opening new horizons in the context of the Kazakh cultural tradition.

Analysis of children's folklore as a material for the development of animated content for toddlers was carried out by studying the works of foreign and domestic scientists [2-8]. The analysis showed that empirical and scientific literature devoted to the creation and design of digital content for toddlers based on folklore motifs is limited in both empirical and theoretical terms. By applying the method of bibliometric analysis, the objective of the study was to establish which genres of children's folklore most often serve as the basis for creating cartoon plots, and also what criteria are considered when selecting folklore material. The results of the study were used to establish the relevance of this research.

As a result of the work, the following criteria for selecting children's folklore materials for the development of animated content for toddlers were deduced:

1. Relevance and interest for a modern children's audience, modern vocabulary.
2. Ethics, morality, virtue.
3. Simplicity, brightness, expressiveness of the plot.
4. Originality of interpretation of folklore material.
5. Pedagogical and educational potential of folklore material.
6. Adaptability for film adaptation.
7. Possibility of visual and aesthetic execution [11].

Let's consider the process of analyzing folklore works for compliance with the established criteria, using the example of the following rhyme (Table 1).

"Biz – kishkentaı baldyrgan (we are small children),
Baldyrgan, baldyrgan (children, children).
Qoryqpaımyz jangbyrdan (we are not afraid of rain),
Jangbyrdan, jangbyrdan (of the rain, of rain).

Tobemizde qol shatyr (we have an umbrella),
Qol shatyr, qol shatyr (an umbrella, an umbrella).
Aldymyzda zhol zhatyr (we have a road ahead),
Zhol zhatyr, zhol zhatyr" (a road ahead, a road ahead).

Table 1 - Non-compliance of the folklore work with the selection criteria

Criteria	Eligibility criteria	Explanation
Relevance and interest for a modern children's audience, modern vocabulary	+	This is a truly appealing and relevant work because children are familiar with the phenomena of rain and using an umbrella. By using vivid images and timely language, the creators can execute an idea that will almost guarantee to draw toddlers into viewing a content piece based on this work. Toddlers will recognize themselves, so not only will their time be well spent, it will help them quickly pick up on new vocabulary.
Ethics, morality, virtue	-	The work likely does not have particularly strong ethical or moral components. The fact that the central theme of the work does not have particularly strong ethical or moral components may make the work less appealing to parents that are truly concerned with raising morally upstanding children.
Simplicity, brightness, and expressiveness of the plot	+	A simple and entertaining story with elements of visual vibrancy, suitable for toddlers. The lightness and expressiveness of the plot contribute to the involvement of toddlers in viewing animated content.
Originality of interpretation of folklore material:	-	The deficiency in originality as a result of the central motif of rain and umbrella is very likely to damage the rhyme's worth in the context of a folklore function. Rain and Umbrella is a motif which is so well known and so widespread, however in Kazakh culture, the umbrella doesn't have significance, and it might function to diminish the rhyme's appeal or even uniqueness.

Pedagogical and educational potential of folklore material	-	The rain and umbrella theme might limit the variety of educational opportunities available. The rain and umbrella theme feels more universal, since kids are familiar with it, but it feels less rich and will likely provide fewer educational affordances than more varied, bigger themes.
Adaptability for film adaptation	+	The story about rain and umbrella can be very easily adapted to animated format. With the addition of audio cues, visual effects, and music composition, this theme provides a great opportunity to flexibly interpret the design, and extra dimension and appeal to the animation.
Possibility of visual and aesthetic execution	+	Vibrant visual elements, like raindrops, colorful umbrellas, and rainbows, are an immediate and unmissable part of the animations visual and aesthetic toolkit. These elements aren't just bright details of the drawings and animation - in the narrative and character design, they stand as the basis or foundation of the animation itself, as a means of conveying emotions and mood - which means rain and umbrellas as the basis for an exciting new source of animated content for kids.

As it can be seen from above, this folklore work did not meet 3 of the 7 criteria set, and hence was not selected for further adaptation.

As a next example, we display a folklore work, which scored for further course of work as a result of the analysis (Table 2).

"Qoı baqtym – qońyraý taqtym (I grazed the sheep – I hung a bell on them),
Sıyr baqtym – sıdań qaqtym (I grazed the cows – I made them trot).
Jylqy baqtym – jorǵalattym (I grazed the horses – I made them gallop),
Túıe baqtym – túıme taqtym" (I grazed the camels – I put a button on them).

Table 2 - Compliance of the folklore work with the selection criteria

Criteria	Eligibility criteria	Clarification
Relevance and interest for a modern children's audience, modern vocabulary	+	The selection of a rhyme from "domestic animals" (sheep, cows, horses, camels) is that many very toddlers – who are being raised in urban environments – have no opportunity of making contact with various domestic animals, other than visiting zoological parks. But they tend to have natural interest in animals, so this work of folklore can essentially satisfy their interest, while allowing toddlers to develop what would refer to as "background knowledge.".
Ethics, morality, virtue	+	The choice of a rhyme about farm animals is also supported by high ethics, morality, and virtue. The content of the rhyme can include positive images of animal owners, demonstrating care and love for them. This not only develops empathy in toddlers, but also develops their understanding of how to properly treat animals, considering their needs and well-being. This choice meets ethical standards, raising important questions about human interaction with nature and wildlife. It encourages the development of moral principles in toddlers, teaching them care, tolerance, and responsibility towards other living beings.

Simplicity, brightness and expressiveness of the plot		+	The selection of a rhyme about domestic animals is also explained by its simplicity, brightness, and expressiveness of the plot. The simple structure of the rhyme and the plot make it accessible to toddlers, facilitating easy assimilation of the content. Vivid images of domestic animals give the rhyme a memorable character, making it more attractive and interesting for children. Expressive images of pets in the verse will stimulate children's imagination and attention.
Originality of interpretation of folklore material		+	The choice of this folklore work is justified by its original interpretation, which is rooted in the peculiarities of the nomadic lifestyle of the Kazakhs. In their culture, domestic animals included not only traditional sheep, cows, and horses, but also camels, which makes this folklore theme unique. The camel and camel breeding have a special meaning in the traditional life of the Kazakhs, being considered wealth and a sign of prosperity. Owning camels was considered a sign of prosperity, and the camel itself acted as the main means of transport in the everyday life of the nomadic population, along with horses. His unique qualities, such as patience with water, courage and strength, made him an integral assistant to the nomadic Kazakh [12]. This context adds originality and depth to the perception of folklore material, making its interpretation unique and attractive.
Pedagogical and educational potential of folklore material		+	This folklore work has high pedagogical and educational potential, especially in the context of a modern children's audience. This topic is relevant and interesting for toddlers, and the use of folklore material on this topic can be a wonderful tool for teaching and education. The content of the poem will not only enrich children's vocabulary but can also become an important element in children's understanding of the diversity of cultural characteristics of the Kazakh people. Thus, this folklore work has ample opportunities for use for pedagogical and educational purposes, contributing not only to the development of language skills, but also to enriching the cultural experience of children.
Adaptability for film adaptation		+	This folklore work is highly adaptable for film adaptation in the form of digital animated content. Scenes describing pets and their funny traits can be easily visualized using vibrant and eye-catching images. This creates the possibility of not only entertaining content, but also educational content, since visual elements can form images and distinctive features of pets in toddlers. The film adaptation may include interesting sound and musical effects, which will additionally attract the attention of children. Thus, this material provides an excellent basis for creative film adaptation, creating attractive content for modern children's audiences.
Possibility of visual and aesthetic execution		+	This folklore work has the potential for visual and aesthetic performance. The theme of pets provides rich material for creative visual interpretations that can attract the attention of toddlers. Vibrant and varied images of pets can be visualized using vibrant colors and eye-catching visual elements. The visual presentation can include environmental details specific to each animal species, which contributes to the educational aspect. At the same time, colorful and creative images create a pleasant aesthetic atmosphere and maintain the interest of toddlers.

Considering the above, we concluded that the folklore work meets all the stated criteria for selecting folklore works for the development of digital animated content for toddlers and it was selected for its further adaptation.

Conclusion

The process of analysis and selection of materials from children's folklore of Kazakhstan for further development of digital animation content aimed at development of speech of toddlers was built considering such aspects as the speech originality of the works of children's folklore of Kazakhstan, the potential of their pedagogical and educational impact on toddlers and age-specific individual psychological characteristics of toddlers.

Thorough analysis of materials of children's folklore of Kazakhstan was carried out in terms of its pedagogical educational potential regarding which we took into consideration that the works of the children's folklore of Kazakhstan were composed for development of speech, enrichment of vocabulary of toddlers, development of imagery thinking, comprehension of themes relevant for overall primary development of children of the youngest age category.

Consequently, as a result of thorough analysis and assessment of correspondence of the selected materials of children's folklore of Kazakhstan to the established criteria, decision was made to select 15 works for further development of scenarios of their adaptation to digital animation content. These were different genres of children's folklore. Five works were selected from each of three groups: tongue-twisters, counting rhymes, verses, which will be used during further development of scenarios of digital animation content for speech development of toddlers.

The selected works of the children's folklore of Kazakhstan, taking into account their subsequent lexical stylistic adaptation in accordance with the target audience (children of 1-3 years old), are aimed at development of speech in toddlers: clear pronunciation of sounds, words; formation of arbitrary thinking and memory; laying the foundation of worldview, etc. The selected works of the children's folklore of Kazakhstan should foster in children the ability to think about natural phenomena and the world around them; play great role in the aesthetic ethical education of toddlers.

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ЦИФРЛЫҚ КОНТЕНТТІ ӘІЗРЛЕУ ҮШІН ҚАЗАҚ БАЛАЛАР ФОЛЬКЛОРЫНЫҢ МАТЕРИАЛДАРЫН ТАЛДАУ ЖӘНЕ ІРІКТЕУ

Жетписбаева Б.А.[1], Шункеева С.А.[2], *Абишева С.К.[3]
*[1]п.ғ.д., профессор, Astana IT University,
Астана, Казақстан
e-mail: zhetpisbajeva@mail.ru
[2]PhD, аға оқытушы, «"Өрлеу" НЦПК» АҚ,
Қарағанды, Қазақстан
e-mail: saule_shunk@mail.ru
[3]докторант, «Академик Е.А. Бөкетов атындағы Қарағанды университеті»
КЕАҚ, Қарағанды, Қазақстан
e-mail: sandugash.abisheva@gmail.com

Аңдатпа. Бұл мақалада бүлдіршіндердің сөйлеуін дамытуға бағытталған цифрлық анимациялық контентті дамыту үшін қазақ балалар фольклорынан алынған материалдарды талдау және іріктеу процесі ұсынылған. Мақаланың мақсаты - білім беру әлеуеті бар цифрлық анимациялық контентін әзірлеу үшін қазақ балалар фольклорынан алынған материалдарды талдау мен іріктеуде қолданылатын жүйелі тәсілді көрсету. Егжей-тегжейлі әдістемені қолдана отырып, қазақ балалар фольклорының екі шығармасының мысалын қолдана отырып, авторлар бұл процестің логикасын көрсетті: қазақ балалар фольклорының шығармалары олардың тәрбиелік әлеуетіне, тартымдылығына және жас балалардың мақсатты аудиториясына сәйкестігіне мұқият талданды. Авторлар әдебиетті зерттеу, эмпирикалық материалды түсіну, оны өңдеу, қазақ балалар фольклорының шығармаларын жан-жақты талдауды секілді әртүрлі аналитикалық зерттеу әдістерін қолданды. Нәтижесінде мақсатты аудиторияның жас ерекшеліктерін (1-3 жас) ескере отырып, тәрбиелік әлеуеті бар және жас балалардың сөйлеуін қалыптастыруға, сондай-ақ оларды халықтық дәстүрлер мен құндылықтар рухында тәрбиелеуге ықпал ететін 15 жұмыс, соның ішінде тақпақтар, жаңылтпаштар және санамақтар таңдалды. Бұл іріктеу процесі бүлдіршіндерге арналған білім беру әлеуеті бар цифрлық контент әзірлеудегі мәдени және лингвистикалық құндылықтардың маңыздылығын көрсетеді.

АНАЛИЗ И ОТБОР МАТЕРИАЛОВ КАЗАХСКОГО ДЕТСКОГО ФОЛЬКЛОРА ДЛЯ РАЗРАБОТКИ ЦИФРОВОГО КОНТЕНТА

Жетписбаева Б.А.[1], Шункеева С.А.[2], *Абишева С.К.[3]
*[1]д.п.н., профессор, Astana IT University,
Астана, Казахстан
e-mail: zhetpisbajeva@mail.ru
[2]PhD, старший преподаватель, АО «НЦПК «Өрлеу»»,
Караганда, Казахстан
e-mail: saule_shunk@mail.ru
[3] докторант, НАО «Карагандинский университет имени академика Е.А.Букетова», Караганда, Казахстан
e-mail: sandugash.abisheva@gmail.com

Аннотация. В данной статье представлен процесс анализа и отбора материалов казахского детского фольклора для разработки цифрового анимационного контента, направленного на развитие речи детей раннего дошкольного возраста. Цель статьи - продемонстрировать системный подход, применяемый при анализе и отборе материалов из казахского детского фольклора для разработки образовательного цифрового анимационного контента. Используя подробную методологию, на примере двух произведений казахского детского фольклора, авторы демонстрируют логику этого процесса: произведения казахского детского фольклора были подвергнуты тщательному анализу на предмет их образовательного потенциала, привлекательности и актуальности для целевой аудитории - детей раннего дошкольного возраста. Авторы использовали различные аналитические методы исследования, включая изучение литературы, осмысление эмпирического материала, его обработку, а также тщательный анализ произведений казахского детского фольклора. В результате, учитывая возрастные особенности целевой аудитории (1-3 года), было отобрано 15 произведений, которые обладают образовательным потенциалом и способствуют формированию речи детей раннего дошкольного возраста, а также их воспитанию в духе народных традиций и ценностей, в том числе стишки, скороговорки и считалки. Этот процесс отбора подчеркивает важность культурных и языковых ценностей при создании образовательного контента для детей.

Ключевые слова: фольклор, детский фольклор, казахский детский фольклор, дети раннего дошкольного возраста, цифровой анимационный контент, разработка цифрового анимационного контента, образовательный потенциал, анализ и отбор фольклорного материала