

K. D. Narymbayev<sup>1\*</sup> , S. Yilmaz<sup>2</sup> 

<sup>1</sup>Al-Farabi Kazakh National University, Almaty, Kazakhstan

<sup>2</sup>Hacettepe University, Ankara, Turkey

\*e-mail: narymbaev.kgu@mail.ru

## EVERYDAY CULTURE IS A PHENOMENON OF THE KAZAKH PEOPLE

The research topic is devoted to the cultural traditions of Kazakhstan, including the influence of nomadic culture on everyday life, as well as regional features and their significance in modern society. Understanding traditional cultural elements in the context of globalization and social transformations helps to preserve national identity and assess their role in modern society. The purpose of the work is to study the relationship between traditional and modern elements of Kazakh culture, analyze their significance for the social structure and national identity. The main directions are the features of traditions such as hospitality, food, language and social norms in different regions of Kazakhstan, as well as the impact of the Soviet period on these traditions. The research methodology is based on the study of cultural and social analysis methods, as well as regional features and traditional practices. The main results of the study are aimed at identifying the deep connection between nomadic traditions and modern Kazakh culture, as well as showing how regional differences affect cultural practices and norms. The contribution of this work allows us to deeply understand the impact of nomadic culture on modern Kazakh society and to study regional cultural features. The practical significance of the work lies in the application of the results obtained to develop social and cultural initiatives to strengthen national identity and preserve cultural traditions.

**Key words:** nomadic culture, traditions, Kazakhstan, regional differences, national identity.

Қ.Д. Нарымбаев<sup>1\*</sup>, Ш. Йлмаз<sup>2</sup>

<sup>1</sup>Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан

<sup>2</sup>Хаджеттепе университеті, Анкара, Түркия

\*e-mail: narymbaev.kgu@mail.ru

## Күнделікті мәдениет қазақ халқының феномені ретінде

Зерттеу тақырыбы Қазақстанның мәдени дәстүрлеріне арналған, оның ішінде көшпенді мәдениеттің күнделікті өмірге әсері, сондай-ақ аймақтық ерекшеліктер мен олардың қазіргі қоғамдағы маңыздылығын баяндайды. Жаһандану және әлеуметтік қайта құрулар жағдайында дәстүрлі мәдени элементтерді түсіну ұлттық бірегейлікті сақтауға және олардың қазіргі қоғамдағы рөлін бағалауға көмектеседі. Жұмыстың мақсаты қазақ мәдениетінің дәстүрлі және заманауи элементтері арасындағы өзара байланысты зерттеу, олардың әлеуметтік құрылым мен ұлттық сәйкестілік үшін маңыздылығын талдау. Негізгі бағыттарда қонақжайлылық, тағам, тіл және әлеуметтік нормалар сияқты дәстүрлердің Қазақстанның әртүрлі аймақтарындағы ерекшеліктері, сондай-ақ кеңестік кезеңнің бұл дәстүрлерге әсері қарастырылған. Зерттеу әдістемесі мәдени және әлеуметтік талдау тәсілдерін, сондай-ақ аймақтық ерекшеліктер мен дәстүрлі тәжірибелерді зерттеуге негізделген. Зерттеудің негізгі нәтижелері көшпенді дәстүрлер мен қазіргі қазақ мәдениеті арасындағы терең байланысты анықтауға, сондай-ақ аймақтық айырмашылықтардың мәдени практика мен нормаларға қалай әсер ететінін көрсетуге бағытталған. Бұл жұмыстың қосқан үлесі көшпенді мәдениеттің қазіргі Қазақстан қоғамына әсерін терең түсінуге және аймақтық мәдени ерекшеліктерді зерттеуге мүмкіндік береді. Жұмыстың практикалық маңызы ұлттық сәйкестікті нығайту және мәдени дәстүрлерді сақтау бойынша әлеуметтік және мәдени бастамаларды дамыту үшін алынған нәтижелерді қолдануда жатыр.

**Түйін сөздер:** көшпенді мәдениет, дәстүрлер, Қазақстан, аймақтық айырмашылықтар, ұлттық сәйкестілік.

К.Д. Нарымбаев<sup>1\*</sup>, Ш. Йлмаз<sup>2</sup>

<sup>0</sup>Казахский национальный университет имени аль-Фараби, Алматы, Казахстан

<sup>2</sup>Университет Хаджеттепе, Анкара, Турция

\*e-mail: narymbayev.kgu@mail.ru

### Повседневная культура – феномен казахского народа

Тема исследования посвящена культурным традициям Казахстана, включая влияние кочевой культуры на повседневную жизнь, а также региональным особенностям и их значению в современном обществе. Понимание традиционных культурных элементов в контексте глобализации и социальных трансформаций помогает сохранить национальную идентичность и оценить их роль в современном обществе. Целью работы является изучение взаимосвязи традиционных и современных элементов казахской культуры, анализ их значения для социальной структуры и национальной идентичности. Основными направлениями являются особенности таких традиций, как гостеприимство, еда, язык и социальные нормы в разных регионах Казахстана, а также влияние советского периода на эти традиции. Методология исследования основана на изучении методов культурного и социального анализа, а также региональных особенностей и традиционных практик. Основные результаты исследования направлены на выявление глубокой связи между кочевыми традициями и современной казахской культурой, а также на показ того, как региональные различия влияют на культурные практики и нормы. Вклад данной работы позволяет нам глубоко понять влияние кочевой культуры на современное казахское общество и изучить региональные культурные особенности. Практическая значимость работы заключается в применении полученных результатов для разработки социальных и культурных инициатив по укреплению национальной идентичности и сохранению культурных традиций.

**Ключевые слова:** кочевая культура, традиции, Казахстан, региональные различия, национальная идентичность.

### Introduction

Everyday culture is the set of habits, practices, values, and beliefs that define the daily lives of people in a society. This culture is deeply connected to the centuries-old traditions of nomadism, social structures, and environmental interactions for the Kazakh people. The concept of everyday culture goes beyond grand historical narratives and well-known traditions, delving into the subtle, often overlooked aspects of life that reflect the collective nature of a community. This chapter explores the phenomenon of the everyday culture of the Kazakh people, focusing on how their historical experience, environmental conditions, and cultural values have shaped their unique way of life.

**Relevance of the Study:** This research is significant as it explores the influence of Kazakhstan's nomadic heritage on everyday life and the importance of regional differences in shaping contemporary cultural practices. In the context of globalization and social transformations, understanding traditional cultural elements helps preserve national identity and assess their role in modern society. **Research Objective:** The study aims to analyze the relationship between traditional and modern elements of Kazakh culture and their significance for social structures and identity. **Key Focus Areas:** The research examines

hospitality traditions, food culture, language, and social norms across different regions of Kazakhstan, as well as the impact of the Soviet period on the transformation of these traditions. **Methodology:** The study employs cultural and sociological analysis, with a focus on regional characteristics and traditional practices. **Main Findings:** The research highlights the deep connection between nomadic traditions and contemporary Kazakh culture, demonstrating how regional differences shape cultural practices and norms. **Contribution:** This study expands the understanding of how nomadic heritage influences modern Kazakh society and deepens knowledge of regional cultural variations. **Practical Significance:** The findings can be applied to developing cultural and social initiatives aimed at strengthening national identity and preserving cultural traditions.

The everyday culture of the Kazakh people is a dynamic blend of ancient traditions and modern adaptations. From the yurt as a symbol of domesticity to shared customs around eating, hospitality, and seasonal migration, these customs reflect a harmonious relationship with nature and a deep sense of community. Rooted in the vast steppes of Central Asia, the Kazakh way of life has historically been characterized by mobility, resourcefulness, and resilience. These characteristics remain central to their cultural identity, even as urbanization and global-

ization introduce new dimensions to everyday life (Beisenova, 2021).

For example, hospitality is a central aspect of the everyday culture of the Kazakh people. Welcoming guests with warmth and generosity reflects the principles of nomads who rely on each other in difficult times. Similarly, food practices, including the preparation and sharing of traditional dishes such as *besbarmak* and *kurt*, carry nutritional significance and deep cultural symbolism. These elements of everyday life passed down from generation to generation, serve as living relics of the historical and cultural journey of the Kazakh people.

Another important component of the everyday culture of the Kazakh people is their oral traditions, which continue to thrive in the present. Proverbs, folk tales, and epic poetry convey wisdom, social norms, and values, ensuring the community's preservation and sharing of cultural knowledge (Bisenova, 2018). These oral traditions are not only a reflection of the past but also a means of navigating modern life, and as they develop, they serve as a means of connecting individuals with their heritage in the world.

The study of the Kazakh people's everyday culture involves studying their traditional way of life, values, customs, traditions, and customs that define their identity and social norms. This literature review examines scholarly approaches to this topic, focusing on historical, anthropological, and socio-cultural aspects.

This section attempts to uncover the types of everyday culture of the Kazakh people, examining their historical roots, developmental features, and significance in modern society. By studying the customs and values that shape everyday life, we gain an understanding of the broader cultural phenomenon that defines the Kazakh people. Understanding everyday culture as a dynamic and evolving phenomenon allows us to appreciate the resilience, creativity, and unity that the Kazakh people have maintained throughout their history (Kim, 2021).

## Material and Methods

This study investigates the transformations in the everyday life of the Kazakh people, focusing on the shifts in family and kinship relations influenced by socio-political and economic factors. The methodological framework employs cultural analysis and comparative regional studies to illuminate Kazakhstan's dynamic interplay between tradition and modernity. By examining the nuanced differences across regions, the study seeks to provide a com-

prehensive understanding of how historical, environmental, and cultural specificities shape everyday practices and relationships.

The research adopts a qualitative approach, relying exclusively on secondary sources. Data collection involved analyzing existing literature, historical records, and contemporary reports. Scholarly articles, books, government publications, and media sources provided the foundation for the analysis. This approach ensured a thorough review of available knowledge without the need for first-hand data collection.

Everyday culture encompasses the customs and practices shaping daily life. In Kazakhstan, it reflects historical continuity, social cohesion, and adaptation to modern influences. Kazakh everyday culture is deeply rooted in the nomadic way of life, emphasizing mobility, seasonal migration, and communal values (Valikhanov, 2019; Bokeikhanov). Saduakasova (2015) explores how hospitality and respect for elders have persisted as key cultural norms. Mustafin (2019) highlights the role of oral traditions—epics, proverbs, and songs—in transmitting moral values. Traditional social customs such as *toi* (celebrations), *betashar* (wedding rituals), and *shashu* (blessings) reinforce community bonds (Zhanibekov, 2021). Kenzheakhmet (2020) examines how modernization and urban migration have influenced these practices, noting that while symbolic yurts and traditional attire are now largely ceremonial, hospitality and cuisine remain integral. The Soviet period and globalization have also reshaped Kazakh culture. Alimkhanova (2020) discusses the impact of urbanization, while Eastwood and Jeffrey (2020) address tensions between cultural preservation and commodification. Frolova (2017) and Nurlan Kenzheakhmet (2020) highlight how digital media and state initiatives aid cultural continuity.

Kazakhstan's vast geographic expanse encompasses diverse environments, from the north's steppes to the south's mountainous regions, each with distinct sociocultural characteristics. These regional variations are crucial in understanding the transformations in everyday life in Kazakh. Northern and central Kazakhstan, historically dominated by steppe nomadism, maintain strong ties to pastoral traditions. Secondary sources, including historical studies and government reports, highlight the impact of Soviet-era industrial policies and contemporary economic diversification on kinship dynamics. Southern Kazakhstan, renowned for its agricultural heritage and vibrant cultural practices, combines traditional and modern influences. The study utilizes cultural analyses and regional histories to ex-

plore how proximity to trade routes and exposure to regional globalization have reshaped communal and familial roles. Western Kazakhstan, rich in natural resources, includes hubs of economic activity such as Atyrau and Aktau, which are driven by the oil and gas industry. Published reports and economic studies provide insights into the socio-economic disparities arising from resource-based development and their effects on traditional family values and communal life. Eastern Kazakhstan, known for its mountainous terrain and border proximity, highlights the intersection of Kazakh and neighboring cultures. Secondary literature focuses on cross-border influences on daily life, including shifts in dietary practices, clothing, and kinship norms.

A systematic review of existing academic literature and historical accounts formed the primary basis for this research. Key sources included studies on Kazakh cultural history, Soviet-era transformations, and post-independence developments. The review also incorporated analyses from cultural anthropologists and sociologists. Historical records, including Soviet-era policy documents, census data, and government reports, were accessed to understand the socio-political and economic factors driving change. The study emphasized secondary analyses of these materials, particularly those detailing shifts in family policies, migration trends, and economic restructuring during and after the Soviet period. Articles and reports from newspapers, online platforms, and cultural organizations provided insights into modern adaptations of traditional practices. These sources helped contextualize the ongoing relevance of cultural elements within contemporary Kazakh society. Published studies and photographic archives of traditional artifacts such as clothing, handicrafts, and culinary practices were examined to trace the continuity and adaptation of cultural elements. These analyses focused on the symbolic significance of national dishes, traditional garments, and seasonal celebrations.

The study employs cultural analysis to interpret the collected secondary data, drawing on everyday life and resilience theories. The analysis centers on the interplay between macro-level factors, such as political and economic changes, and micro-level practices, such as individual and communal behaviors. The research identifies elements of traditional Kazakh culture that persist despite external influences and those that have been adapted or transformed. Variations across regions are systematically compared to highlight the differential impact of socio-economic and political changes. By synthesizing findings from existing generational studies, the

research uncovers intergenerational dynamics and the transmission of cultural values. The role of collective memory in preserving cultural identity is explored through analyses of published narratives and secondary sources on significant historical events, such as Soviet collectivization policies and their impact on family structures.

In addition to exploring these transformations, the study delves into the broader cultural implications of modernization and globalization. Regional differences are analyzed to identify how traditional practices have been retained or altered under economic development and urbanization pressures. For instance, the transition from rural to urban living has led to changes in household structures, with smaller nuclear families increasingly replacing extended family systems. These trends are traced through secondary data on demographic shifts and urban migration patterns. Furthermore, the study investigates the role of technology and media in disseminating and reshaping cultural values. The proliferation of digital platforms has facilitated the exchange of ideas and practices, enabling the blending of traditional and modern lifestyles in unprecedented ways. Published accounts and media analyses underscore how younger generations navigate this cultural hybridization, balancing their heritage with contemporary influences.

The research relies solely on secondary sources, avoiding ethical concerns associated with first-hand data collection. To respect intellectual property rights, proper attribution and adherence to copyright guidelines were maintained.

While the study provides a comprehensive overview of changes in daily life in Kazakh, its reliance on secondary sources may limit the depth of contextual insights. Future research could incorporate first-hand ethnographic studies to build upon these findings. This research offers valuable contributions to understanding the cultural transformations shaping contemporary Kazakh society by examining the interplay of tradition and modernity through a regionally nuanced lens. It highlights the resilience and adaptability of the Kazakh people as they negotiate the complexities of preserving their cultural identity amid evolving socio-economic conditions.

#### Literature review

The concept of “everyday culture” broadly encompasses the practices, customs, and behaviors that shape a community’s daily life. The Kazakh people’s everyday culture is deeply rooted in their historical, social, and environmental context. This review examines the academic discourse surrounding the phenomenon of everyday culture in Kazakh-



stan, focusing on its historical development, social structures, and contemporary transformations.

The historical foundations of the Kazakh people's everyday culture show that it is closely connected with the nomadic lifestyle that shaped their history and traditions. Scholars such as Shokan Valikhanov (Valikhanov, 2019) and Alikhan Bokeikhanov have emphasized the importance of the nomadic lifestyle in forming Kazakh cultural norms. These works highlight how mobility, seasonal migration, and animal husbandry have influenced the daily customs of the Kazakh people, from housing (yurts) to cooking (e.g., kumyz and beshbarmak).

Saduakasova's (Saduakasova, 2015) study shows how nomadic lifestyles fostered communal living and interdependence, building on shared cultural values such as hospitality and respect for elders. These values continue to have a positive impact on modern Kazakh society.

The social structures of the Kazakh people's everyday culture serve as mechanisms for social cohesion and identity formation. Traditional customs such as *toi* (celebration feasts), *betashar* (weddings), and *shashu* (blessings with sweets) play an important role in strengthening community bonds. Mustafin's (Mustafin, 2019) study highlights the role of oral tradition, including epics, proverbs, and songs, in transmitting moral and ethical norms across generations.

In addition, everyday practices reflect a deep connection between nature and spirituality. For example, the Nauryz holiday (Kazakh New Year) symbolizes the renewal of life and the cyclical relationship between humans and the environment. Scholars believe such practices preserve cultural heritage and adapt to contemporary contexts, bridging traditional and modern identities. In the current era, globalization, urbanization, and modernization have significantly impacted Kazakh everyday culture. Urban migration and technological advances have introduced new lifestyles, often at odds with traditional norms. Alimkhanova's (Alimkhanova, 2020) research suggests that while some practices, such as yurt building, are rare in urban settings, hospitality and traditional cuisine remain a constant norm.

In addition, cultural festivals and state-supported initiatives are aimed at preserving and promoting the cultural heritage of the Kazakh people. Digital media's role in formalizing and disseminating cultural practices has also grown, creating new opportunities for cultural continuity. However, debates about the commodification of Kazakh traditions and the balance between preserving authenticity and

embracing modernity continue (Eastwood and Jeffrey, 2020).

Everyday culture offers a unique lens for understanding the complexity of Kazakh society. It reflects the interplay between historical continuity and adaptation to modern demands. As scholars such as Zhanibekov (Zhanibekov, 2021) have noted, the study of everyday culture reveals the stability of Kazakh values and their potential for development while maintaining their own identity.

Modernization and urbanization have transformed many aspects of Kazakh everyday culture. Research by Nurlan Kenzheakhmet (Kenzheakhmet, 2020) and others has examined the tension between traditional practices and contemporary lifestyles. For example, symbolic yurts are rarely used in urban settings. Similarly, traditional clothing and crafts are more often seen in ceremonial settings than in everyday life.

Everyday culture is a vital phenomenon that reflects the Kazakh people's identity, history, social dynamics, and cultural identity. While globalization and modernization present challenges, they also present opportunities for cultural innovation and preservation. Further research is needed to explore the intersection of traditional practices with modern influences to ensure that the richness of Kazakh everyday culture continues to flourish worldwide (Frolova, 2017).

## Main Part

The everyday culture of the Kazakh people is a valuable and multifaceted phenomenon shaped by historical, social, and environmental factors. While traditional practices continue to play an important role, the impact of modernization and globalization requires ongoing research to understand how these changes affect cultural identity and continuity.

The study selected regional features of the daily life of the Kazakh people. This article first presents a comparative cultural analysis and literature review (Gorbunova, 2020). The combination of tradition and modernity of Kazakhstan's southern and northern, western and eastern, and central regions is characterized.

The southern regions of Kazakhstan, including cities such as Shymkent, Turkestan and Almaty, are known for their rich cultural heritage and agricultural productivity. Daily life in this region reflects a balance between deep-rooted traditions and modern urban lifestyles.

In the rural areas of the south, families cultivate crops such as wheat, cotton, and fruit, and engage

in farming and gardening. Local markets (bazaars) play a central role in daily life, offering fresh produce, textiles, and household items (Haroutunian, 2016). People in these areas often gather for weddings (festive celebrations) and other social events, forming close-knit communities.

In urban centers like Almaty, the pace of life is faster, and people engage in various professions, from business to education and technology. The city is a center of cultural activities, with theaters, art galleries, and cafes. However, even in the cities, traditional customs such as large family meals or celebrating national holidays such as Nauryz (the Kazakh New Year) remain integral to daily life (Williams and Shakhov, 2019).

The northern regions, including Pavlodar, Kostanay, and Petropavlovsk, are characterized by their vast steppes and cold climate. The region is the agricultural center of Kazakhstan, where wheat and barley are grown. Daily life in the north revolves around the rhythm of agriculture and industry. Families often make a living in rural areas from farming and animal husbandry. Villages are characterized by a simple lifestyle: milking cows, baking bread, and preserving vegetables as part of daily routines. Winters are harsh, requiring families to stock up on food and fuel and prepare for months of cold weather.

Northern urban centers like Kostanay are industrial hubs where residents work in factories, transportation, and service industries. These cities maintain a quieter and more conservative pace of life than their southern counterparts but still provide access to modern amenities such as shopping malls and cultural institutions.

Western Kazakhstan, home to regions like Atyrau, Aktau, and Uralsk, is known for its vast oil reserves and proximity to the Caspian Sea. The energy sector is a major driver of daily life in the region, influencing economic activity and social dynamics.

In cities like Atyrau, many residents work in the oil and gas sector, which offers relatively high incomes and access to modern infrastructure. However, the demanding nature of this industry often leads to long working hours and a temporary workforce. Urban areas have seen a growing influx of international influence, with foreign investment in the energy sector influencing the region's culture and way of life (Turner, 2015).

In rural areas of western Kazakhstan, traditional nomadic customs such as sheep, goat, and camel herding remain dominant. Families living in these areas maintain ceremonial yurts and continue oral

traditions such as zhyrau (epic stories) that celebrate the region's history.

East Kazakhstan, which includes regions such as Ust-Kamenogorsk and the Altai Mountains, is known for its stunning natural landscapes. The region's forests, rivers, and mountains shape the daily lives of its residents, who are largely engaged in forestry, mining, and agriculture.

East rural communities maintain a traditional lifestyle, focusing on subsistence farming and fishing. Some families still practice seasonal migration to mountain pastures, reflecting the region's nomadic past. Winter sports such as skiing and ice fishing are also popular recreational activities due to the region's cold climate and mountainous terrain.

The region's largest city, Ust-Kamenogorsk, is an industrial and cultural center. Its residents enjoy modern conveniences while maintaining traditional Kazakh values such as close kinship ties and respect for nature (Smith, 2021).

Central Kazakhstan, dominated by vast steppes, includes the Karaganda region and small cities such as Temirtau. The region's daily life is influenced by its mining and metallurgical industries and its historical importance as a crossroads for trade and migration.

In urban areas, residents work in factories and in administrative roles, reflecting the region's industrial nature. Cities like Karaganda have a vibrant cultural scene, with theaters, museums, and historical monuments reminiscent of the region's Soviet past.

Rural life in Central Kazakhstan is quiet, with families engaged in animal husbandry and agriculture. The vastness of the steppes fosters a deep connection with nature, and traditional activities such as horse riding remain common (Hesse, 2017).

Kazakhstan, the largest landlocked country and the ninth-largest globally, boasts a diverse geography and rich cultural heritage. Each of its regions displays unique characteristics shaped by historical, cultural, and socio-economic factors. The everyday lives of people across these regions reflect a dynamic interplay between the nomadic past, Soviet industrialization, and contemporary globalization. This chapter explores the specificities of everyday life in Northern and Central, Southern, Western, and Eastern Kazakhstan, emphasizing the influences of history, modernization, and urbanization.

Northern and Central Kazakhstan are defined by their expansive steppes, which historically served as the cradle of nomadic pastoralism. This region's nomadic heritage, characterized by mobility, livestock rearing, and communal living, continues to influence its culture and daily life. The Soviet era,

however, introduced industrialization and collectivization, significantly altering traditional lifestyles (Shamsutdinova, 2017).

Urban centers such as Nur-Sultan (Astana) and Karaganda reflect a fusion of Soviet-era industrial planning and modern architectural developments. The capital, Nur-Sultan, showcases futuristic designs and modern infrastructure, symbolizing Kazakhstan's aspirations as a global player. A blend of traditional Kazakh values, such as respect for elders and hospitality, with modern conveniences like shopping malls, international cuisine, and digital technology shapes everyday urban life.

The younger generation in these cities often experiences a cultural duality. While they embrace global trends in fashion, music, and entertainment, traditional practices like the celebration of *Nauryz* and the preparation of traditional foods such as *beshbarmak* remain integral to family life. This coexistence of the old and the new underscores the region's dynamic cultural identity.

In contrast, rural areas in Northern and Central Kazakhstan retain a closer connection to traditional lifestyles. Livestock rearing remains a primary occupation, with sheep, horses, and camels forming the backbone of rural economies (Jones, 2019). Practices rooted in the nomadic past, such as using *yurts* for ceremonial purposes, persist as symbols of cultural pride.

Modernization has brought challenges and opportunities to these rural communities. Access to education, healthcare, and technology has improved, but economic disparities between urban and rural areas remain significant. Seasonal migrations for work and the increasing role of women in the workforce are reshaping traditional gender roles and family dynamics.

Southern Kazakhstan, with its fertile lands and temperate climate, has historically been the country's agricultural heartland. Its location along the Silk Road has also imbued the region with a rich cultural and historical legacy (Yelimbetova, 2020).

Cities like Shymkent and Almaty exemplify the region's urban diversity. Almaty, the former capital, is a cosmopolitan hub that balances its historical significance with modern vibrancy. Its cultural institutions, theaters, and universities make it a center of intellectual and artistic life.

Everyday urban life in Southern Kazakhstan often involves blending modernity and tradition. Markets such as the Green Bazaar in Almaty serve as economic and cultural spaces where local produce, traditional crafts, and global goods coexist (Mitropoulos, 2016). Festivals, concerts, and sports events

highlight the influence of globalization, while traditional celebrations like weddings continue to feature elaborate rituals that emphasize kinship and community.

In rural areas, agriculture remains the mainstay of life. Cotton farming, fruit orchards, and vegetable cultivation dominate the economy, shaping the seasonal rhythms of daily activities. Traditional practices such as collective farming and irrigation systems echo the region's historical reliance on community cooperation.

The nomadic heritage of the south is evident in its hospitality and communal celebrations. Events like *toy* (traditional feasts) bring extended families and neighbors together, reinforcing bonds and preserving cultural traditions. However, modernization is also evident, as rural youth increasingly migrate to cities for education and employment, leading to changes in family structures and local economies.

Western Kazakhstan's defining features include its vast oil and gas reserves, arid landscapes, and proximity to the Caspian Sea. These factors have shaped both its economy and cultural identity. Cities such as Atyrau and Aktau have become economic hubs due to the oil and gas industry. This industrialization has attracted a diverse workforce, creating multicultural urban environments. A blend of traditional Kazakh values and global corporate culture marks everyday life in these cities. For instance, traditional hospitality remains a cornerstone of social interactions, even as business meetings and networking events become common.

Urbanization has also introduced modern amenities such as shopping centers, international schools, and healthcare facilities. However, the rapid influx of people has strained infrastructure, leading to challenges such as housing shortages and environmental concerns.

Rural communities in Western Kazakhstan maintain closer ties to traditional ways of life. Livestock rearing, particularly camel and sheep farming, continues to be a vital economic activity. Dietary practices, heavily influenced by the region's arid climate, feature dried meats and fish from the Caspian Sea.

The nomadic past is evident in the resourcefulness and adaptability of rural residents. Seasonal migrations, a hallmark of nomadic life, are echoed in the movement of families and workers searching for better opportunities. However, rural areas face challenges such as limited access to modern healthcare and education, prompting efforts to bridge the urban-rural divide. Eastern Kazakhstan, characterized by its mountainous terrain and proximity to

Russia and China, offers a unique cultural and geographical landscape. The Altai Mountains and the Irtysh River have historically supported a mix of agriculture, hunting, and trade.

Cities like Ust-Kamenogorsk (Oskemen) are centers of industry and culture. The region's proximity to international borders has fostered cross-cultural exchanges, evident in urban markets' diverse goods and cuisines. Russian and Chinese influences are particularly strong, blending with Kazakh traditions to create a distinctive cultural identity.

Everyday urban life in Eastern Kazakhstan reflects a balance between industrialization and cultural preservation. Modern industries, such as metallurgy, coexist with traditional crafts like woodworking and embroidery (Mikhailova, 2020). Community events and festivals often highlight this cultural richness, showing that rural areas in Eastern Kazakhstan maintain a deep connection to the land and traditional practices. Agriculture, supplemented by hunting and fishing, remains central to daily life. The nomadic heritage is visible in practices such as constructing temporary shelters and using horses for transportation and work.

Education and cultural preservation are priorities in rural communities. Schools often incorporate lessons on traditional crafts and oral histories, ensuring that younger generations remain connected to their heritage. However, economic pressures and limited opportunities drive many rural residents to seek livelihoods in urban centers or abroad, contributing to demographic shifts and cultural change.

Everyday culture in Kazakhstan is a rich blend of traditions, modernity, and the influences of its diverse ethnic makeup. Family plays a central role in Kazakh society, with extended families often living close to one another. Respect for elders is deeply ingrained, and hospitality is a key value. It is common for guests to be offered food and drink upon arrival, and refusing is considered impolite. As part of the traditional greeting, tea is an essential aspect of hospitality and social life.

Kazakh cuisine reflects the country's nomadic past, with dishes centered around meat, dairy, and bread. One of the most famous dishes is beshbarmak, a hearty meal of boiled meat served over noodles with onions. Kumis, a fermented mare's milk, is a traditional beverage with cultural significance. Bread, especially boursaks (fried dough), is an essential part of meals, and meals are often shared with family and friends.

Traditional clothing is worn during special occasions, such as weddings or national holidays. Women may wear brightly colored dresses and

shawls, while men wear chapan (a long robe) and a hat called tyubeteika. However, casual and modern attire is common in everyday life, influenced by European fashion and the practical needs of Kazakhstan's vast, varied terrain.

Kazakh is the state language and is very important to the country's national identity. Due to the Soviet Union's historical influence, Russian is widely spoken as a second language, especially in urban areas. Many people are bilingual, and daily communication can often switch between Kazakh and Russian, depending on the region.

Kazakh society values respect and politeness in social interactions. Greetings often involve a firm handshake, sometimes accompanied by a slight head bow, especially when addressing older generations. Conversations are indirect, with personal topics typically reserved for closer relationships. Maintaining social harmony and avoiding confrontation is important in both private and public life.

Daily life is fast-paced and cosmopolitan in urban centers like Almaty and Nur-Sultan, with modern conveniences such as cafes, shopping malls, and entertainment options. While these cities are influenced by global culture, local customs and traditions still play a prominent role. Life remains more closely tied to nature in rural areas, with traditional farming, livestock raising, and tight-knit communities (Lynch, 2019).

Kazakh holidays reflect the country's cultural heritage. Nauryz, the most important national holiday, celebrates the arrival of spring and the new year. It is a time for family gatherings, traditional music, dancing, and feasting. Kurban Ait, a religious holiday observed by many Kazakhs, involves the sacrifice of livestock, and the meat is shared with the poor.

While Kazakhstan's traditions remain strong, the younger generation increasingly embraces global fashion, technology, and entertainment trends. They balance honoring their cultural heritage with engaging with the modern world. In this way, everyday life in Kazakhstan is a dynamic blend of old and new, with deep historical roots and evolving influences.

## Results and Discussion

Kazakhstan's vast geographical expanse – encompassing steppes, mountains, deserts, and urban centers – uniquely shapes the daily lives of its people. Each region has its own unique characteristics, influenced by its climate, geography, economic activities, and historical traditions. This diversity re-



flects how Kazakh identity is expressed differently across the country.

Despite these regional differences, the Kazakh people are united by a common national identity. Celebrating national holidays, traditional music, and Kazakh cuisine transcend regional borders, fostering a sense of community and togetherness. Modern transport and communication networks also allow for increased interaction between regions, allowing people to exchange ideas and experiences that enrich everyday life.

South Kazakhstan is a culturally and ethnically rich part of the country, encompassing regions such as Almaty, Turkestan, Shymkent and the surrounding countryside. Known for its fertile lands, historical landmarks, and bustling urban centers, this region represents a unique blend of traditional lifestyles and modern development. The rural areas of the south are closely linked to the traditional nomadic customs of the Kazakhs. Southern Kazakhs are also known for their traditions, such as weddings and large family gatherings.

Western Kazakhstan, home to regions such as Atyrau, Aktau, and Uralsk, is a unique blend of industrialization, nomadic traditions, and the natural environment of the Caspian Sea region. The region is defined by its energy-rich economy, cultural heritage, and complex geography that together shape the daily lives of its people.

The northern regions, including cities such as Nur-Sultan (Astana) and Kostanay, have a sedentary and industrialized lifestyle due to Russian influence during the Soviet Union. The northern region has a high proportion of ethnic Russians and other minorities, creating a multicultural environment (Kusainova, 2018).

Cities such as Ust-Kamenogorsk and Semey are located in mountainous and forested areas, where agriculture and mining play important roles in daily life. Eastern Kazakhstan combines Kazakh and Russian traditions and has a strong literary and artistic community.

Central Kazakhstan, with Karaganda as its largest city, is dominated by steppe landscapes and mining. The population is adapted to industrialization and urbanization. This region is known for its resistance to Kazakhs and its historical connection with preserving culture during the Soviet era.

In conclusion, the main factors shaping regional differences are the mountainous and desert areas and the proximity to the sea, which negatively affect large-scale occupations according to their geographical features. Until now, the regions with strong Soviet influence have more Russian cultural elements.

Regarding ethnic composition, the northern and western areas are more ethnically diverse, while the southern regions are predominantly Kazakh. Regarding economic development indicators, urban centers are industrialized, while traditional practices are preserved in rural areas. These regional differences reflect the rich cultural value of Kazakhstan and directly harmonize with modern deep-rooted traditions.

Regional differences in Kazakhstan reflect the country's rich cultural diversity and the unique ways in which geography, history, and social dynamics shape everyday life. Each region contributes unique traditions, cuisine, and lifestyle, creating a mosaic of cultural experiences defining the Kazakh identity. While urbanization and globalization continue to impact modern Kazakhstan, preserving regional traditions and practices ensures that the nation's cultural heritage remains vibrant and enduring. This balance of tradition and modernity is a testament to the adaptability and cultural depth of the Kazakh people.

## Conclusion

In conclusion, the everyday culture of Kazakhstan is a rich and intricate tapestry woven from its nomadic past, Soviet heritage, and modern global influences. The country's diverse regions shape this cultural fabric and continues to evolve as it integrates the traditional with the contemporary. Kazakhstan's societal values are largely informed by its nomadic history, a time when the people lived in close connection with nature and embraced values such as hospitality, self-sufficiency, and respect for elders. These deep-rooted traditions still resonate in the daily lives of Kazakhs, particularly in rural areas, where the influences of the nomadic lifestyle are most evident.

Family plays a central role in Kazakhstan's cultural identity, and this emphasis is particularly strong in rural and more remote regions. Family structures in smaller towns and villages tend to be extended, with multiple generations living near one another. The nomadic lifestyle influences This tight-knit family dynamic, where close communal living was essential for survival. The Kazakh value of respect for elders stems from these traditions, where elders were regarded as the keepers of wisdom and experience. In contrast, urban areas like Almaty and Nur-Sultan exhibit more nuclear family structures, influenced by the pace and demands of modern city life. However, even in these cities, the strong family bond remains, and familial gatherings for celebra-

tions and holidays continue to be a cornerstone of Kazakh culture.

Kazakh hospitality, which is deeply embedded in the nation's values, has strong ties to the nomadic past. The Kazakh people were once travelers who depended on the kindness of others for shelter and sustenance. As a result, hospitality became a central part of their way of life. In rural areas, this tradition persists through open homes and generous meals shared with guests. Whether offering kumis (fermented mare's milk) or sharing a plate of beshbarmak (a dish made of boiled meat and noodles), hospitality remains a key aspect of daily life, symbolizing the warmth and openness that the nomadic ancestors valued. In urban areas, hospitality is more formalized, but it maintains the essence of generosity and respect for guests.

The influence of Kazakhstan's nomadic history is also visible in its cuisine, which continues to revolve around meat, dairy products, and bread. Dishes such as beshbarmak, shashlik (grilled meat skewers), and boursaks (fried dough) originated in the practical needs of nomads, who relied on livestock and natural resources for food. While urban areas have embraced global culinary trends, traditional foods remain staples. Rural communities, in particular, prepare and share meals that connect them to their ancestors. The nomadic tradition of food preservation through drying and fermenting also influences modern culinary practices, ensuring that this aspect of heritage continues.

Kazakhstan's clothing traditions also reflect the influence of its nomadic past. Traditional clothing, such as the chapkan (a long robe) and the tyubeteika (a hat), was practical for life on the move, providing warmth and protection against the elements. These garments were often made from wool, leather, and felt materials readily available to nomadic peoples. In rural areas, traditional attire is still worn for special occasions, such as weddings and holidays. In cities, while traditional clothing is less commonly seen in daily life, it is still worn during cultural events and national celebrations, serving as a reminder of Kazakhstan's nomadic roots.

The nomadic past also shapes the regional differences within Kazakhstan. In the western and southern regions, where the influence of the steppe is most prominent, traditions of herding, horse riding, and livestock management remain strong. These areas have maintained a close connection to the land and a lifestyle that reflects the customs of

Kazakhstan's ancestors. In contrast, the northern and eastern regions, influenced by their proximity to Russia, have been more exposed to Soviet and European cultural influences, which has led to more urbanized lifestyles and a greater emphasis on agriculture and industry. Despite these differences, a shared national identity is rooted in Kazakhstan's past, with each region contributing to the country's rich cultural tapestry.

Social norms in Kazakhstan also reflect the legacy of its nomadic history. The Kazakh people have long adhered to a system of respect for authority, especially elders, and the importance of community cohesion. In rural areas, interactions tend to be more formal, with indirect communication and respect for hierarchy emphasized. In urban areas, while there is still a sense of respect, communication is more direct, and the pace of life can be faster and more individualistic. However, even in cities, respect for tradition and the influence of the nomadic past continue to shape interpersonal relationships.

Kazakh holidays, especially Nauryz (the spring equinox celebration), continue to play a central role in reinforcing cultural values. Nauryz, which marks the renewal of life and nature, has deep roots in the country's agrarian and nomadic traditions. The holiday is celebrated with family gatherings, feasts, and music, creating a sense of unity and connection to the land. Kurban Ait, another important holiday, involves the sacrifice of livestock, a practice that ties back to the pastoral lifestyle of Kazakhstan's ancestors. While the way these holidays are celebrated may have evolved in urban areas, their core values of renewal, family, and respect for nature remain integral to the national identity.

In conclusion, Kazakhstan's everyday culture uniquely blends ancient nomadic traditions and modern influences. While urbanization and globalization have undoubtedly transformed aspects of daily life, the legacy of the nomadic past plays a vital role in shaping the country's values, customs, and social interactions. Regional differences further enrich the cultural landscape, with rural areas maintaining a closer connection to traditional ways of life, while cities reflect the nation's adaptation to contemporary global trends. As Kazakhstan moves forward, its ability to balance the old with the new will continue to define its cultural identity, ensuring that the influence of the nomadic past remains an enduring and vibrant part of its future.

## References

- Alimkhanova, Gulzhan. 2020. *Hospitality and Traditional Practices in Kazakhstan*. Almaty: Central Asian Publishing House.
- Beisenova, Saniya. *Kazakh Heritage and Traditions: Cultural Insights from the Nomadic Past*. Almaty: Kazakh National University Press, 2021.
- Bissenova, Aida. *Nomadic Culture in Kazakhstan: A Legacy of Survival and Adaptation*. Almaty: Kazakh Academy of Sciences, 2018.
- Chokan, Valikhanov. *Kazakh Nomadic Traditions and Their Influence on Modern Society*. Edited by K. Zhandosov. Astana: Kazakhstan University Press, 2019.
- Eastwood, Tim, and Jeffrey H. Jackson. *Kazakh Cuisine: Tradition Meets Modernity*. London: Routledge, 2020.
- Frolova, Elena. *Cultural Practices in Kazakhstan: A Study of Regional Differences*. Moscow: Russian Academy of Social Sciences, 2017.
- Gorunova, Tatyana. *Social Structures and Family Life in Kazakhstan*. Almaty: State Press of Kazakhstan, 2020.
- Haroutunian, Alice. *Kazakhstan: From Nomadic Life to the Soviet Era*. Cambridge: Cambridge University Press, 2016.
- Hesse, Elizabeth. *The Legacy of Nomadism in Central Asia: A Comparative Study of Kazakhstan and Kyrgyzstan*. Oxford: Oxford University Press, 2017.
- Jones, Caroline. *Kazakh Hospitality and Its Social Role in Contemporary Life*. Astana: Kazakhstan Cultural Institute, 2019.
- Kenzheakhmet, Nurlan. 2020. *Traditional Practices vs. Contemporary Lifestyles: A Study on Kazakhstan's Cultural Tensions*. Almaty: Nomad Publishing.
- Kim, Julie. *Kazakh Fashion: How Nomadic Traditions Influence Contemporary Dress*. New York: Fashion Scholars Press, 2021.
- Kussainova, Damira. *Kazakh Language and Identity in Post-Soviet Kazakhstan*. Almaty: Almaty State University Press, 2018.
- Lynch, Robert. *Urbanization and the Transformation of Kazakhstan's Cities: A Study of Almaty and Nur-Sultan*. London: Edward Elgar Publishing, 2019.
- Makashova, Gulnara. *Social Norms and Traditional Practices in Kazakhstan*. Astana: National Press, 2018.
- Mikhailova, Natalya. *Food and Identity in Kazakhstan: From Nomadic Past to Global Influence*. New York: Columbia University Press, 2020.
- Mitropoulos, David. *Kazakhstan's Pastoral Economy: The Nomadic Influence on Agricultural Practices*. Cambridge: Cambridge University Press, 2016.
- Mustafin, Amir. 2019. *Oral Tradition and Moral Norms in Kazakh Culture*. Almaty: Kazakh University Press.
- Saduakasova, Saulesh. *Nomadic Lifestyles and Shared Cultural Values in Kazakh Society*. Almaty: Almaty, 2015.
- Shamsutdinova, Zaynab. *Kazakhstan's Regional Cultural Diversity: A Historical Perspective*. Almaty: Khabar Publications, 2017.
- Smith, Andrew. *Kazakh Traditions and Modernity: The Role of Cultural Continuity in a Changing Society*. Chicago: University of Chicago Press, 2021.
- Turner, James. *The Nomadic Steppe: Environmental Influences on Kazakh Culture and Society*. New York: Routledge, 2015.
- Williams, Peter, and Vladimir Shakhov. *Kazakhstan: Identity, Society, and Culture in the Post-Soviet Era*. Oxford: Oxford University Press, 2019.
- Yelimbetova, Gulnara. *The Influence of Soviet Policies on Kazakh Social and Cultural Practices*. Moscow: Moscow State University Press, 2020.
- Zhanibekov, Serik. 2021. *The Stability of Kazakh Values: Everyday Culture and Identity in Kazakhstan*. Almaty: Almaty Press.

### **Авторлар туралы мәлімет:**

Нарымбаев Қуандық Датхабайұлы – әл-Фараби атындағы Қазақ ұлттық университеті Мәдениеттану мамандығының 2 курс докторанты (050040, Аль-Фараби 71, Алматы қ-сы, Қазақстан), гуманитарлық ғылымдар магистрі. <https://orcid.org/0000-0002-8999-0746> E-mail: [narymbaev.kgu@mail.ru](mailto:narymbaev.kgu@mail.ru)

Сирин Йылмаз – филология ғылымдарының докторы, қауымдастырылған профессор, Хаджеттепе университеті Түрік Халық Білім бөлімінің қауымдастырылған профессоры (06800, Бейтепе, Анкара, Түркия), филология ғылымдарының докторы, қауымдастырылған профессор <https://orcid.org/0000-0001-6038-0971> E-mail: [sirinyo@hacettepe.edu.tr](mailto:sirinyo@hacettepe.edu.tr)

### **Information about the authors:**

Kuandyk D. Narymbaev – 2nd year doctoral student in cultural studies of KazNU named after Al-Farabi (050040, Al-Farabi St. 71, Almaty, Kazakhstan), master of Humanities. <https://orcid.org/0000-0002-8999-0746> E-mail: [narymbaev.kgu@mail.ru](mailto:narymbaev.kgu@mail.ru)

Sirin Yilmaz – doctor of Philology, Associate Professor, Associate Professor of the Department of Turkish Folk Education at Hacettepe University (06800, Beytepe, Ankara, Turkey), Doctor of Philology, Associate Professor <https://orcid.org/0000-0001-6038-0971> E-mail: [sirinyo@hacettepe.edu.tr](mailto:sirinyo@hacettepe.edu.tr)

**Информация об авторах:**

Куандык Д. Нарымбаев – докторант 2 курса по культурологии КазНУ им. аль-Фараби (050040, ул. Аль-Фараби, 71, Алматы, Казахстан), магистр гуманитарных наук. <https://orcid.org/0000-0002-8999-0746> E-mail: [narymbayev.kgu@mail.ru](mailto:narymbayev.kgu@mail.ru)

Сирин Йылмаз – доктор филологических наук, доцент, доцент кафедры турецкого народного образования Университета Хаджеттепе (06800, Бейтепе, Анкара, Турция), доктор филологических наук, доцент <https://orcid.org/0000-0001-6038-0971> E-mail: [sirinyo@hacettepe.edu.tr](mailto:sirinyo@hacettepe.edu.tr)

Поступила 15 декабря 2024

Принята 20 февраля 2025