**THE CONCEPT OF “IDENTITY” IN LINGUISTIC RESEARCH**

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The aim of this paper is to consider various theories on the issue and emphasize the study of the “identity” concept in the humanities. The matter of “identity” attracts the attention of a plethora of researchers not only in the field of linguistics, but also in other areas of the relevant subjects. Therefore, the phenomenon of “identity” is interdisciplinary in nature.

Different interpretations of identity are being investigated and analyzed by scientists around the world. The idea, representation and understanding of “identity” are both comprehensive and many-sided. Hence, the basis for identification can be culture, history, morality, religion, politics, statehood, citizenship, patriotism, family, etc.

It is no coincidence that identity is becoming an increasingly significant category of the humanities. The discussion of identity for modern humanitarian studies is relevant, since language is a means not only of identity reflection, but also of its creation. In this context, identity is one of the most important functions of language.

The way of Kazakhstan national identity creation is transformation of a multi-confessional community into a tolerant cohesive state. This uniqueness contributed to the formation of the nationwide idea “Mangilik Yel”, based on national values: ethnic; cultural; language and religious; no doubt, passed down from generation to generation. Thus, it is proved that Kazakhstan’s identity is unique.

The review of linguistic papers benefits researchers to examine and identify the results of investigations on the most common methodological approaches to the analysis of identity; to define the identity meaning such as national identity, national and cultural identity; language identity; to distinguish concepts of “identity” and “identification” in the theory of discourse identity; to reveal a deep understanding of the individual essence and identity of countries.

***Key words:*** *identity, identification, national identity, Kazakhstan identity, nationwide idea “Mangilik Yel”, communicative and functional, cognitive, discourse approaches.*