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**Zhyrau poetry as an object of scientific description**

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 The report is dedicated to the systematisation of scientific-theoretical, critical and popular works on medieval Kazakh zhyrau poetry. A review and analysis of works productive for the development of the modern scientific concept of Kazakh rhetoric has led to a classification of the research of Kazakh scholars of the Soviet and post-Soviet periods along the following directions. These are historical and literary works about the appearance of zhyrau and their place in Kazakh poetry along with baksy, akyns, sary and zhyrau by E. Tursynov. The other direction is connected with mythopoetic picture of the world in zhyrau poetry and the sound organization of the text. This is the research of K. Zhanabayev. These are also issues of historical and theoretical poetics, aimed at exploring the genre specificity and originality of author's thinking in K. Urazayeva's works. This report is raising issues that have not yet been the subject of specific study and were first tested through scientific presentations at a congress and scientific conference at universities in Turkey in the autumn of 2022. The authors of this paper engage the sphere of scholarly description of zhyrau such issues as rhetorical argumentation in Asan Kaigy's lyrics through the description of reflection, pandering and symbolism. This approach allowed us to substantiate reflexion as a mode of rhetorical argumentation in zhyrau poetry using structural-semiotic analysis, to establish the connection between reflexion, pandering and symbolism, and to reconstruct the picture of the world and the specifics of Kazakh rhetoric. The experience of discourse (non-rhetorical) analysis of Kaztugan zhyrau's poetry contributed to the description of rhetorical modalities of knowledge, opinion, understanding and persuasion, the classification of communicative resources in the poet's speech and the establishment of factors of the listener's perceptual consciousness.

***Key words:***  Kazakh rhetoric, methodology, zhyrau, world picture