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«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»

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XII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ
XII Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ – 2017»

PROCEEDINGS
of the XII International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2017»



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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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LANGUAGE POLICIES OF CANADA

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The **language policies of Canada's province and territories** vary substantially between different regions and also between different eras.

From the 1890s until the 1960s, English was the only language that most government services were provided in outside of Quebec (which was functionally bilingual) and using French in the courts or in schools was often illegal. This led to fears by French-Canadian nationalists that French speakers would be assimilated, leading the Royal Commission on Bilingualism and Biculturalism (1963–1969) to recommend that the Government of Canada and all provinces offer more services in French.

Since that time, Quebec has used provincial law to valorize French (see Charter of the French Language) at the expense of other languages, while the other provinces have begun to offer more and more services in French and in other languages besides English, including Aboriginal languages and immigrant languages.^[1] The 1982 amendments to the Constitution of Canada included a right of minority-language education that has forced policy changes in all of the provinces. Quebec is unique in requiring private businesses to use French and requiring immigrants to send their children to French-language schools. In other provinces there is no requirement that businesses use a particular language, but English predominates, and immigrants may send their children to English, French or third-language schools.^[2]

The Prairies

Prior to becoming part of Canada in 1869, English was a minority language in the Prairies, where French and Aboriginal languages were more common. The arrival of settlers from Ontario, the British Isles, and the United States changed the demographic balance, however. One of the outcomes of the Red River Rebellion of 1870 was the creation of Manitoba as an officially bilingual province, to protect the French-speaking Métis from being overpowered by the incoming English speaking settlers. This guarantee failed, however, and in the aftermath of the Manitoba Schools Question, that province was allowed to become officially English-only, until these policies were declared unconstitutional in 1985.

The Northwest Territories Act of 1891 made English and French official languages in the rest of the Canadian West. But in 1892 the Legislature of the Northwest Territories declared itself English-only.

This trend continued to the creation of the new provinces of Alberta and Saskatchewan in 1905, and beyond.

By the time Alberta was made a province in 1905, the French language had been dealt a series of aggressive blows, and the use of French in government, the courts and schools was made illegal.

— *Alberta Online Encyclopedia*^[3]

New Brunswick

New Brunswick has been officially bilingual since the passing of the *Official Languages in New Brunswick Act (1969)*. This was complemented by *An Act Recognizing the Equality of the Two Official Linguistic Communities in New Brunswick* in 1981. New Brunswick's bilingualism was

constitutionally enshrined in the *Canadian Charter of Rights and Freedoms* in 1982. The *Charter* was amended in 1993 to clarify that the two language communities are legally equal. In 1999 the Supreme Court of Canada ruled in *Moncton (City) v. Charlebois* that New Brunswick's official bilingualism also applied to municipalities in the province. In 2002 the *Official Languages Act* became New Brunswick's new language law, leading to the creation of the Office of the Commissioner of Official Languages for New Brunswick in 2003.^[4]

Manitoba

Manitoba stands out amongst the provinces as a province with a small Francophone linguistic minority but above-average constitutional protection of this minority.

—*Fraser Institute*^[5]

Manitoba was established as an officially bilingual province under section 23 of the Manitoba Act, 1870. However, in subsequent years the provincial government moved to end French-language services and become English-only. In the famous Supreme Court of Canada case *Reference Re Manitoba Language Rights* of 1985 the court found these policies unconstitutional. The province of Manitoba is now overwhelmingly English-speaking and the first language of the courts, government ministries, and schools is English. However, in order to comply with the court's ruling the province is required to provide nearly all its services in French (as well as English). The government's policy is summarized in the *French Language Services Policy*, last updated in March 1999.^[6]

Regionalized bilingualism: Ontario

Ontario has a regionalized language policy, where part of the province is English-only and other areas are bilingual. Province-wide services (such as websites and toll-free telephone numbers) are provided in both English and French. However individuals only have a *right* to French-language services in certain designated regions of the province under the *French Language Services Act* (1986). There are 25 regions so designated. These are: areas with 10% or more Francophones; urban centres with 5,000 or more Francophones; and areas previously designated by the Government of Ontario between 1978 and 1985.^[7] Notably this includes Toronto, the provincial capital and Canada's largest municipality (although not all of the regional municipalities of the GTA are included), and the National Capital Region including Ottawa, the national capital, as well as many other cities, counties, districts, townships, and towns.^[8] For the purposes of the policy, the definition of a "Francophone" was broadened in 2009. Previously it included only mother-tongue speakers, however it now includes allophones (people whose first language is neither French or English) who "have particular knowledge of French as an official language and use French at home, including many recent immigrants to Ontario for whom French is the language of integration".^[7]

Officially French-only: Quebec

Until 1969, Quebec was the only officially bilingual province in Canada and most public institutions functioned in both languages. English was also used in the legislature, government commissions and courts.

An Act to promote the French language in Québec was passed in 1969 by the Union Nationale government of Jean-Jacques Bertrand. It required the education ministry to ensure that French as a second language was taught to all English-speakers and immigrants in Quebec, but allowed Quebecers freedom of choice in deciding in which language to educate their children. This was considered too weak by many Quebec nationalists, leading to the creation of the Mouvement Québec français and increased support for the new Parti Québécois.

From 1968 to 1973, the Commission of Inquiry on the Situation of the French Language and Linguistic Rights in Quebec investigated how to strengthen the position of French in Quebec. Its recommendations led to the passage of the *Official Language Act* or "Bill 22" in 1974 by the Quebec Liberal Party government of Robert Bourassa. This made French the sole official language of Quebec and required its use in business.

Bill 22 was replaced by the *Charter of the French Language* (Bill 101) by Quebec's National Assembly in August 1977, under the majority government of the Parti Québécois led by René Lévesque. It is structured as a list of rights, where everyone in Quebec has the right to be served in

French by the government and businesses, and also provides certain rights for speakers of English and aboriginal languages. Most government services are available in both French and English. Regional institutions in the Nunavik region of northern Quebec offer services in Inuktitut and Cree.

Several legal challenges have been raised against Bill 101 in the ongoing legal dispute over Quebec's language policy. In 1988, the Supreme Court of Canada ruled in *Ford v Quebec (AG)* that the ban on outdoor signs in languages other than French was unconstitutional. The government of Quebec choose to invoke the "notwithstanding clause" to shield the legislation from the courts. The United Nations Commission on Human Rights ruled similarly in *Ballantyne v Canada* in 1993. The ban on non-French signs was lifted with the passage of Bill 86 in 1993.

Officially English with services in French and other languages

Most provinces have laws that make either English or both English and French the official language(s) of the legislature and the courts, but may also have separate policies in regards to education and the bureaucracy.

Alberta

Alberta inherited its English-only status from the Northwest Territories in 1905, and this was strengthened over time. The Language Act 1988, reaffirmed the unilingual English nature of the province,^[9] while recognizing a right to use French in the Legislative Assembly of Alberta and before certain courts.^[10] The Language Policy in Education (1978) requires school boards to establish French programs at the request of a local advisory committee.^[10] The Schools Act recognizes a right to instruction in French for the official language minority (1988) and right of Francophones to manage their own schools (1993).^[10] Laws are drafted solely in English and there is no legal requirement that they be translated into French. French may be used orally in all provincial courts in Alberta. There is no requirement that healthcare services be provided in French, and it is left up to the initiative of individual hospitals and clinics.^[10] There is no requirement that social services be provided in French and this is left up to individual NGOs and charities that work with the provincial government.^[10] Other government services are provided in English only, except where the provincial government sees a need for French, including tourism and immigration, or where the federal government has provided funding.^[11] There is no official policy requiring municipalities in Alberta to provide services in French. Three municipalities have voluntarily declared themselves officially bilingual (English-French): Falher, Legal and Beaumont, all small communities with a francophone heritage. Some other municipalities are not officially bilingual but provide some services in French or languages other than English.^[10] Since 1993 there have been distinct separate and public Francophone school boards in Alberta in addition to the existing public and separate school boards which also offer French immersion.^[10] Besides French the government does not offer most services in many other languages, but there are exceptions. Official government toll-free lines related subjects like family violence and gambling are available in 170 languages.^[12] The government publishes an educational curriculum to assists teachers of Chinese, German, Italian, Japanese, Latin, Punjabi, Spanish, and Ukrainian,^[13] as well as of Cree and Blackfoot.^[14]

Nova Scotia

Nova Scotia has no legal requirement to provide any services in a language other than English, which was already well-established as the official language when the province joined Confederation in 1867. However the province has an Office of Gaelic Affairs whose mission is "to work with Nova Scotians in the renewal of Gaelic language and culture in the Province" ^[15] and an Office of Acadian Affairs:

to offer advice and support to provincial government departments, offices, agencies and Crown corporations so that they can develop and adapt policies, programs, and services that reflect the needs of the Acadian and francophone community.

—*Office of Acadian Affairs*^[16]

The province also maintains a French-language web portal, gov.ns.ca/bonjour^[17]

British Columbia

Access to French-language education in British Columbia is determined not only by *Charter* rights under Section 23, but also by a provincial policy decision to extend French-language schooling to francophone non-citizens living in British Columbia. There are 59 regional English language school boards in the province and one province-wide francophone board. There is one French language college (Educacentre College), no French-language universities but some French-medium instruction at Simon Fraser University.

Outside of education, there is no legal framework for minority language services by the civil service or the courts.^[24]

Newfoundland and Labrador

Many Aboriginal and European languages were once widely spoken in Newfoundland and Labrador. However, Britain eventually gained firm and unchallenged control of the island and adjacent coast following the French defeat in the Seven Years' War, and English then became the language of administration and commerce, as in most of the British Empire. In isolated fishing villages many minority languages persisted in private use, however, until the coming of standardized education in the 19th, and more so the 20th centuries. When Newfoundland joined Confederation in 1949 it had already used English as the sole language of government for several centuries. Today, Newfoundland is the most linguistically homogeneous province in Canada. In 1999, 98% of the population spoke only English as their sole mother tongue.^[25] The Government of Newfoundland and Labrador has no statutory language policy, simply having inherited English from colonial times. The island of Newfoundland was once the homeland of the Beothuk language, and also seen some Mi'kmaq speakers. The Labrador coast is home to the Innu-aimun and Inuttut languages. Newfoundland was also home to unique regional dialects of the French and Irish Gaelic languages, now extinct, as well as smaller groups of Old Norse, Basque, Spanish, Portuguese, German, and Scots Gaelic speakers. Today the Government offers minimal French-language services through its French-language website,^[26] in all other respects, it is English-only, including in the legislature, the courts, the schools, and the civil service.

Conclusion. Canada has two official languages; French and English. In Canada, laws recognizing the Official Languages “give English and French a special legal status over other languages in Canada’s courts, Parliament, and other federal institutions.” In order to immigrate to Canada, proficiency in one of the official languages is one of the primary criteria. The Canadian Government’s immigration website says:

“Your proficiency in English or French is one of the six selection factors for skilled workers.”

These policies have similarities to the objective that American proponents of the English Language Unity Act of 2011 hope to accomplish with English alone.

Like the U.S., Canada’s ethnic and linguistic diversity is increasing. As of the 2001 Canadian Census, 18% of their population has a native language other than English or French. Canadian citizens have the right to communicate with the government in either English or French, but they must learn one of them. Their official language policy may offer support why, as of 2006, only 2% of the Canadian population did not speak English or French.

The U.S., with no official English policy, has a similar percentage of people with a native language other than English (20%) as Canada, but a much higher percentage of people that do not speak the de facto national language (8%). The Canadian government believes having 2 equal Official Languages has been beneficial both for their society and for their economy.

It can certainly be argued that having official language legislation and requirements in Canada has led immigrant groups to be more proactive in learning one of the national languages of the country, which has in turn enabled more of them to escape linguistic isolation and learn the skills necessary for economic advancement.

The detractors of Canada’s official language policy claim that it protects minority populations that speak either English or French, but discriminates against all other ethnic linguistic minorities. They believe a multicultural policy would be more egalitarian than a bicultural policy. If the goals of the original bilingual policy, equality and unity, are to be realized then the laws need to be

widened to include greater collective rights for ethnic minorities (even if their languages are not to be officially recognized).

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TOPONYMY COMMODIFICATION AS TOURIST ATTRACTION

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Nowadays, tourism is a part of the infrastructure of any country's economy the growth and development of tourism is of great importance. Tourism is one of the most profitable and remunerative industries, which create a bastion of economical (fiscal growth) and human resources available to any country's economy, not mention the worldwide popularity of the country involved in this advertising. It is acknowledged, that Kazakhstan's economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism.

There are various ways to increase the market in the tourism industry. The use of a renaming places in getting the public's attention works well or method of regional cooperation in tourism. However, the use of advertising as the primary means of success requires a carefully analysis of the tools in the fields of scientific, social and economic behavior. In tourism studies there has been limited analysis of the relationships between (place) names and tourist attractions.

Toponymy is the study of place names, a subject which, at first sight, might appear completely unrelated to tourism. Indeed, academic geographers have a long history of studying both tourism and toponymy but have rarely made links between the two. Initially, it might appear ridiculous that something as seemingly insubstantial as a 'mere' name could be of any interest to tourists. However it is clear that, in certain circumstances, names are the object of the tourist gaze.

Tourist MacCannell identified naming as part of the process of defining tourist attractions. He proposed a process of "sight sacralization" in which objects, places and landscapes are constructed and differentiated as exceptional sights of interest to the tourist. MacCannell's work is important for its recognition that names can be of interest to tourists and that such names have a broader role in signifying a tourist site/sight [1]. Dann also examined the significance of nomenclature and naming practices in tourism. Citing Boyer and Viallon, he identifies the importance of the names of places, attractions and destinations in creating a product image that will communicate the right message and attract customers. Such names can suggest distinction, originality, authenticity or even romance. For this reason, the names of resorts, attractions and hotels often contain an element of fantasy, adventure, magic or escape. Dann also examines how strategies to reimagine and rebrand places (particularly former industrial towns or regions) to attract tourists frequently involves either changing their names or creating new toponyms that will sound more appealing or 'appropriate' to potential visitors [2].

Various studies have examined the role of names and naming in the creation of new place identities within broader economic development strategies. For example, in the UK historical and cultural associations have been appropriated in the creation of coherent themed landscapes that can