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PROCESS OF ADAPTATION OF KAZAKH CHILDREN'S FOLKLORE WORKS FOR DIGITAL CONTENT CREATION AIMED AT TODDLERS

In the context of digitalization and globalization, the preservation and adaptation of national cultural heritage, particularly Kazakh children's folklore, acquire special significance. This article is devoted to the study of the process of adapting Kazakh folklore for the creation of digital content aimed at toddlers. The manuscript examines the main principles used in folklore adaptation, including preserving the authenticity of the works, considering the age-related and cognitive characteristics of the target audience, and integrating cultural and national traditions into multimedia formats.

The adaptation of the works was carried out with the participation of an interdisciplinary team of specialists, including philologists, educators, and psychologists, which allowed for a harmonious combination of traditional elements with modern technologies and educational standards. The article also discusses a specific example of successful adaptation—the animated series "Küşik pen Pai-Pai," created based on Kazakh children's

folklore. This project demonstrates how cultural heritage can be effectively integrated into the digital space while remaining relevant and accessible to the new generation.

This study emphasizes the importance of a comprehensive approach to the adaptation of folklore, which contributes not only to its preservation but also to its popularization among children in modern conditions.

Keywords: Kazakh children's folklore, adaptation of folklore, digital content, animated content, toddlers, cultural heritage.

Introduction

In the era of digital technology and globalization, preserving national culture and passing it on to future generations takes on particular significance. Traditional forms of cultural heritage, such as folklore, are tested by time, and one of the main challenges of modernity is their adaptation to changing living conditions. In this context, Kazakh children's folklore, rich in images, tales, songs, and proverbs [1], becomes an important subject for reflection and integration into the modern media space. It is crucial not only to preserve the authenticity of folklore works but also to make them accessible and engaging for the new generation, which has grown up in a digital reality.

The digital age opens new opportunities for the preservation and dissemination of folklore, providing new platforms and formats for its presentation. However, the process of adapting folklore works for young children is fraught with numerous challenges. It is necessary to consider age-related perceptions, psychological and pedagogical aspects, as well as modern trends in children's animation and multimedia products. Folklore works should not only be adapted but also reworked in such a way that they remain relevant while retaining their educational and moral value.

One successful example of such an adaptation is the animated series for children aged 1-3 years, "Küşik pen Pai-Pai," created by the authors of this article in the Kazakh language [2]. This project not only serves as a vivid example of modern digital content but also demonstrates how Kazakh folklore can be integrated into the multimedia space. In the process of creating the animated series, the authors faced the challenge of preserving cultural codes and traditions while considering the perceptions and interests of modern children, who are accustomed to interactive forms of content [3].

The aim of this article is to demonstrate the process of adapting Kazakh children's folklore for digital content using the example of the animated series "Küşik pen Pai-Pai." The article will examine stages of development and challenges faced by the authors during the creation of the animated series. Particular attention

will be paid to pedagogical aspects, the importance of preserving cultural identity, and the role of folklore in fostering a sense of national belonging in children.

Materials and methods

This study was based on a comprehensive review of the existing scientific literature dedicated to the process of adapting folklore with the purpose of identifying the main principles of folklore adaptation for the development of digital content for toddlers. By analyzing existing works and identifying the said principles, the authors aimed to model the adaptation process of folklore works, as well as justification of its significance and originality within the existing scientific paradigm.

Results and discussion

As a result of a detailed analysis of the works of domestic and foreign researchers, we identified four key principles underlying the adaptation of folklore works [3]. These principles reflect important aspects considered during adaptation and ensure a deeper and more accurate perception of the folklore material by the target audience. Figure 1 presents a visualization of these principles, facilitating their clear and structured understanding within the context of this study.

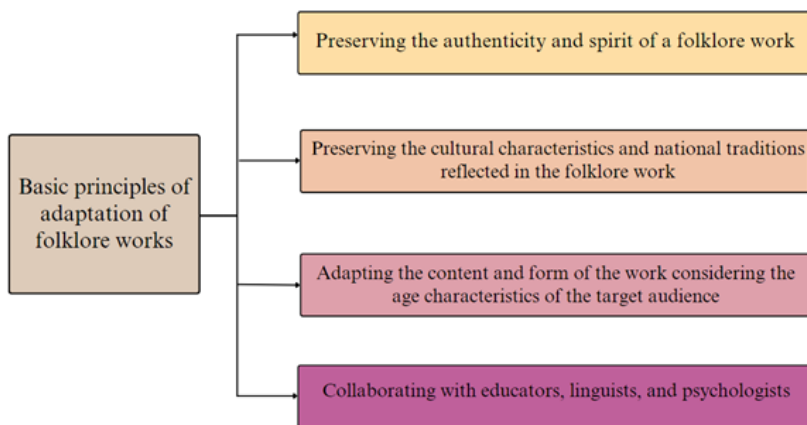


Figure 1 – Principles of Folklore AdaptationConclusion

These principles are crucial in the process of adapting Kazakh children's folklore to digital content and help to maintain a balance between preserving cultural heritage and making it relevant to a young audience. Let's explore each principle in more detail.

1 Preserving the Authenticity and Spirit of Folklore.

This includes several aspects, such as rhythm and style, language, and content.

Folklore works, such as songs, tales, and poems, often have a unique rhythm and style that convey the atmosphere and mood of the work. It is important to preserve these elements during adaptation so that children can experience the same spirit as when listening to or reading the original.

Language carries cultural codes and symbols. During adaptation, it is necessary to preserve the key linguistic elements, including characteristic expressions and phrases, to retain the cultural heritage embedded in the words.

The main plotlines, imagery, and characters of the original work should be retained even if the presentation format changes. This allows children to become familiar with the original stories and their messages [4].

2 Cultural Characteristics and National Traditions.

Cultural characteristics and national traditions are an important part of folklore, reflecting the collective consciousness and identity of a people. During adaptation, special attention should be given to the following aspects:

- Key Cultural Elements: Elements such as traditional costumes, rituals, symbols, and imagery should be preserved or adapted in a way that remains recognizable and meaningful to children.

- Values: Folklore often contains important moral lessons and values passed down through generations. Adaptation should ensure that these values are understandable and relevant to modern children [5].

3 Age-Specific Characteristics of Children.

Age-specific characteristics of children play a key role in the adaptation of folklore works:

- Psychological Aspects: Children of different ages perceive information differently, and texts should be adapted to their cognitive abilities. For example, texts for younger children may be simplified, and complex concepts conveyed through more understandable and visual forms.

- Presentation Format: Interactive elements, bright illustrations, and multimedia formats help make folklore works more accessible and interesting for children, promoting their active engagement in the learning process [6].

4 The Adaptation Process Requires Involvement of Experts from Various Fields.

Educators help adapt folklore works to align with educational standards and support children's development in the learning process. Linguists ensure the accuracy and cultural relevance of the translation and adaptation of texts, preserving their original meaning and depth. Psychologists help consider children's perception characteristics so that the adapted works contribute to their emotional and psychological development.

Thus, the successful adaptation of Kazakh children's folklore requires a comprehensive approach, including the preservation of authenticity, consideration of cultural characteristics, adaptation for different age groups, and collaboration with professionals in the fields of education and psychology. These principles help create content that not only preserves cultural heritage but also makes it accessible and beneficial for the modern generation of children.

All these principles were considered in the process of adapting folklore works for the animated series "Küşik pen Pai-Pai." These works were carefully analyzed and selected according to the principles of selecting folklore pieces [7]. Let's examine the adaptation process using the example of a work that was chosen and adapted (Figure 2) for the second episode of the animated series «Küşik pen Pai-Pai»

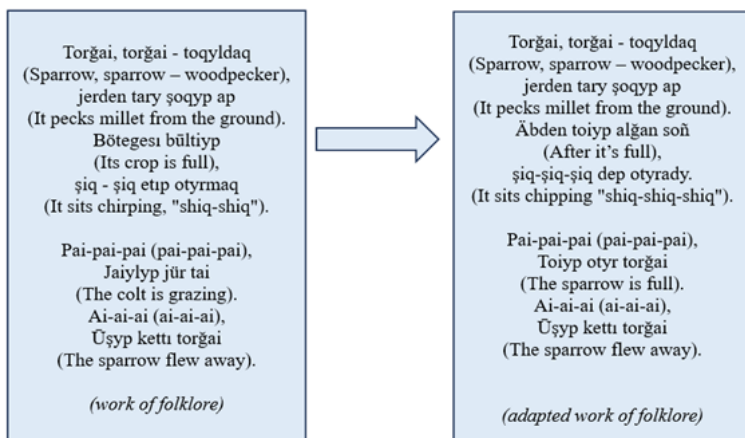


Figure 2 – Process of adaptation

According to the first principle, in order to preserve the authenticity and spirit of the folklore work, the following lines, which give the work a rhythmic character, remained unchanged (Figure 3):



Figure 3 – Process of adaptation

Additionally, the interjection "pai-pai-pai," which adds a Kazakh flair and rhythm to the work, was preserved without any changes (Figure 4).

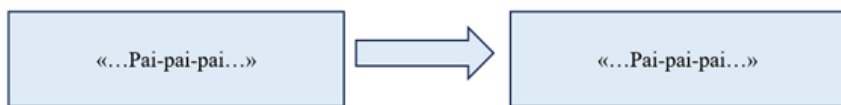


Figure 4 – Process of adaptation

According to the second principle, the work's connection to the cultural characteristics and traditions of the Kazakh people, has been preserved. The central theme of the work, the sparrow bird, is one of the most significant birds in Kazakh culture and folklore. The skylark (*boztorğai*), widely spread across our country, has become an enduring symbol of Kazakhstan's vast steppes with its melodious song, while another type of sparrow, *nauryzek*, a small bird with grey-black plumage and a yellow breast, popularly believed to fly in on the day of the vernal equinox, announcing the arrival of spring, is considered a sacred bird, bringing happiness, and no one drives it away or scares it. After its arrival, the cold begins to subside, and harsh, stormy days become less frequent. Thus, a folklore work centered around the sparrow was chosen due to its cultural and spiritual significance.

In accordance with the third principle, the process of adapting the content and form of the literary work was carried out considering the age-specific characteristics of the target audience, which led to changes in certain parts of the original text. These changes were aimed at ensuring the material was adequately perceived and understood by young preschool children. For example, the line containing the rarely used literary expression in the Kazakh language "Bötegesi bültiyp," which can be translated as "its crop is full," was replaced (Figure 5) with a simpler and more understandable phrase "Äbden toiyp alğan soñ." This substitution helped make the text easier for children to comprehend, thereby ensuring more effective reception of the work's content by the target audience.

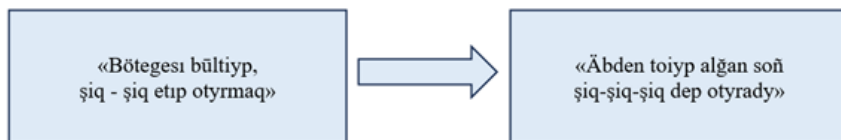


Figure 5 – Process of adaptation

Considering the age-specific characteristics of young preschool children, it was decided to change the line “Jaiylyp жүр тай” to “Toiyp otyr torğai” to avoid complicating the content by introducing another character.

The early childhood period, covering the ages from 1 to 3 years, is a critical stage for the formation and active development of speech skills. During this time, children pay increased attention to the articulation of the adults around them, actively mimicking the words and phrases they hear, and striving to reproduce sounds and speech on their own. In this context, animated content based on elements of Kazakh children's folklore, such as tongue twisters, rhymes, and counting-out rhymes, plays an important role in the process of forming correct pronunciation in children.

A child's attention to the sound characteristics of speech and their ability to discern subtle pronunciation details significantly impact the acquisition of proper sound and word pronunciation. The rhythmic structure characteristic of folklore forms aids in memorizing words and phrases and facilitates their reproduction. The repetition of speech constructs used in animated content is beneficial for a child's speech development, as it provides not only a model of proper sentence structure but also an example of appropriate speech use in specific communicative situations. Thus, animated content becomes an important tool in teaching children the correct and conscious use of language in their daily lives. To this end, in the process of adapting folklore works, phrases and lines such as “Torğai, torğai - toqylda,” “ai-ai-ai,” and “pai-pai-pai” were preserved, with repeated words that are easy for toddlers to remember .

In accordance with the fourth principle, the text adaptation process was carried out with the direct involvement of specialists from various fields, including philologists, educators, and psychologists. This interdisciplinary approach allowed for careful consideration of all cognitive, pedagogical-psychological, and linguistic characteristics of early preschool children [8, 9, 10]. Thanks to the participation of experts from these fields, the adaptation of the work was completed with consideration for both linguistic nuances and the peculiarities of children's perception and processing of information, ensuring the harmonious and effective reception of the text by the target audience.

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Conclusions

Adapting Kazakh children's folklore for digital content is a complex and multifaceted process that requires considering many factors. The most important of these is preserving the cultural authenticity of folklore, which includes conveying the unique rhythm, style, and language of the original works. It is also crucial to consider the age-specific characteristics of early preschool children, for whom the content is being adapted. The way children at this age perceive information differs from that of adults, so it was essential that the text of the adapted works is understandable and accessible to the target audience, children aged 1–3 years.

Furthermore, special attention was given to pedagogical and psychological aspects during the adaptation process, allowing for the creation of content that promotes not only the development of speech skills but also the formation of a sense of national belonging and cultural identity in children. The use of modern multimedia technologies, such as animation and interactive elements, makes folklore more appealing and accessible to children, ensuring their active engagement in the learning process.

Thus, the adaptation of Kazakh children's folklore for digital content has not only contributed to the preservation of cultural heritage but also made it relevant and in demand in the modern digital age, ensuring the transmission of traditions and values to the new generation.

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ҚАЗАҚ БАЛАЛАР ФОЛЬКЛОРЫ ШЫҒАРМАЛАРЫН БҮЛДІРШІНДЕРГЕ АРНАЛҒАН ЦИФРЛЫҚ КОНТЕНТ ДАЯРЛАУ ҮШІН БЕЙІМДЕУ

Цифрландыру және жаһандану жағдайында ұлттық мәдени мұраны, әсіресе қазақ балалар фольклорын сақтау және бейімдеу ерекше маңызға ие болады. Бұл мақала қазақ фольклорлық шығармаларын бүлдіршіндерге арналған цифрлық контент жасау үшін бейімдеу үдерісін зерттеуге арналған. Мақалада фольклорды бейімдеуде қолданылатын негізгі қазғадаттар, оның ішінде шығармалардың шынайылығын сақтау, мақсатты аудиторияның жас және танымдық ерекшеліктерін ескеру, сондай-ақ мәдени және ұлттық дәстүрлерді мультимедиялық форматтарға біріктіру қарастырылады.

Шығармаларды бейімдеу филологтар, педагогтар және психологтардан тұратын пәнаралық мамандар тобының қатысуымен жүзеге асырылды, бұл дәстүрлі элементтерді заманауи технологиялармен және білім беру стандарттарымен үйлесімді біріктіруге мүмкіндік берді. Мақалада қазақ балалар фольклоры негізінде жасалған "Күшік пен Пай-Пай" мультсериалының сәтті бейімделуінің нақты мысалы да қарастырылады. Бұл жоба мәдени мұраны жаңа ұрпаққа қолжетімді және өзекті етіп сақтай отырып, оны сандық кеңістікке тиімді енгізуге болатындығын көрсетеді.

Бұл зерттеу фольклорлық шығармаларды бейімдеуге кешенді тәсілдің маңыздылығын атап өтеді, бұл олардың сақталуына ғана емес, сонымен қатар қазіргі жағдайларда балалар арасында танымал болуына ықпал етеді.

Кілтті сөздер: қазақ балалар фольклоры, фольклорлық шығармаларды бейімдеу, сандық контент, анимациялық контент, бүлдіршіндер, мәдени мұра.

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АДАПТАЦИЯ ПРОИЗВЕДЕНИЙ КАЗАХСКОГО ДЕТСКОГО ФОЛЬКЛОРА ДЛЯ РАЗРАБОТКИ ЦИФРОВОГО КОНТЕНТА ДЛЯ ДЕТЕЙ РАННЕГО ДОШКОЛЬНОГО ВОЗРАСТА

В условиях цифровизации и глобализации сохранение и адаптация национального культурного наследия, в частности казахского детского фольклора, приобретают особое значение. Данная статья посвящена исследованию процесса адаптации казахских фольклорных произведений для создания цифрового контента, ориентированного на детей раннего дошкольного возраста. В работе рассматриваются основные принципы, используемые при адаптации фольклора, включая сохранение аутентичности произведений, учет возрастных и когнитивных особенностей целевой аудитории, а также интеграцию культурных и национальных традиций в мультимедийные форматы.

Адаптация произведений была осуществлена с участием междисциплинарной команды специалистов, включающей филологов, педагогов и психологов, что позволило гармонично соединить традиционные элементы с современными технологиями и образовательными стандартами. В статье также рассматривается конкретный пример успешной адаптации — мультсериал "Қушқұй пен Пай-Пай", созданный на основе казахского детского фольклора. Этот проект демонстрирует, как культурное наследие может быть эффективно интегрировано в цифровое пространство, оставаясь актуальным и доступным для нового поколения.

Настоящее исследование подчеркивает важность комплексного подхода к адаптации фольклорных произведений, что способствует не только их сохранению, но и популяризации среди детей в современных условиях.

Ключевые слова: казахский детский фольклор, адаптация фольклорных произведений, цифровой контент, анимационный контент, дети раннего дошкольного возраста, культурное наследие

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