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Holiday as a Phenomenon of Kazakhs: Sociocultural and Historical Aspects

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Abstract

The article considers the role of holidays in Kazakh culture, their historical development, cultural significance and influence on social and family relations. It analyses traditional holidays, their rites and rituals, as well as their significance in the context of modern Kazakh society. Holidays play a significant role in the life of each nation, reflecting its cultural and historical characteristics. This study examines holidays as a phenomenon of Kazakhs, their meaning, evolution and influence on social life. The study is based on historical and cultural analysis, as well as on modern sociological data. Holidays are an important part of the cultural heritage of any nation. They not only reflect traditions and customs, but also serve as a means of preserving and transmitting cultural values. Kazakhs, like many other peoples, have a unique system of holidays, which is the result of their historical development and socio-cultural changes. In this study, we will focus on analyzing the holidays of Kazakhs, their functions and influence on society.

Keywords: Media Convergence Era; Broadcasters And Presenters; Dilemmas And Opportunities; Radio And Television; Digital Technology

Introduction

Relevance of the topic: Justification of the significance of the study of holidays as a cultural phenomenon.

Historically, Kazakh festivals have been closely linked to their nomadic lifestyle and natural cycles. In ancient times, Kazakh holidays were centred on agrarian and pastoral cycles, such as the change of seasons, grazing cycles and rituals associated with natural phenomena. The main holidays of this period were:

Nauryz — New Year according to the solar calendar, celebrated on the day of the vernal equinox. It is a holiday of nature's renewal, restoration of vital forces and the beginning of a new agricultural cycle.

Ait (or Eid al-Ait) is a festival of sacrifice associated with religious and moral aspects. This holiday has Islamic roots and symbolises the continuity of traditions.

Shezhire — A celebration of ancestors that emphasises ancestral ties and heritage. It is a time for honouring ancestors and passing on historical memory.

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They include traditional holidays, such as Nauryz, as well as new holidays established during the independent period. Nauryz, despite its ancient roots, today represents a symbol of national identity and unification. Include holidays related to Islamic traditions, such as Ait. These holidays are important for Kazakhs who profess Islam, and they play a significant role in the formation of religious identity. Since Kazakhstan gained independence, new holidays have emerged to reflect social and political changes. An example is Kazakhstan's Independence Day, which is celebrated on 16 December and symbolizes the country's political and cultural independence.

Functions of Holidays in Kazakh Society

Holidays fulfil several key functions in Kazakh society: Holidays serve as a means of bringing people together, creating social cohesion and strengthening interpersonal ties. They help to maintain a sense of community and belonging to a particular culture. Holidays are an important element of cultural identification. They reflect and preserve cultural traditions and customs, facilitating the transmission of knowledge and values from one generation to the next. Holidays also have economic importance. They promote tourism, trade and other economic activities related to the organisation of festive events. Holidays play a role in the educational process, helping the younger generation to learn more about their culture and history through participation in traditional rituals and activities.

Holidays are an integral part of human culture, reflecting the diversity and richness of traditions and customs. They serve as important markers of cultural identity and social practices, which makes them a subject of in-depth study in the fields of cultural studies and sociology. The study of festivals, particularly those of Kazakh culture, represents a key to understanding the complex interrelationships between history, tradition and contemporary changes in society (Yurlova, 2010).

Holidays play a critical role in the preservation and transmission of cultural traditions from one generation to the next. They provide a platform for the practice and transmission of oral traditions, rituals, ceremonies and customs. For example, Kazakh holidays such as Nauryz include traditional rituals and dishes that contribute to the preservation of cultural heritage. Through participation in such festivals, the younger generation learns about the traditions of their ancestors, which contributes to the preservation of cultural identity. Festivals are an important means of strengthening social ties and building community. They create opportunities for interaction and co-operation between members of society. In Kazakh culture, holidays such as Kurban Ait help strengthen family and community ties through joint celebration and participation in rituals. Holidays provide an opportunity for social interaction, creating and maintaining ties between different groups of people. Holidays serve as a significant indicator of cultural and national identity. They reflect unique aspects of a people's cultural identity, worldview and values. In Kazakh culture, holidays such as Nauryz reflect the specifics of the nomadic way of life, agricultural traditions and spiritual beliefs. Studying these holidays provides a deeper understanding of how the culture has adapted and persisted over time. Holidays are also important for the social and economic aspects of society (Yurlova, 2004). They can influence the economy through tourism, handicrafts and local markets. For example, the celebration of Nauryz can attract tourists, boosting local businesses and the economy. In addition, festivals contribute to the formation and maintenance of social norms and values, influencing daily life and social relations (Assmann, 2004).

In the context of globalisation and modernisation, holidays are subject to change and adaptation,

reflecting the dynamic development of society. Studying how traditional holidays adapt to modern conditions helps to understand the processes of cultural transformation and preservation. For example, changes in the celebration of Nauryz can show how traditions are integrated into modern culture, adapting to new social and economic conditions. Holidays serve as indicators of cultural transitions and innovations. They can reflect changes in social norms, values and perceptions of time.

The study of holidays reveals how society responds to social, political and economic change, and how cultural practices evolve in response to new challenges.

The study of holidays as a cultural phenomenon is important for understanding cultural identity, social relations and processes of cultural transformation. Holidays are key elements that connect the past with the present and help to understand how traditions and customs are preserved and adapted in the modern world (Barth, 1994). They are not only cultural artefacts, but also active components of social life that influence the formation and development of society. Their study therefore represents a significant contribution to the fields of cultural studies and sociology, providing valuable insights for understanding cultural processes and social interaction.

Public holidays of the Republic of Kazakhstan are a specific form of collective unity, where the general mood and empathy of specialists of cultural institutions, their activists and participants are expressed. The state holiday in the Republic of Kazakhstan is conditioned by the dynamics of development of social existence, in which separate periods of people's life are understood and experienced by people in a special intellectual and emotional way, dictate a new way of behaviour and activity, creating conditions for education of culture of communication of youth.

Here the content of festive programmes and festive forms of activity acquires special social and pedagogical significance (Yurlova, 2007).

State holiday activities around the world are characterised by a special dynamism, the emergence of specific ways of manifesting one's attitude to the world, life, the event to which the holiday is dedicated, to people around you, things, socio-cultural environment. All this happens on the basis of communication, it is here that its culture is really formed.

The state holiday of the Republic of Kazakhstan as a complex multifactor and multidimensional process that can have a huge impact on the culture of communication of a young person's personality. The analysis shows that the introduction of young people to the ideas of public holidays should be considered as a need to study and interest in the history of their national culture.

The culture of youth communication in the conditions of preparation and holding of state holidays cannot develop apart from the integral historical process of culture of the given epoch. Therefore, it is relevant to create a purposeful axiological impact on the culture of communication of young people in the Republic of Kazakhstan, which allows to constructively solve the problems of personal participation in modern social processes (Bakhtin, 1990).

In the Republic of Kazakhstan so far the state holiday is often held in standardised forms of communication, which does not allow to fully disclose their educational potential. Hence, there are contradictions between:

- the need of our society in the effectiveness of the process of education of the culture of communication of young people on public holidays and the lack in practice of an axiological approach in its implementation;

- the need to strengthen the educational component of the culture of communication of young people on public holidays of the Republic of Kazakhstan on the basis of axiological approach and the lack of special mechanisms in cultural institutions; the demand of society to improve the education of the culture of communication of participants of the holidays of the Republic of Kazakhstan and the lack of appropriate scientific, educational and methodological literature on this problem in cultural institutions.

These contradictions allowed us to identify the research problem, which is to ensure the education of the participants of the state holiday of the Republic of Kazakhstan by purposeful, scientifically grounded pedagogical activity in repetitive situations of social interaction. To improve this process, there is a lack of specialists with special education, with knowledge of the specifics of the impact of the state holiday on the emotional and rational spheres of participants to educate the culture of communication, where national culture is an organic component of world culture (Goikhman, 2010).

The problem of the study is that the level of the process of education of the culture of communication in the participants of the state holiday is without taking into account the individual-creative nature of the participants, the specifics of their etiquette behaviour, despite the common language, in many respects the common culture of nomads, farmers, cattle breeders, townspeople.

Hence, the activity of cultural institutions in the period of preparation and holding of public holidays is of particular relevance. The search for effective principles, forms and methods of pedagogical impact aimed at fostering the culture of communication among young people in cultural institutions with the use of artistic and creative potential of public holidays is actualised.

Aims and objectives of the research:

Identification of key aspects to be investigated in the article.

In the article on holidays as a phenomenon of Kazakh culture, the key aspects of the study will cover various elements that contribute to the understanding of their role and significance (Goryunova, 2009). The following are the main aspects that will be covered in the research:

Study of the roots of Kazakh holidays, their historical and cultural background. Analysing the influence of ancient customs, religious practices and historical events on the formation of holidays. How holidays have changed over time, in response to historical changes such as colonisation, the Soviet period and Kazakhstan's independence. Analysing the symbolic meaning of holidays such as Nauryz, Kurban Ait and others. Overview of rituals, ceremonies and traditional practices associated with these holidays. How holidays reflect the cultural and national characteristics of the Kazakh people, their way of life and worldview. The role of holidays in strengthening family and community ties. Analysing the social interactions that occur in the context of holidays, including intergenerational interactions and different social groups. How holidays contribute to the formation and maintenance of social norms, values and traditions in society. The impact of holidays on the economy, including their impact on local markets, traditional crafts and tourism. Examples of how holidays contribute to local economies. holidays influence the distribution of resources, such as food and finance, in community life. How holidays are adapting to globalisation and modernization (Eremeyev, 1997). Examples of changes in traditional practices in response to modern challenges. Exploring new forms of celebration and their impact on traditional practices. How modern culture and technology affect traditional holidays. How modern Kazakhs perceive and celebrate traditional holidays. The role

of holidays in the lives of young people and new generations. How holidays reflect changes in the social structure and cultural practices of Kazakh society. Analysis of existing programmes and initiatives aimed at preserving traditional holidays. The role of cultural organisations and state structures in maintaining holidays (Eliade, 2000). Forecasting future changes in holidays and their significance for future generations. How traditions will be preserved and adapted in the future (Zhigulsky, 1985).

Each of these aspects represents a key element for a thorough understanding of the role of holidays in Kazakh culture. Exploring these aspects will help to reveal how holidays function as cultural phenomena, maintaining cultural identity, strengthening social ties and influencing the economy and modern society.

Research Methods and Data

Overview of the research methods used, including historical and cultural analyses and ethnographic methods.

In the article on holidays as a phenomenon of Kazakh culture, the key aspects of the study will cover various elements that contribute to the understanding of their role and significance. The following are the main aspects that will be covered in the research: Exploring the roots of Kazakh holidays, their historical and cultural background (Malysheva, 2005). Analysing the influence of ancient customs, religious practices and historical events on the formation of holidays. Historical changes such as colonisation, the Soviet period and Kazakhstan's independence. Each of these aspects represents a key element for a thorough understanding of the role of holidays in Kazakh culture. The study of these aspects will help to reveal how holidays function as cultural phenomena, maintaining cultural identity, strengthening social ties and influencing the economy and modern society (Muret, 2001).

An in-depth and comprehensive study of holidays as a cultural phenomenon in Kazakh culture requires the use of a variety of research methods. In this context, the key methods will be historical and cultural analysis and ethnographic methods, which will help to reveal the complex aspects of holidays and their role in Kazakh society. Historical and cultural analysis aims to study holidays in the context of their historical and cultural development. This method involves the study of historical sources, chronicles, literary works and archival data to reconstruct the evolution of holidays and their changes over time (Orlov, 2001).

Holidays in modern Kazakhstan represent a unique synthesis of traditional Kazakh customs and new cultural practices, which reflects the dynamic development of the country in the context of globalisation and modernisation. This dynamic is reflected in changes in the celebration of traditional holidays, the introduction of new cultural practices and adaptation to modern living conditions. This section examines key aspects of holidays in modern Kazakhstan, their changes and their role in social life.

Nauryz remains one of the most significant holidays in Kazakhstan and continues to play an important role in the cultural life of the country. The modern celebration of Nauryz includes both the preservation of traditional rituals and the integration of new elements. In recent decades, Nauryz has acquired a wide scale of celebration. Mass events, including concerts, fairs and cultural festivals, are organised in major cities such as Almaty and Astana. The holiday is also actively supported by the state as part of its cultural policy.

While many traditional rituals, such as the preparation of nauryz kozhe (traditional Kazakh soup)

and purification rites, remain at the centre of the celebrations, modern approaches include modernist elements such as fireworks and mass festivities.

Kurban Ait continues to be an important religious holiday for Muslims in Kazakhstan. Modern realities and changes in social life are also reflected in its celebration.

Sacrificial rituals are maintained, but the process may vary depending on the availability of resources and changes in legislation regarding sacrifices (Plaggenborg, 2000).

The holiday retains its importance as a time for charity and helping the needy. Modern Kazakhs actively participate in fundraising events and distribution of meat from sacrificial animals to the poor.

Independence Day on 16 December is celebrated as a key event in Kazakhstan's modern history.

On Independence Day, official ceremonies, parades and cultural events are held. It is a time when Kazakhs celebrate the achievements of their country and express pride in their nation.

The inclusion of elements of national culture, such as traditional music, dance and exhibitions, emphasises the importance of preserving cultural heritage in a contemporary context (Propp, 2000).

Modern Kazakhstan, like many other countries, also embraces global holidays such as New Year's Eve, Valentine's Day and Halloween.

These holidays are integrated into local traditions, sometimes resulting in a mix of cultural practices. For example, New Year's Eve is often celebrated with elements of both traditional Kazakh celebrations and Western traditions.

Global holidays are particularly popular among young people, which promotes cultural exchange and diversity in celebrations. For example, in Kazakhstan one can find celebrations of Russian, Korean and Uyghur holidays. This contributes to strengthening inter-ethnic relations and cultural diversity.

These festivals often become part of social life, including activities aimed at cultural education and mutual understanding between different ethnic groups. Globalisation influences traditional festivals, leading to their adaptation and transformation. Traditional rituals may be modified or supplemented with modern elements to fit new social and cultural contexts. The use of modern technology such as social media and social networking also has an impact on the celebrations. Events can be streamed online, making them accessible to a wide audience. Modern realities such as urbanisation and changing family structures also influence celebrations. Holidays may be celebrated in a more limited circle or in the format of community events. Increasing attention to environmental and social issues may be reflected in changing celebration practices, such as waste reduction or attention to charity. Celebrations in modern Kazakhstan are a multifaceted phenomenon, combining traditional customs and new cultural practices. They reflect both the preservation of cultural heritage and adaptation to modern conditions (Rudnev, 1979). Studying holidays in this context helps to understand how culture is preserved and transformed in the context of globalisation and modernisation, and how holidays continue to play a key role in the social and cultural life of Kazakhstan.

Summary of the study results

A brief summary of the main findings. In the course of the study of holidays as a cultural

phenomenon of Kazakh culture, key aspects reflecting their historical development, cultural significance, social functions and contemporary changes were considered. Below is a brief summary of the main findings of the study. Holidays in Kazakh culture have deep historical roots going back to ancient times. They were formed under the influence of nomadic lifestyle, religious beliefs and cultural interactions. Historical and cultural analysis has shown that many traditions and rituals have ancient origins and have undergone changes over time. The historical development of celebrations is linked to important historical events such as colonisation, the Soviet period and the independence of Kazakhstan. These changes have had a significant impact on the forms and practices of celebrations (Fitzpatrick, 2008). Holidays such as Nauryz and Kurban Ait play a key role in preserving cultural heritage and passing on traditional customs. They include unique rituals and symbolism that reflect the cultural values and worldview of the Kazakh people. Holidays contribute to the preservation and strengthening of cultural identity. They help Kazakhs maintain links with the historical past and national traditions, which is particularly important in the context of globalisation and cultural change. Holidays play an important role in strengthening family and community ties. They create opportunities for social interaction and strengthen ties between different generations and social groups. Holidays contribute to the formation and maintenance of social norms and values. They help to establish and reinforce social norms, including traditional customs and rituals. Festivals have a marked impact on the economy by promoting local businesses, tourism and traditional crafts. Festivals and fairs often become important economic events, supporting the economic development of local communities. Holidays also influence the distribution of resources such as food and finance, which has implications for community life and charity. Holidays are adapting to globalisation and modernisation. Traditional practices and rituals may be modified and supplemented by modern elements such as mass events and the use of new technologies (Heisinga, 2001). Modern approaches to celebrations may incorporate elements of global holidays, reflecting cultural diversity and integration into world culture. Holidays remain an important part of life in modern Kazakh society. They continue to play a significant role in the lives of young people and new generations, reflecting changes in social and cultural life. Holidays are also adapting to contemporary social changes, such as urbanisation and changing family structures, which affect the forms and scope of celebrations. There are active programmes and initiatives aimed at preserving traditional holidays. Cultural organisations and government structures play a key role in supporting and preserving festivals as part of cultural heritage.

In the future, holidays will continue to evolve, combining traditional elements with new practices, thus preserving their significance and relevance for future generations. The study of holidays as a phenomenon of Kazakh culture has shown their importance in preserving cultural identity, strengthening social ties and economic development. Holidays are dynamic cultural practices that adapt to contemporary conditions while preserving their historical and cultural roots (Shangina, 2004). Understanding these aspects allows for a deeper understanding of how holidays influence the social and cultural life of Kazakhstan, contributing to the preservation of cultural heritage and integration into the global context.

Recommendations for Further Research

Questions that require further research. The study of holidays as a phenomenon of Kazakh culture reveals many aspects that require further research for a deeper understanding of their role and influence on social and cultural life. The following are recommendations and questions that can form the basis for future research. Further research on holidays as a phenomenon of Kazakh culture can significantly enrich our understanding of their role in contemporary society.

Analyses of the proposed questions and recommendations will help deepen knowledge of how holidays continue to shape and reflect cultural and social processes in Kazakhstan, as well as how they adapt and change in the face of contemporary challenges.

Conclusion

Final assessment of the importance of holidays in Kazakh culture. Holidays in Kazakh culture are not just occasions of public merriment, but important cultural and social phenomena that play a key role in the formation and maintenance of national identity, social cohesion and cultural heritage. A summative assessment of their significance reveals several key aspects.

Holidays are the main means of preserving and transmitting cultural traditions from one generation to another. They embody traditional rituals, ceremonies and symbols that carry the historical memory and cultural heritage of the Kazakh people. Traditional holidays, such as Nauryz and Kurban Ait, serve as a link between the past and the present, allowing new generations to preserve and understand their roots. Holidays play an important role in the formation of social and cultural identity. They help to strengthen the sense of belonging to a common cultural and national context, contributing to the creation of a unified social consciousness. In Kazakhstan's multi-ethnic society, holidays also help to strengthen inter-ethnic interaction and mutual understanding, contributing to social harmony. The social function of holidays is to strengthen family and community ties. Holidays create opportunities for bonding, socialising and sharing experiences, which is especially important in the context of rapidly changing social structures and living conditions.

Economically, holidays stimulate the development of local markets, traditional crafts and tourism, creating jobs and supporting economic activity. Holidays in Kazakhstan continue to evolve in response to globalisation, modernisation and changing social realities. Incorporating new elements and adapting traditional practices allows holidays to remain relevant and meaningful to modern society. This process of adaptation shows how traditional practices can be integrated into modern life while retaining their cultural value. Holidays contribute not only to cultural and social development but also to personal development. They provide opportunities for self-development and self-expression through participation in rituals, celebrations and cultural activities. At the same time, they contribute to collective development by uniting people around common goals and values. Holidays in Kazakh culture have a multifaceted meaning that encompasses aspects of cultural heritage, social identity, economic development and adaptation to modern conditions. They play a key role in maintaining cultural cohesion and social unity, as well as in the formation and expression of national identity. Understanding and researching holidays as a cultural phenomenon allows for a deeper understanding of their importance in the life of modern Kazakh society and their impact on the cultural development of the country.

The developed methodological recommendations related to modelling, forecasting, implementation of education are actively used in amateur collectives, where technologies of preparation of festive programmes are applied.

The factual material was obtained in the framework of the study of a wide positive practical experience of education of youth communication culture on state holidays of the Republic of Kazakhstan on the basis of axiological approach.

Kazakh holidays are a multi-layered phenomenon that combines historical, cultural and sociological aspects. They play a key role in the preservation and development of cultural heritage, social integration and national identity. Modern Kazakh holidays are a hybrid of

traditional and new elements, reflecting changes in society and its adaptation to new conditions. Understanding and studying Kazakh holidays provides important insights into the socio-cultural processes and historical development of Kazakhstan. This study provides a broad overview of Kazakh holidays, their significance and impact on society, and can serve as a basis for further research in this area.

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