



Cultural representation in EFL textbooks used in Kazakhstani Primary Schools: Quantitative content analysis



Shagala Boken

**XIII International Research-to-Practice
Conference**

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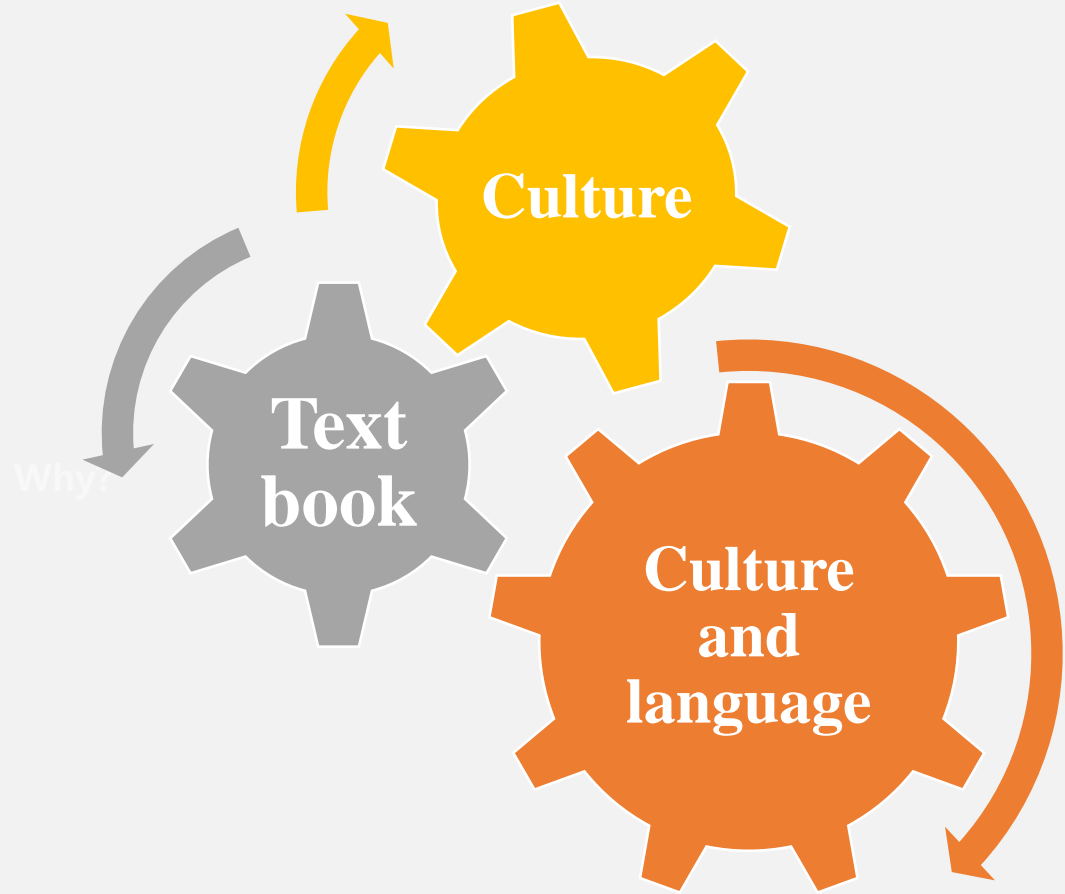




What?

- What cultural representation is portrayed in **localized English** as Foreign Language (EFL) textbooks used in the Kazakhstani primary schools?
- To examine the efficiency of EFL textbooks in the sense of cultural diversity and globalization to enhance intercultural competence.

What?





Why?

“Developing a community that is living in harmony, proud of its own **national identity**, respectful of its ethnic, linguistic and **cultural diversity**...”

“Reaffirming and realising in the school context **national identity** expressed through engagement in traditional cultural activities and familiarisation with **Kazakhstan’s own cultural** and intellectual heritage...”

Developing **intercultural communication** skills and multilingual personality is one of the expected students’ outcomes in the English classroom of the educational programme.

**Intercultural
Communicative
Competence (ICC)**

globalization

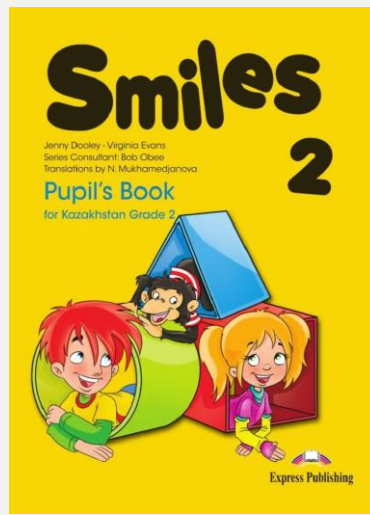
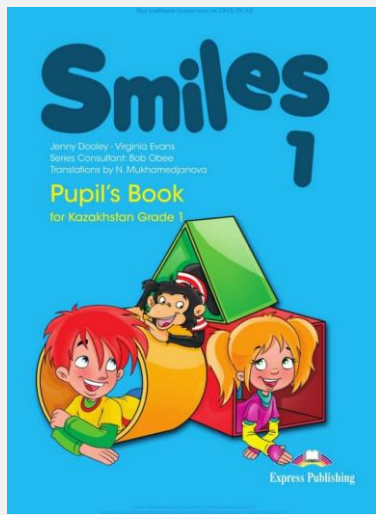
**Cultural
awareness**



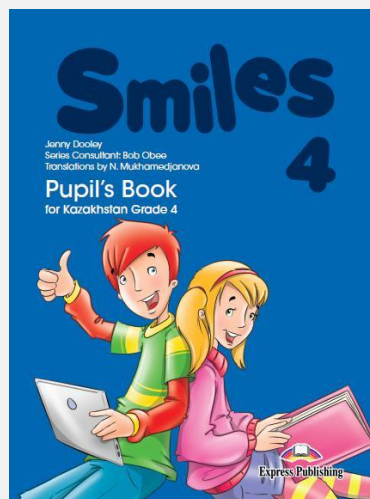
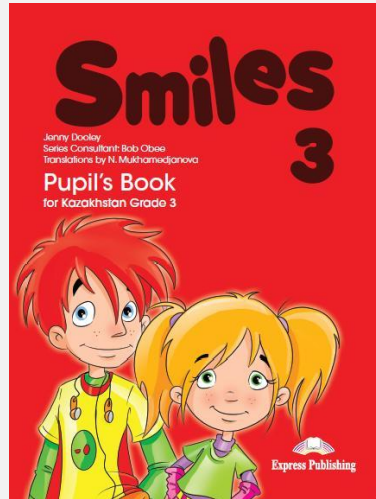
National identity

language acquisition

Which?



Smiles 1-4 for Kazakhstan, Express Publishing



- Approved by the Ministry of Education and Science of the Republic of Kazakhstan (MoES).
The only series on the list of approved textbooks for public schools.
- Most commonly used EFL textbooks for primary grades all over Kazakhstani public schools.
- International and local expert. Meet the standard of the national curriculum, which contains both global and local content.



Which?

- Which country's culture?
- Which types or categories of culture?
- What the extent of the cultural knowledge the students should acquire in language learning classrooms?

Research design



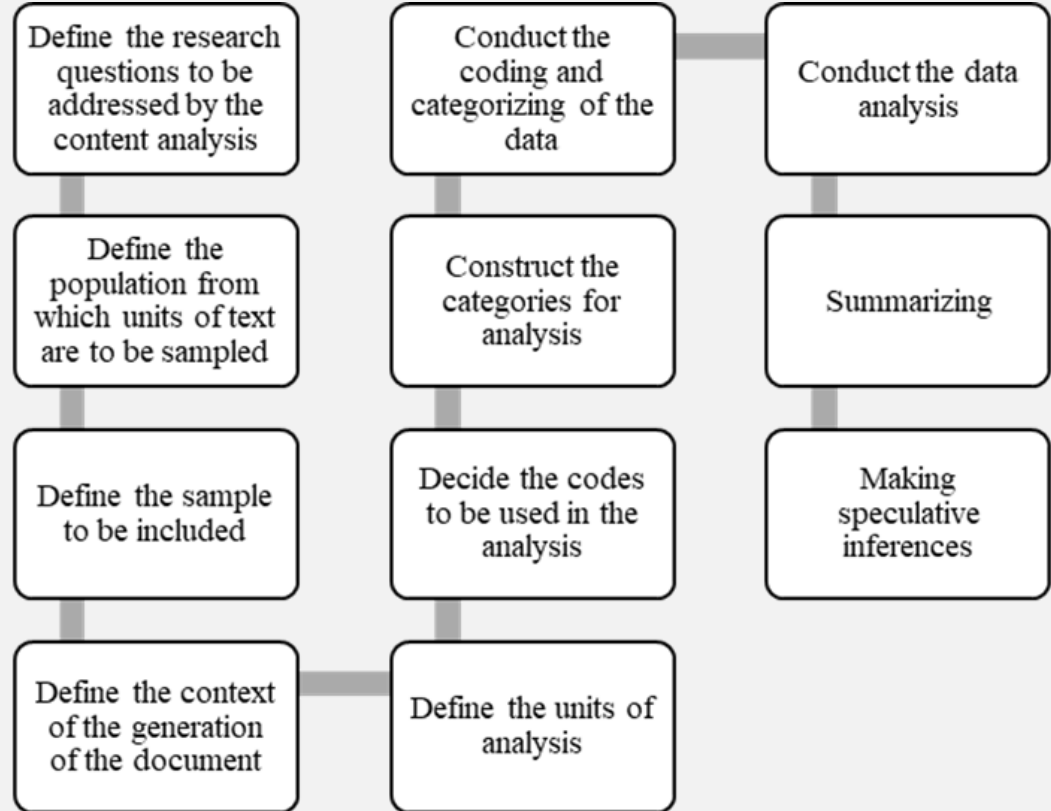
Data Analysis Procedures



Pre-analysis
of textbook content

Establish criteria for
analysis

Use the checklist to
analyze the cultural
contents



Cultural Content checklist

Themes/ Sources of culture	Source culture Kazakhstan			Target culture									International culture		
	USA	UK	Others	P	T	A	P	T	A	P	T	A	P	T	A
Picture/Text/Activity	P	T	A	P	T	A	P	T	A	P	T	A	P	T	A
Politics/government															
Economy/ market/currency/shopping /industry															
History/ethnic															
Geography/Ecology															
Literature/Art/Music															
Education															
Metropolitan/Architecture/ Infrastructure/transportation															
Social norms/ Etiquette/Customs															
Food															
Festivals/ Holiday/ ceremonies/ celebrations															
Science/Technology/Astronomy															
Values/belief															
Leisure/Sports/Entertainments															
Gestures/body language															

Pictures (P). Text (T). Activity (A).

Result

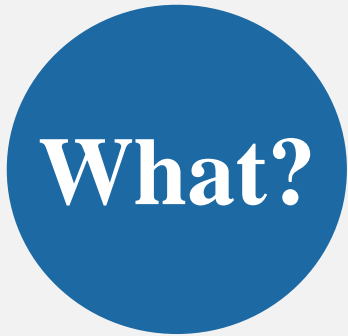
The research findings were described in frequency and proportion tables following three domains:

- the general distribution of cultural content
- categories of culture
- cultural themes



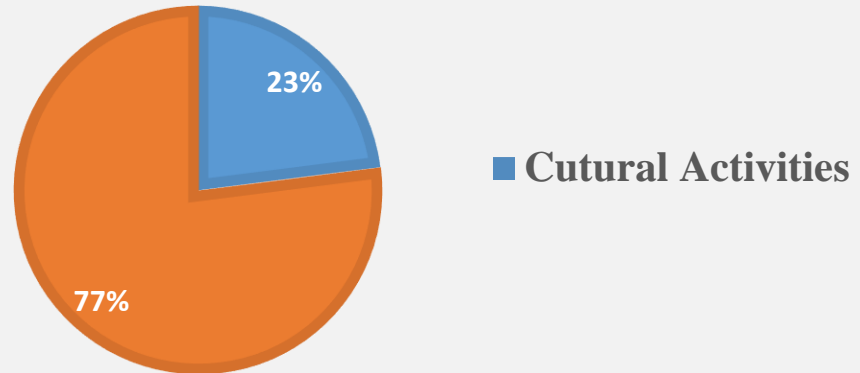
What?

Result



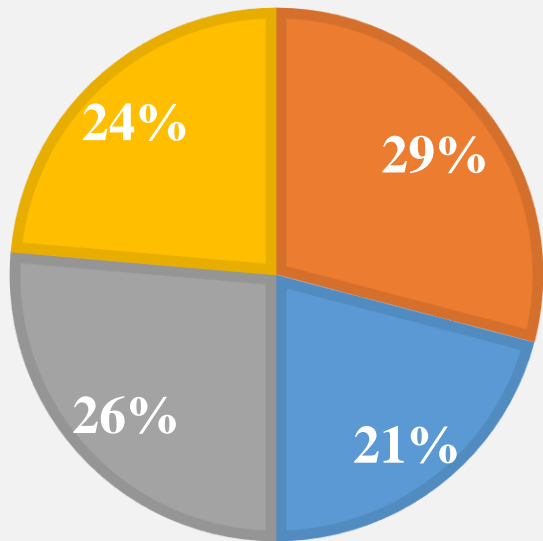
	Grade 1	Grade 2	Grade 3	Grade 4	Mean
Total Activities	129	168	273	278	212
Cultural Activities (Texts and Activities)	21	41	34	98	49
Percentage	16%	24%	12%	35%	23%

CULTURAL CONTENT ACTIVITIES



Cultural content among Four Textbooks

TOTAL



■ Kazakhstan ■ Target
■ International ■ Neutral

	Kazakhstan Culture	Target Culture	International Culture	Neutral Culture	Total
Grade 1	26	13	15	0	54
	48%	24%	28%	0%	100%
Grade 2	28	21	23	1	73
	38%	29%	32%	1%	100%
Grade 3	21	18	14	10	63
	33%	29%	22%	16%	100%
Grade 4	37	28	49	44	158
	23%	18%	31%	28%	100%
Total	112	80	101	55	348
	32%	23%	29%	16%	100%

Cultural Themes	Grade 1	Grade 2	Grade 3	Grade 4	Total	Percentage
Geography/Ecology/Zoology	11	14	7	34	66	19.4%
Literature/Art/Music	15	17	11	20	63	18.5%
Metropolitan/Architecture/ Infrastructure/Transportation	8	12	4	24	48	14%
Leisure/Sports/Entertainments	7	6	10	14	37	11%
Science/Technology /Astronomy			9	22	31	9%
Social norms/ Etiquette/Customs		12	12	5	29	8.5%
Food	6	9		11	26	7.6%
History/Ethnic	2		2	12	16	4.7%
Economy/ Market/Currency/Shopping /Industry/Labor			4	5	9	2.6%
Festivals/ Parties/ Holiday/ Ceremonies/ Celebrations			4	3	7	2%
Education	3	3			6	1.8%
Politics/Government	2			1	3	0.9%
Values/Belief					0	0%
Total	54	73	63	151	341	100%



 **Our World**

29  Listen and read.

The **San Diego Zoo** in California, **USA**, is very big. There are over 3,700 animals there! Visit the zoo and see lions, elephants, giraffes and even giant pandas! Look at these giant pandas! They are having a meal! It's amazing!

Visit **Almaty Zoo** in **Kazakhstan** and see animals from all over the world! You can see zebras, elephants and even white lions! Almaty Zoo is a very special place to visit!



Source: Smiles for Kazakhstan Pupil's Book Grade 3.

22  **Let's Sing!**

A long, long time ago,
Before you and before me,
Life was very different
Way back in history!

There were people like the **Vikings**:
Their house was one big room,
They sailed the seas in longboats
And made cloth on a wooden loom!

The **Romans** and **Egyptians**,
The **Tudor** kings and queens
And don't forget the **Aztecs**
They're all so interesting!



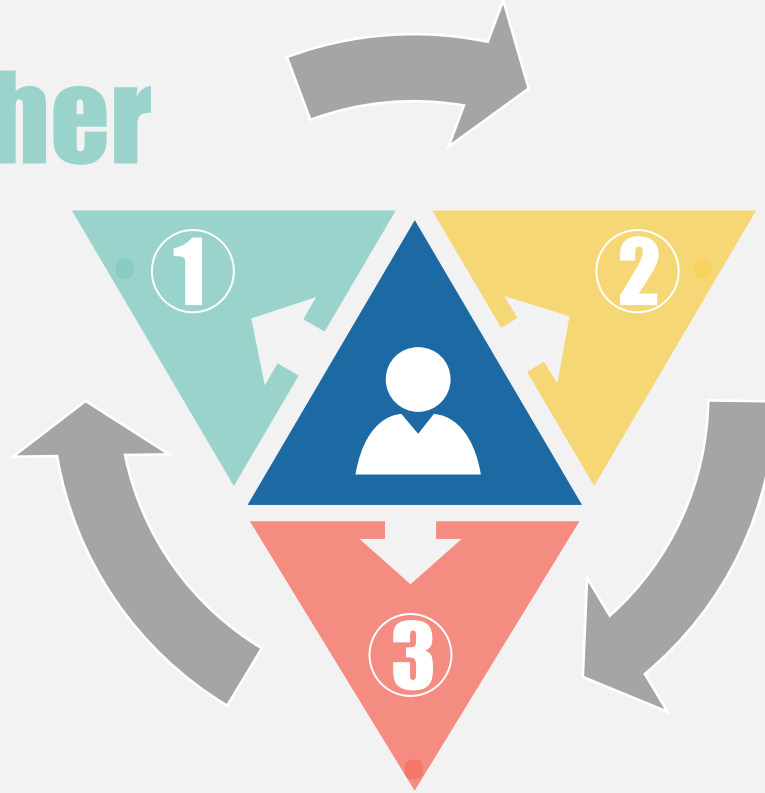
Source: Smiles for Kazakhstan Pupil's Book Grade 4.

Teacher

**Textbook
editor,
publisher**



Student



Organizations



Thank you!
