

FEATURES AND FUNCTIONAL ROLE OF GOOD WISHES (ALG'YSH) (based on the material of Karachay-Balkar folklore)

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The article deals with good wishes (algish) as a genre of Karachay-Balkar folklore. Good wishes are closely connected with traditional culture, way of life and activities of people. They give an idea about the history, spiritual culture, religious beliefs, system of values of the ethnic group.

In this work, well-wishes are studied from the point of view of specificity, thematic content and form of existence. Special attention is paid to well-wishes uttered in everyday life. Interest in so-called "everyday" algys is explained by the fact that they are the main source for studying the moral, ethical and aesthetic ideal of the people, their etiquette and mentality.

Keywords: Karachay-Balkar folklore, small genres, alg'ysh (well-wishing), addressee, recipient.

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