THE PROBLEM OF THE ORIGIN OF THE ENDOETHNONYM "ADYGE"

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Abstract. The study is devoted to one of the topical problems of Caucasian historiography. The origin of the endo-ethnonym "Adyge" was the key question in numerous works of domestic and foreign researchers. Attempts to explain the endoethnonym "Adyge" were made by linguistic analysis of the selfname itself, based on the ancient history of the people, religious features, the topography of residence, etc. In spite of the considerable efforts to solve the problem under consideration, none of the mentioned theories has become generally accepted in the historical science. The indicated fact emphasizes the relevance of the present work. Comparative-historical, social-psychological and linguistic research methods were used in the research. In our work, the origin of the endoethnonym "Adyge" is explained on the basis of social, ethnopsychological features of the people in the period of its formation in the ancient era. It is based on the concept "we - them", the emergence of differences and the separation of "our" society from others. The main identification attribute of the people was adherence to the principles of "Adyge Khabze" - a code of laws, norms of behavior and spiritual worldview that regulated all aspects of the Adyge's life.

Keywords: endoethnonym "Adyge", maritime theories, Hattian theory, Antian theory, solar-theological theory, patronymic theories, topographical theories, socio-prestigious theories, archaic, "us and them", sociology, ethnic psychology, "Adyge Khabze"

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