

## Net Folklore as a Part of Kazakhstani Internet Literature

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**Abstract :** The rapid development of new media, especially the Internet, has led to major changes in folk culture. The net space is increasingly becoming a creation of the 'folk' imagination, saturated with multimedia stories with collective authorship, like traditional folklore. Moreover, the Internet picks up and changes old folklore traditions, such as the form of publication, the way of storytelling, or gave a new morality to the 'old tales'. In this article, the similarities and differences between Internet folklore/ cyber-folklore/ digital folklore and oral folk art were examined by using the material of modern Kazakh authors. The relationship between tradition and innovation was studied in order to interpret the sequence of the authors' research taking into account the realities. The material of the article was the prose texts of Kazakh writers published in internet magazines and social networks. An immanent and intertextual analysis of the text was carried out. Thus, the new forms of Internet folklore lead to new forms of expression and social morality in society

**Keywords :** internet literature, modern Kazakhstani authors, net folklore, oral folk art

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