

AL-FARABI KAZAKH NATIONAL UNIVERSITY

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Lecture topics

Kazakh Culture and Contemporaneity

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Lecture1. Kazakh culture and modernity: identity in the 21st century.

The main fundamental principle of the state cultural policy in Kazakhstan is recognition of equality of cultures of all people and also strengthening of integrity of culture, by means of creation of different conditions for their preservation and development. It gave the chance to transfer a part of functions on ethnic and cultural self-determination of the people in hands of nationalities and ethnoses. In optimization of the national relations an important role is played by the national cultural centers and associations. National cultural centers in Kazakhstan works on the basis of the law «On public associations». Article 5 of this law reads: «Public associations are set up and operate to realize and protect political, economic, social and cultural rights and freedoms, develop the activity and initiative of citizens; satisfaction of professional and amateur interests; development of scientific, technical and artistic creativity, protection of life and health of people, protection of the natural environment; participation in charitable activities; conducting cultural and educational, sports and recreational work; protection of historical and cultural monuments; patriotic, legal and humanistic education; expansion and strengthening of international cooperation; carrying out other activities not prohibited by the legislation of the Republic of Kazakhstan. It is prohibited to show and operate public associations that pursue extremist goals, as well as the creation of paramilitary groups not provided for by the legislation of the Republic of Kazakhstan. N.A. Nazarbayev in his speeches has repeatedly said that «there is the only force that will overcome all difficulties, this is our unity». Therefore, the complex of events held by national cultural centers is for the comprehensive development of the unity of national cultures, languages, traditions, thereby creating harmonious inter-ethnic relations. To fulfill the set goals and tasks to national cultural centers, to some extent help a certain tendency, which associated with the growth of the value of leisure as a social value. This phenomenon scientists call a «leisure shock». One of the leading trends of modern civilization was the strengthening of the role of leisure in the spiritual life of society and the preservation of the health of its members, and leisure along with educational and labor activity also became an important sphere of personality formation. Modernization is not only a departure from the past, but also openness to new values. In fact, as a result of modernization, it is possible to preserve and enrich national values while integrating the best modern achievements of mankind. In this regard, Abai's ideas play an important role. Indeed, more than a century ago, the great thinker addressed the need to modernize and adapt to the requirements of the times. Kazakhstan's First President Nursultan Nazarbayev emphasized the enduring value of the poet's legacy: "Despite the changing time and changing world, our people are not disappointed with Abai, over time, they discover for themselves the new aspects and secrets of his greatness. Abai will forever coexist with his native people, encouraging the people of Kazakhstan centuries to reach for new heights." For the sake of the prosperity of independent Kazakhstan, strengthening our statehood should be a top priority. The common duty of all citizens is the strict observance of the laws and keeping of public order. The most serious test for the nation's unity is the lack of respect for power on the part of the people. It is necessary to educate the citizens, especially young people, on the importance of respecting the state. In this regard, it is necessary to pay attention again to the heritage of Abai. The great poet in his works raises the dream of the unity of the nation and the creation of a just society.

Today it is clear that the future of Kazakhstan depends on the development of society, its transition to a new level. We must become a competitive nation. It is necessary to get rid of the negative qualities in our country that hinder progress and harm our unity. Today, a number of intellectuals around the world warn of a looming crisis of classical capitalism and are skeptical of its future. The reason is the growing gap between rich and poor, educated and uneducated, increasing imbalances between regions, cities and villages. Over time, inequality only increases. Business strives exclusively for profit, society is atomized, and each begins to bear responsibility only for themselves. Cities are growing rapidly, and small settlements have stalled in the pace of

their development. Scientists believe that all this is the result of the weakening of social responsibility. But how do we revive social responsibility? It's not that easy. The solution to this complex problem should be sought in Abai's "Holistic Human" formula. This concept exactly corresponds to the modern English term "A man of integrity." This is characteristic only for those who are very confident in themselves, but are striving for good and kindness. This concept, which is now widespread, was interpreted by Abai in the 19th century. Human life is filled with social relationships. And without them, you can easily become an outcast and drop out of society. And relationships necessarily engender the growth of mutual responsibility. This responsibility is easily violated when a person is overcome by selfishness and concerns only for their own benefit. That is why Abai said: "Keep your mind, strength, heart on an equal footing, and you will be filled separately from the country," meaning that a person needs a good heart, a clear mind and willpower. He considers these three concepts constantly in unity, but believes that the first two should be subordinate, indicating that this is the philosophy of life of the Kazakh people. Our people, adhering to such a worldview, opened their friendly arms to representatives of other nationalities, despite their own difficult situation. They considered it their duty to share a piece of bread with others, although they themselves lived from hand to mouth. Our ancestors showed respect to the elder, treated the younger with courtesy, and supported them in times of trouble. Having managed to carefully convey these values to our days, our people have preserved themselves as a full-fledged nation.

Lecture 2. Kazakh culture and Borat movies

With his latest movie, *Borat: Subsequent Moviefilm*, comedian Sacha Baron Cohen has once more unleashed his infamous Kazakh caricature into the world. Even diehard fans, however, will not be surprised to learn that Kazakhstan in real life is somewhat different to its on-screen counterpart (not least because Borat was filmed in Romania.)

Borat! Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan (Kazakh / Russian: Bopar) (also stylized as BORAT, or simply Borat) is a 2006 mockumentary black comedy film directed by Larry Charles and starring Sacha Baron Cohen. Baron Cohen plays the leading role of Borat Sagdiyev, a fictional Kazakhstani journalist who travels through the United States to make a documentary which features real-life interactions with Americans. Much of the film features unscripted vignettes of Borat interviewing and interacting with real-life Americans who believe he is a foreigner with little or no understanding of American customs. It is the second of four films built around Baron Cohen's characters from Da Ali G Show (2000–2004): the first, Ali G Indahouse, was released in 2002, and featured a cameo by Borat; the third, Brüno, was released in 2009; and the sequel to Borat, Borat Subsequent Moviefilm, was released in 2020.

Borat was released on 2 November 2006, in both the United Kingdom and United States, by 20th Century Fox. The film was very well received, both critically and commercially; made for \$18 million, it earned \$262 million worldwide. Baron Cohen won the Golden Globe Award for Best Actor in a Motion Picture – Musical or Comedy, while the film was nominated for Best Motion Picture – Musical or Comedy. Borat was also nominated for the Academy Award for Best Adapted Screenplay and for Writers Guild of America Award in the same category. Controversy surrounded the film prior to its release, and after the film's release, some participants spoke against, and even sued, its creators. It was denounced by the government of Kazakhstan and was banned in almost all Arab countries. The film was released on DVD in March 2007.

In September 2020, a sequel, titled Borat Subsequent Moviefilm, was officially confirmed to have been secretly filmed, completed, and screened, a few weeks after Baron Cohen was spotted driving a pick-up truck in character as Borat around Los Angeles. The sequel was released on 23 October 2020, by Amazon Studios

The government of Kazakhstan at first denounced Borat. In 2005, following Borat's appearance at the MTV Movie Awards, the country's Foreign Ministry threatened to sue Sacha Baron Cohen, and Borat's Kazakh-based website, www.borat.kz, was taken down. Kazakhstan also launched a multi-million dollar "Heart of Eurasia" campaign to counter the Borat effect; Baron Cohen replied by denouncing the campaign at an in-character press conference in front of the White House as the propaganda of the "evil nitwits" of Uzbekistan. Uzbekistan is, throughout the film, referred to by Borat as his nation's second leading problem, with the first being the Jews. In November 2006, Kazakh TV personality Jantemir Baimukhamedov travelled to London with the stated aim of presenting Baron Cohen with horse meat and horse urine, which were claimed by Borat to be the national food and drink of Kazakhstan, although he was unable to organise a meeting with him.

In 2006, Gemini Films, the Central Asian distributor of 20th Century Fox, complied with a Kazakh government request to not release the film. That year, Kazakh ambassador to the United Kingdom Erlan Idrissoy, after viewing the film, called parts of the film funny and wrote that the film had "placed Kazakhstan on the map". By 2012, Kazakh Foreign Minister Yerzhan Kazykhanov attributed a great rise in tourism to his country—with visas issued rising ten times—to the film, saying "I am grateful to 'Borat' for helping attract tourists to Kazakhstan." According to Yerlan Askarbekov, a Kazakh public relations professional who worked with both the British Council and the Kazakh government who wrote a piece for the BBC website in 2016, ten years after the film's release, many of his colleagues in the Kazakh media saw the character of Borat as a valuable PR opportunity. According to him some of the Kazakhs who were most upset by the film were students studying in the US and the UK, who understood the film's satirical intent but felt that their non-Kazakh peers were taking the film at face value as an accurate portrayal of the country. He suggested that interest in the character inside the country faded once Kazakhs grasped that the film was designed to "get an outsider's view of the US and reveal the prejudices of the Americans who Borat interacts with... functioning as a sort of 21st Century Alexis de Tocqueville".

The Kazakh tabloid Karavan declared Borat to be the best film of the year, having had a reviewer see the film at a screening in Vienna. The paper said that it was "certainly not an anti-Kazakh, anti-Romanian or anti-Semitic" film, but rather "cruelly anti-American ... amazingly funny and sad at the same time." Another favorable word came from Kazakh novelist Sapabek Asip-uly, who suggested Baron Cohen be nominated for the annual award bestowed by the Kazakh Club of Art Patrons. In a letter published by the newspaper Vremya, Asip-uly wrote, "[Borat] has managed to spark an immense interest of the whole world in Kazakhstan—something our authorities could not do during the years of independence. If state officials completely lack a sense of humor, their country becomes a laughing stock." Amazon UK has also reported significant numbers of orders of Borat on DVD from Kazakhstan.

Lecture 3. Contemporary Culture and Media

The Contemporary culture Is the set of everyday manifestations, thoughts, ideals and customs shared by a group of individuals. This is transmitted through communication, which at the same time forms a society in which these manifestations are expanded, as well as become traditions, activities and purposes preserved from generation to generation. These customs, relayed to other generations, give rise to a mixture between the own and typical manifestations of the time, forming the contemporary culture. This is no more than the context in which a society is developed today, applying new guidelines and lifestyles, through the knowledge previously acquired. These guidelines and lifestyles are known as cultural currents and social stereotypes, which vary according to the influences of the group of people who comprise. You may be interested What Are The Cultural Elements And Which Are The Most Important? Contemporary culture and its influences From the very first era of the human being, the combination and sum of individual customs were eventually converted into influences that later with the growth of humanity also expanded, as indicated through communication. As man and his way of life evolved, so did their interaction mechanisms, so that they became media . The main influence for the manifestation and expansion of mass culture. The media generate an extraordinary diffusion throughout the world on the cultural currents and the social stereotypes that establish a certain concrete culture. Each individual ends up adopting it even though it comes from a tiny environment, but achieving the goal of expanding through fundamental platforms such as television, film or radio. At present, it is important to emphasize that the Internet is part of these cultural influences, since more and more people have access to it, either to consume information or communicate through websites or even the phenomenon of networks social.

Internet as part of culture

What once served as a clear means of communication, has been established as a model of lifestyles for the masses. It is precisely through the social networks People can be influenced from others far as they are or have a very different daily life, which is called the Anglo-Saxon way of life. These are adopted without prejudice by groups through the exchange of music, art, literature and fashion in their fullest expression, denominated as counterculture currents and that make of culture a unique model to follow around the world, giving way to the Globalization .

Internet Has become the preferred and most widely used mechanism for transmitting culture in broader humanity, because it not only goes further, it is also faster. This allows such manifestations to be renewed quickly to the generations of relay, that are part of the popular culture, even, they are denominated with pseudonyms like Baby Boom, Generation X, Generation Y or Millennials and Generation Z.

Globalization

To speak of cultural manifestation and expansion of it is to speak of globalization, the basis of which is contemporary culture. It is said that through the Internet have formed social groups, community and institutions that await links to continue with cultural transformations.

This was already done since the beginning of humanity, only now with more awareness and to preserve it. This is also part of processes that include ICTs (Information and Communication Technologies), which are mechanisms that intervene in cultural transformations through communication and interactivity in global networks, whether governmental, Educational Or family members. The goal of globalization is to open up new ways to understand social life and new patterns related to humanism. The so-called generation Baby boom Is the most popular of

the last four cultural currents with which humanity is divided in terms of lifestyles, fashion, custom and form of globalization. They are the people born between 1945 and 1964 after World War II . They were so named because of the high birth rate recorded at that time. At that time, the priorities were work, productivity, economic and financial status, while leisure was not part of their customs. In fact, popular culture was based on the establishment of the traditional model of the family. Also, at this time an important milestone was marked in society and it was the inclusion of women in the labor field, beginning with the recognition of their rights or the gender equality .

Generation X

The next generation of popular culture is the X , Formed by people born between 1965 and 1981, already influenced directly with the Internet as part of their daily lives. They were those who in their youth appreciated the change of life analogous to the digital age. However, organizational culture continued to be part of this generation, in which work remained an indispensable part of society, despite adapting perfectly to the rules established by technology and mass connectivity. That is, leisure was still in the background. What is certain is that the rise of popular culture began to be more noticeable in terms of music, fashion and style, allowing a greater connection with the next social group that emerged from the new millennium in 2000.

Generation Y or Millennials

This generation is more contemporary, conformed by those born between 1982 and 1994, called Millennials Because they are masses that do not conceive the world without technology. Their priority is quality of life and entertainment. Its culture is based on communication through the Internet, messages, social networks, as well as music, through CD players, MP3, MP4, DVD or fully digital formats. They are those who have allowed the growth of globalization through digital media.

Generation Z

It is the set of individuals that were born from 1995 until the present time. They have greater influence Generation Y or Millennials And their contemporaneity is exclusively the digital era, since, they are native to it. That is, they are called "digital natives".

But it is also true that they are not yet adults, they are not part of the labor and financial world, but they have been generators of consumerism. Cell phones, tablets and the Internet are part of their daily lives, because technology is fundamental in their day to day. The most used media are social networks, deepening the virtual environments, which is through these that lead to globalization, generating the new directions of humanism and society.

Lecture 4. Contemporary culture and Art

To many people, coming up with a contemporary art definition can be a tricky task. While its title is simplistic and straightforward, its modern-day meaning is not as clear-cut. Fortunately, understanding what constitutes as “contemporary” is entirely possible once one traces the concept's history and explores its underlying themes. In its most basic sense, the term contemporary art refers to art—namely, painting, sculpture, photography, installation, performance, and video art—produced today. Though seemingly simple, the details surrounding this definition are often a bit fuzzy, as different individuals' interpretations of “today” may widely and wildly vary. Therefore, the exact starting point of the genre is still debated; however, many art historians consider the late 1960s or early 1970s (the end of modern art, or modernism)

to be an adequate estimate. Given its “art of today” definition, you may be surprised to hear that contemporary art actually has a relatively long history. To trace its evolution, let's take a look at the major movements and important artists that compose its history. Intended as a reaction to preceding modern art movements, contemporary art is thought to have begun on the heels of Pop Art. In post-war Britain and America, Pop Art was pioneered by artists like Andy Warhol and Roy Lichtenstein. It is defined by an interest in portraying mass culture and reimagining commercial products as accessible art. While the movement lasted roughly from the 1950s through the early 1970s, it was reborn as Neo-Pop Art in the 1980s thanks to artists like Jeff Koons. Much like artists working in the Pop Art style sought to artistically reproduce objects, those involved with Photorealism—a concurrent movement—aimed to create hyperrealistic drawings and paintings. Photorealists often worked from photographs, which enabled them to accurately reproduce portraits, landscapes, and other iconography. Chuck Close and Gerhard Richter often worked in this style. In turn, Pop Art also helped shape Conceptualism, which rejected the idea of art as a commodity. In conceptual art, the idea behind a work of art takes precedence. Major conceptual artists include Damien Hirst, Ai Wei Wei, and Jenny Holzer. Though this experimental movement is rooted in art of the early 21st century, it emerged as a formal movement in the 1960s and remains a major contemporary art movement today.

Like Conceptualism, Minimalism materialized in the 1960s and is still prevalent today. According to the Tate, both movements “challenged the existing structures for making, disseminating and viewing art.” What sets Minimalism apart, however, is that its simple, abstract aesthetic invites viewers to respond to what they see—not what they think a given work of art represents. Donald Judd, Sol LeWitt, and Dan Flavin are some key Minimalist artists. Another movement with Conceptualist roots is Performance Art. Beginning in the 1960s and retaining its popularity today, performance art is a drama-inspired approach to art. While the art form is performed by artists (as the name suggests), it is not solely intended as entertainment. Instead, its goal is to convey a message or idea. Predominant performance artists include Marina Abramović, Yoko Ono, and Joseph Beuys.

Like performance pieces, installation art is an immersive medium of art. Installations are three-dimensional constructions that transform their surroundings and alter viewers' perceptions of space. Often, they're large-scale and site-specific, enabling artists to transform any space into a customized, interactive environment. Well-known installation artists include Yayoi Kusama, Dale Chihuly, and Bruce Munro. A unique spin on installation art, Earth Art (or Land Art) is a movement in which artists transform natural landscapes into site-specific works of art. Robert Smithson, Christo and Jeanne-Claude, and Andy Goldsworthy are celebrated for their avant-garde earthworks. As one of the most recent contemporary art movements, street art is a genre that gained prominence with the rise of graffiti in the 1980s. Often rooted in social activism, street art includes murals, installations, stenciled images, and stickers erected in public spaces. Key street artists include figures from the 1980s, like Jean-Michel Basquiat and Keith Haring, as well as practicing artists like Banksy and Shepard Fairey.

Contemporary art is continuously evolving and more artists are taking advantage of new technology to further their creativity. This includes code-generated art, which can produce everything from abstract pieces to futuristic vector portraits. As advances in artificial intelligence continue, some artists are using the technology to create hyperrealistic portraits that test the boundary between reality and imagination.

Crypto art, which takes advantage of blockchain technology, has been picking up steam since 2020. With digital artist Beeple making a landmark \$69 million sale at Christie's with his NFT collage, more artists and fine art institutions are seeing the possibilities in this form of art. Crypto art is allowing digital artists to monetize work that may have been previously difficult to sell. The boom in NFT art is allowing artists who create ephemeral pieces— whether installations, performances, or murals—to be compensated and collected in a manner that was previously unheard of. While some of the artists we've looked at are either no longer alive or unable to practice, many aforementioned greats, including—but not limited to—Damien Hirst, Ai Wei Wei, Marina Abramović, Yayoi Kusama, and Jeff Koons, continue to create avant-garde works of painting, sculpture, installation, and performance art. In addition to these famous figures, many up-and-coming contemporary artists are stunning the world with their original approach to art. On top of putting their own twists on conventional forms like painting, sculpture, and installation, they've also popularized unexpected forms of art, like embroidery, origami, and tattoos, proving the endless possibilities of the all-encompassing genre.

Lecture 5. Internet memes as internet signs: A semiotic view of digital culture

The newest forms of media have established internet memes. Such technologies embed most, perhaps all, of the key features that seem to characterize new media artefacts, such as participation, self-organization, free labour, amateur culture, networks, and even virality. In league with the popularity of internet memes is the ubiquity of social media across different technological devices such as computers, mobile phones, TVs, tablets, watches and any ordinary devices that can be re-shaped by internet mobile technology. The ubiquity of social media, across platforms and personal devices, have furthered the notion of universality peculiar to memes. Today, internet memes raise increasingly legitimate cases during web-based and mobile applications whereby users prescind their awareness about dynamic feeds, pop-up boxes and ever-changing on-topic (OT) sections of forums. These emergent forms of new media can take the form of still-images as well as audio-visual material via videos and animations. A famous example of a still-image internet meme is Grumpy Cat which originated when pictures of a supposedly grumpy-looking cat were posted on the Reddit website (Grumpy Cat 2012), subsequently re-posted on the same site with text added and contextualized within other images then to leak onto mainstream social networking sites as Facebook. Grumpy Cat was eventually seen peeking on a Lloyd bank's advert (0.15", in Moving Out, UK, 2013) on national TV. This transference is evidence that internet memes have been incorporated into the commercial culture associated with mass communication and broadcast media. A notable example of an audio-visual internet meme includes Downfall or "Hitler reacts to..." which features modified video sequences taken from the German drama Der Untergang (Constantin Film, Germany, 2004). Film sections feature Adolf Hitler losing his temper and scolding his commanders who all, in the remix, become the focus of farcically-subtitled parodies where Hitler tirades over trivialities such as "Ben Affleck being cast as Batman", "Twilight the Movie" (2009), or even anachronistic appropriations of when "Hitler phones Muammar al-Gaddafi" (2009), where the Libyan ex-leader's thoughts are provoked about Hitler's polemic (referring to Mein Kampf). Roehampton University in London produced a promotional Downfall video where "Hitler reacts to the new Film MA at the University of Roehampton" (2013). Now, when banks and educational

establishments turn their attention to Internet memes, albeit for marketing purposes, it is safe to assert that this trend now poses a mature cultural phenomenon and invites systematic media scrutiny. Yet despite the enshrined legitimacy of Internet memes to Web and App audiences, their relevance has only recently proved a fruitful field of critical enquiry (Davison 2012, 2014; Goriunova 2014; Knobel, Lankshear 2007). This is why discursive treatments of internet memes are arguably still in its infancy. Ironically, instead of academic publications, the most comprehensive and dynamic source of information on internet memes appears to be best covered in online sources and electronic ephemera. Of course, web sites present a rich source of primary data on the historiography of internet memes whilst grounding any serious study of the issue; however, Davison (2012: 122) recognizes how amongst the notable online meme-sources (Wikipedia, Urban Dictionary, Know Your Meme, Encyclopedia Dramatica), “none does so in an academically rigorous way” and so “Internet memes lack an accurate definition...” especially since attempts at defining this cultural device invariably prove whimsical and inconsistent. Appropriately, then, Wikipedia explains that “an Internet meme is a concept that spreads from person to person via the Internet” (Wikipedia 2012; my italics, S. C.). On the other hand, Urban Dictionary conceives of an Internet meme as “A short phrase, picture, or combination of the two that gets repeated in message boards (Urban dictionary 2014,3 my italics, S. C.). These divergent views are contradictory since, to invoke Sebeok and Danesi’s terms (2000: 1), it remains unclear whether an Internet meme is a mental form or an externalized form. Moreover, let us consider this statement from Techopedia (2014): “An Internet meme is an activity, concept, catchphrase or piece of media that gains popularity and spreads rapidly via the Internet”. This delimited definition offers little clarity because it posits a hopeless equivalence between particulars and thereby hopes to prove its universal justify ability. The origins of this short-sighted deduction can be traced back to an earlier academic statement as enunciated by Dawkins, the trust and chief proponent of memes: “Examples of memes are tunes, ideas, catch-phrases, clothes, fashions, ways of making pots or of building arches” (Dawkins 2006[1976]: 192). It is here that Dawkins conflates ethereal forms with externalized references, and codes with instantiation of codes, an ambiguity that is then transposed on to popular definitions of internet memes.

Lecture 6. The tendency to increase literacy in the Kazakh language among young people

Significant changes in such areas as technology, communication and science have a significant impact on the world economy, and as a result, on the knowledge and skills that students need to master in order to be successful in the 21st century. The article is devoted to the analysis of modern tendencies in the field of updating the content of the school education of the Republic of Kazakhstan on the subjects «Russian language» and «Russian literature». A great deal of organizational and methodological work has already been done, in particular, model curricula for subjects, long-term plans, draft textbooks with updated content and guidelines for them, guidelines for criteria assessment, etc. were developed. Among the main significant changes in the study of subjects of the basic secondary school, the author points out approaches to learning (value-oriented, activity-oriented, personality-oriented and communicative), learning goals in the form of expected result, development of functional literacy of students, problem setting of the topic in long-term plans, spiral the principle in the construction of topics in the

curriculum, the planning of expected results, the differentiation of training, the introduction of a system of criteria assessment. Updating the content of secondary education will reveal the contribution of the subject to the education of the student as a subject and his teaching, and interpersonal communication. The curriculum is aimed at implementing the principle of unity of upbringing and learning, based on the interconnection and interdependence of educational values and outcomes «on the way out» from the school with a system of learning objectives for subjects. One of the directions in reforming modern state policy in the Republic of Kazakhstan at the current stage was called «renewal». The concept of «renewal» supposes a qualitatively better change in something, the replacement of obsolete elements, links leading to improvement while preserving the foundations, the successive transfer of the best elements of the past, the restoration (rebirth) of the destroyed or forgotten. «In other words, updating is the replacement of obsolete elements with new, more modern, relevant ones without replacing the fundamental fundamentals. At present, Kazakhstan has already done a lot of work aimed at adapting the education system to global challenges. But since this direction of state policy is systematic and phased, this work continues. Thus, modern innovations in the economy, changes in the labor market necessitate the possession of skills that can enable students to analyze and assess the situation, ideas, information for solving problems, creatively use the available knowledge and experience to gain new knowledge, ideas, and information. Topical are such personal qualities as initiative, curiosity, readiness for change, sociability. It can be noted that updating the content of secondary education on the subject «Russian language» will reveal the contribution of the academic subject to the education of the student as a subject and his teachings, and interpersonal communication. The curriculum is aimed at implementing the principle of unity of upbringing and learning, based on the interconnection and interdependence of educational values and outcomes «on the way out» from the school with a system of learning objectives for subjects. The content of the daily educational process on a particular subject is subordinated to the goals of the teaching and is oriented towards the formation in the students of readiness for the creative application of the acquired knowledge, skills and habits in everyday life and at school, the development of perseverance in achieving success, motivates to lifelong learning

Lecture 7. Kazakh musical culture as a way of preserving the national identity

Traditions played an important role in the upbringing of Kazakh youth, and even today, having passed through the trials of time, they serve as the basis for the formation of Kazakh musical culture. The tendency to preserve and recreate certain traditions of folk musical education has been traced for many centuries, both in pedagogy and in folk pedagogy, implemented in the system of teaching and educating children in various educational institutions. It is noteworthy that the Kazakhs have always maintained that traditions are not something unshakable and undergo changes in the course of history. All this allows us to say that in the musical upbringing of children, adhering to centuries of developed traditions, they included in the education new, newly emerged traditions. As for representatives of other nationalities, it is necessary for them and their children living in modern Kazakhstan to know and understand the musical culture of the titular nation. The special role of folk music in the life of Kazakhs is reflected in numerous ancient myths and legends, which confirms the profound historical importance of this layer of culture. Few things

can compare in depth and beauty with these myths and legends in Kazakh folklore. Ancient tribes and peoples who took part in the ethnogenesis of the Kazakhs, who in turn multiplied the rich cultural traditions of their ancestors, which created them. Musical myths and legends, which are an integral part of the traditional religious system, put the musical instrument on the highest stage of the universe as the creator and carrier of the cosmic order, the conductor of pure energies that unite the Cosmos, Nature and Man into a harmonious whole. Somewhat archaic examples of instrumental music of the people emerged later - kuy - which has also been performed at the stage of their occurrence magical functions.

The origin of both traditions - epic and instrumental - was connected in the people's consciousness and traditions with the name of the legendary saint -Korkyt - the first zhyrau and the shaman, the "father of the kyus" and the creator of the musical instrument - qyl-kobyz. Along with the kobyz, the structure and the names of the parts of which embodied the 3-level model of the universe (upper, middle and lower worlds), peculiar to shamanistic representations, Korkyt left to descendants a great legacy - kobyz kyu "Korkyt", "Zhelmaya" (The name of the sacred camel) , "Targil Tana", "Elim ai" ("Oh, my homeland"), Ushardyn Uluy (Voi Ushara), etc. Some of them had an onomatopoeic character and transmitted voices of wildlife, part - was a philosophical reflection on the meaning of life, life and death. But in all the writings lay down the sounds that go from one kyu to another and repeatedly recurring musical motifs are heard as if the words of ancient prayer, the commandments, spells addressed to God, spirits, supernatural forces come alive in the sounds of the kobyz. In the depths of centuries, the history of the development of dombyra and sybyzgy instrumental traditions also extends. Evidence of the ancient origin of dombyra music was archaeological discoveries: during the excavations of the ancient city of Khorezm, terracotta figurines of musicians playing plucked two-strings were found. Scientists note that the Khorezmian two-stringed pipes, which existed no less than two thousand years ago, have a typological similarity with the Kazakh dombyra and were one of the most common tools of the early nomads who lived in Kazakhstan. Folk poetry, music, dances and artistic works of arts and crafts of folk artists who decorate and make up life are imbued with the peculiarity peculiar to the artistic creativity of this or that ethnos. The peculiarity of the art of each people is determined by the socio-economic conditions of their labor and life, as well as by the peculiarities of the natural conditions in which they live. Communication between peoples and trade and economic ties between them cause interaction between the artistic cultures of different peoples. However, despite these interactions, the specific features of the art of each people have always remained and remain in force and distinguish its art from the art of other peoples. Art, reflecting the daily life and ideals of man, was one of the most important factors influencing the development of democratic professional art. Outstanding masters of all kinds of art always proceeded in their work from the foundations of folk art. Exploring the Kazakh folk art as a sphere of the aesthetic culture of society, it is necessary to explore the artistic and creative process as an image of national life and thinking that ensures the functioning of folklore; its aesthetic and cultural value, manifested in its sociocultural functions.

Lecture 8. Reasons for the popularity of social networks and memes

Internet memes may seem like nonsense, a complete waste of time. That they're something for people with nothing to do but to surf the net all day. But in actuality, these memes are big business. They shape popular culture, change the way we live our lives, and continually evolve with modern society today. An internet meme is a cultural phenomenon, spreading like a virus, traveling from one person to another swiftly until it takes on a life of its own. "Meme" is pronounced as 'meem', which rhymes with 'seem' or 'team'. Meme is a term coined by Richard Dawkins. Memes are usually jokes, urban legends, viral videos, funny pictures or contagious music. Memes today hugely influence modern language and culture. They shape how the youth, and the whole internet user population for that matter, live their lives. Marketing, advertising and promotions professionals embrace memes, because it's inexpensive and trendy; plus its unique characteristic is to spread like a virus. The more people go online, the stronger memes will be. Memes equals money. Memes have assisted in producing fame and fortune for many people, transforming nobodies to overnight sensations in the blink of an eye. Memes are a great opportunity; always at work even during your offline hours, always up for 24 hours a day, 7 days a week. What is the science behind the power of online memes? The year 2000 onwards foresaw the meme phenomena, which subtly represents the tones of today's social etiquette and culture. Today's culture and humor keeps on evolving everyday. The cultural impact of Memes cannot be ignored. In fact, it can even be a tool for self-promotion, branding and marketing that will ensure your fame and success. To prove our point, we'll give you an example. One of the most popular memes of all time is the many pictures of the cat with funny, captions that throw grammar out the window. It is created by Hawaiian blogger Eric Nakagawa with girlfriend Kari Unebasami. Do you know how much these cat pictures are worth? Nakagawa's website dedicated to lolcats is now worth \$2 million. It is the most popular internet web site displaying pictures of cats, receiving as many as 1.5 million hits in a day. In a year the page receives over half a billion, yep billion, page visits, making it in league with other major news empires' sites like the Huffington Post or NY Times. They're being extra profitable, just by creating memes. Nakagawa's web site generates images of these adorable cats and kittens with humorous captions. Pretty impressive, for cats. These memes are outrageously funny, and they don't need a lot of time to enjoy. They take a few minutes of your time, and in the case of the lolcats, only a few seconds of your time. But don't start thinking coming up with a meme is easy. Scientists and researchers have tried to study and understand memes. Every detail is taken into account, to know why this meme succeeded and why another meme failed. Researchers have difficulty studying memes, because unlike previous cultural phenomena, the internet meme does not have the problem of lacking cultural artifacts, but rather its exponential growth. Memes spread like wildfire from social networking sites, such as Twitter, Facebook, Digg and Reddit.

Memes are highly unpredictable and untraceable: there is no hard science on which picture, video, or joke will go viral next. In fact, a meme can be ignored for a long time before it explodes. One good example is Rebecca Black's Friday video, which was uploaded on February 2011 before comedian Michael J. Nelson tweeted about it saying 'Songwriting isn't for Everyone'. It became infamous almost overnight. The lesson here is that we can't force a meme to become a viral hit. You do have to rely on luck a little bit. Memes may bring you different results than what you expected. To be honest, memes are more of an art than a science.

Lecture 9. Kazakh youth develops and produces its own projects.

In modern society, the problem of self-determination and self-assertion of personality of a young person is a super-actual and priority task of Kazakhstan. The youth of Kazakhstan need help to clearly identify the space for the application of their intellectual and innovative potential. In the Address of President of Kazakhstan Nursultan Nazarbayev “New Years' Eve - New Economic Growth - New Opportunities for Kazakhstan”, it is defined that “Youth is the basis of the future, and they will receive new opportunities to build their future” Currently, there is an expansion of investment in its own human capital, investment in the person himself. Human capital is defined as an educational and social resource of a person, his cultural potential. In a rapidly changing world, the societies which can effectively accumulate and use productively human capital will have the strategic advantages. Young people act as a set of valuable resources embodied in it - knowledge, abilities, motivations, skills for perception and production of information obtained in the process of education, self-education, and practical activities. The foundation of the world order of modern life in a globalizing world is a humanist-oriented culture. In modern conditions, the youth of Kazakhstan is distinguished by greater mobility and selectivity in their attitude to the world of values, the search for themselves, their individuality. The modern scale of values is complicated by the abundance of choices; situational and long-term ideas of young people appear in the system of value orientations. The youth embraced the market values, by putting the popularity of life strategies of social success in the first place: education that dominates the highest levels of the hierarchy, as well as the principle of individual planning of one’s own life by a person, personal initiative, the value of individual freedom, its sovereignty, free competition, pluralism, the importance of influential friends and acquaintances, the help of "right" people, hedonistic values, pragmatism. The economic, spiritual crisis has created a situation of deep ideological disorientation among young people, and it should not be believed that the situation will resolve by itself, in these realities it is necessary to involve the youth of Kazakhstan in the social life of society, society needs vital forces, fresh ideas. In the face of modern youth, an absolutely new cultural type has emerged in Kazakhstan’s society, significantly different from previous generations: a layer of young people has been formed with new benchmarks, values for success, and rational economic behavior. In this regard, at his numerous meetings with the youth of Kazakhstan, President N.A. Nazarbayev stresses: “Every person needs to inculcate the ability to do, the ability to learn, the ability to live, the ability to live together in the modern world”.

The image of culture and thinking of modern Kazakhstani youth will become typical of our socio-cultural reality in a few years. By its nature, young people are significant for society: this is the human capital, an innovative and strategic resource of society. At present, young people are perceived as a subject of history, in which society reproduces itself at every next stage of its development, it does not play a secondary role; on the contrary, its status position has increased. Assigning a positive role to it and associating progressive changes with it, we should not ignore the fact that it is a carrier of social instability, its potential may have different directions: from positively creative, constructive to extremist-revolutionary. In this vein, it is necessary to help the younger generation to assimilate ideological ideas about what is useful to master, it is important to develop, it is allowed to carry out in practice, to show the negative aspects of life, which is harmful to health, life in general, it is forbidden to translate into personal actions. The high dynamism of society, a large flow of information, and complex of relationships

between people require raising the question of competence in the educational process, which modern youth should obtain.

Key competencies of modern youth: the ability to learn throughout life:

-“Continuous education model”, “lifelong education”;

- Personal growth: self-education, activation of internal resources, building a life strategy; develop a high communicative level.

- Partnership in a team, respect for people from different cultures, religions, professions, etc.

- An ability to speak their native and foreign languages; to have the skills of information technology: to be able to use new information technologies, work with documentation, organize and classify them, use modeling and computing devices.

The cult of knowledge, the desire for knowledge is the top level in the hierarchy of values of the modern young man. Education in modern society is one of the main values; the standard of time is a highly educated, competitive personality. Here, there is a coincidence of interests of youth and the state, because only an educated nation will successfully solve the tasks of society in the future. This is conceptually stated in the lecture given by the President of the Republic of Kazakhstan Nursultan Nazarbayev at the Kazakh National University named after Al-Farabi "Kazakhstan in the postindustrial world: an intellectual breakthrough into the future: "the primary task of the modern education system is to prepare people with critical thinking and able to navigate information flows". Special priority in the field of education in Kazakhstan is currently assigned to projects "Intellectual Schools", the program "Balapan", "Aul zhastary". Implementation of the innovative project “New International University named after N.A. Nazarbayev” will contribute to the formation in the country of a modern model of integration of education, science and production in the creating of an effective academic environment. A young man of the XXI century should clearly define for itself the priority value setting, trends that will help it to materialize in life, to build its own value bar, hierarchical ladder of preferences. Everyone needs to realize personal potential, existing abilities, to become a full member of society, here, not the last role is played by the factor that a young person feels part of society. The first social trends that penetrated from the West were the institutions of subcultures, which were mainly determined by numerous musical styles and trends. After that a new fashionable concept appeared in the youth environment, which was designated “cool-hunting” - the identification of new, original, creative trends and styles corresponding to the tastes and preferences of young people. Modern trend-hunters identify, analyze the shoots of new phenomena, trends, which originate in the masses. With the beginning of the socio-economic transformation, the youth of Kazakhstan faced new challenges, the solution of which requires each young person to have a personal understanding of the world and to follow them in their lives.

1) The trend “Brilliant, quality education” is a national project of Kazakhstan society. Education is the highest value, the priority of the worldviews of the younger generation; it is the motivational and cultural component of society, human capital, the way to overcome the financial and spiritual crisis.

2) The trend “Creative, mobile personality” is a successful, dynamic and innovative economy of Kazakhstan will be created on the basis of education of creative, mobile individuals who are able to generate and implement new competence-based ideas, able to find and make non-standard decisions that have a desire for creative self-realization of human resources, the embodiment them in life activity.

3) The trend “Competitive, professional personality” is a strategic task of the state. This trend involves the education of people of a new formation aimed at achieving success. In the

conditions of market relations, it is a professional in a certain field, a highly competitive personality, clearly defining the purpose of the activity, able to predict options, able to choose the most rational and morally justifiable way that promotes the development of professional and life career.

4) The trend “High Information Culture” is a modern level of learning new information technologies, the ability of a person to systematize, analyze, process the enormous information base accessible to a person of the 21st century, using his data in the moral and ethical aspect for personal and professional growth.

5) The trend “Clear life strategy” is a holistic and multidimensional education of necessary components in building an individual’s ideological orientations, including the life goal setting of the main landmarks, building a certain person’s life concept, the presence of concrete value orientations, the willingness to overcome life conflicts and difficulties, the desire to learn lessons from temporary failures and take initiative, adequately evaluate the results, etc.

6) The content of the trend “High Competence” includes the following aspects: problem-practical aspect is an adequate understanding of the situation by each person, setting and fulfilling goals, objectives, norms in a particular professional area; meaningful aspect is the ability of an individual to meaningfully implement a life strategy, the desire to continuously identify their unlimited possibilities for personal growth; axiological aspect is the ability of the individual to adequately assess life situations from the point of view of their own and universally significant values.

7) The trend “Personal growth” is a process of internal changes, self-improvement, conflict overcoming (external, internal), identifying personal potential that does not have a logical conclusion, the implementation of designated tasks.

The competitiveness of a country is largely determined by its ability and ability compared to other states: to shape among young people progressive, socially significant values and dominant value orientations for self-design of life strategies for life, self-improvement and self-management. In this regard, the main task of modern youth policy should be to create conditions for expanding the opportunities of the young generation in the participation of society and the direction of youth potential for the development of Kazakhstan, to ensure an adequate level of competitiveness. Pragmatism of modern youth requires innovative approaches to youth work. There is a need to develop methods that involve the reorientation of value attitudes of youth from a career-consumer to a creative-creative attitude towards themselves and society.

A new philosophy of forming the youth state policy of Kazakhstan is based on modern realities. The priority for the youth state policy of Kazakhstan should be disclosure of the individual abilities of young people to fulfill socially significant social roles; developing a positive attitude of young people to marriage, preparing young people for family life, motherhood; the development of new leisure practices affecting the intellectual, moral well-being of today's youth.

Lecture 10. A new level of music community

A huge number of festivities and celebrations are observed in the country of Kazakhstan. These festivals in Kazakhstan are the celebration of ethnicity, diversity, and unity among fellow communities. Attending these events will definitely be a once-in-a-lifetime and also one-of-a-kind experience for the travelers visiting.

As far as occasions and celebrations are concerned, Kazakhstan is unquestionably the most socially dynamic nation in Central Asia. 'Humming' is perhaps too enormous a word; however, something happens every day someplace in the nation. The 3 most dynamic urban communities are Almaty, Karaganda, and Astana where most of the festivals in Kazakhstan are celebrated in an extravagant way. They are a huge sports enthusiast too. They do play various sports like golf, mountaineering, bike racing etc. Two seasons, twenty-five episodes and more than two million views. At the beginning of 2021, having penetrated into the Kazakh media space, the OYU LIVE project immediately became an ethnocultural phenomenon. OYU LIVE gave an opportunity to modern Kazakhstani performers not only to express themselves, but also to conduct a dialogue with the audience in their own language. New releases, as well as live performances of artists, are waiting, repost in social networks and discuss for a long time at meetings with friends. OYU is such a time capsule. The project shows the current artists, those who appeared a few years ago, and the masters that our parents listened to. I hope that in 10 years people OYU come to big channel and will be able to find out what Kazakh music was like. In fact, that it have 12 issues in your playlist, it's hard to adjust the location to the mood of each song. OYU project is focused not on the visual, but on the artist. A multi-genre festival that will include live performances by indie, hip-hop, r'n'b and pop artists. It's opportunity to hear the musicians who took part in the OYU Live project.

Lecture 11. Rakhat candy and confectionery company chooses a subculture as a target market based on the needs and characteristics of the purchasing behavior of its supporters

Rakhat Joint-stock company is one of the largest manufacturers of confectionery products in Kazakhstan, which has been leading its history for 75 years. The first production of confectionery was organized in 1942 in the distillery facilities, on equipment evacuated from Moscow and Kharkov during the war. About 4 500 people work for Rakhat JSC. Production facilities are located at two sites in Almaty and Shymkent. Universal nature of production, its scale and the availability of its own line for the processing of cocoa beans allow the company to have the widest range of confectionery products among domestic producers. Today the brand portfolio of Rakhat JSC includes more than 400 items of various confectionery products belonging to 14 different groups.

Rakhat JSC is the only confectionary enterprise in Kazakhstan that has developed the production of special products for people with diabetes. This range includes several names of chocolate, sweets, cookies and wafers with lowered caloricity and sugar substitution for an equivalent natural raw material. A distinctive feature of the products of Rakhat JSC among other Kazakhstan manufacturers of confectionery products is the priority production of chocolate products, which is very diverse. Our products are well known both in the domestic market and in the markets of near and far abroad. Rakhat JSC carries out a policy of maximum availability of its products in the domestic market. Sales geography of Rakhat JSC covers the whole Kazakhstan, since the company has distribution systems in 18 cities, including 14 regional centers. Products distribution in Almaty is carried out through large wholesale buyers, as well as through branded retail stores. The availability of the products of Rakhat JSC in other regions of the republic is ensured by the creation of a wide distribution network (branch organizations) that sell high-quality branded products. Currently, the products of Rakhat JSC are not only on the Kazakhstan market, but also far beyond the borders of the republic – on the territory of Russia, Belarus, Azerbaijan, Uzbekistan, Turkmenistan, Kyrgyzstan, Tajikistan, Germany, China, Afghanistan, Mongolia. In the future, following interest in the products of Rakhat JSC from other CIS countries and far abroad, the company plans to increase overall production and expand

markets by export development. Every year the enterprise creates new workspaces. The stability of production is achieved and steady salary growth is observed. Production relations with staff personnel are built on the basis of the Collective Employment Agreement between employees and the employer, all requirements of the Labor Code of the Republic of Kazakhstan, including the requirements of safety and labor protection are enforced. Conditions that allow full and productive work for the company's personnel are created. The canteen with the provision of hot meals for workers of the first, second and third shifts is operated, the medical unit with the doctors of higher category is available. In a systematic manner training and skills upgrading of professionals are conducted, courses on the state language are organized. In 2013 the leading confectionery company of South Korea LOTTE Confectionery acquired the main shareholding of Rakhat JSC. In 2019 LOTTE Confectionery, acquiring the outstanding shares of Rakhat JSC, increased its share to 95%. Lotte Rakhat Company and the ArtFuture platform opened the doors of the Art Residence as part of the Qazaqstan Oneri project to support modern art in Kazakhstan. For two months, from October 1 to November 29, Kazakhstani modern painters held workshops and seminars for children from Almaty orphanages.

COMPOSITION «Toybastar» - set of candies includes six types of chocolate candies: in form of rosette made of white glaze, filled with filling of caramel and nuts; in form of rosette made of chocolate glaze, filled with truffle filling with taste of strawberry and vanilla; with body made of nuts and milk, coated with chocolate glaze, sprinkled with crisp wafer crumbs; with two-layer body made of milk and chocolate, with adding of crushed almonds and praline layer, coated with chocolate glaze; with praline body, with adding of crushed almonds, coated with chocolate glaze; chocolate with truffle filling with aroma of trutti- frutti.

COMPOSITION “ALMATY”- Assorted chocolate candies in premium tin packages is a great gift for yourself, friends and relatives. The set includes 7 types of sweets:

1. A sweet consisting of two layers: milky chocolate layer with granulated almonds and praline layer;
2. Sweets in the form of basket made of white chocolate with a praline filling based on almond powder;
3. A sweet in the form of “arrow” made of white chocolate with a truffle filling and strawberry vanilla flavor;
4. Sweets in the form of “heart” with chocolate and nut filling and vanilla flavor;
5. Sweets made of dark chocolate with pieces of granulated almonds;
6. Sweets with praline filling between waffles layers, glazed by chocolate coating, with whole almond kernel;
7. A sweet made of milky chocolate in the form of nut with white chocolate filling and whole almond kernel.

RANDEVU QAZAQSTAN ÓNERI- Set of chocolate candies with fondant fillings: crème brûlée filling with vanilla aroma; chocolate filling with vanilla aroma; creamy filling with aroma of milk and cream; filling of fondant and liqueur with coconut aroma.

The universal nature of production, its scale and the availability of its own line for the processing of cocoa beans allow the company to have the widest range of confectionery products among domestic producers. Today the brand portfolio of the “Rakhat” JSC includes more than 400 items of various confectionery products belonging to 14 different groups. The “Rakhat” JSC is the only confectionery enterprise in Kazakhstan that has developed the production of special products for people with diabetes. This range includes several names of chocolate, sweets, cookies, and wafers with lowered calorificity and sugar substitution for an equivalent natural raw

material. A distinctive feature of the products of the “Rakhat” JSC among other Kazakhstan manufacturers of confectionery products is the priority production of chocolate products, which is very diverse.

Lecture 12. Kazakhstan company for the production and sale of premium and souvenir products. (Qaz Souvenir, Empire)

Empire is a unique brand that has created its own style which can be easily distinguished for its aesthetics, authors’ touch manifesting itself in the fine lines, exquisite language of the ornaments, and a reverent following of historic authenticity in every element of our gifts. Empire has utmost respect for the heritage and cultural values of every nation, and holds as its duty keeping part of that wealth in its gifts, as an example of haute national art of each and every country. Empire’s branded products are the items with a history, created for a modern, dynamic and progressive person, ones which fill his or her life with aesthetics and innovation while at the same time engraving in stone the predecessors’ heritage, for centuries into the future. The stylized winged snow leopard in the brand’s logo is easily recognized while being unique. This is a quintessence of the best elements of culture, history, art and tradition, interwoven with the cutting-edge trends and dynamic of a modern Kazakhstan—a country which with all of its power, courage, strength, vigor and aspiration strives into a creative future.

The Empire gift collections that reflect the true values of culture and arts of Central Asia evoke in true connoisseurs the feelings of warmth and sincerity, best encompassed in the brand’s slogan: “From the heart of Eurasia with Love.” Every collection is a fruit of collaboration of talented designers and a large group of researchers, historians and artists, since the key criteria is to keep historical accuracy in each and every element, from the images of historic persons to the deep knowledge and understanding of the ornaments.

EMPIRE TODAY IS:

A synonym of an exclusive gift and an impeccable taste;

Items of finest quality and inimitable design;

Aesthetics and functionality in every detail;

A business card of Kazakhstan on the international arena;

A source of revival of national and cultural traditions.

Uniqueness, innovation and quality are the cornerstone values of the Empire brand. Uniqueness of the exclusive items of art, gifts and accessories, as a reflection of national color and cultural values of various constituent ethnicities. Each collection represents an art amalgamation of historical heritage and modern technologies. It’s art beyond time, a place where every generation will find a gift to their tastes. Innovation is the inalienable part of the development of every collection. Along with the study of historical facts, museum exhibits, folklore epos, legends and household details of various ethnicities, the company thoroughly studies the modern production methods, trendy materials and technological novelties. This is what makes our collections exciting to the eye while being functional. Quality is one of the Empire brand’s secret ingredients. Our products are made at some of the best factories and manufactures in Italy, Switzerland, Germany and South-East Asia. We pay a great deal of attention to the smallest technological details, nuances of production, and painstakingly select

materials and manufacturing country for every collection. The high quality of our products gives you the opportunity to present an excellent gift, and to keep it as a family relic.

Voldemar Eifeld is a well-known businessman who actively promotes business projects in such areas as the gift industry, jewelry, and business accessories, by creating unique author collections and individual orders for companies and governments in different countries. He began his involvement in business while still being a young student, and since then has managed to try his hand in different fields, from export-import operations between Central Asia and the Scandinavian countries to the antiquities and gallery business in Central Europe. Having received a unique experience in Europe in the field of art management, Voldemar came back home in early 2000s with the idea to open a gifts and souvenirs business, which back then was still in its infancy. He founded a small company which in a short time gained the recognition as Central Asia's best producer and supplier of advertising and souvenir products. Following that success, an international design studio was established that became the origin of what later developed into the Empire brand as it is known these days. Being a connoisseur of haute art, history and culture of different nations, Voldemar has been able to grow the Empire brand into a major international producer, supplier and distributor of exclusive gifts, accessories and premium goods. Voldemar's ability to combine a business acumen, a creative nature and an endless inspiration have been contagious in converting not only his close circle but also his creative team, which had started off with a mere five designers. Today, the company employs hundreds of people, and has its very own design bureau with more than twenty highly qualified designers and artists from all over the globe. The brand's roots date back to early 2000s, when everything started with a small enterprise that supplied souvenir products to corporate clients like banks and oil companies. Once we began to understand our clients' preferences, and after a thorough market research, we created the first author collection in a national style, at the core of which lied the elements of archeological monuments of Turkic peoples. The collection was a resounding success, which prompted a beginning of a new phase in the establishment of a unique and one-of-a-kind brand. By 2007, an entire industry of exclusive gifts, interior items and premium and luxury accessories had been built. The Empire brand had become the fashion trend-setter and a "king of gifts," and is now considered to be Kazakhstan's business card on the global market. An inalienable part of every designer's job, before creating a new collection, is to study historical facts, architecture, works of art, household specifics and traditions. It is no surprise, therefore, that our products in which our designers masterfully reflect the aesthetics and history of different people, have begun to draw the attention well beyond the boundaries of Central Asia, and gained popularity all over the world. With its first international project launched in 2010 to create a unique collection in an inimitable Arabian style, the company had begun expanding its geography, by creating unique collections of souvenirs for most of the countries of the Persian Gulf, Russia and China. Today, Empire representative offices are open in the Middle East, Hong Kong and Russia. We are proud to count among our partners such universally recognized trademarks and producers as Reuge, Montegrappa, Alfredo Beretta, Boegli, Tardini, Zancan, and many others. The Empire branded products are recognized as a great solution in creating an image for many modern financial establishments, oil and gas companies, embassies, diplomatic and trade representations in Central Asia, Russia and United Arab Emirates. The Empire-branded souvenirs and gifts have found their way into the homes and personal collections of many famous politicians, celebrities and businessmen all around the globe.

Lecture 13. How bloggers can help Kazakhstan's business in brand promotion.

One of the most difficult challenges in getting your products in front of customers has traditionally been solved by advertising. The modern strategy of spending money to place your product on social media or Google is something that you're probably more than familiar with. However, there's another strategy in the realm of marketing that continues to grow. It goes by several names: referral marketing, performance marketing, and affiliate marketing. Bloggers are perfect for facilitating these kinds of introductions. Not only do they have a dedicated audience who read and engage with them, but they also create evergreen content that can garner new visitors for years to come. But introductions are just half the key to success. Your brand's reputation is crucial as well. This affects customer relationships, engagement, organic rankings, and credibility. A way of improving your brand reputation is to make your brand well-known, and bloggers are a great avenue to do this. With this respect comes a trust of opinion and an ability to influence thousands, if not millions, of a blogger's dedicated followers. When you align your brand with an influential blogger, they bring along with it their audience as well as their audience's network. They help drive traffic to your website, increase your following on social media and can sell out a product through a review, recommendation, or story of their experience. With the decline of traditional advertising, affiliate and influencer marketing can be a highly successful and effective way to invest your budget. There's also little financial risk at stake with this; you only pay a commission when an affiliate refers a visitor that purchases your product. Place branding in many developed countries has become one of efficient tools of their territory (city, region, country as a whole) development. In the CIS countries place branding principles started to be used rather recently where the concept proper has just begun to be included into system of marketing of these countries, the Given method assumes planning and territory development as single integral investment or tourist object. Thus, place brand - set of well-established images, opinions, events, products and services, associated by target audiences with definite territory, and in total - with a country. This image can be unified (if constituent brands of places, individual companies and organizations harmonize with each other) or fragmented (if a country is torn apart by contradictions - ethnic, political, cultural and language, etc.). The integral country brand is made up of great number of components: political or public figures of the given state, separate areas of its vital activity - power, economy, army, foreign and domestic policies, culture, outstanding figures etc. It is that that defines reputation the state gets or will get in consciousness of world community as a result of interactions of either of its subjects (territories) with the rest of the world. Therefore the country brand is a cumulative indicator of authority and success of its actions on international stage, opinion estimation of the foreign public about a country. Today it is already acknowledged, that programs of creation and promotion of a brand, formation of country image in the modern world it is possible and it is necessary to carry out with use of marketing tools. When comparing present time with the time of independence of Kazakhstan beginning, citizens of our republic see the enormous positive changes, a new image of the country constructed the worthy present and resolutely directed to uneasy globalized future.

Lecture 14. Balausa jewellery-modern products in the national style

Rings, earrings, bracelets and other items of jewellery made in Kazakhstan in nomadic and modern styles were showcased in London at the International Jewellery London 2019 (IJL) exhibition on 1-3 September. Kazakhstan's Balausa Jewelry took part in the exhibition with its products with the support of the Embassy of Kazakhstan in the UK, Kazinform has learnt from the embassy. Representatives of the jewellery industry from around the world had the opportunity to become familiar with the unique products made by Kazakh jewellers from silver and gold mined in Kazakhstan. Balausa Jewelry has been successfully operating since 2010. Jewellery items are produced in Shymkent, where about 45 people are permanently employed. The company was one of the first exporters among jewellery manufacturers in Kazakhstan. Thanks to the high quality and unique design, Balausa Jewelry has made lots of fans around the world and won the hearts of jewellery connoisseurs. The company's unique feature is the introduction of new jewellery technology trends combined with an original design in a national style. Mixing traditional and modern design, the company produces jewellery using the latest innovations in jewellery production technology. Buyers from more than 70 countries gather at the IJL in search of unique jewellery. For new brands, the exhibition is an opportunity to get a place in the range of the world's major jewellery retailers. Balausa Jewelry will use this opportunity to explore the possibility of cooperating with British jewellery companies and supplying Kazakh jewellery products to the UK market. Kazakh national jewelry- the idea of the company is to create jewelry with a national ornament in a modern style to show the beauty and depth of the Kazakh culture and add to its popularity not only in our country, but also around the world. Using modern design, new technologies and metalworking techniques, we managed to stand out from the crowd of manufacturers with our originality. The company's mission is not just to create high-quality, beautiful and modern jewelry, but at the same time, we want to make them accessible to a wide audience. After all, there is never MUCH beauty! Balausa jewelry LLP with the Balausa brand of the same name has been successfully developing since 2010 and today is a leading manufacturing company and the first exporter among jewelry manufacturers in Kazakhstan. In the beginning, this was a small workshop consisting of one person, his ideas and big ambitions. Thanks to the quality and original design of jewelry, our products have become in great demand. these products are successfully sold in China and Russia, and this year it is planned to expand to the markets of Europe and the USA. Since 2015, the company has been successfully developing a retail network, starting from the location. Today we successfully operate 2 own and 5 partner stores in the cities of Shymkent, Almaty, Astana, Atyrau, as well as negotiations are underway to launch stores in Aktobe, Aktau, Karaganda, Taraz, Taldykorgan and Kyzylorda.

Lecture 15. Modern images of the multifaceted nature of Kazakhstan tell about the cultural heritage of the Kazakh people

In an especially favorable Mother Nature to the Kazakh land. She gave generously of her bowels minerals. It is common knowledge now that there is no element of the periodic table, which could not be detected in the mountains or the steppes of Kazakhstan. However, these untold riches for centuries were unknown to the world. Not only deep lateral hidden underground wealth, but even that can be seen with the naked eye, did not notice the rare foreigners, travelers, who at various times and for various reasons, been in our Kazakhstan. In his diaries and books they wrote about him as a stern, lean on vegetation region of endless steppes and huge sand

masses. At the same time poetic heritage of our nation contains many paintings fascinating beauty of his native land, its infinite expanses, white communities of the Alpine mountains, azure surface of the lake. The secret here probably lies in the fact that they are rare victuals travelers; saw not all of Kazakhstan, but only its southern limits bordering great deserts of Central Asia, which then ran the trail of the legendary ancient caravan routes linking the major markets of the West and East. What an incredible contrast not only stun you as extensive as the land itself, a country called Kazakhstan? In a matter of forty or fifty miles from one another towering use Polinsky snowy peaks, very reminiscent of the legendary pyramids of Egypt pharaohs, increased a thousand fold, with no end in sight steppe stretches huge pale yellow ocean. Vast sea of meat — and in the middle of a wonderful silvery lake where white swans swim peacefully and proudly raised his head gravely paces rare beautiful birds — flamingos ... This — steppe lake Tengiz, which, according to the scientists, owes its appearance here in ancient times fallen giant meteorite. Such a variety of terrain and topography vast Kazakh steppes and due to their location, representing the heart of the vast Eurasian continent, which served as the scene of many a turning point not only in the social history of mankind, but also the geological history of the planet. Abundance is not repetitive in nature rare paintings all over the Kazakh land can be explained more and vastness, which, naturally, involves and climatic diversity. Not days or weeks, but for months winter moves from north to south, and the spring — from the south to the north of the country. When the rivers and lakes of northern regions lie under cover of ice in the southern and northern going apricot blossoms. Kazakhstan extends from west to east by three thousand miles, nearly two thousand miles — from south to north. The average annual rainfall in the mountainous and forested areas — 300-400 mm, plains and steppes — 250. The country has nearly eleven thousand rivers and lakes, among them the world's largest lake — the Caspian Sea and the fourth largest — Aral. Creative human activity actively transforms and renews a diverse and colorful image of Kazakh land. A vast area for centuries unoccupied feather grass steppes now generously Spikes golden wheat. Among the vast array of sand splash of concrete solid shore playful waves of new man-made seas. Deeper into the steppe of Kazakhstan new irrigation system — thousands and thousands of miles shackled in concrete with artificial river Irtysh water. Drilled hundreds of wells in the most arid lands, fountains and ground water, as if the whole flock ocean whale miraculously made ??their way into these sultry spaces. Conducted vigorous work to clean the water was in rivers, reservoirs and lakes. Thanks to the measures taken in Kazakhstan maintained and sensitively restored population of many rare animals. In various natural zones of the country had almost five thousand species of birds and animals. And the increased attention and tender care of the state of preservation of family wealth with edge natural. All frightening and destroying all nuclear explosions and mushroom mindless wasting of people is considerable danger to the environment. Humanity is every day more and more aware of the continuing importance of the rational use of biological resources of the planet, real-time protection of flora and fauna from the utilitarian expediency and crony treatment frivolous admirer's number of air and environmental comfort. It's no longer a secret that civilized society is now characterized not only by the scale of the development of nature, but also a corresponding reduction, and increases its wealth. And the creative power and the intellectual potential of each generation of mankind are revealed not in the changes that it has made to the environment, but in the form in which it leaves it to his grandchildren.

Charyn Canyon (also known as Sharyn Canyon, Kazakh: Шарын шатқалы, Sharyn shatqaly) is a canyon on the Sharyn River in Kazakhstan (200 kilometres (120 mi) east of Almaty, close to the Chinese border). The canyon is roughly 154 kilometres (96 mi) in length.[1] It is part of the Charyn National Park (established on 23 February 2004), and is located within the territory of the Uygur District, Raiymbek District and Enbekshikazakh District (of the Almaty Province). Over time, the canyon has gained colorful formations of varying shapes and sizes. Though it is much smaller than the Grand Canyon, it has been described as being equally impressive. Charyn Canyon is a unique natural object with peculiar relief forms in the form of chapels, towers, animals, etc., which were formed by the weathering

of sedimentary rock. In May 2021, it was announced by the Kazakh Ministry of Ecology, Geology, and Natural Resources that the tourism in the Charyn Canyon region will be developed with an emphasis on historical heritage as well as ecotourism.