

**SYLLABUS**  
**Fall semester 2022-2023 academic years**  
**on the educational program “Kazakh Culture and Contemporaneity”**

Discipline’s code	Discipline’s title	Independent work of students (IWS)	Number of credits			Number of credits	Independent work of student with teacher (IWST)
			Lectures (L)	Practical training (PT)	Laboratory (Lab)		
KKS4305	Kazakh Culture and Contemporaneity	98	2	3	0	5	

**Academic course information**

Form of education	Type of course	Types of lectures	Types of practical training	Form of final control
Full-time	Theoretical	Lecture-discussion	Group working	Written test
Lecturer	Nurlykhan Aljanova, PhD, Acting Associate Professor			
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Aim of course	Expected Learning Outcomes (LO)* As a result of studying the discipline the undergraduate will be able to:	Indicators of LO achievement (ID) (for each LO at least 2 indicators)
The main purpose of the discipline is to form the student’s ability to objectively interpret the place and role of Kazakh culture in the context of modernity, tradition and innovation in Kazakh culture in the modern era.	1. Critically connect modern history and anthropology to contemporary issues	1.1 To apply the ethnographic method of studying Kazakh culture. 1.2 To determine the subject, methods of studying Kazakh culture
	2. Understand the deep historical, anthropological and social roots of contemporary cultural processes worldwide	2.1 To apply cultural analysis of the specifics of the development of Kazakh and ethnic Kazakh culture in the context of global changes in the dialectics of their unity and opposition 2.2 To determine nature of intercultural exchange and processes of globalization. 2.3 To express her thoughts about the role of traditional cultures in the rural development of marginal regions
	3. Relate great ongoing cultural transformations to the rise of contemporary culture	3.1 To synthesize the knowledge of the specifics of the development of the modern-Kazakh culture, justifying its importance in the conditions of global universalization. 3.2 To assess the role and importance of the nation state in the context of globalization.
	4. Recognize the main characteristics of contemporary culture	4.1 Analyze and give recommendations economic integration of Eurasian states. 4.2 To determine the subject, methods of studying Kazakh culture; the concept of culture in the contextual theory of contemporary Kazakh culture
	5. Critically look at cultural phenomena by tracing it to national and global historical events	5.1 Critically look at cultural phenomena by tracing it to national and global historical events. 5.2 Master socio-cultural habits.
<b>Prerequisites</b>	Contemporary Culture and the Body, Culture and Marginality, Beauty in Theory, Culture and Contemporary	
<b>Post requisites</b>	-	
<b>Information resources **</b>	<b>Literature:</b> 1. Globalization and modern culture of Kazakhstan: a collective monograph. - Almaty: Kazakh University, 2019. –334 p. ISBN 978-601-04 2. Globalization and modern culture of Kazakhstan: a collective monograph. - Almaty: Kazakh University, 2019. –334 p. ISBN 978-601-04	

	<p>3. Laura Petican. Fashion and Contemporaneity (At the Interface / Probing the Boundaries) (April 11, 2019): Brill   Rodopi, 316 pp.</p> <p>4. Terry Smith, Okwui Enwezor, Nancy Condee. Antinomies of Art and Culture: Modernity, Postmodernity, Contemporaneity (January 16, 2019): Duke University Press Books; Illustrated edition, 456 pp.</p> <p>5. Dan Karlholm, Keith Moxey. Time in the History of Art: Temporality, Chronology and Anachrony (Studies in Art Historiography) (June 30, 2020): Routledge; 1st edition, 264 pp.</p> <p>6. Gabitov Tursun. Kazakh culture challenges . - Almaty: Evero, 2018. - 234 p.</p> <p>7. DK. Art That Changed the World: Transformative Art Movements and the Paintings That Inspired Them (August 19, 2013): DK; Illustrated edition, 400 pp.</p> <p><b>Internet resources:</b>  Internet resources (at least 3-5)</p> <ol style="list-style-type: none"> <li>1. <a href="http://elibrary.kaznu.kz/ru">http://elibrary.kaznu.kz/ru</a></li> <li>2. <a href="https://www.sciencedirect.com/topics/computer-science/contemporary-culture">https://www.sciencedirect.com/topics/computer-science/contemporary-culture</a></li> <li>3. <a href="https://www.jstor.org/stable/j.ctt6wp6n0">https://www.jstor.org/stable/j.ctt6wp6n0</a></li> <li>4. <a href="https://uk.sagepub.com/sites/default/files/upm-assets/18250_book_item_18250.pdf">https://uk.sagepub.com/sites/default/files/upm-assets/18250_book_item_18250.pdf</a></li> <li>5. <a href="https://www.mml.cam.ac.uk/research/thematic/literature-visual-culture-arts/contemporary-culture-society">https://www.mml.cam.ac.uk/research/thematic/literature-visual-culture-arts/contemporary-culture-society</a></li> </ol>
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<b>Academic policy of the course in the context of university moral and ethical values</b>	<p><b>Academic values:</b></p> <ul style="list-style-type: none"> <li>- Practical trainings/laboratories, IWS should be independent, creative.</li> <li>- Plagiarism, forgery, cheating at all stages of control are unacceptable.</li> <li>- Students with disabilities can receive counseling at e-mail Nurlyhan.aldzhanova@kaznu.kz.</li> </ul>
<b>Evaluation and attestation policy</b>	<p><b>Criteria-based evaluation:</b>  Assessment of learning outcomes in relation to descriptors (verification of the formation of competencies in midterm control and exams).</p> <p><b>Summative evaluation:</b> assessment of work activity in an audience (at a webinar); assessment of the completed task.</p>

#### CALENDAR (SCHEDULE) THE IMPLEMENTATION OF THE COURSE CONTENT:

week	Topic name	Number of hours	Max. score
<b>Module 1 Kazakh culture and Identity</b>			
1	<b>Lec 1.</b> Kazakh culture and modernity: identity in the 21st century.	1	0
1	<b>Sem 1.</b> Consider various events that show the types of identity – national, religious, cultural, gender, professional, etc.	2	8
2	<b>Lec 2.</b> Kazakh culture and Borat movies	1	0
2	<b>Sem 2.</b> Find out articles about the film Borat and give them assessment (for example: the government of Kazakhstan decided to embrace the famous catchphrase “Very Nice!”)	2	7
2	<b>IWST 1.</b> Consultation on the implementation of IWS1 on the topic: How Kazakhstan positions and promotes in the international arena through culture (essay).		
3	<b>Lec 3.</b> Contemporary Culture and Media	1	0
3	<b>Sem 3.</b> How social media plays an important role in the transmission of values? (independent news portals such as The Village, Vlast, Mass Media)	2	7
3	<b>SIW 1.</b> How Kazakhstan positions and promotes in the international arena through culture (essay).		50
4	<b>Lec 4.</b> Contemporary culture and Art	1	0
4	<b>Sem 4.</b> The value of Galleries of contemporary art such as Aspan Gallery, The Art Destination, etc.	2	7
	<b>IWST 2. Colloquium (test, test, project, essay, situational task, etc.).</b>		
5	<b>Lec 5.</b> Internet memes as internet signs: A semiotic view of digital culture	1	0
5	<b>Sem 5.</b> Short videos (tik-tok) has become an almost unavoidable part of internet culture	2	7
<b>Module 2 New trends in contemporary Kazakh culture</b>			

6	<b>Lec 6.</b> The tendency to increase literacy in the Kazakh language among young people	1	0
6	<b>Sem 6.</b> Trilingualism in Kazakhstan (at least affects identity)	2	7
7	<b>Lec 7.</b> Kazakh musical culture as a way of preserving the national identity	1	0
7	<b>Sem 7.</b> Extremely unusual music in Kazakh language (Ninety-One, Moldanazar, Miras Zhugunissov, Irina Kairatovna ect.)	2	7
7	IWST 3. Consultation on the implementation of the IWS 2.		
	<b>LEVEL CONTROL 1</b>		<b>100</b>
8	<b>Lec 8.</b> Reasons for the popularity of social networks and memes	1	0
8	<b>Sem 8.</b> Qazaq Republic stores are promoting the country's brand	2	6
8	<b>IWS 2.</b> Young people are increasingly striving to gain popularity through social networks and to be leaders in a certain area, which brings them financial stability. Is it good to earn a living not only through hard work? (Case presentation)		30
9	<b>Lec 9.</b> Kazakh youth develops and produces its own projects.	1	0
9	<b>Sem 9.</b> Qara Studios (film production studio in Almaty)	2	6
10	<b>Lec 10</b> A new level of music community	1	0
10	<b>Sem 10.</b> The OYU LIVE project immediately became a real ethno-cultural phenomenon.	2	6
10	<b>IWST 4.</b> "Irina Kairatovna" is a Kazakhstani creative association that produces musical and humorous content.		
<b>Module 3 Organizations promoting revival of Kazakh culture, decolonization</b>			
11	<b>Lec 11</b> Rakhata candy and confectionery company chooses a subculture as a target market based on the needs and characteristics of the purchasing behavior of its supporters	1	0
11	<b>Sem 11.</b> the new product of candies "Rahat" creative solutions in the design of confectionery products and their packaging.	2	6
12	<b>Lec 12</b> Kazakhstan company for the production and sale of premium and souvenir products. (Qaz Souvenir, Empire)	1	0
12	<b>Sem 12.</b> Empire Ltd Kazakhstan company as an innovator and leader of the Kazakhstan market of national souvenirs and representative gifts	2	6
12	IWST 5. Consultation on the implementation of the IWS 3.		
13	<b>Lec 13</b> How bloggers can help Kazakhstan's business in brand promotion.	1	0
13	<b>Sem 13.</b> Kazakhstan's fast food chains as Zheka's Doners House, Zheka's Ice, 6'inch (by Birzhan Ashim) and Mooz coffee	2	6
13	<b>IWS 3.</b> The most popular Confectionery "Vanilla" in Aktobe (new product Zhent in chocolate) and other extraordinary dishes.		20
14	<b>Lec 14</b> Balausa jewellery-modern products in the national style	1	0
14	<b>Sem 14.</b> Manufacture domestic jewelry (Nimarti , Balausa jewellery, chain stores Altyn)	2	6
	<b>IWST 6. Colloquium (situational task).</b>		
15	<b>Lec 15</b> Modern images of the multifaceted nature of Kazakhstan tell about the cultural heritage of the Kazakh people	1	0
15	<b>Sem 15.</b> The weekend tours are developing in domestic tourism. (Kaiyndy lake, Charyn Canyon, Alakol, The plateau of Assi)	2	8
15	<b>IWST 7. Consultation on examination issues</b>		
	<b>LEVEL CONTROL 2</b>		<b>100</b>

Dean \_\_\_\_\_ Bekzhan Meirbayev

Head of Department \_\_\_\_\_ Ainura Kurmanaliyeva

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