ACTUALITY OF THE RESEARCH THEME. It is known that efforts of Alash activists for creation of the state owing to their high qualification and intellectual potential in the first half of XX century grew out into national pain.

First President of the Republic of Kazakhstan, N.A. Nazarbayev in his book called “On the history waves” concerning the heritage of the intellectuals formed early in XX century: «If we pay attention to the history of XX century we can see that the intellectuals showed their individuality in early 30s. But there are still some directions which do not reflect all civil edifications of these famous figures. Their generations and modern Kazakh intellectuals shall give evaluation to their work» says he.

Definitely, new generation is committed to collect and to analyze objectively historical documents and evidences related to the notion of “Alash”.

The main task of the Alash intellectuals formed in XX century was serving for political, economic and social development of the Kazakh people dependent on the metropolis. Alash activists inherited the commitment for national development, principles and values through the improvement of people’s intellectual potential. They dedicated their publicistic works to this direction and called Kazakh people for civilization, solidarity and peace. They provided people with news in global science, art, and culture.

In order to evaluate journalistic and publicistic heritage of Alash activists who made valueless contribution to future of the nation it is very important, first of all, to search and to find their works, then to transcript to modern writing and to carry out scientific-publicistic analysis.

PURPOSE AND TASK OF THE RESEARCH WORK. According to sources there were 105,000 Alash activists who suffered persecution. Today modern generation knows only 500 of them. And heritage of few of them were collected and analyzed. Others’ works still wasn’t analyzed systematically.

Zhanuzak Alzhanuly Zhanibekov – one of Alash activists who left his writings, dedicated his best thoughts, cared about independency and development of the country, but whose heritage has not been still analyzed systematically. The main purpose of this research work is to research, to analyze, to evaluate, to put into scientific usage missed publications of Zh. Zhanibekov from archives and then to define Alash activist’s historical value and place who struggled for Kazakh people’s development and prosperity. Thus, to be an initiator of the revival of the Kazakh publicistic writing and to contribute into fulfilment of missed publicistic writings shall be the main task of the research work.
The object of the work. The object of the research work is Zhanuzak Zhanibekov’s works missed during editorship of “Kazakh” newspaper by A. Baitursynov and M. Dulatov served as a basis for foundation of “Alash” party and its publication body.

Scientific novelty of the research work.
- It is the first systematic research work dedicated to Alash activist Zhanuzak Zhanibekov’s heritage;
- Publicist’s “Aina” (translation: “Mirror”) and “Balalar baduamy” (translation: “Children’s Alphabet”) books which had not been published before were transcripted to modern writing and put into scientific usage. The importance of collections were reviewed and analyzed from scientific-publicistic angle;
- Was investigated the value of the publicist's work «Жұмбақ пен мақалдар» (Riddles and proverbs);
- Writer’s journalistic work in “Kazakh” newspaper has been reviewed and his published articles have been analyzed;
- The comprehensive analysis of “Kazakh” newspaper numbers for the year of 1918 when Zh. Zhanibekov headed the newspaper has been carried out. Two issues of “Kazakh” 261st number edited by Zh. Zhanibekov and his sound articles delivering two different political views were analyzed;
- It is the first time when the activities of the Alash leader as a chief editor of the newspaper Kedey was studied;
- The importance of Zhanuzak Zhanibekov’s considerable work and historical place have been determined;

Theoretical and practical value of the research work. Besides correspondents and imaginative literature representatives, specialists of all humanitarian scientific spheres are also able to create a rich historical data base using Zhanuzak Zhanibekov’s publicistic writings. They also shall be very useful for readers as spiritual source.

Research methods. Researching journalistic and publicistic heritage of Alash activist Zhanuzak Zhanibekov has been carried out using historical theories and objective views. In evaluation of archive materials and Alash publications and information certain methods were used, namely, historical-comparative, testing, analysis, summarization, and conclusion.

Testing the scientific work. Scientific results of the dissertation have been published in 11 (eleven) publications, 3 (three) of them have been published in scientific publications approved by Supervising Committee in the sphere of education and science of the Ministry of Education and Science of the Republic of Kazakhstan, 1 (one) has been published in the international scientific magazine of Scopus company data base, 7 (seven) of them in various conference materials – two of them in foreign conference materials.

Structure of the scientific work. The scientific-research work includes the introduction, 2 sections, a conclusion, a reference list, and an appendix.