

Abstract

of a dissertation is submitted in fulfilment of the requirements for the degree of Doctor of Philosophy (PhD) on specialty 6D020100 – Philosophy
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Transformation of social values in modern Kazakhstan society

Actuality of the research theme. Today, the problem of values is one of the most important topics in a number of problems in the Humanities. It is not only related to a separate philosophical science, axiology. The significance of the research topic is dictated by the contradictory interpretations of this problem. Today, there is no single concept of "value". There are different classifications of values, according to different criteria and approaches. It is generally recognized that values require separate research because of their huge impact on cultural and social institutions of society. The choice of the dissertation topic is determined by the conditions in which modern society has to exist. We are witnessing the increasing technologization of modern society and the strengthening of globalization processes. The process of globalization, which has engulfed most States, has not only positive aspects, but also negative ones, such as increasing inequality between the rich and the poor, the deterioration of the environmental situation, terrorism and the growth of xenophobia. One can agree with the idea that current conflicts in the modern world will occur on the basis of cultural contradictions (S. Huntington). Many researchers put an equal sign between values and culture, believing that values are the basis on which each particular culture is based. For normal coexistence and dialogue of cultures, it is necessary to realize the huge role of values in the life of society, to develop new civilizational guidelines for development. It is important to understand the process of value formation, identify the determinants that contribute to this process, and identify the exclusively "dynamic" nature of values in the global world. The values of modern society are analyzed through the prism of socio-cultural evolution, which will allow a new look at the "traditional" and "universal" values, to develop the problem of social values in the context of socio-psychological orientations of the individual, motivations of human activity, ethical regulation, socio-ethical determination of choice and evaluation of value orientations, etc. The sphere of social values is an extremely popular problem in the situation of global development, modernization of social relations, transformation of conditions and norms of life of modern society and man.

The social values of modern Kazakhstan society cannot remain monolithic due to the influence of various factors-economic, political, and cultural. A century ago, being essentially feudal, Kazakhstan abruptly began building a socialist society. Over the past twenty-five years, Kazakhstan has moved to a market model of the economy, and to democracy in the field of politics. But due to the consequences of the crisis, the former values of the Soviet period are approved by the older generation of our country. Today, Kazakhstanis are witnessing the newly revived ethnically colored traditional values.

Speaking about social values, they primarily devote freedom, tolerance, humanism, family, patriotism, labor, consumption. It should be noted that modern methods of communication, involvement in market relations of a large part of the world, involvement of most States in the giant orbit of the world division of labor and markets for raw materials and sales, have a huge impact on the transformation of the values of modern Kazakh society. Media, television, and the Internet are forming a new culture, with their own conditional rules and "monuments", changing the old, seemingly well-established ways of relaying cultural and historical experience. In the context of the notorious "global village", new media use their cultural codes to form a new "language" that directly affects people's values.

Economic changes are an important factor in the transformation of values. If we talk about modern Kazakh society, we are talking about a market economy, with all its pros and cons. The economic relations that are being built between our country and other States, and at the same time within the Kazakh society itself, change the previous values, often cause a nostalgic feeling among a part of the population. The economy in the face of the market changes not only the "Soviet values of the Soviet people", but also traditional values. And if we are talking about the transformation of traditional values, we are talking about changing the identity of society, changing the "I" of the nation. For us, as a young state, we must take into account the experience of other countries that find themselves in a transition period between a still traditional or semi-traditional society and a market one. Ignoring the world experience can lead to marginalization, lumpenization of the part of society that does not "fit into market relations» and does not accept the values of the new time.

Degree of scientific under-development of the problem. The problem of values is widely represented in the history of philosophy, although it did not immediately become a separate science of axiology. The first to introduce the term "axiology" was the French philosopher P. Lapi. However, in general, Socrates, Plato, Aristotle, and al-Farabi dealt with the problem of values, which is understood as the doctrine of goals or good. I. Kant and G. Hegel were engaged in the development of General theoretical value teaching. A surge of interest in axiological problems occurred in the twentieth century, associated with the names of existentialist philosophers M. Heidegger and J. Sartre. If in Heidegger's existentialism ontological analysis turns into rejection of axiological problems, then Sartre comes to the conclusion that value as a special kind of normative reality is derived from the act of self-creation of a person, his free will. A huge role in the theory of values of post-industrial society was played by the works of representatives of the Frankfurt school of philosophy - E. Fromm, G. Marcuse, T. Adorno, V. Benjamin, M. Horkheimer.

D. Bell, E. Toffler, J. Baudrillard, Z. Bauman, D. Ritzer, W. Kimlika, and T. Palmer analyzed the values of economics and labor among Western scientists. S. Zizek, M. Castels, M. McLuhan, P. Bourdieu, and D. Rushkoff wrote about the influence of mass media and the Internet on the formation of values in modern society. The relationship between values and politics is represented in the works of S. Huntigton, I. Wallerstein, M. Foucault, H. Arendt, P. Bruckner, and P. Buchanan.

Values in the context of globalization are presented in the works of N. Luman, U. Beck, and B. Anderson.

In methodological and theoretical terms, when writing a dissertation work, the works of Russian authors played a great role. A. Akhiezer, A. Arzamastsev, L. Bayeva, B. Bessonov, V. Bolshakov, N. Kostenko, K. Delokarov, I. Dokuchaev, L. Drobizheva, V. Khalizev, V. Ilyin, A. Korotaev, L. Mantatova, P. Matveev, L. Mikeshina, N. Rozov, A. Tsipko, B. Starostin wrote on the problems of values. It is worth noting the work of the Soviet philosopher O. Drobnitsky, whose explanation of Marxist axiology can serve as a Foundation for research in the problem of defining values. Attention should be paid to the axiological model of the Russian philosopher V. Shokhin, presented in his monograph "Philosophy of values and early axiological thought", as one of the most interesting concepts to date.

When comparing approaches to traditional values of Kazakh culture, attention was drawn to the works of the Soviet era – D. Kshibekov's "Nomadic society: Genesis, development, decline" and K. Sh.Shulembayev's "Magicians, gods and reality".

In domestic science, a large number of authors have devoted their works to value issues, exploring social values in the context of globalization and modernization of Kazakhstan's society: K. U. Alzhan, G. K. Abdigalieva, G. S. Abdirayymova, G. G. Barlybayeva, T. H. Gabitov, V. Yu. Dunaev, M. S. Zhetpisbayeva, Z. N. Ismagambetova, A. G. Karabayeva, K. M. Konyrbayeva, A. G. Kosichenko, V. D. Kurganskaya, B. G. Nurzhanov, S. E. Nurmuratov, A. N. Nysanbayev, M. S. Orynbekov, A. Sagikyzy, O. Segizbayev, G. Solovyova, M. sh. Khasanov, M. S. Shaikemelev, Z. K. Shaukenova. It should be noted that some of the monographs were published within the framework of completed fundamental projects. Social values in the context of studying the identity of the Kazakh society are considered in the works of R. K. Kadyrzhanov «Ethno-Cultural symbolism and national identity of Kazakhstan», M. S. Shaikemelev «Kazakh identity». Interesting work of K. I. Nurov «Kazakhstan: national idea and traditions», where it was shown that freedom is the most important value of the traditional Kazakh society, and that is why its development is necessary for the revival of our society in the conditions of permanent economic and spiritual crisis. The traditional values of the Kazakh people at the present stage is reflected in the monographs «Qazaq rýhanıatı: tarihi-filosofıalyq jáne etnomádenı negizder», «Qazaq estetikasynyń qundylyqtaǵymaǵynalyq negizderi», «Rýhanı qundylyqtar álemi: áleymettik-filosofıalyq taldaı».

Special attention should be paid to the research of Western scientists on the modern Kazakh society. Among them, we can highlight the work «Kazakhstan: Unfulfilled Promise» by M. Olcott, which describes the transition period in the history of Kazakhstan's independence, shows a number of difficulties in the social sphere of Kazakhstan's society. The transformation of Kazakhstan's society is presented in D. Nazpary's study on the situation of post-Soviet chaos in Kazakhstan, which reflects the rich empirical material of field research. The problem of transformation of values, formation of identity in the Kazakh society is considered

by Y. Bingol, D. Bloom, D. Johnson, S. Cummings, R. Sanders, I. Davenel, G. Emelyanova, R. Isaacs.

The aim of the study: consists in identifying the content of «social value» of modern Kazakhstan society and considering the process of transformation of social values in the context of modern realities.

Objectives of the study:

- explore the relationship between the post-materialistic concept of values and postmodern culture;
- reveal the role of mass media, advertising, and the Internet as factors that influence the transformation of social values in postmodern conditions;
- reveal the content of social values of modern Kazakhstan society and the reasons for their transformation;
- analyze the state and content of tolerance and freedom as social values in modern Kazakh society;
- to show the state and role of traditional values in the conditions of transformation of modern Kazakhstan society.

The objects of research: social values of modern Kazakhstan society, their cultural, personal, spiritual, informational, ideological meaning and content

The research subjects: the process of transformation, interaction, perception, and development of social values in modern Kazakhstan society.

Theoretical and methodological bases of the dissertation research.

In analyzing the social values of modern Kazakhstan society, data from sociological studies conducted under the leadership of G. S. Abdirayymova were used, as well as the results of research conducted in the framework of fundamental projects at the Institute of philosophy, political science and religious studies Of the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan. The above-mentioned empirical material is presented in a number of monographs that are freely available.

An important role in the theoretical understanding of the transformation of social values in the context of globalization was played by the theory of R. Inglehart, presented in a number of his works. The basic values and preferences of developed countries differ radically from those of less developed countries. these values evolve in a predictable direction in the course of socio-economic development, based on the results of long-term research by the World Values Survey (WVS) and the European Values Survey (EVS). Changing values inevitably leads to changes in the socio-political sphere of society, contributing to the development of civil rights and freedoms, and the establishment of liberal democratic values. Important in the theory of modernization of Inglehart is the transition to post-materialistic values as a result of the economic development of society. the more developed the society becomes, the more the role of values aimed at self-development becomes. Traditional values for a local culture are transformed primarily due to objective socio-economic reasons, rather than the influence of another culture.

The main core of the methodology of the dissertation research is a comprehensive approach that combines the capabilities of analytical,

phenomenological and hermeneutic methods, as well as methods typical of traditional classical philosophical reflection.

Scientific novelty of the research:

- the relationship between the post-materialistic concept of values and postmodern culture is revealed;
- the influence of media technologies and mass culture on the transformation of values in the modern globalizing world is shown;
- the influence of economic factors on the process of transformation of social values of modern Kazakhstan society is justified;
- analyzed the content side of tolerance and freedom as social values of modern Kazakhstan society;
- the process of transformation of traditional values of the Kazakh culture in the conditions of globalization is revealed.

The main provisions for the defence of the dissertation:

1. In the context of the dominance of the market economy, the penetration of network technologies in all spheres of society, the absorption of national markets by transnational companies, postmodern culture is a natural phenomenon. Postmodern culture society is characterized by postmaterialist values, where the emphasis is on politics, education, and science. At the same time, cultural traditions influence society's resistance to attempts to "import" new values that were not previously characteristic of it.

2. The flourishing of media culture due to the rapid development of Internet technologies makes it one of the main factors in the transformation of social values in the modern world. Memetic culture, as a sufficient new phenomenon of modern culture, has its own units of measurement and existence-memes, offering an alternative to the former merits of the so-called "cultural baggage". Traditional values in the scale of preferences of modern society occupy the lower positions due to the development of scientific knowledge, increasing secularization of society.

3. Among a number of factors that influence the transformation of social values of modern Kazakhstan society, the most important factors are economic ones. Changes in the economic sphere directly affect the formation of value preferences in society. In conditions of economic instability, people tend to give preference to "meaningful", "basic" values, such as material well-being, family, and health. Values of the so-called post-materialistic nature (self-realization, individualism, freedom, etc.) are characteristic of a society that has not experienced strong shocks and economic crises for at least two generations on average.

4. In modern Kazakh society, the values of tolerance and freedom are important for strengthening and developing the identity of Kazakhstanis by the factor of citizenship, taking into account, of course, cultural characteristics and traditions. If these values are ignored, a genuine dialogue within society between different groups is not possible, and the functioning of the scientific, creative, and political life of society is seen as difficult.

5. Traditional values in modern Kazakh society are often understood as traditional Kazakh values that are not unambiguously interpreted in society and

among experts. The state offers its own concept of identity formation, creating an image of the Kazakh society, permeated with traditional values, through art (cinema, Opera, theatrical productions, support for traditional faiths, official celebration of traditional holidays). The market economy is a factor in the transformation of previous values in Kazakhstan's society, affecting attitudes to religion, family, work, and education.

Theoretical and practical significance of the research:

The results of the work can be used in lectures on social philosophy, axiology, cultural studies, in research and development on social and geopolitical forecasting, in the design of philosophical and social systems.

The work approbation.

The results of the dissertation research were discussed at scientific and methodological seminars of doctoral students and meetings of the Department of philosophy of al-Farabi Kazakh national University. The main ideas and conclusions of the dissertation research are reflected in 11 scientific works, including 3 – in journals recommended by Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan, 3 – in materials of international conferences, 3 – in materials of foreign international conferences, 1 – in the edition included in the company's database Scopus, 1 copyright certificate.

Volume and structure of the dissertation. The dissertation research consists of an introduction, two chapters, a conclusion, and a list of sources used.