

ANNOTATION
of the Thesis for the Doctor of Philosophy (PhD)
in the specialty "6D020400 – Cultural Studies"

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"Cultural Branding of Kazakhstan: Theories and Practices"

In this Thesis cultural branding is considered as a modern strategy for the development of the territory, regions, cities and the country as a whole; as an innovative tool for the promotion of territories. The Thesis gives an idea of cultural branding, its tools and mechanisms, modern technologies of positioning the territory, regions, cities and the country as a whole.

The relevance of research. Over the past decades, cultural branding and regional branding as a scientific, analytical and managerial direction have been developing purposefully both in the world and in Kazakhstan. This is evidenced by the global practices of market economy development and equality, which led to the formation of the global information space. The relevance of the topic is actualized by the need to create cultural brands in the international space, reflecting the specifics of countries, territories, as well as individual regions and cities in accordance with modern global trends.

In this context, it is possible to point out the following state programs and national ideas reflecting Kazakhstan's entry into the global information space and determining the relevance of the topic:

1. The State Program "Madeni mura" / "Cultural Heritage" approved in 2003 by Nursultan Nazarbayev, the First President of the Republic of Kazakhstan and the Leader of the Nation. The "Cultural Heritage" Program had started as the beginning of development of political, economic, cultural, social and human capital, historical and cultural heritage. This Program became the first step in popularization of Kazakh people and their culture in the world from 2004 to 2011.

2. The President of the Republic of Kazakhstan N.Nazarbayev in his Message to the people of Kazakhstan dated January 17, 2014 "Kazakhstan-2050: a common goal, common interests, common future" noted: "It is necessary to create a welfare society on the basis of a strong state, developed economy and universal labor, to enter the 30 most developed civilized countries of the world. We should be committed to the dialogue of cultures and civilizations, which is of fundamental importance for retreating from this regressive path of development, protecting our values, which have stood the test of many years. Only in harmony with other nationalities will our country be able to achieve success and influence in the future. In the twenty-first century, Kazakhstan should strengthen its regional leadership positions and become a bridge for dialogue and interaction between East and West" [1]. These words of the Leader of the Nation became an incentive to determine the path of the country branding process. In accordance with the content of the Message, the main goal of the cultural policy in contemporary society is to

form the image of the country and the region through the development of cultural objects of this continuum, i.e. the development of "regional brand".

3. The concept of the Cultural Policy of the Republic of Kazakhstan, adopted in 2014, notes: "Today, the development of culture and cultural potential is one of the most important development priorities of the majority of peoples and states of the world. The level of cultural development, the availability of effectively functioning infrastructure and mechanisms of cultural institutions that ensure the preservation and enrichment of the national and world cultural heritage, the creation, dissemination and use of quality cultural values, effective cultural exchange and spiritual and creative self-expression are among the most important criteria for success" [2]. The concept of the Cultural Policy of the Republic of Kazakhstan, aimed at the development of a common cultural space of the country, the formation of a competitive cultural mentality and spiritual morality of the people of Kazakhstan, the creation of modern cultural clusters that contribute to the successful development of the economy and the formation of a positive international image of the country, the development of cultural industries, identifying effective innovative approaches requires the differentiation of the best global practices of cultural branding on the basis of its own approach.

4. The idea "Kazakhstan Way – Mangilik El", voiced by the Head of State in his Message to the People of Kazakhstan dated November 30, 2015 "Kazakhstan in a new global reality: growth, reforms, development", indicates that this idea is the most important way of development that confronts new global challenges, confronts the crisis and increases global competitiveness. This Message should contribute to the "continuous modernization of all spheres of society as the main factor of development" [3] and is a major factor in improving the global market competitiveness of the country. "It is important to attract private investment... We need to create an optimal environment for attracting capital investment. It is important to form regional drivers of economic growth. All investment projects are implemented directly in the regions. Therefore, it is necessary to create separate programs for 6 macro-regions: Southern, Northern, Central-Eastern, Western, Almaty and Astana" [4]. These statements of the Leader of the Nation point to the need to develop the regions that create a unique image of Kazakhstan.

5. At the Opening Ceremony of the Celebration of the 550th Anniversary of the Kazakh Khanate, the Head of the State N.A. Nazarbayev in his congratulatory speech has concluded: "Kazakhstan - the Country of Great Steppe". He has noted: "We supporters of a new history, therefore Kazakhstan today and in the past is the country of Great steppe, it is the country of Great renewable steppe, a cradle of multi-confessional People of our Native land. This is a national designation of the beloved homeland – the Country of the Great Steppe" [5]. According to the Head of State, the signs symbolizing the Country of the Great Steppe are «Kazakhstani character and its features - openness, spiritual wealth, openness of heart, hospitality, respect for the world, wisdom and diligence" [5]. It is not just a folk name; it is a brand name that defines the originality of the country.

6. The Program Article of the Head of the State "Bolashaqqa bagdar: ruhani zhangyru" / "Course towards the future: modernization of Kazakhstan's identity",

published in April 2017, made a number of adjustments in the directions of development of sciences and the future development of Kazakhstan as a whole. This Program Article has made the necessity of "cultural branding" even more actual. The publication of the Article contributed to the improvement of previously adopted programs and concepts, ways and means of their implementation. In the Program Article is noted "spiritual modernization of the society as a whole and each Kazakhstani citizen actualizes the necessity of creation of cultural brand of Kazakhstan, formation of recognition before the world in accordance with such installations as competitiveness, modern pragmatism, preservation of national identity, creation of highly educated society, evolutionary development of Kazakhstan, openness of consciousness, "Tuganzher" / "Homeland" - sacral geography of Kazakhstan" [6].

7. On November 5, 2018 in the Address of the Head of the State to the People of Kazakhstan "Growth of welfare of Kazakhstanis: improvement of the quality of income and life" N.A. Nazarbayev noted that "today the economy of the leading countries is largely determined by global cities or megacities. More than 70% of the world's GDP is generated in cities. It is necessary to create a favorable living environment and ensure the introduction of new approaches to the territorial development of the country". [7] Thus, it is the message that requires greater attention to the development of cities and megacities, since a megacity is a symbol of civilized development, which is characterized by high cultural, ethical and aesthetic standards. A metropolis always and everywhere demonstrates a high level of service quality and accessibility criteria. In Kazakhstan, Astana is a national brand, and Almaty is a cultural brand. Turkestan joined them in 2018 as a brand of spirituality. In accordance with the objectives outlined in the Address, there is a need to develop other cities of the country, create and promote their identity.

8. A special argument in substantiating the relevance of the topic of the Thesis study is the Article of the Head of the State "Uly Dalanyn zhety qyry" / "Seven Facets of the Great Steppe" on November 21, 2018, which points to the need for systematization and clarification of tasks on the way of comprehensive development of the Country.

Thus, "Kazakhstan - Country of the Great Steppe" is a trend caused by the global challenges of our time and the need for research and popularization of cultural "oikumen", which differ in the distinctive traditions of each region and settlements of the Great Steppe.

The purpose of the PhD Thesis research is to study the theory and practice, methods and means, priorities and disadvantages of cultural branding in Kazakhstan based on the analysis of the world concepts and technologies of cultural branding.

To achieve this goal, the following objectives are set:

- Analysis of the theories of cultural branding, concepts and principles of regional branding on the basis of the study of international research, analytical review of research works of Kazakhstani researchers on this issues;

- Determination of conditions for the popularization of the region and cultural brand indicators based on the analysis of the theory and methodology of regional marketing;

- Comparative analysis of the best regional technologies of cultural branding on the basis of regional experiences of cultural branding in the world cultural space;

- Study of State Programs and Projects, which are the manifestation of the process and experience of branding in Kazakhstan;

- Analysis of civilizational and image directions of Kazakhstan development;

- Description of the cultural space of Astana as the main instrument of the branding strategy of Kazakhstan;

- Showing the importance of memorable places in the process of cultural branding of the region;

- Identifying of the role of sacred lands of Kazakhstan as significant objects in the formation of the cultural image of the region;

- Finding out of potential and disadvantages of cultural branding through tourist representations in Kazakhstan.

Object of research: the process of cultural branding in Kazakhstan.

Research subject: main directions, ways, mechanisms, instruments of State Programs and Projects in the process of creation of cultural brand of Kazakhstan regions.

Scientific novelty. For the first time, a comprehensive cultural study of the theory and practice of cultural branding was conducted in Kazakhstan, since the topic of cultural branding is a relatively new problem studied in the space of Kazakhstani cultural science. Within the framework of the research the author studied the genesis, structure, and characteristics of cultural branding based on the work of world marketers in the field of culture; analyze the concepts, theories and principles of territorial and regional branding, country marketing to determine the direction of image civilizational development; a comparative analysis of the experience, technologies, mechanisms of international branding; the analysis of State Programs of the Republic of Kazakhstan was carried out and the shortcomings in the process of creating a cultural brand of Kazakhstan were revealed.

Methodology of the PhD Thesis. In the course of the study of cultural branding based on interdisciplinary approaches, the following methodological principles were used: analytical (for the analysis of sources), retrospective (for the study of the history of the formation of branding), interdisciplinary (to determine the essence and meaning, theory and concept of cultural branding), comparative (for comparative analysis), visual methods, anthropological methods: observation, description, internal control, culturological portrait method, marketing method.

Practical significance of the research. The results obtained in the course of the research can serve as a basis for further study of the issues of cultural branding, regional branding in the comprehensive cultural space, continuation of the processes of regional image formation.

Based on a theme of research the compulsory discipline "Cultural branding and PR" has been introduced and tested in the educational program of a specialty "5B020400-Cultural Studies". Besides, the results of the research can be used in the process of teaching such disciplines as "Cultural Anthropology", "Cultural Policy", "The Theory of Mass Culture" for the specialty "Cultural Studies" at all levels of University education. The scientific results of the PhD Thesis may be useful for undergraduates, MA students, PhD students, experts and analysts, researchers and University professors specializing in this field.

Provisions for defending the PhD Thesis:

1. The basic criteria of cultural branding on the basis of ideas and concepts of world theorists, researchers in the field of regional marketing and branding are analyzed. Taking into account that in the Kazakhstani cultural science there were practically no special researches on the issues of cultural branding, the relevance of research materials for the Kazakhstani cultural science was revealed.

2. The purpose of regional branding is to create an image of the region, ensure the presence of the brand in the information space, brand recognition, the formation of an image of a particular region or territory to ensure the flow of financial resources. On the basis of the review and analysis of the theory and methodology of regional marketing the following conditions of popularization of the region were formed: 1) region as an attractive object for investment; 2) region as a place for business; 3) region as a place for innovation; 4) region as a favorable place for life; 5) region as a place for business events; 6) the region as an attractive tourist destination; 7) the region as a convenient place to study at a university.

In addition, indicators and characteristics of the regional cultural brand have been defined: historical names (land, water, mountain names); famous personalities; domestic or regional goods (food, clothing, handicrafts); historical and cultural heritage; historical and cultural events; monuments; memorial complexes; national weddings; national music and sports.

3. Based on the comparative analysis of the world cultural branding, the best samples of the best practices were determined technologies for creating a cultural brand of the region. One of the effective technologies of cultural brand creation, according to the theory of world regional marketing and popularization of the region is the strategy of "soft power". According to Joseph Nye, "soft power is an magnet and attractive force". The main core of the soft power strategy is culture and its components.

According to the experience of world branding, the development of comprehensive innovative information and communication means offers the efficiency of "So-Lo-Mo" technology in the process of promotion and popularization of regions, cities and territories. So - social development, Lo - local specifics, and Mo - mobility. This technology assumes provision of all spheres of society with modern information means, because the region, city, localities should be first of all convenient and comfortable for living.

4. The documents such as the State program "Cultural heritage", Strategy "Kazakhstan - 2050: common goal, common interests, common future", Concept of Cultural Policy of the Republic of Kazakhstan; the Program Articles

"Bolashakka Bagdar: ruhani zhangyru" and "Uly dalanyn zheti qyry"; ideas of patriotism "Uly Kazakhstan zholy", "Mangilik El" were analyzed. The possibilities of human capital in the process of world branding, improvement of cultural potential of the state, creation of creative groups, basic resources, popularization of Kazakhstan in the international space; propaganda of natural, historical and cultural heritage; popularization of national spiritual and material values were analyzed.

5. The civilizational and image directions of Kazakhstan's development are formed in accordance with the rating indicators "The best countries of the world", conducted by the world rating campaigns, because of "to show originality, its popularization" is the main principle of cultural branding. Thus, in the context of civilizational and image development of Kazakhstan the creation of brands "Kazakhstan – Mangilik El", "Kazakh Eli – Uly Dala Eli", projects "Tugan Zher: Sacral Geography", "Modern culture of Kazakhstan", "100 new names", "Made in KZ", "Smart city" and the Program "Formation of megacities" are organically inscribed.

6. As is known, the development of the country is determined by the development of cities, settlements and regions. Big cities are one of the objects forming the image of the country in the world space. Astana is a "visiting card" of Kazakhstan. Study of the cultural space of Astana formed the basis for the formation of the brand of the Capital of Kazakhstan.

7. The places of memory are the preservation of the history by means of ethnic images, symbolic figures and architectural structures. The work on the study of memorable places allows us to make a more complete description of a certain region, locality, city, town or settlement. In the Thesis, the places of memory were considered as a tool for implementing regional cultural branding through the emphasis on their importance.

8. The most important projects that have been implemented in recent years in the development of cultural branding of Kazakhstan are "Tugan Zher" and "Sacred Geography of Kazakhstan". These two projects have been identified as priority in the process of preservation and promotion of spiritual and material values of the regions, the formation of the National code, the creation of the cultural image of the Country as an effective mechanism for the formation of the regional image.

9. Identification of potential and drawbacks of cultural branding through tourist repertoire in Kazakhstan. For the development of image civilization of Kazakhstan an important place is occupied by tourism potential. Tourist potential of the country is quite high. However, the following drawbacks were identified in the course of the study:

First, the low quality of service and communication relations.

Secondly, the lack of a single tourist map. For megacities, the mapping system is very much in demand.

Third, the lack of a menu of Kazakh national dishes in restaurants. National cuisine should also become a brand and contribute to the development of gastronomic tourism.

Approbation of the results of research and publications. The results of the PhD Thesis research have been reflected in 15 scientific articles: including special journals for the publication of the main results on Philosophy, Political Science, Cultural Studies, History, Economics, Humanities, recommended by the Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan - 4; in the collections of National and International Conferences - 11; in the Journal with a non-zero impact factor, indexed on the basis of Scopus – 1.

In addition, the results of the Thesis research were reflected in the monograph "Practices and places of memory", published in the framework of the scientific project "Actual practices of memory: the conceptualization of the past and the construction of identity in contemporary culture of Kazakhstan" and "List of memorial complexes created during the period of independence of Kazakhstan".

Structure and volume of PhD Thesis. In accordance with the goals and objectives of the research work, the structure of the dissertation consists of an Introduction, three Chapters, a Conclusion and a List of literature.