

ABSTRACT

**of the dissertation for the degree of Philosophy Doctor (PhD) in specialty
«6D020400 – Cultural studies»**

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**The transformation problem of kazakh cultural values in the globalization
conditions**

The purpose of the study is: on the basis of the characteristics/classification of the values of Kazakh culture, to determine the features of their transformation in the context of globalization and to substantiate the main problems of spiritual values, gender values in the family and professional spheres of Kazakh culture, to develop and substantiate a model for the transformation of the values of Kazakh culture and the corresponding directions for the transformation of values for preservation of Kazakh culture.

To achieve this goal, a number of tasks were put forward:

1. based on the analysis of Western, Kazakh, Russian scientific literature, to reveal the essence and content of the concept of value, to determine the structure and classification of the values of Kazakh culture;
2. conduct a comprehensive analysis of the current state of the values of Kazakh culture and determine the main stages and features of the transformation of culture and values in society in the context of globalization, identify problematic issues;
3. develop and substantiate a methodology for studying the transformation of the values of Kazakh culture and determine the appropriate methods for its preservation and development;
4. build and substantiate a model for the transformation of the values of Kazakh culture in the context of globalization and methods for the transformation/preservation of the values of Kazakh culture;
5. determine the main criteria and indicators for assessing gender stereotypes / cultural values of the Kazakh society.
6. prepare and conduct an experimental substantiation of the model for the transformation of the values of the Kazakh culture and the methodology for the transformation / preservation of the values of the Kazakh culture;
7. determine the conditions for the implementation of the developed model of value transformation;
8. determine the direction of the transformation of values and establish a portrait of a modern Kazakh;
9. to develop practical recommendations for the implementation of the transformation of values and the formation of positive dynamics of the renewing society of Kazakh culture.

Methodology and methods of dissertation research.

The methodology of the dissertation research was based on methodological approaches, such as the dialectical, systemic, sociological approach to the study of culture, the value approach, which are the rationale for the theoretical basis of the study.

As well as methodological principles for obtaining reliable data on the study of the problem of value transformation and the study of empirical data to achieve objective research results, to study various facts, events and phenomena in the context of globalization, which contributed to the development of Kazakh culture and the process of value transformation, as objectivity, integrity, socio-cultural factor, the relationship of globalization and transformation of values, taking into account cultural and historical relationships.

Provisions for defense:

1. Based on the analysis of domestic and foreign literature, a classification of the values of Kazakh culture is proposed, such as basic, modern, instrumental, spiritual, including individual, universal values, materialistic values, post-materialism values, survival values and self-expression values, traditional values and universal human values, the values of modern society, as well as the highest values - the values of beauty, truth and goodness.

2. The model for the transformation of the values of Kazakh culture in the context of globalization is a system of interrelated components: traditional cultural heritage, spiritual and moral values, gender values and gender stereotypes, united by the use of a dialectical, systemic, sociological approach, value, or axiological approach, structural and functional approach to the study of culture and functioning methods of transformation/preservation of the values of Kazakh culture. The third and fourth components of the model, such as the development of gender values and gender stereotypes, determine the main problems of society that arise in the context of globalization. The main indicators for assessing gender stereotypes are three factors that are associated with professional and family attitudes - these are manifestations of gender bias, the idea of gender equality and feminism.

3. The main directions of transformation of values for the preservation of the Kazakh culture are:

- 1) Revival and development of the lost components of the traditional cultural heritage, contributing to the preservation of the cultural code and the identification of Kazakh culture in the new global competitive environment;
- 2) development of spiritual and moral values aimed at the unity and consolidation of society;
- 3) development of gender values in the conditions of the formation of civil society and social equality;
- 4) reduction of obsolete gender stereotypes;
- 5) creation/provision of conditions for the implementation of the model for the transformation of the values of Kazakh culture in the context of globalization.

4. The conditions for the implementation of the developed model of transformation of values for the preservation of Kazakh culture are the need for certain changes and decisions at the legislative level, the formation of key factors, resources, processes and trends that affect the formation of a renewing society of Kazakh culture, as well as through the prism of quality education and upbringing of the younger generation. The portrait of a modern Kazakh lies in moral principles, aesthetic taste, a developed multifaceted perception of life, the preservation of the identity of Kazakh society, the revival of national identity and patriotism, a sense of

love and pride in their homeland, freedom of choice, personal development, regardless of stereotypes and various circumstances of the traditional culture, as well as the focus is on himself and his personal characteristics.

5. The key factors for the implementation of the transformation of values are: sustainable development, digitalization (technological impact), health and well-being of the society of the Kazakh culture. Practical recommendations for implementing value transformation for sustainable development are to ensure gender equality, ensure equal opportunities regardless of gender, and provide quality education for competitiveness in the labor market in a globalized world. Practical recommendations for the implementation of the transformation of values for the second key factor, as digitalization (technological impact), are to change the content of labor, the transformation of labor values, which are closely related to the value orientations, norms and stereotypes of the society of the Kazakh culture. Practical recommendations for the implementation of the transformation of values for the third key factor, as the health and well-being of the society of Kazakh culture is a healthy lifestyle and creating a favorable environment for sports.

6. Experimental approbation of the model of transformation of the values of Kazakh culture and the application of the methodology of transformation/preservation of the values of Kazakh culture, as well as methods of analysis according to Zipf's law, the WORDCLOUDS method revealed six dominant values: family, education, health, humanity (adamgershilik), career, parents (ata - ana), which correspond to the four main directions of the model of transformation of the values of Kazakh culture, characteristic of modern Kazakh society in the context of globalization. According to the hierarchy of values (65) identified in the experimental part of the study, instructions are proposed in the form of specific activities that can contribute to the development and preservation of the values of Kazakh culture in the context of globalization and to build a new Kazakhstan.

The hypothesis of the study is that the process of preserving the cultural identity of the nation and the basic values of Kazakh culture in the context of globalization will be effective if it is based on a purposefully developed on the basis of experimental research model of the transformation of the values of Kazakh culture and the conditions for its implementation, taking into account modern socio-cultural processes.

The scientific novelty of the dissertation research is that:

1. the main features of the transformation of culture and values in society in the context of globalization are determined, which must be taken into account in order to preserve the Kazakh culture, and a classification of the values of Kazakh culture is proposed .
2. a model for the transformation of the values of Kazakh culture in the context of globalization is proposed, its components necessary for the transformation/preservation of the values of Kazakh culture are determined, which are united by the use of dialectical, systemic, sociological and axiological approaches to the study of culture and the transformation of its values.

3. the possibilities in determining the main directions of the transformation of values for the preservation of the Kazakh culture, which allow creating / providing the necessary conditions for the implementation of the model of transformation of the values of the Kazakh culture in the context of globalization, have been identified .
4. the main key factors for the implementation of the transformation of values that are necessary for the formation of the positive dynamics of the renewing society of Kazakh culture are identified.
5. practical recommendations have been developed for the transformation of values in the portrait of a modern Kazakh in four directions of the developed model of transformation of values for the preservation of Kazakh culture, which are necessary to solve more favorable ways and means of transforming the values of Kazakh culture in the direction of the sustainable development of Kazakh society and the preservation of cultural identity.
6. an experimental substantiation of the model for the transformation of the values of Kazakh culture and the methodology for the transformation/preservation of the values of Kazakh culture was carried out, which made it possible to determine, concretize values characteristic of modern Kazakh society in the context of globalization.

Theoretical significance of the study.

In the study of the values of Kazakh culture and their transformation, the use of a dialectical, systemic, value, or axiological approach, a sociological approach, a structural- functional approach to the study of culture is substantiated .

The application of new methods for studying the values of Kazakh culture and their transformation as a structural analysis, system analysis, analysis, synthesis, methods of axiology is substantiated: methods of sociopsycholinguistics or semiosociopsychology , content analysis, sociometry, projective methods, methods of statistical processing and qualitative analysis of the results obtained, the included method. observations, experiment, modeling, special methods, method of sociocultural reflection, sociocultural observations, analysis by the WORDCLOUDS method, analysis by Zipf's law, American method for determining the problem of gender stereotypes in culture.

The definitions of the basic concepts of spiritual and moral values of the society of Kazakh culture, gender values, globalization, the process of transformation of culture, Kazakh culture have been clarified. The structural components of the values of the Kazakh culture are defined and revealed. The concept of a model for the transformation of the values of Kazakh culture in the context of globalization has been built and substantiated based on the application of the methodology for transforming/preserving the values of Kazakh culture.

A classification of the values of Kazakh culture has been built. The principles of objectivity, integrity, socioculturalism, the relationship of globalization and transformation of values, the principle of taking into account cultural and historical relationships are substantiated and applied. The features of the transformation of culture and values in society in the context of globalization are determined and problematic issues are identified. The conditions for the implementation of the value

transformation model for the preservation of Kazakh culture are disclosed and substantiated.

The practical significance of the study.

The criteria and indicators for assessing gender stereotypes/cultural values of the Kazakh society are substantiated.

A model for the transformation of the values of Kazakh culture in the context of globalization has been developed and is ready for implementation.

Technologies for the implementation of the transformation of values and the formation of positive dynamics of the renewing society of Kazakh culture have been built and tested.

The method of transformation/preservation of the values of Kazakh culture has been experimentally tested.

Guidelines are already being applied to identify the problem of gender stereotypes in Kazakh culture.

Methods for studying the values of Kazakh culture and their transformation are used.

Instructions are proposed, carried out in the form of specific activities in the form of a table, which, in the opinion of the dissertator, can contribute and are necessary for the development and preservation of the values of Kazakh culture in the context of globalization and for building a new Kazakhstan.

Approbation of the results of dissertation research .

The main provisions and conclusions of the dissertation research were used and presented in the author's publications in 8 scientific papers.

-4 publications published in editions of international and republican conferences held on the territory of the Republic of Kazakhstan;

-3 articles in the journals "VAK" recommended by the Ministry of Education and Science of the Republic of Kazakhstan;

-1 article in the materials of foreign conferences;

-1 article in a journal included in the Scopus database with a non-zero impact factor, Q2, Germany.