

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

АБАЙ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ
ПЕДАГОГИКАЛЫҚ УНИВЕРСИТЕТІНІҢ

Х А Б А Р Л А Р Ы

ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ
ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ ИМ. АБАЯ

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ABAY KAZAKH NATIONAL
PEDAGOGICAL UNIVERSITY

ҚОҒАМДЫҚ ЖӘНЕ ГУМАНИТАРЛЫҚ
ҒЫЛЫМДАР СЕРИЯСЫ



СЕРИЯ ОБЩЕСТВЕННЫХ
И ГУМАНИТАРНЫХ НАУК



SERIES OF SOCIAL AND HUMAN SCIENCES

6 (322)

ҚАРАША – ЖЕЛТОҚСАН 2018 ж.
НОЯБРЬ – ДЕКАБРЬ 2018 г.
NOVEMBER – DECEMBER 2018

1962 ЖЫЛДЫҢ ҚАҢТАР АЙЫНАН ШЫҒА БАСТАҒАН
ИЗДАЕТСЯ С ЯНВАРЯ 1962 ГОДА
PUBLISHED SINCE JANUARY 1962

ЖЫЛЫНА 6 РЕТ ШЫҒАДЫ
ВЫХОДИТ 6 РАЗ В ГОД
PUBLISHED 6 TIMES A YEAR

Б а с р е д а к т о р

ҚР ҰҒА құрметті мүшесі
Балықбаев Т.О.

Р е д а к ц и я а л қ а с ы :

экон. ғ. докторы, проф., ҚР ҰҒА академигі **Баймұратов У.Б.**; тарих ғ. докторы, проф., ҚР ҰҒА академигі **Байпақов К.М.**; филос. ғ. докторы, проф., ҚР ҰҒА академигі **Есім Г.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА академигі **Қирабаев С.С.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Қошанов А.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Нәрібаев К.Н.** (бас редактордың орынбасары); филос. ғ. докторы, проф., ҚР ҰҒА академигі **Нысанбаев А.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сәбікенов С.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сүлейменов М.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Сатыбалдин С.С.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Әбжанов Х.М.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Әбусейтова М.Х.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Байтанаев Б.А.**; филол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Жақып Б.А.**; фил. ғ. докторы, проф., академик НАН РК **Қалижанов У.К.**; филол. ғ. докторы, проф., ҚР ҰҒА академик **Қамзабекұлы Д.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қожамжарова Д.П.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қойгелдиев М.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Құрманбайұлы Ш.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Таймағанбетов Ж.К.**; социол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Шәукенова З.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Дербісәлі А.**; саяси. ғ. докторы, проф., **Бижанов А.К.**, тарих ғ. докторы, проф., **Кабульдинов З.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Қажыбек Е.З.**

Р е д а к ц и я к е ң е с і :

Молдова Республикасының ҰҒА академигі **Белостечник Г.** (Молдова); Әзірбайжан ҰҒА академигі **Велиханлы Н.** (Азербайджан); Тәжікстан ҰҒА академигі **Назаров Т.Н.** (Тәжікстан); Молдова Республикасының ҰҒА академигі **Рошка А.** (Молдова); Молдова Республикасының ҰҒА академигі **Руснак Г.** (Молдова); Әзірбайжан ҰҒА корр. мүшесі **Муратов Ш.** (Әзірбайжан); Әзірбайжан ҰҒА корр. мүшесі **Сафарова З.** (Әзірбайжан); э. ғ. д., проф. **Василенко В.Н.** (Украина); заң ғ. докт., проф. **Устищенко В.А.** (Украина)

«Қазақстан Республикасы Ұлттық ғылым академиясының Хабарлары. Қоғамдық және гуманитарлық ғылымдар сериясы». ISSN 2224-5294

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.)

Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 30.04.2010 ж. берілген № **10894-Ж** мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://nauka-nanrk.kz>, social-human.kz

© Қазақстан Республикасының Ұлттық ғылым академиясы, 2018

Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор

Почетный член НАН РК

Т.О. Балыкбаев

Редакционная коллегия:

докт. экон. н., проф., академик НАН РК **У.Б. Баймуратов**; докт. ист. н., проф., академик НАН РК **К.М. Байпаков**; докт. филос. н., проф., академик НАН РК **Г.Е. Есим**; докт. фил. н., проф., академик НАН РК **С.С. Кирабаев**; докт. экон. н., проф., академик НАН РК **А.К. Кошанов**; докт. экон. н., проф., академик НАН РК **К.Н. Нармбаев** (заместитель главного редактора); докт. филос. н., проф., академик НАН РК **А.Н. Нысанбаев**; докт. юр. н., проф., академик НАН РК **С.Н. Сабиткенов**; докт. юр. н., проф., академик НАН РК **М.К. Сулейменов**; докт. экон. н., проф., академик НАН РК **С.С. Сатубалдин**; докт. ист. н., проф., академик НАН РК **Х.М. Абжанов**; докт. ист. н., проф., чл.-корр. НАН РК **М.Х. Абусейтова**; докт. ист. н., проф., академик НАН РК **Б.А. Байтанаев**; докт. фил. н., проф., чл.-корр. НАН РК **Б.А. Жакып**; докт. фиол. н., проф., академик НАН РК **У.К. Калижанов**; докт. фил. н., проф., академик НАН РК **Д. Камзабекулы**; докт. ист. н., проф., академик НАН РК **Д.П. Кожамжарова**; докт. ист. н., проф., академик НАН РК **М.К. Койгельдиев**; докт. фиол. н., проф., чл.-корр. НАН РК **Ш. Курманбайулы**; докт. ист. н., проф., чл.-корр. НАН РК **Ж.К. Таймаганбетов**; докт. социол. н., проф., чл.-корр. НАН РК **З.К. Шаукенова**; д. фил. н., проф., чл.-корр. НАН РК **А. Дербисали**; доктор политических наук, проф., **Бижанов А.К.**; доктор ист. наук, проф., **Кабульдинов З.Е.**; доктор фил. н., проф., член-корр. НАН РК **Қажыбек Е.З.**

Редакционный совет

академик НАН Республики Молдова **Г. Белостечник** (Молдова); академик НАН Азербайджанской Республики **Н. Велиханлы** (Азербайджан); академик НАН Республики Таджикистан **Т.Н. Назаров** (Таджикистан); академик НАН Республики Молдова **А. Рошка** (Молдова); академик НАН Республики Молдова **Г. Руснак** (Молдова); чл.-корр. НАН Азербайджанской Республики **Ш. Мурадов** (Азербайджан), член-корр. НАН Азербайджанской Республики **З.Сафарова** (Азербайджан); д. э. н., проф. **В.Н. Василенко** (Украина); д.ю.н., проф. **В.А. Устименко** (Украина)

Известия Национальной академии наук Республики Казахстан. Серия общественных и гуманитарных наук. ISSN 2224-5294

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов

Министерства культуры и информации Республики Казахстан № 10894-Ж, выданное 30.04.2010 г.

Периодичность 6 раз в год

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18,

www.nauka-nanrk.kz / social-human.kz

© Национальная академия наук Республики Казахстан, 2018 г.

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75

Chief Editor

Honorary member of NAS RK
Balykbayev T.O

Editorial board:

Doctor of economics, prof, academician of NAS RK **Baimuratov U.B.**; doctor of history, prof, academician of NAS RK **Baipakov K.M.**; doctor of philosophy, prof, academician of NAS RK **Esim G.E.**; doctor of philology, prof, academician of NAS RK **Kirabayev S.S.**; doctor of economics, prof, academician of NAS RK **Koshanov A.K.**; doctor of economics, prof, academician of NAS RK **Naribayev K.N.** (deputy editor-in-chief); doctor of philosophy, prof, academician of NAS RK **Nyissanbayev A.N.**; doctor of law, prof, academician of NAS RK **Sabikenov S.N.**; doctor of law, prof, academician of NAS RK **Suleymenov M.K.**; doctor of economy, prof, academician of NAS RK **Satybaldin S.S.**; doctor of history, prof, academician of NAS RK **Abzhanov H.M.**; doctor of history, prof, corresponding member of NAS RK **Abuseitova M.H.**; doctor of history, prof, academician of NAS RK **Baitanaev B.A.**; doctor of philology, prof, corresponding member of NAS RK **Zhakyp B.A.**; doctor of philology, prof, academician of NAS RK **Kalizhanov U.K.**; doctor of philology, prof, academician of NAS RK **Hamzabekuly D.**; doctor of history, prof, academician of NAS RK **Kozhamzharova D.P.**; doctor of history, prof, academician of NAS RK **Koigeldiev M.K.**; doctor of philology, prof, corresponding member of NAS RK **Kurmanbaiuly Sh.**; doctor of history, prof, academician of NAS RK **Taimaganbetov J.K.**; doctor of sociology, prof, corresponding member of NAS RK **Shaukenova Z.K.**; doctor of philology, prof, corresponding member of NAS RK **Derbisali A.**; doctor of political science, prof **Bizhanov A.K.**; doctor of History, prof **Kabuldinov Z.E.**; doctor of philology, prof, corresponding member of NAS RK **Kazhybek E.Z.**

Editorial staff:

Academician NAS Republic of Moldova **Belostechnik.G** (Moldova); Academician NAS Republic of Azerbaijan **Velikhanli N.** (Azerbaijan); Academician NAS Republic of Tajikistan **Nazarov T.N.** (Tajikistan); Academician NAS Republic of Moldova **Roshka A.** (Moldova) Academician NAS Republic of Moldova **Rusnak G.** (Moldova); Corresponding member of the NAS Republic of Azerbaijan **Muradov Sh.** (Azerbaijan); Corresponding member of the NAS Republic of Azerbaijan **Safarova Z.** (Azerbaijan); Associate professor of Economics **Vasilenko V.N.** (Ukraine), Associate professor of Law **Ustimenko V.A.** (Ukraine)

News of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanities. ISSN 2224-5294

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of information and archives of the Ministry of culture and information of the Republic of Kazakhstan N **10894-Ж**, issued 30.04.2010

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,
[www:nauka-nanrk.kz](http://www.nauka-nanrk.kz) / social-human.kz

© National Academy of Sciences of the Republic of Kazakhstan, 2018

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.29>

Volume 6, Number 322 (2018), 5 – 12

UDC 379.85

R.S. Bespayeva¹, R.O. Bugubayeva¹, Manuel F. Grella²¹Karaganda Economic University of Kazpotrebsoyuz, Kazakhstan;²University of Santiago de Compostela, Spain.

brs_@mail.ru, prur@keu.kz, mf.grella@usc.es

**FORMATION OF THE COMPLEX STRATEGY FOR DEVELOPMENT
OF THE SCHUCHINSK-BURABAY RESORT AREA BASED
ON THE BALANCED SYSTEM OF INDICATORS**

Abstract. For the Schuchinsk-Burabay resort area, improving the strategic management of tourism will make it possible to more efficiently distribute managerial influences on the part of the state authorities on the optimal development of tourism. This will also enable the use of economic opportunities in order to increase the profitability of the tourism industry, which in general will contribute to improving the efficiency of the regional economy. This article has developed a comprehensive strategy for the development of the tourist industry in the Schuchinsk-Burabay resort area on the basis of a balanced system of indicators. The methodological basis of the research is based on the following basic methods: abstract-logical, complex-factor, comparative and expert assessments. During the analysis of the state of development of the tourism industry in the Schuchinsk-Burabay resort area, marketing field studies were conducted.

Key words: tourism, strategic management in tourism, balanced system of indicators.

Theoretical and methodological approaches. There are many models that can link strategy with operational activities and cost factors, for example, the model of strategic maps of L. Meisel; the pyramid of K. McNair, R. Lynch and K. Cross; K. Adame and P. Roberte, "Effective Progress and Performance Measurement"; balanced scorecard (Balanced Scorecard, BSC) by Robert Kaplan and David Norton, and others. The most popular and applied in practice is a system of balanced indicators.

According to the creators and adherents of the theory, the design of a balanced system of indicators should include six mandatory elements:

- 1) perspectives - the measures by which the strategy will be decomposed to lower levels;
- 2) strategic goals (objectives) - formulated strategic aspirations, form the direction of strategy implementation;
- 3) indicators (measures) - meters, reflecting the measure of the task;
- 4) target values (targets) - values of indicators (measures) that need to be achieved;
- 5) cause and effect linkages - a logical chain connecting all the tasks of the organization, forming a strategic map;
- 6) strategic initiatives - actions to implement the strategy.

The Balanced Scorecard (BSS) is applied to each unit and the organization as a whole.

The system of strategic goals of the company, built on the basis of using a system of balanced indicators, is formed on the basis of the projection of the company's strategies in four main directions (perspectives):

- finance / economics;
- customers / markets;
- business processes;
- employees / infrastructure.

This approach is caused by logical expediency - "qualified and motivated" employees using infrastructure (hardware, software, etc.) will provide the company with the required quality and speed of business processes. Optimal business processes are necessary to ensure the satisfaction of customer needs and achieve a market advantage. Satisfied clients will ensure achievement of the desired financial goals of the organization [1].

The Kaplan-Norton balanced scorecard methodology is used by small enterprises, non-profit organizations, and entire cities. From the point of view of setting and implementing strategic priorities in resource-limited settings, the experience of Charlotte in the state of North Carolina (USA) is interesting, which has already become a textbook. This experience is described in detail in the literature devoted to the development and implementation of strategies, strategic maps and a balanced system of indicators in the public sector of the economy. For more than 17 years, the Charlotte administration has been developing and successfully implementing its strategy on the basis of a balanced scorecard.

The strategic goals and objectives that the city of Charlotte achieved: being the safest large city in America; the most prosperous city for each of its residents; become a city of impressive skyscrapers; the first city to integrate the use of space and transport alternatives; be an eco-city [2].

This experience deserves attention from the position of drawing up strategic plans for development and working with them. It should be noted that the right choice of priorities in the future leads to the "right" strategy, as the city's leadership concentrated its attention on the most important spheres, defined specific targets for each area of activity. Analysis of urban strategies shows that the sets of key priority areas for development are in many respects similar.

The latter is particularly interesting, since it is the process of determining a set of targets that causes the most problems when trying to introduce a balanced scorecard into practice. Their total number, as a rule, does not exceed ten.

A specific set of priorities is the fruit of joint efforts of experts, government officials, business and citizens to find a solution that most satisfies all interested parties.

It is important that in this matter we can refer not only to the experience of foreign countries. An example of such a compromise, when choosing priorities, can be cities like Moscow, St. Petersburg, Kazan. For example, the strategic priority areas of the "Concept for the Development of the Central Administrative District of Moscow for 2008-2012" are: a new transport strategy; the way to ecological balance; the best quality of people's lives; Center for History and Culture; public safety; Center for Economic Development and Finance; effective management and self-management of the center of the capital [3].

In any city, there are financial and resource constraints, so the search for a compromise in the selection of priorities is not only in that. To balance the interests of all stakeholders, but also to "pack" these interests in the limits of the budget. Often it is the latter process that presents the greatest difficulty.

The purpose and objectives of the article. Consider the possibility of applying a balanced approach for the formation of an integrated strategy for the development of the destination of the Schuchinsk-Burabay resort area (hereinafter SCBRA).

Statement of the main material of the study.

Improvement of the strategic management of the SCBRA involves the development of an integrated development strategy based on a balanced scorecard that will include the goals and objectives of the state, as well as the conceptual framework for strategic management of local executive bodies and enterprises. This will allow, first, to form a unified vision for the development of the tourist industry of SCBRA in all interested parties, and secondly, to intensify the formation and development of cluster structures by strengthening ties in carrying out activities within the framework of a unified strategy [4].

In general, the development of an integrated strategy for the development of the tourist industry of the SCBRA will consist of several stages:

1. Analysis of trends in the development of the tourist industry;
2. Definition of the vision of tourism development in the city of SCBRA, as well as the study of its main competitors;
3. Development of a balanced scorecard;
4. Setting strategic goals for all participants of the tourism industry, based on a system of balanced indicators;
5. Development of tasks related to the objectives.

Table 1 – Trends and opportunities for the resort industry for SCBRA

Trends	Description of trends	Capabilities
The hotel element of resorts is mainly associated with international tourepering	Work with international operators is a common trend of modern resorts, since this combination is mutually beneficial for both the building companies and operators особо охраняемые природные территории	Identification of the most appropriate brand and options for property management, as well as negotiating a model for joint business. Potential affiliated operators must separate specially protected natural areas into the values of nature protection and sustainable development.
Large resorts include meeting rooms or conference rooms	Currently, as the share of business tourism and the globalization of companies grows, specialized business premises are mandatory. Typically, this type of infrastructure is operated by specialized and recognized operators who possess the necessary know-how to optimally support business events. In addition, the opportunity to host a conference makes the resort less dependent on weather conditions.	Development within the resort of facilities for conferences, built on the territory of specially protected natural areas for the organization of events of various sizes and character. Provision of additional services that may be required during meetings or conferences.
Growth of popularity of models of common shared ownership	Models of common share ownership (private residential club, resort clubs, hotel-apartments, brand residences) offer significant advantages compared to full ownership. This applies to the companies-developers, and to consumers, since higher-quality houses are provided at a lower price, the flexibility of their use increases, and the number of rooms is increasing.	Creation of schemes of common shared ownership for the implementation of real estate projects being built within the resorts. Conduct a comparison of the most effective techniques in existing resorts with a similar business model.
Scenic landscapes and beauty of nature are advertised as the main value of the proposed buyer	The development of the project in a picturesque place, with rich opportunities, provided by the terrain, and an impressive adjoining territory is able to truly distinguish it among competitors, and contribute to the high appreciation of consumers. In addition, the main capitals of resorts are accessibility of travel and major attractions.	It is necessary to use natural factors in specially protected natural areas (unique stone formations, lakes, air quality, legends, etc.) in all communications and brand promotion campaigns in order to build a strong association between the Burabay resort area and nature, uniqueness and purity.
City / resort centers with convenient and first class service are the heart of the best resorts	Resort centers are a "playground" in which residents and neighbors meet, shop, dine and communicate with each other, both in the urban style. Such small towns are usually located in the center of the resort, and are designed as a "traditional local settlement", offering a wide range of services in a unified style.	It is necessary to use the existing urban centers of the nearest cities / towns within the boundaries of specially protected natural areas, such as Burabai and Shchuchinsk, and make them more attractive for tourists. It is necessary to update them, introduce a higher-quality services system, various restaurants, fashion shops, improve their architectural style, make them more modern and attractive, etc.
To manage the resort, a "management organization"	The main management processes lead all the processes and main activities of the resort. It is responsible for branding and communication, routine maintenance of general-purpose systems, coordination of real estate sales, representation of stakeholders, creation and management of impressions packages, etc.	It is necessary to create an organization for the management of the resort within the resort zone of Burabai. Its task will be the optimal planning of construction of facilities on land, and ensuring proper management of all activities of the resort.
The resort combines the possibilities, both for sale and for rent	Existing world resorts offer real estate for sale and rent. Such resorts are called "multifunctional type" resorts, that is, they also offer investment. This combination allows you to use the best of both models of work.	It is recommended to introduce resorts of mixed type in the resort zone of Burabay. It is necessary to clearly identify the advantages of leased property in the course of information activities within the marketing strategy of the resort.

Note - Developed by the authors

Current trends in the global tourism industry dictate to a certain extent the conditions for the development of the tourist industry of the city. Such influence is primarily due to the intensification of globalization processes, which lead to a change in the preferences of customers, and the expansion of their needs. To date, we have identified 7 main trends that will be taken into account in determining the priorities for the development of the tourist destination of SCBRA:

1. The hotel element of resorts is mainly associated with international tourepering;
2. Large resorts include meeting rooms or conference rooms;

3. Growth of popularity of models of common shared ownership;
4. Scenic landscapes and beauty of nature are advertised to the buyer as the main value proposition;
5. City / resort centers with convenient and first class service are the basis of the best resorts;
6. Management companies are involved in management of resorts
7. Most resorts combine opportunities for sale and rental of real estate.

Thus, the development of the tourist destination of SCBRA should meet modern trends, and be aimed at creating a resort zone combining medical, entertainment and business tourism and ecotourism. At the same time offering tourist services of high quality, as well as having a modern material and technical base and developed infrastructure. Clients of the tourist destination of SCBRA should be both citizens of the Republic of Kazakhstan and foreigners. This, in turn, should be ensured by a high level of transport accessibility of the resort zone. In addition, an important component of long-term development is the preservation of the nature of the tourist destination.

The next stage is the analysis of the competitors of the tourist destination of SCBRA.

The Shchuchinsk-Borovo resort zone is based in the State National Nature Park "Burabay", on the territory of which there are Burabai lakes, forests, mountains. Thus, unique natural resources are the basis for the development of tourism in this territory. The tourist destination of SCBRA attracts tourists from Central, Northern Kazakhstan, as well as the southern regions of the Russian Federation.

As direct competitors of the tourist destination of SCBRA, the following can be identified (Table 2): Kokshetau State National Natural Park; Karkaraly National State Natural Park; Korgalzhyn Nature Reserve; Mr. Akkol; Zerenda; State national nature park Bayanaul; Altai Territory (Russia).

In comparison with the above tourist destinations, the SCBRA has a number of competitive advantages, such as favorable location, unique nature, well-developed brand of the resort zone, relatively developed infrastructure, availability of a large number of locations.

Based on the existing competitive advantages of the tourist destination of SCBRA, it is possible to single out long-term development priorities that form the basis for the development of a balanced scorecard:

- Increase in the total income of the industry;
- Preservation of the nature of the Schuchinsk-Burabay resort area;
- Forming and promotion of the brand of tourist destination of SCBRA.

These strategic goals make it necessary to achieve the objectives within the framework of the identified four perspectives on the basis of a balanced system of indicators.

Customer perspective. Within the framework of this direction, the following system indicators can be singled out for the tourist industry of SCBRA:

- Studying the client.
- The expansion of the customer base.
- Formation of a set of values for clients.

Within the framework of the financial perspective, the author proposes a system of indicators that match the increase in financial indicators. Its main elements are the following:

- Increase the value of the tourist product on the basis of qualitative improvement of the services provided.

- Expansion of the range of services provided in accordance with the increasing needs and preferences of consumers;

- An increase in the number of tourists.

The perspective of the business processes of SCBRA contains a significant number of tasks that require immediate resolution:

- Improvement of tourist facilities - by modernizing obsolete models of rendering services, updating the material and technical base, saturation of historical and cultural programs.

- Increasing the accessibility of SCBRA to tourists.

Formation of packages of tourist services.

Table 2 - The main competitors of the tourist destination of SCBRA

Name of tourist zone	Proximity to Astana	Major Tourist Attractions	Tourist infrastructure	Main differences
Kokshetau SNNP	309 km (3 hours)	13 widely known monuments of nature, 185 protected monuments of archeology	Weak tourist infrastructure Services: horseback riding and hiking. Accommodation in Imantau and Shalkar	Different combinations of natural and cultural attractions
Karkaraly SNNP	427 km (5 hours)	Museum of Nature System of Lakes (Swimming Pool, Shaitanankol, Big Lake, etc.) Architectural monuments (Kyzyl Kenish Palace, Aulietas, etc.)	Complex "Shakhtar" (guest houses and hotels). Hotel and ski resort. Tourist activities: hiking, horseback riding, bird watching.	Great potential as a winter destination
Korgalzhyn Nature Reserve	200 km (2,5 hours)	Museum of Korgalzhyn Nature Reserve Tengiz-Korgalzhyn Lakes System (UNESCO World Heritage) Possibilities for bird watching	Weak tourist infrastructure: Guest house and wooden cottages on Lake Sultankeldy (Karazhar) 6 guest houses in the village of Korgalzhyn	A well-known place for bird watching
Mr. Akkol	111 km (1,1 hours)	A small traditional town of Akkol. City mosque. Pine forest	Weak tourist infrastructure: Resort Sharjum, offers hotel rooms, cottages and additional services	Traditional nature and authenticity of the city
Burabay Resort Area	258 km (2,5 hours)	System of lakes (Burabai, Qatar, Shchuchye, etc.) System of rock ridges (Okzhetpes, Zhumbaktas, etc.), Nature Museum	A large number of hotels and accommodation options near the village of Burabay. Wide choice of food	A well-known system of lakes and curative air
Zerenda	316 km (4 hours)	Lake Zerenda, Monument to the soldiers of the Great Patriotic War, Ancient settlements Andronov period, Delimited stone wall, Great hill, Smolny hill	8 hotels without category and 24 other locations (2012)	Historical monuments
SNNP Bayanaul (68 453 ra)	250 hours	Rocks and stones, "The Sacred Cave", "Man's Dignity" Rock, Mountains, Lakes, Beach and Zhasybai Lakes.	35 rest homes, of them on the shore of Lake Zhasybay - 28, Lake Sabyndykol - 5, Lake Toraigyr - 2 and 2 children's camps. 11 tourist routes / trails with a total length of 255 km (tours on horses - 10 km, on foot - 95 km, motorways - 150 km), 4 sightseeing tours, 5 panoramic points.	Natural park with developed tourist infrastructure
Altai region (Russia)		Tigirek State Nature Reserve where there are 7 local nature monuments; state nature reserves of regional importance - 36, nature monuments of regional significance - 140.	Federal resort Belokurikha (13 sanatoriums for 4,000 people) http://www.belokurikha.ru/ ; 3 sanatoriums of regional importance (Ob, Barnaul) Sosnovi Bor, 21 sanatoriums for various departments and forms of ownership, 5 sanatoria for health care.	Federal resort Belokurikha (13 sanatoriums for 4,000 people) http://www.belokurikha.ru/ ; 3 sanatoriums of regional importance (Ob, Barnaul) Sosnovi Bor, 21 sanatoriums for various departments and forms of ownership, 5 sanatoria for health care.

Note - Developed by the authors

Therefore, to attract foreign tourists, it is necessary to develop a differentiated package of tourist services, including transportation, transfers, accommodation, meals, excursions, recreation, entertainment, etc.

- Improvement of infrastructure. SCBRA is a resort area with the most developed infrastructure.
- Development of network structures in the tourist industry.

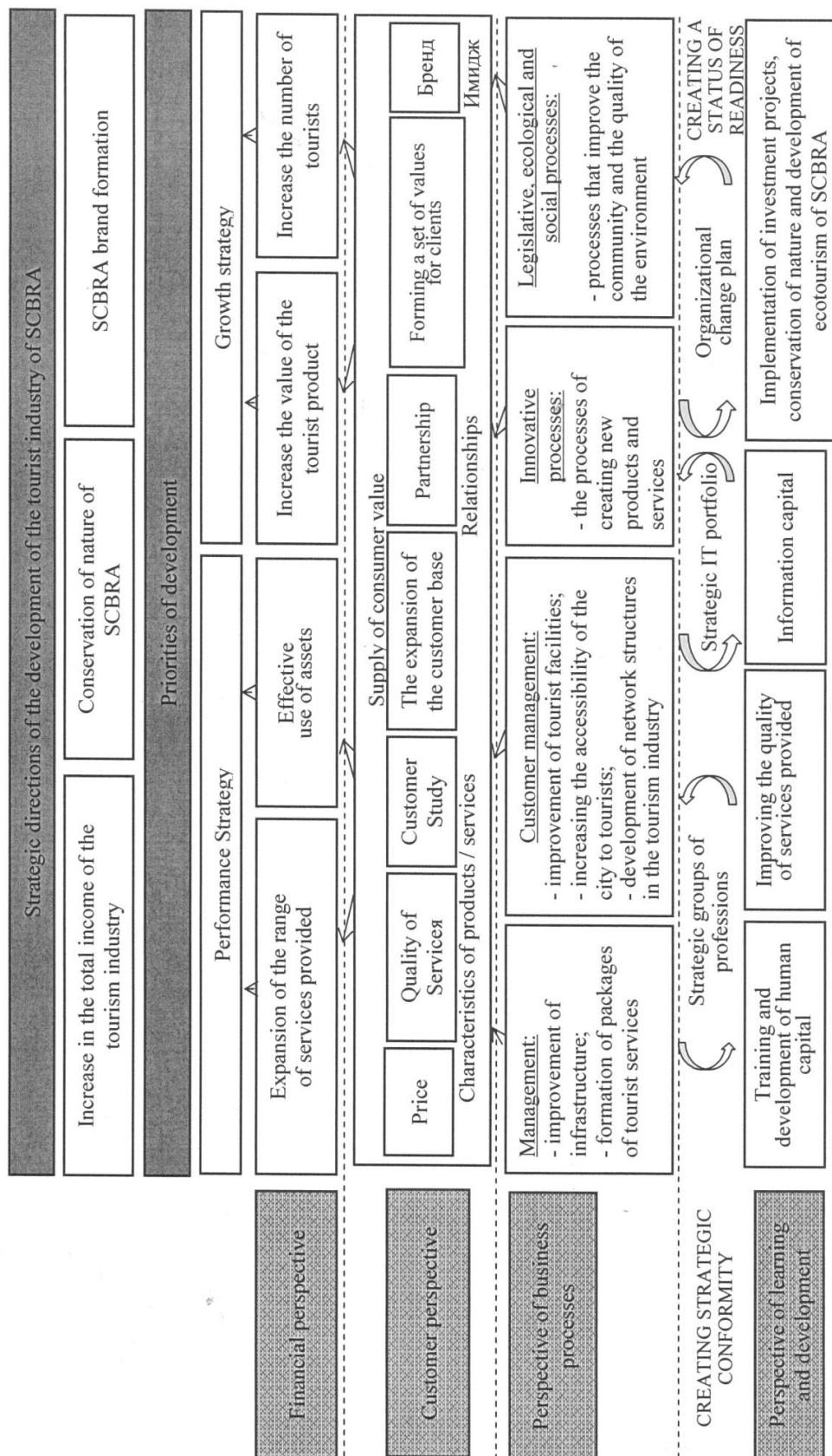


Figure 1 - Balanced Scorecard of Tourist Destination of SCBRA

Note - Developed by the authors

Perspective of education and development:

– Implementation of investment projects is one of the main development mechanisms.
– Training of service personnel is the main condition for improving the quality of service, which, in turn, leads to an increase in the attractiveness of the resort area. In this connection, in of SCBRA it is necessary to introduce a culture of continuous training and development of maintenance personnel.

– Improving the quality of services provided.

– Protection of nature and the development of ecotourism of SCBRA.

Balanced scorecard, developed for the tourist destination of SCBRA, is a kind of map for the development of the resort zone. It should form the basis of an integrated strategy for the development of a tourist destination, which includes coordinated goals and objectives for all subjects of the tourism industry and determines the mechanisms for their interaction.

Summarizing the priorities for the development of the tourist destination of SCBRA, it is possible to formulate a common strategic objective for all subjects: "Sustainable development of the city of SCBRA as a destination that is competitive internationally". With the purpose of concretizing this goal for the subjects of the tourist industry, we have identified individual goals for each of them:

– for the republican state structures - sustainable development of the tourist industry in SCBRA;

– for local executive bodies - assistance to all subjects of the tourism industry in the Schuchinsk-Burabay resort area;

– for tourism industry enterprises - long-term development based on increasing competitiveness.

Conclusions and prospects for further development. In particular, we showed a large-scale direction: a competitive tourist destination - the Schuchinsk-Burabay resort area on the international tourism market. Any state that enters the international market of tourist services, enters into a competitive relationship with other states. On how the tourism policy in the state is conducted, how effective it is and how it is implemented, the state's position on the international tourism market depends. In this direction, it is necessary to clearly define the niche and segment in the international tourist market and develop a strategic action plan, a strategic map in this direction and introduce a system of balanced indicators into practice.

REFERENCES

[1] Zaykov D.V. Postroyeniye sbalansirovannoy sistemy pokazateley na osnove innovatsionnogo podkhoda. Vestnik VGU. Seriya: Ekonomika i upravleniye. Voronezh, 2010. №2.

[2] Марсталл Д., Боргсдорф Д., Блайденберг Э. Опыт города Шарлотт: «Дорожная карта» преобразования и повышения эффективности системы городского управления. Пер. с англ. О. Савельева. М.: ЗАО «Олимп – Бизнес», 2010. 304 с.

[3] McGillicuddy J. Case Study: Using the Balanced Scorecard to Move from «Management by Experts» to Managing for Results through Data-driven Decisions. Balanced Scorecard Institute. <https://balancedscorecard.org>

[4] Niven Paul R. The City of Charlotte: A Balanced Scorecard Success Story. <https://doi.org/10.1002/9781119197287.ch12>

[5] «О Концепсии развития Тsentрал'nogo administrativnogo okruga goroda Moskvy na 2018-2012 gg.». Postanovleniye Pravitel'stvo Moskvy. 23 oktyabrya 2007 g. N 937-PP. Rezhim dostupa: <https://www.mos.ru/authority/documents/doc/16981220/>

[6] Aimagambetov E., Bugubaeva R., Bespayeva R., Tashbaev N. Model of sustainable development of tourism industry in Kazakhstan (regional perspective). Public policy and administration. USA, 2017. Volume 16, N 2. p. 179–197.

Р.С. Беспяева¹, Р.О. Бугубаева¹, Мануэль Ф. Грела²

¹Карагандинский экономический университет Казпотребсоюза, Казахстан;

²Университет Сантьяго де Компостела, Испания

ФОРМИРОВАНИЕ КОМПЛЕКСНОЙ СТРАТЕГИИ РАЗВИТИЯ ЩУЧИНСКО-БОРОВСКОЙ КУРОРТНОЙ ЗОНЫ НА ОСНОВЕ СБАЛАНСИРОВАННОЙ СИСТЕМЫ ПОКАЗАТЕЛЕЙ

Аннотация. Для Щучинско-Боровской курортной зоны совершенствование стратегического управления туризмом позволит более эффективно распределять управленческие воздействия со стороны государственных органов власти по оптимальному развитию туризма. Также использовать экономические возможности с целью увеличения рентабельности туристской отрасли, что в целом будет способствовать повышению эффективности региональной экономики. В данной статье разработана комплексная стратегия

развития туристской отрасли Щучинско-Боровской курортной зоны на основе сбалансированной системы показателей. В методологическую основу исследования положены следующие основные методы: абстрактно-логический, комплексно-факторный, сравнительных и экспертных оценок. При анализе состояния развития индустрии туризма Щучинско-Боровской курортной зоны были проведены маркетинговые полевые исследования.

Ключевые слова: туризм, стратегическое управление в туризме, сбалансированная система показателей

Р.С. Беспяева¹, Р.О. Бугубаева¹, Мануэль Ф. Грела²

¹Қазтұтынуодағы Қарағанды экономикалық университеті;

²Сантьяго де Компостела университеті, Испания

КІРСЕТКІШТЕРДІҢ ТЕНДЕСТІРІЛГЕН ЖҮЙЕСІ НЕГІЗІНДЕ ЩУЧИНСК-БУРАБАЙ КУРОРТТЫҚ АЙМАҒЫН ДАМЫТУДЫҢ КЕШЕНДІ СТРАТЕГИЯСЫН ҚАЛЫПТАСТЫРУ

Аннотация. Щучинск-Бурабай курорттық аймағы үшін туризмді стратегиялық басқаруды жетілдіру мемлекеттік билік органдары тарапынан туризмді оңтайлы дамыту бойынша басқарушылық әсерді неғұрлым тиімді блуге мүмкіндік береді. Сондай-ақ туристік саланың рентабельділігін арттыру мақсатында экономикалық мүмкіндіктерді пайдалану қажет, бұл тұтастай алғанда гңірлік экономиканың тиімділігін арттыруға ықпал етеді. Бұл мақалада кірсеткіштердің теңдестірілген жүйесі негізінде Щучинск-Бурабай курорттық аймағының туристік саласын дамытудың кешенді стратегиясы әзірленді. Зерттеудің әдіснамалық негізіне мынадай негізгі әдістер алынған: абстракттілі-логикалық, кешенді-факторлы, салыстырмалы және сараптамалық бағалау. Щучинск-Бурабай курорттық аймағының туризм индустриясының даму жағдайын талдау кезінде маркетингтік далалық зерттеулер жүргізілді.

Түйін сөздер: туризм, туризмдегі стратегиялық менеджмент, теңгерімді индикаторлар жүйесі.

Information about authors:

Bespayeva Rosa Sansyzbaevna - PhD Chair of Management and Innovation;

Bugubayeva Roza Olzhabaevna - Candidate of Economic Sciences, Professor of the Department of Economic Theory and State Local Administration;

Manuel Fernandez Grela - PhD, Professor of the University of Santiago de Compostela (USC) (Spain), Deputy Director of the Institute of Research and Development of Galicia (IDEGA).

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.30>

Volume 6, Number 322 (2018), 13 – 20

JEL343.132

Z.K.Ayupova¹, D.U. Kussainov², Winston Nagan³¹Kazakh national agrarian university, Almaty, Kazakhstan;²Kazakh national pedagogical university named after Abai, Almaty, Kazakhstan;³University of Michigan, USA

zaure567@yandex.ru; daur958@mail.ru

**SOME FACETS OF INTEGRATION IN
THE MODERNIZATION OF THE CIVIL PROCESS**

Abstract. The rules of procedural law regulate the jurisdictional, i.e. law enforcement process, which is carried out in the form of law enforcement by specially authorized bodies (court, Prosecutor's office, police, etc.) in cases of crimes and other offenses or in disagreements, i.e. when the subjects of legal relations cannot come to an agreement on their rights and obligations and apply to the court. Procedural law can be defined as a set (system) of legal norms, governing the procedure, the form of jurisdictional law enforcement activities of the competent state bodies on officials, aimed at the implementation of the norms of various branches of substantive law. Law enforcement in procedural law is carried out with the assistance of law enforcement agencies. The activities of the state and its bodies cover many areas of state and public life. One of the central places in this implementation of the tasks, law and order in law-abiding state with the protection of human rights and freedoms, protection of the rights and interests of the state and non-governmental organizations, labor collectives, combating crimes and other offenses. The development of law-abiding states is one of the main aims of our society.

Keywords: civil law, civil procedure, procedural norms, jurisdictional process, law enforcement process, integration, authorized body, sides agreement, mediation, mediator.

In order to provide appropriate advice, an expert advisory mediator should have substantial expertise in the subject matter of the dispute, knowledge of legal processes and outcomes and appropriate qualifications and experience. Mediators who have a background practicing law are particularly suited to the role of expert advisory mediator, where the evaluation is sought in relation to the law.

Expert advisory mediation may be appropriate when the parties want to negotiate in terms of rights, entitlements, credibility, merits or position. It may also be applied when it is clear that the parties only need an expeditious answer to a technically complex issue, and there are no issues of continuing relationships or psychological needs. All of these circumstances may be present in the court-connected context, where the dispute has been brought into an institution that applies legal principles, the disputants often place a high priority on their legal rights and entitlements, litigants may have no pre-existing relationship and want an efficient resolution of their dispute according to legal or commercial standards.

However, existing research has demonstrated that litigants often seek the satisfaction of non-legal interests through court-connected processes. Therefore, the context of litigation is an insufficient indicator of disputants' preferences for the narrow scope of expert advisory mediation.

In wise counsel mediation, the problem is defined more broadly than in expert advisory mediation. The focus is on a broader range of interests, and the mediator evaluates the case on the basis of those broadly defined legal and non-legal interests.

The primary aim of this kind of mediation is access to justice in the sense of a fair forum, efficient management of conflict and the pursuit of long-term, interest-based solutions. The mediator assumes some kind of responsibility for the options generated and the final agreement.

Wise counsel mediation may be appropriate when the disputants want to explore a broader range of concerns than the narrow legal interests and want the mediator to provide some guidance about the resolution of the dispute. Court-connected mediators may practice this model of mediation.

This ancient kind of mediation is used in many traditional groups, including indigenous communities and religious groups. The primary aim of tradition-based mediation is to restore stability and harmony to the community, industry or group. These mediators are usually leaders, chiefs or elders who are trusted to guide the parties to a solution that is in accordance with community norms. Tradition-based mediation may be appropriate when parties are part of a professional, business or cultural community where group norms are more influential than legal norms.

The tradition-based model is clearly an alternative to mainstream dispute resolution options. Its applicability to the court-connected setting is therefore questionable. In mediation connected with specialist bodies, such as the Native Title Tribunal, it may be appropriate to conduct a tradition-based mediation. In this thesis it is assumed that tradition-based mediation would not be conducted in connection with a court. The standards that apply are, by definition, distinct from the legal standards that form at least a frame of reference in mediation connected with the formal civil justice system.

There is no clear theoretical framework for mediation in connection with courts. Consequently, there is scope for court-connected mediation to promote any of the theoretical purposes of mediation, including satisfaction of individual interests, equality between the parties or transformation. These purposes are likely to be tempered in the court-connected context, partly by the institutional preoccupation with efficiency. However, efficiency is unlikely to be pursued as the sole aim of a court connected program. In the court-connected context there will at least be some emphasis on the satisfaction of the parties' legal interests.

In the absence of clear and limiting guidelines, it is inappropriate to limit the consideration of court-connected mediation to any one particular practice model, ideology or purpose. Although some definitions of mediation limit its breadth in particular contexts, court-connected programs typically apply broad and inclusive definitions of mediation rather than limiting definitions that confine practice to particular models. The opportunities to embrace a range of practice models are not generally restricted by legislation, policy or program specific guidelines. Further, no clear, limiting definition of how mediation ought to be applied to courts has been established anywhere in theory. Flexibility is preserved, notwithstanding tendencies in practice toward a narrow problem definition, focus on settlement and priority of legal issues.

Accordingly, core features of mediation which are universal throughout the field serve as the touchstone for the examination of court-connected mediation.

Even though conceptualizations and models of mediation display a rich diversity, some foundational attributes of mediation can nevertheless be identified that are universal in ideologies and constructs of mediation. The extent to which these core features are realized varies infinitely between theories, practices, participants, contexts, conflicts and skill sets. Nevertheless, they remain to some degree core components of all mediation practice models and all of the purposes that may be promoted through mediation ideologies. The core features that are common within the mediation field are: responsiveness to the individual disputants, self-determination and cooperation.

Responsiveness, self-determination and cooperation have been identified as underlying values of mediation. The idea that the people involved in a conflict will have some choice about their dispute resolution process and will have an opportunity to resolve their conflict in their own way is grounded in the value of responsiveness. The responsive capacity of mediation is derived from its inherent flexibility of both process and outcomes. Mediation provides opportunities for people in conflict to determine how they will participate in the dispute resolution process and to control the way that their conflict is resolved. The self-determinative capacity of mediation is derived from the opportunities for disputants to participate directly in the process, a degree of control over the process and ultimate responsibility for the outcome. Cooperation is essential to mediation, where people involved in conflict are provided with an opportunity and encouraged to cooperate with one another. The structures, processes and potential outcomes of mediation provide the cooperative opportunity, notwithstanding that participants cannot be forced to cooperate [1, P.54].

The core features of mediation and the key opportunities linked to each of them will serve as a touchstone for the examination of court-connected mediation practice in the Supreme Court of Kazakhstan. The connection with the court, the participation of lawyers, the influence of legal norms and the expectations of participants all impact on the nature of court-connected mediation practice. Nonetheless, it is still appropriate for each of the features to be present in the court-connected mediation context to some degree.

Responsiveness is about the tailoring of the mediation process and outcomes to meet the needs and preferences of the individual disputants. The degree to which the mediation process responds to individual circumstances will vary. However, the fundamental responsive feature of mediation is that there is an opportunity to respond to the individual disputants' interests and preferences regarding process or content in some way. In mediation there is no imposition of a strictly standard or pro-forma process to every case, except where there are program-specific limitations imposed. Nor is there an obligation to resolve disputes in accordance with strict legal entitlements. These features distinguish mediation from trial processes and are shared with negotiation. In mediation and negotiation, there may be norms that develop as to the "usual" way of conducting the process; however these norms may be departed from as appropriate. There is always some capacity to respond to the individual circumstances in mediation.

Responsiveness reflects the priority of individualism over collectivism that was a stimulus to the development of the modern mediation field. Individualism is highly prioritized in the satisfaction purpose but less of a priority in the equality or justice frameworks. In the facilitative model of the mediation process, the individual needs and interests of the parties are responded to. The settlement model responds to a perceived interest in efficiency and settlement. In the transformative context, responsiveness is focused on the relational interests of the individual participants[2, P.17].

The key opportunity that responsiveness presents is for the individual preferences of the participants to drive the mediation process and to influence the mediation outcomes. Responsiveness is delivered through the flexibility and informality of the mediation process and the availability of individualized outcomes. Two statements that express the theoretical construct of responsiveness in mediation are:

- Mediation is responsive to the process needs of disputants through its flexibility.
- Mediation provides an opportunity for the interests and preferences of the individual disputants regarding content to be explored and reflected in the outcome.

The mediation process is flexible because it can be adapted to suit the circumstances and needs of the individual participants. Possible variations include: regular breaks, the possibility of adjourning the process and reconvening at a future time, having the disputants physically in separate rooms, use of co-mediation, variations in the role of supporters such as legal practitioners or advocates, as well as variations in the style of negotiation that is facilitated.

The diversity inherent in mediation practice and the scope for a range of techniques to be adopted by mediators are factors that enable the process to be tailored to meet the needs or preferences promoted in individual cases. Thus, even in a mediation program where the "usual" practice is to conduct a positional bargaining styled settlement conference, a particular person may express a desire to have a different kind of dialogue that might satisfy non-monetary interests. Mediation is able to respond to such preferences. This is what sets mediation apart from more rigid and regulated processes such as arbitration, trial or pre-trial settlement conferences presided over by a judge.

There may be some limitations to the degree of flexibility of the mediation process. For example, there may be time constraints imposed by the mediation service provider, inadequate facilities to accommodate separate rooms or guidelines that limit the roles of participants or that restrict the style of mediation. These vary between mediation programs. Although time constraints and the nature of facilities may impact on process responsiveness in court-connected mediation, there are usually no restrictions imposed about the style of mediation allowed to be practiced

Mediation potentially offers disputants great flexibility in the nature of the agreements that they make, which means that outcomes can be responsive to the particular needs and interests of the disputants. In mediation, disputants are not limited to the outcomes that would be awarded by a court. Disputants may choose to apply legal or other norms to the resolution of their dispute[3, P.58].

The legal framework may be acceptable, workable and preferable for many disputants. A defining feature of mediation is the ability to depart from those norms, depending upon the preferences of the

individuals in dispute. Although the law may be highly influential, it won't necessarily determine the outcomes that disputants negotiate. Disputants may take into account business needs, non-financial considerations, the timing of payments and place value on an apology. Furthermore, disputants may choose to make "interim" arrangements that can be tested in the short term before a final agreement is negotiated.

There are virtually no limits to the nature of agreements that can be made at mediation, although agreements that are illegal or open to challenge on the basis of public policy are not legally enforceable.

The availability of a range of outcomes is a feature of all models of mediation. However, in mediation where there is reluctance to explore a broad range of issues, the range of options that are generated tends to be limited. Models of mediation that encourage a narrow definition of the problem include settlement and expert advisory mediation. Options are also limited where the process of option generation is not separated from the process of evaluating options. This separation is part of interest-based, facilitative styles of mediation. The key to the delivery of responsiveness is that disputants have some control over the scope of problem-definition that is applied to their mediation.

A primary means of responding to the individual preferences of the disputants about the scope of mediation is to ensure that their individual interests and preferences regarding content are discussed during the mediation.

This opens the way for them to form part of the discussion in mediation and to be responded to in some way. The individual preferences of the disputants might include having legal and non-legal interests considered or restricting the scope of the mediation to legal entitlements. Unless the parties have had an opportunity to convey their preferences about such matters, the mediation process cannot respond to them. Where the individual preferences of the disputants have not been voiced during mediation, it is doubtful that any outcome will reflect those preferences. A primary indicator of whether or not there has been an opportunity to express needs and preferences is whether or not disputants participated actively in the mediation process.

The capacity for mediation to produce responsive outcomes places it in direct contrast to the "limited remedial imagination" of the legal system, which is subject to strict guidelines about the types of (generally monetary) outcomes that a court can impose. Mediated outcomes can be contrasted with trial outcomes in two main respects; namely, that the decision makers are involved in the dispute and may apply subjective criteria in decision-making and that there is a focus on the future rather than the past. Courts are bound to apply the law uniformly to all disputes and have an obligation to treat all litigants equally. Mediation provides an opportunity for the disputants themselves to make decisions, free from any obligation to adhere to judicial decision-making boundaries. Courts have a retrospective focus and are limited to redress for past behaviors. By contrast, in mediation there is an opportunity to focus on the future and to tailor solutions that meet future needs and preferences[4, P.414].

The degree of responsiveness that is likely to be achieved in court-connected mediation is affected by the degree of informality, the prioritization of legal standards and difficulties associated with the departure from traditional notions of justice within a public institution of justice. Each of these factors is influenced by both the court-context and the participation of lawyers in the process.

An aspect of flexibility in the mediation process in court-connected settings is informality. The degree of informality of court-connected mediation varies according to subjective assessments of informality and the nature of the mediation program. Mediation is less formal than the trial and pre-trial court processes but is more formal than direct negotiation between disputants or their lawyers. Where it is perceived that court-connected mediation replaces formal court proceedings, it is clearly a less formal process than the one it replaces. The purpose of a process that is less formal than traditional court processes is to make disputants feel comfortable and to create an environment that is conducive to open negotiations.

Where court-connected mediation occurs on the court premises, it may have an air of authority that discourages participants from treating it as an informal process. This air of authority increases when the mediator is an officer of the court.

The presence of the mediator and the disputants means that court-connected mediation is generally more formal in nature than unassisted lawyer negotiation. Because lawyer negotiation has traditionally resolved the overwhelming majority of civil litigated matters, court-connected mediation may in fact replace a less formal process. Mediation is a more structured process than lawyer negotiation, offers the

disputants an opportunity to participate directly and has the advantage that participant behavior can be monitored by the mediator. These features of mediation may be preferable to lawyer negotiation for some disputants.

The presence of “repeat player” professional participants also impacts on the formality of court-connected mediation. Such participants include the mediator, lawyers and representatives of institutional parties. These people are comfortable and familiar with the court setting and the way the mediation process “usually” precedes. This may be daunting for other “one shot” participants who are less familiar and comfortable with the mediation environment. Participants who are unfamiliar with the process may not appreciate that they could exercise some influence over the manner in which it is conducted [5, P.17].

Despite theoretical constructs of mediation that celebrate its freedom from legal constraints, the law plays a significant and highly influential role in court-connected mediation. Court-connected mediation generally occurs within the litigation process, when the respective legal claims have been defined and where trial is not a distant possibility. When mediation occurs within these circumstances, it is said to take place in the “shadow of the law”. The law is a relevant consideration in all dispute resolution, but is of particular influence in court-connected processes. When mediation occurs during the litigation process, a judicial decision is a realistic alternative to a negotiated settlement. Therefore, predictions about the legal outcome are a particularly important reference point for options generated in court-connected mediation.

The tendency for lawyers to adopt a narrow view of their clients’ problems is problematic, because empirical evidence has shown that clients would prefer that a broader approach was adopted. For example, Relis concluded that the lawyers interviewed in her investigation into medical malpractice claims perceived that plaintiffs sued for a monetary settlement. On the other hand, the plaintiffs stressed that they did not sue for money, but for a host of non-legal reasons. The satisfaction of emotional or psychological needs of their clients was perceived to be a secondary or incidental mediation outcome by the lawyers [6, P.675].

When lawyers misunderstand their clients’ preferences in this way, responsiveness is compromised. A possible solution is for disputants to be asked directly by the mediator about their reasons for mediating.

In court-connected mediation legal experts may outnumber the disputants, for example in a two party dispute where each party brings a lawyer to mediation and the mediator is also legally trained. If the legal participants are of the view that the law is the paramount consideration, it will be difficult for disputants to steer the content of discussions in other directions. This is particularly the case when lawyers adopt a spokesperson role and speak on behalf of their clients.

There is evidence of change within the legal profession, including a growing awareness of the benefits of addressing a broad range of clients’ interests and more client-centered approaches to legal practice. Whatever their understanding of their clients’ needs and preferences, lawyers are influential in determining the degree of responsiveness of court-connected mediation. Therefore, their perspectives are an important consideration in understanding court-connected mediation.

A third aspect of court-connected mediation that influences responsiveness is that some difficulty may arise if non-legally available outcomes are reached within the public institution of justice. Departing from the fundamental notion of substantive justice that underpins the adversary legal system may be problematic for courts. Inadequate monitoring of the mediation process may leave the court open to criticism that it is promoting settlement without adequate safeguards against unjust settlement outcomes. Conversely, court-connected mediation may be open to criticism if it restricts the options that are available to disputants or stifles their creativity. Clearly, from the mediation perspective it is problematic to apply objective legal standards rigidly to assess the appropriateness of outcomes that were developed in response to the individual needs of the disputants.

Views about the departure from legal norms in court-connected mediation are likely to vary depending upon whether court-connected mediation is seen as an alternative process or merely as a means of resolving litigation efficiently. The forces which detract from responsiveness in court-connected mediation decrease the likelihood that court-connected mediation will achieve the potential of reaching imaginative, tailor-made solutions through an individualized process. Instead they may promote the adoption of a pre-determined and formalized process and pursuit of outcomes that accord with objective notions of “fairness”. Nonetheless, even if a “cookie-cutter” approach is adopted in „usual“ cases, there is some capacity to respond to individual disputants by adapting the process where necessary or desirable.

The existence of a capacity to adapt to the individual disputants is a defining feature of mediation. This opportunity is expected in the court-connected context in the absence of restrictive directives about process characteristics.

A key indicator of responsiveness is that there is an opportunity extended to disputants to define the scope of the mediation conversation. That is, to express their interests and preferences about content and thereby shape the mediation process and outcomes accordingly. The degree to which this opportunity is extended to disputants in the Supreme Court of Kazakhstan by mediators and lawyers is examined in this thesis.

According to the National Mediation Practice Standards the purpose of a mediation process is to maximize participants' decision making. By participating in a meaningful way in the resolution of their own disputes, it is perceived that disputants can take responsibility for their own disputes and retain their dignity. The consequences of self-determination are that the disputants are empowered and given responsibility for the choices that they make in relation to their dispute. Empowerment is often considered to be an essential characteristic of mediation.

Self-determination sets mediation apart from determinative processes such as arbitration and judicial decision making. In those processes, other people decide both how the dispute should be resolved and what the outcome will be. The role of the disputant in determinative processes is to persuade the third party decision-maker to make decisions in accordance with that disputant's wishes. This persuasion is usually conducted by a lawyer. The disputants compete with one another to persuade the decision-maker. They have minimal control over either the process or the outcome.

Self-determination reflects the notion that mediation is about the disputants themselves deciding how to deal with their dispute, both in terms of process and outcomes. Two statements that reflect the theoretical construct of self-determination are:

- Mediation provides an opportunity for disputants to participate directly in the resolution of their dispute.

- In mediation, the disputants themselves decide how their dispute will be resolved.

In transformative mediation, the process and outcomes are self-determined. In facilitative mediation, the mediator may intervene to manage the process but will endeavor to facilitate outcomes determined by the parties. In settlement mediation, the process may be more pre-determined but there will still be some degree of voice and choice as to how the process is conducted and what information is shared. In the evaluative models, it is expected that legal or other expert issues will form part of the conversation, but it is not necessarily limited to them. In all practice models, there is some element of self-determination in the way the dispute is resolved. A particular model may be adopted because it suits the individuals involved, rather than being imposed upon them.

The degree of control that disputants have over the mediation process varies considerably in mediation practice. Some mediators facilitate preliminary negotiations about the way the mediation will be conducted. However, disputant control is limited because most mediators are active in deciding the way that the mediation will be conducted.

Facilitative mediators are mediation and problem-solving experts whose main role is to facilitate a particular type of dispute resolution process. They steer discussions, interpret issues and guide the process. One of their tasks is to educate the disputants about problem-solving approaches to dispute resolution. The purpose of that task is to empower the disputants to better manage conflict, without the assistance of a mediator. In other words, although the facilitative mediator may be directive about the process of resolving the immediate dispute, the disputants may learn new skills that empower them to be more self-determining in the future.

By contrast, in transformative mediation processes, the mediator will be guided by the process preferences expressed by the clients[7, P.64].

Direct disputant participation promotes the disputant-centered nature of mediation and is a fundamental precursor to self-determination. Research findings have identified consistently that disputants value an opportunity to participate directly in mediation. For example, David P. MacKinnon has confirmed procedural justice assertions that mediating parties value a dignified, thorough and even-handed process, which provides them with an opportunity to speak and an assurance that they have been heard and understood. Sourdin's recent study of the Supreme and County Courts of Europe demonstrated that 59%

of the disputants surveyed in those jurisdictions (65% of plaintiffs and 47% of defendants) would have liked to participate more in their mediation[6, P.677].

The benefit of direct disputant participation is that disputants are encouraged to talk and negotiate directly with each other to identify their own interests, consider options and assess outcomes. Disputants who participate actively in mediation have an opportunity to maximize the satisfaction of their individual needs as contrasted with those who take a passive role. Active participants contribute to the setting of the agenda for discussion and can ensure that it includes all of the issues they want raised. The interests that they have expressed can be considered in the formulation and consideration of options for resolution. On the other hand, without direct input from the disputants, the likelihood that the conversation will be about external rules or expectations rather than individual interests is heightened, because the participants.

In the conclusion we would like to remind, that some mediators seek to minimize reliance on professional assistance by insisting on direct disputant participation and an advisory as opposed to advocacy role for professionals. There are a number of problems with the expectation that all disputants will participate directly in mediation. The promotion of direct disputant participation without qualification ignores questions about whether particular individuals have the capacity to participate directly, whether it is appropriate that they do and whether they want to. Some disputants may not have the communication skills or the intellectual or emotional capacity to present their own interests properly in mediation. Sometimes the relationship between the disputants may be such that there is a power imbalance that may be exacerbated if the disputants negotiate directly with one another during the mediation process. Where disputants have engaged legal representation, they may prefer that their lawyers promote their interests on their behalf. Although self-determination may theoretically promote disputant responsibility, some disputants may prefer not to take responsibility for the resolution of their dispute. Where it is inappropriate or undesirable for disputants to participate directly, their interests may be communicated by another person such as an advocate or legal practitioner. The extent to which the disputants contribute to the mediation process then becomes dependent upon the nature of the relationship between the professionals and their clients. The style of representation adopted by legal practitioners who speak for their clients in mediation varies, depending upon their view of the self-determinative potential of mediation and the importance of their clients' subjective interests as opposed to their legal interests.

REFERENCES

- [1] Nosyreva.E.I. **Alternative dispute resolution in the United States.**– Monograph. M.: OAO «PublishingHouse «Gorodets». 2005. 257 p. (in Rus.).
- [2] Lukianovskaya.O.V., Melnichenko R.G. **Basics of legal conflictology and mediation.** M.:FGOUVPOVAGS. 2011. 313 c. (in Rus.).
- [3] DavidenkoD.L. Conciliatory procedures in the European legal tradition. M.:Infotropic, 2013. 259 p. (in Rus.).
- [4] [Na Luo, Ken Hyland](#). Intervention and Revision: Expertise and Interaction in Text Mediation // Sage Journal. 2017. Vol.34. Issue 4. P.414-440 <https://doi.org/10.1177/0741088317722944>(in English).
- [5] Аюпова З.К., Kussainov D.U. Ethnopolitical processes in the country and their reflection in the assembly of people in Kazakhstan // Известия НАН РК. 2018. № 1. С.17-21. <https://doi.org/10.32014/2018.2224-5294>(in English).
- [6] David P. MacKinnon. Integrating Mediators and Moderators in Research Design // Sage Journal. 2011. Vol.21. Issue 6. P.675-681 <https://doi.org/10.1177/1049731511414148>(in English).
- [7] Robert U.Nagel and Govinda Clayton. Mediation and Foreign Policy // Politics. 2017. Vol. 7 Issue 1. P.64-78 <https://doi.org/10.1093/acrefore/9780190228637.013.447>(in English).

З.К. Аюпова, Д.Ө. Құсайынов

АЗАМАТТЫҚ ПРОЦЕССТЕРДІ ЖЕТІЛДІРУДЕГІ ИНТЕГРАЦИЯНЫҢ КЕЙБІР ҚЫРЛАРЫ

Аннотация. Процессуалды құқық нормалары заңнамалық, яғни құқық қорғау процессіне ықпалын тигізеді, олар өз тарапынан құқықты қолдану формасы ретінде арнайы өкілетті органдар (сот, прокуратура, полиция т.б.) мекемелеріне тікелей ықпал етіп олардың іс-әрекеттерін белгілеп отырады. Егер де қылмыс жасалған жағдайларда немесе басқада заң бұзушылық болғанда, келісімге келе алмаған жағдайларда өздерінің құқықтарын қорғау үшін азаматтар сотқа жүгінеді. Процессуалды құқық деп осы жағдайларда қолданылатын құқықтық нормалармен тәртіпті жүзеге асыратын ережелерді айтамыз. Олар құқықты қолдану юрисдикциясы формаларын өкілетті мемлекеттік органдар мен қызметкерлердің құқықты жүзеге асырудағы

өкілеттіліктерін белгілеп береді. Құқықты қолдану іс-әрекеті процессуалды құқықта құқық қорғау органдары арқылы жүзеге асырылады. Мемлекеттің және оның белгілі лауазымды қызметкерлерінің іс-әрекеттері қоғамдық және мемлекеттік өмірдің көптеген қырларын қамтиды. Бұл бағыттағы мемлекет қызметінің негізінде құқықтық тәртіппен заңдылықты, адамдардың құқықтары мен еркіндіктерін қорғау, мемлекет мүддесін және мемлекеттік емес мекемелердің, еңбек ұжымдарының құқығын қорғап, қылмысқа қарсы күресуді құқық бұзуды тоқтатуды жүзеге асыру болып табылады. Құқықтық тәртіпті және заңдылықты жүзеге асыру ісімен мемлекеттің арнайы қызмет органдары шұғылданады.

Түйін сөздер: азаматтық құқық, азаматтық процесс, процессуалдық нормалар, юридикалық процесс, құқық қорғау процесі, интеграция, өкілетті орган, тараптардың келісуі, медиация, медиатор.

УДК 343.132

З.К.Аюпова¹, Д.У. Кусаинов², Уинстон Наган³

¹КазНАУ, кафедра права, г. Алматы, Республика Казахстан;

²КазНПУ им.Абая, общеуниверситетская кафедра политологии и социально-философских дисциплин, г. Алматы, Республика Казахстан;

³Университет Мичиган, США

НЕКОТОРЫЕ ГРАНИ ИНТЕГРАЦИИ В СОВЕРШЕНСТВОВАНИИ ГРАЖДАНСКОГО ПРОЦЕССА

Аннотация. Нормы процессуального права регламентируют юрисдикционный, т.е. правоохранительный процесс, который осуществляется в правоприменительной форме специально уполномоченными органами (судом, прокуратурой, полицией и др.) в случаях совершения преступлений и других правонарушений или в разногласиях, т.е. когда субъекты правоотношения не могут прийти к соглашению по поводу своих прав и обязанностей и обращаются в суд. Процессуальное право можно определить как совокупность (систему) правовых норм, регламентирующих порядок, форму юрисдикционной правоприменительной деятельности компетентных государственных органов о должностных лицах, направленной на реализацию норм различных отраслей материального права. Правоприменительная деятельность в процессуальном праве осуществляется с помощью правоохранительных органов. Деятельность государства и его органов охватывает многие сферы государственной и общественной жизни. Одно из центральных мест в ней занимает выполнение задач по обеспечению правопорядка и законности, защите прав и свобод человека, охране прав и законных интересов государственных и негосударственных организаций, трудовых коллективов, борьбе с преступлениями и иными правонарушениями. Обеспечением правопорядка и законности специально занимается значительно меньший круг органов, те, которые существуют только или главным образом для выполнения такой роли.

Ключевые слова: гражданское право, гражданский процесс, процессуальные нормы, юрисдикционный процесс, правоохранительный процесс, интеграция, уполномоченный орган, соглашение сторон, медиация, медиатор.

Information about authors:

Ayupova Z.K. - doctor of juridical sciences, professor, chair of law, Kazakh national agrarian university, Kazakhstan, Almaty;

Kussainov D.U. - doctor of philosophy sciences, professor, interuniversity chair of politology and socio-philosophy disciplines, Kazakh national pedagogical university named after Abai, Kazakhstan, Almaty;

Winston Nagan - Professor of law, University of Michigan, USA, Department of Law, United States of America.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.31>

Volume 6, Number 322 (2018), 21 – 27

JEL 368.8

A.A. Kussainova¹, Waldemar Kozlowski², I.P.Gerashchenko³¹Kokshetau state university named after Sh. Ualikhanov, Kokshetau, Kazakhstan;²University of Warmia and Mazury, Poland;³Omsk State Pedagogical University named after F.M. Dostoevsky, Omsk, Russian Federation
kusainova-76@bk.ru, wkozlowski@yandex.ru, ip_gerashchenko@gmail.com**THE REVIEW OF SOME FEATURES OF THE FINANCIAL LEGAL
MECHANISM OF OBLIGATORY SOCIAL INSURANCE
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The process of the creation of the financial legal mechanism of the obligatory social insurance in the Republic of Kazakhstan was researched. The levels of the system of the social protection of the population and functional tasks were examined. The list of fundamental laws on obligatory social and pension insurance of the Republic of Kazakhstan has been carefully and detailed reviewed. The organizational and legal structure of the activity of JSC Public Foundation of Social Insurance and JSC Uniform Accumulative Pension Fund was presented. The social payments guaranteed by the Constitution of the Republic of Kazakhstan, i.e. payments to all citizens at the identical level without any personal contribution of the citizens for the development of the society are carried out through the republican budget; mechanism of its redistribution through the local budgets was also researched. Expenses of the republican budget on “The social help and social security”, according to the budgetary classification of expenses, are defined by the functional group. Acts as the administrator, generally, fulfills one ministry: The Ministry of health and social development of the Republic of Kazakhstan (earlier), the Ministry of Labor and Social Protection of the population of the Republic of Kazakhstan (now), also depending on the social and economic policy on separate items of expenditure pursued by the state can act as the administrator other ministry.

Keywords: social protection, obligatory social insurance, pension insurance, legislative and legal basis, budgetary classification, social risk, socially oriented state, social payments, basic pension payment, lump sum payments.

The Republic of Kazakhstan is the socially oriented state of market type; respectively achievement of high level social protection of the population is necessary attribute of further development of the state as law-abiding state with civilized civil society.

Mandatory social insurance is the set of measures arranged, controlled and guaranteed by the state for partial compensation of the income due to loss of labor ability and (or) loss of job, as well as the loss of breadwinner, loss of income due to pregnancy and births, adoption of the son, adoption of the new born child (children) and nursing till one year age.

The financial legal mechanism of the social insurance in the Republic of Kazakhstan is constructed, according to the Declaration of the Rights and Freedoms of the Person of 1948 [1]; accounting the Conventions and Recommendations of the ILO [2]; in accordance with the legislative and legal basis of the Republic of Kazakhstan and the Constitution of the Republic of Kazakhstan [3] at the present stage of development it is presented by the three-level system of social protection of the population:

- The first level are the social payments, i.e. payments to all citizens, guaranteed by the Constitution of the Republic of Kazakhstan without the personal contribution of the citizen to the development of the society (basic pension payment, welfare payments, lump sums for birth / care of the child);

- The second level are the pension payments at the expense of obligatory pension contributions and social payments from JSC Public Foundation of Social Insurance, i.e. the additional social security of citizens considering their personal contribution to development of society;

- The third level are the pension payments due to the voluntary insurance [4].

Payer of the social expenditures is the employer or a self-employed person executing calculation and payment of social expenditures to State Social Insurance Fund in accordance with the procedure established by the legislation of the Republic of Kazakhstan. Social expenditures are mandatory payments to State Social Insurance Fund entitling a participant of mandatory social insurance system for which the social expenditures were paid, and in case of the breadwinner loss to the members of his family being dependent on him to receive social payments according to the legislation of the Republic of Kazakhstan. Social risk is occurrence of the event causing the loss of ability to work and (or), loss of the work, as well as the loss of breadwinner, loss of income due to pregnancy and births, adoption of the son, adoption of the new born child (children) and nursing till one year age as a result of which a participant of mandatory social insurance system for whom the social expenditures were paid, or in case of his death the members of his family being dependent on him become entitled for receiving the social payments. Receiver of the social payment is the physical person for whom the social expenditures were paid or who paid them to State Social Insurance Fund as a self-employed person prior to appearance of social risk and in relation to whom the authorized body on social payments takes decision on assignment of social payments, and in case of death of the person being a participant of mandatory social insurance system for whom the social expenditures were paid - family members of the deceased (recognized by a court as missing person or presumed dead) breadwinner being dependent on him.

State Social Insurance Fund is the legal entity which accumulates social expenditures and payments to participants of mandatory social insurance system in relation to whom the event of social risk occurred including the members of dependent families in case of loss of breadwinner - participant of mandatory social insurance system. Object of social expenditures calculation - employer's expenses paid to employee in the form of incomes for the fulfilled works and rendered services. For self-employed persons the income gained by him is the object of social expenditures calculation. Total record of participation in the mandatory social insurance system - total number of months for which the social expenditures were entered. Pension is the aggregate amount of pension payments from the authorized organization, unified pension saving fund, voluntary pension saving fund.

Pension payments from the authorized organization - state base pension payment and payments to physical persons having length of work being not less than six months as of January 1, 1998, executed proportionally to the length of work. State base pension payment is monthly monetary payment provided to citizens of the Republic of Kazakhstan upon reaching the pension age. Pension payments from unified pension saving fund and (or) voluntary pension saving fund - payments of pension savings to receivers of the pension payments. Receiver of pension payments – physical person to whom pension payments are assigned from authorized organization and (or) having the right to receive pension payments from unified pension saving fund and (or) voluntary pension saving fund. Pension savings - money of depositor (receiver of pension payments) kept on his individual pension account and including mandatory pension contributions, mandatory professional pension contributions and voluntary pension contributions, investment income, fines and other receivables in accordance with the agreements and legislation of the Republic of Kazakhstan.

There are the following normative and legal acts in the field of the social security in the Republic of Kazakhstan:

1. Law of the Republic of Kazakhstan, April 25, 2003 No. 405-II "About obligatory social insurance" [5];
2. Law of the Republic of Kazakhstan, June 21, 2013 No. 105-V "About provision of pensions" [6];
3. Law of the Republic of Kazakhstan, June 28, 2005 No. 63 "About welfare payments to the families with the children" [7];
4. Law of the Republic of Kazakhstan, November 16, 2015 No. 405-V "About obligatory social medical insurance" [8];

5. Labor Code of the Republic of Kazakhstan, November 23, 2015 No. 414-V [9].

Citizens of the Republic of Kazakhstan shall be entitled to pension provision under the conditions of legislation of the Republic of Kazakhstan. Foreign citizens and individuals with no citizenship living on the territory of the Republic of Kazakhstan shall have equal with Kazakhstan citizens' rights to pension provision if other is not provided by the laws and international agreements.

Mandatory pension contributions shall be paid by: 1) legal and physical entities involved into entrepreneur and other activities without establishment of a legal entity to the Center at the rates determined by the law on the Republican Budget for the corresponding year based on the principle of their decrease; 2) individuals to accumulative pension funds at the rate of 10% of income, which is taken into account as contributions but not less than 10% of the guaranteed minimum amount of salary established by the legislative act within the procedure defined by the Government of the Republic of Kazakhstan. Individuals and legal entities shall pay voluntary pension contributions to non-state accumulative funds in accordance with the pension contract. Mandatory pension contributions to the Center and to accumulative pension funds, which are not paid in time under the condition of factual payment and receiving of income shall be charged with penalty in the amount of 1,2 times refinancing rate established by the National Bank of the Republic of Kazakhstan for the day of payment of these amounts for each day of default (including payment day) to the Center and to the corresponding accumulative pension funds within the procedure defined by the RK Government. Tax bodies shall be responsible for full and timely control of transfer of mandatory pension contributions to the Center and accumulative pension funds in accordance with tax legislation.

Deductions of mandatory pension contributions from legal entities and individuals involved in entrepreneur and other activities without the establishment of a legal entity and deductions of mandatory pension contributions shall be made from the income payment source within the procedure defined by the Government of the Republic of Kazakhstan. Legal entities and individuals involved in entrepreneur and other activities without the establishment of a legal entity keeping mandatory pension contributions at the payment source, must transfer pension contributions to accumulative pension funds and pay income simultaneously. The contributor shall make transfer of voluntary pension contributions. Voluntary pension contributions may be transferred in favor of third persons. Mandatory pension contributions to accumulative pension funds may not be transferred in the favor of third persons. In the event of absence of the relevant contributor's order to transfer mandatory pension contribution, persons mentioned in item 2 of the current article must transfer deducted amount of mandatory pension contributions to the state accumulative pension fund.

Pension assets of accumulative pension funds shall be formed at the expense of: pension contributions and investment income formed from investment activity with the deduction of commissions to accumulative pension funds and to company on management of pension assets of non-state accumulative funds; other sources specified by legislation. Pension assets of non-state accumulative funds shall be not included to liquidation amount or to contested liquidation amount of a liquidated fund or a fund subject to bankruptcy. Recipient's pension accumulations in whose favor pension contributions to accumulative pension funds are made shall be inherited within the procedure established by legislation in case of his death. In case of the recipient's death pension accumulations made in his favor to accumulative pension funds shall be inherited within the procedure established by legislation. In case of the recipient's death, his family or the person who provided burial of the recipient shall be paid a lump sum amounted to 15 monthly calculation rates but not exceeding the amount of accumulation on the personified pension account.

The difference between allowances and benefits is in the source of payment. Allowances are paid from the budget to persons who are not participating and participating in the system of obligatory social insurance benefits are paid from the State fund of social insurance and relate strictly to those who are participating in the system of obligatory social insurance.

According to the article 8 of the Law of the Republic of Kazakhstan "On obligatory social insurance" self-employed persons including foreign citizens and stateless persons permanently residing in the

Republic of Kazakhstan and carrying out activity which benefits the Republic of Kazakhstan, excluding persons attaining years prescribed by p.1 Article 11 of the Law of the Republic of Kazakhstan “On pension benefits in the Republic of Kazakhstan” are liable to social insurance. Consequently participant of the system of social insurance is an individual whose employer pays social expenditures and who has a right to receive social payments when social risks are raised [10].

Social payment for loss of income in connection with pregnancy and childbirth, adoption of a newborn child (children) is assigned to a participant in the compulsory social insurance system entitled to receive social payments from the State Social Insurance Fund starting from January 1, 2008. The amount of social payment for loss of income in connection with pregnancy and childbirth, the adoption of a newborn child (children) is determined by multiplying the average monthly income, recorded as the object of calculating social contributions, by the corresponding number of days of incapacity for work. **The average monthly amount of income** recorded as an object of calculation of social contributions is determined by dividing the amount of income from which social contributions were made for the last 12 months (regardless of whether there were any breaks in social contributions during this period) preceding the month in which the right to social payment has come into force by 12.

The factor of the number of days of incapacity for work is determined by dividing the number of days for which a temporary disability card has been issued for thirty calendar days (each working woman has the right to paid maternity leave of 126 days in accordance with Article 99 of the Labor Code of the Republic of Kazakhstan and use it at will during pregnancy and after childbirth). Social payment for loss of income in connection with pregnancy and childbirth, adoption of a newborn child (children) is appointed for the entire period indicated in the temporary disability card issued in accordance with the procedure established by the authorized state body in the field of health.

Citizens of the Republic of Kazakhstan, oralmans, refugees, foreigners and stateless persons permanently residing in the Republic of Kazakhstan, with an average per capita income not exceeding the poverty line established in regions, cities of republican importance, the capital, in the form of unconditional and conditional financial assistance. Single and/or lonely low-income people with limited opportunities to participate in employment promotion measures in connection with: achievement of retirement age; disability of the first or second group; the presence of a disease in which the term of temporary incapacity for work can be established for more than two months [11]. Low-income families, all able-bodied family members of whom are invalids of the first or second group and/or have diseases in which the term of temporary incapacity for work can be established for more than two months, and/or care for: a child under the age of seven; a disabled child; a disabled of first or second group; the elderly; needing outside care and help.

According to the Law “On State Targeted Social Assistance”, the size of targeted social assistance for a person or a family is calculated by the authorized body in the form of a difference between the per capita income and the poverty line established in regions per family member. In the event of a change in family composition and income, the amount of targeted social assistance is recalculated. The applicant must also report on the circumstances that may serve as the basis for changing the size of targeted social assistance to the authorized body within 10 working days.

Main principles of compulsory social insurance are: 1) generality of compliance and fulfillment of the legislation of the Republic of Kazakhstan on compulsory social insurance; 2) guaranteeing of measures by the state applied for ensuring of social payments; 3) obligatoriness of participating in compulsory social insurance payment; 4) use of social expenditures for social payments in accordance with this Law; 5) obligatoriness of social payments on conditions provided by this Law; 6) differentiation of amounts of social payments; 7) publicity in activity of state bodies ensuring compulsory social insurance.

The state shall guarantee safety and intended use of social expenditures in the Fund. Safety of social expenditures shall be ensured by: 1) regulation of the activity of Fund by establishment of the relevant regulations and limits ensuring its financial strength determined by the Government of the Republic of Kazakhstan; 2) carrying out of investment activity through the National Bank of the Republic of

Kazakhstan;3) consideration of all operations on investment assets management of the Fund in the National Bank of the Republic of Kazakhstan;4) keep separate accounting of own funds and assets of the Fund;5) introduction of restrictions of expenses for ensuring of activity of the Fund;6) obligatoriness of conducting annual audit;7) regular financial accountability of the Fund in the manner established by the legislation of the Republic of Kazakhstan;8) determination of the list of financial tools for investment of assets of the Fund by the Government of the Republic of Kazakhstan.

Social modernization, first of all, is implemented by means of creation of balanced principles of social justice and individual responsibility of everyone considering interests, employers and the state. The Republic of Kazakhstan has introduced obligatory social insurance since 2005 as an additional form of social protection of the working population. According to the Law of the Republic of Kazakhstan "On Obligatory Social Insurance" responsibilities of the state, employer, citizen and State Social Insurance Fund JSC - GFSS) have been separated. Social charges are the source of formation of financial resources in the system of obligatory social insurance. These are obligatory payments paid to GFSS by employers for the hired workers or by self-employed individuals on their own. Relative to the Law, the self-employed individuals are the individual entrepreneurs, lawyers, private notaries, private bailiffs and professional mediators.

At the same time, obligatory social insurance involves the citizens of the Republic of Kazakhstan, foreigners and persons without citizenship who are constantly living in the territory of our country and gaining income.

It should be noted that employers pay social charges for all workers, except for persons of the retirement age as provided by paragraph 1 of article 11 of the Law of the Republic of Kazakhstan "On Provision of Pensions in the Republic of Kazakhstan", i.e. the man - 63 years of age, the woman - 58 years of age (since 01.01.2018 with annual addition of 6 months to 63 years). Employment agreement should necessarily be concluded for all workers, because this makes the employer responsible of timely and full-sized payment of social contributions for hired workers to GFSS.

The amount of social charges is established as 5% of the salary of the worker or of the gained income of self-employed individual in the form of the salary. It should be noted that if monthly obligatory pension contributions are held from the income of the worker, then monthly social charges are paid at the account of employers. But social charges are not paid from the whole amount of income. For example, social charges are not paid from obligatory pension contributions. The list of income types which do not require social charges is established by the Rules of calculation and transfer of social charges approved by the resolution of the government of the Republic of Kazakhstan of 21.06.2004 No. 683[12, P.89].

Social charges are paid monthly no later than the 25th of every reporting month. At the same time, the limit and upper limit of a subject to calculation of social charges from which social charges are paid is set. In case subject to calculation of social charges for calendar month makes less than one minimum wage, established by the law on the Republican budget, then social charges are paid from one minimum wage.

In the conclusion, summing up the results of the review on some features of the financial legal mechanism of obligatory and voluntary insurance it is possible to draw the following conclusions:

1. The financial legal mechanism regulating the system of obligatory social insurance - is realized, has positive results, is improved, but shortcomings still take place;

2. Obligatory social insurance has a big separation in development from voluntary social insurance in creation of a financial legal mechanism.

3. There is no motivation for development of voluntary social insurance in all participants - insurance companies, the called funds, able-bodied population, and employers.

REFERENCES

[1] Declaration of the Rights and Freedoms of the Person, accepted by the United Nations General Assembly on December 10, 1948. M., 2006. 12 p. (in Rus.).

[2] Conventions and recommendations. International Labor Organization. 1991(in Rus.).

- [3] Constitution of the Republic of Kazakhstan. Almaty. **2009**. 48 p. (in Rus.).
- [4] Kurmanov A.M. Report on the subject: “The System of Obligatory Social Insurance” // Collection of Materials of the International Scientific and Practical Conference “Social Security in the Conditions of World Crisis”. Astana. 2010. 190 p.(in Rus.).
- [5] Law of the Republic of Kazakhstan, April 25, **2003**, N 405-II “About obligatory social insurance” (with changes and additions) // https://online.zakon.kz/m/document/?doc_id=1039354(in Rus.).
- [6] Law of the Republic of Kazakhstan, June 21, **2013**, N105-V “About provision of pensions in the Republic of Kazakhstan” (with changes and additions) // https://online.zakon.kz/Document/?doc_id=31408637(in Rus.).
- [7] Law of the Republic of Kazakhstan, June 28, **2005**, N 63 “About welfare payments to the families having children” (with changes and additions) // https://online.zakon.kz/Document/?doc_id=30015071(in Rus.).
- [8] Law of the Republic of Kazakhstan, November 16, **2015**, N 405-V “About obligatory social medical insurance” (with changes and additions) // https://online.zakon.kz/Document/?doc_id=32908862(in Rus.).
- [9] Labor Law of the Republic of Kazakhstan, November 23, **2015**, N 414-V (with changes and additions) // https://online.zakon.kz/Document/?doc_id=38910832(in Rus.).
- [10] Social security contributions // Revenue Statistics: Comparative Tables. **2018** // <http://doi.org/10.1787/3ebfe901-en>(in English).
- [11] Yuki Murakami. Fiscal Sustainability of Health Systems. Bridging Health and Finance Perspectives.–Japan. –2015 // <http://doi.org/10.1787/9789264233386> (in English).
- [12] Sabirova R.K., Rakhimova S.A., Sanaliyeva L.K. Strategic priorities of development of the intellectual potential of the Republic of Kazakhstan for formation of innovative economy // News of the National Academy of Sciences.–Series of public and humanitarian sciences. 2018. Vol. 1. P.89-93 // <http://doi.org/10.32014/2018.2224-5294> (in English).

А. А. Құсайынова, Вальдемар Козловски, И.П. Геращенко

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ МІНДЕТТІ
ӘЛЕУМЕТТІК САҚТАНДЫРУДЫҢ ҚАРЖЫЛЫҚ-ҚҰҚЫҚТЫҚ
ТЕТІКТЕРІНІҢ ЕРЕКШЕЛІКТЕРІ**

Аннотация. Қазақстан Республикасындағы міндетті әлеуметтік сақтандырудың қаржылық-құқықтық тетіктерінің құрылуы қарастырылған. Халықты әлеуметтік қорғау жүйесінің деңгейі және олардың функционалдық міндеттері сипатталған. Қазақстан Республикасында міндетті әлеуметтік және зейнетақымен сақтандыру туралы негізгі заңдар тізімі берілген. «Мемлекеттік әлеуметтік сақтандыру қоры» АҚ және «Бірыңғай жинақтаушы зейнетақы қоры» АҚ қызметінің ұйымдастырушылық-құқықтық құрылымы ұсынылған. ҚР Конституциясымен кепілдендірілген әлеуметтік төлемдер, оның ішінде, азаматтардың қоғам дамуына қосқан жеке үлесін есепке алмай, бір деңгейде барлық азаматтарға төлемдер республикалық бюджет арқылы жүзеге асырылады, олардың кейбірі жергілікті бюджеттер арқылы қайта бөлінеді. «Әлеуметтік көмек және әлеуметтік қамсыздандыру» республикалық бюджетінің шығындары шығыстардың бюджеттік сыныптамасына сәйкес функционалдық топпен анықталады. Әкімшілік негізінен бір министрлікке жүктеледі: Қазақстан Республикасы Денсаулық сақтау және әлеуметтік даму министрлігі (бұрынғы), Қазақстан Республикасы Еңбек және халықты әлеуметтік қорғау министрлігі (қазіргі уақытта), сондай-ақ, мемлекеттің әлеуметтік-экономикалық саясатына қарай белгілі бір шығындар баптары бойынша әкімші басқа министрлік болуы мүмкін.

Түйін сөздер: әлеуметтік қорғау, міндетті әлеуметтік сақтандыру, зейнетақыны сақтандыру, заңнамалық-құқықтық база, бюджеттік сыныптау, әлеуметтік тәуекел, әлеуметтік бағдарланған мемлекет, әлеуметтік төлемдер, базалық зейнетақы төлемі, біржолғы төлемдер.

УДК368.8

А.А.Кусайнова¹, Вальдемар Козловски², И.П. Геращенко³¹Кокшетауский государственный университет имени Ш.Уалиханова, Кокшетау, Казахстан;²Университет Вармия и Мазуру, Польша;³Омский государственный педагогический университет им. Ф.М. Достоевского, Омск, Россия**ОБЗОР НЕКОТОРЫХ ОСОБЕННОСТЕЙ ФИНАНСОВО-ПРАВОВОГО МЕХАНИЗМА ОБЯЗАТЕЛЬНОГО СОЦИАЛЬНОГО СТРАХОВАНИЯ В РЕСПУБЛИКЕ КАЗАХСТАН**

Аннотация. Рассмотрено построение финансово-правового механизма обязательного социального страхования в Республике Казахстан. Описаны уровни системы социальной защиты населения и присущие им функциональные задачи. Приведен перечень основополагающих законов по обязательному социальному и пенсионному страхованию в Республике Казахстан. Представлена организационно-правовая структура деятельности АО «Государственный фонд социального страхования» и АО «Единый накопительный пенсионный фонд». Гарантированные Конституцией РК социальные выплаты, т.е. выплаты всем гражданам на одинаковом уровне без учета персонального вклада гражданина в развитие общества, осуществляются через республиканский бюджет, часть которых перераспределяется через местные бюджеты. Расходы республиканского бюджета на «Социальную помощь и социальное обеспечение», согласно бюджетной классификации затрат, определяются функциональной группой. Администратором выступает, в основном, одно министерство: Министерство здравоохранения и социального развития РК (ранее), Министерство труда и социальной защиты населения РК (сейчас), также в зависимости от проводимой государством социально-экономической политики по отдельным статьям расходов администратором может выступать иное министерство.

Ключевые слова: социальная защита, обязательное социальное страхование, пенсионное страхование, законодательно-правовая база, бюджетная классификация, социальный риск, социально-ориентированное государство, социальные выплаты, базовая пенсионная выплата, единовременные выплаты.

Information about authors:

Kussainova A.A. - Senior teacher, chair of finance and management, Kokshetau state university named after Sh.Ualikhanov, Kazakhstan, Kokshetau;

Waldemar Kozlowski - assistant professor in economy, University of Warmia and Mazury, Olsztyn, Department of Business Economics, Poland

Gerashchenko I.P. - doctor of economy, professor, chair of marketing and advertising, Omsk State Pedagogical University named after F.M. Dostoevsky, Department of international business, Russian Federation, Omsk

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.32>

Volume 6, Number 322 (2018), 28 – 32

DOI 811. 35.

B.D. Dyussenov

Oriental Institute named after R.B. Suleimenov of the Committee of Science
of Ministry of Education and Science of RK, Almaty, Kazakhstan
E-mail: bagdat75@inbox.ru

LINGUISTIC FEATURES OF EPIGRAPHIC MONUMENTS

Abstract. In this article, the author explores the linguistic specificities of the epitaphs of the necropolis Maulimberdi discovered in the region as a result of scientific expeditions in this region while studying epigraphic monuments of Arab descent in the West Kazakhstan region. Phonetic features and graphic expressions are analyzed here. We can say that there is no uniformity of orthography in epitaphs. Each stone cutter freely used Arabic symbols depending on his knowledge. Arabic words embedded in the Kazakh language were adapted to the phonetic system of our language, its original image was transformed and get used to our language. Also lexical-semantic features of the text of the gravestone were analyzed, including the lexemes regarding the deceased, the words of the deceased and the heads of religious leaders. These words are used in modern Kazakh as religious themes of Arab-Persian languages.

Key words: West Kazakhstan region, epigraphic monuments in Arabic, necropolis Maulimberdi, epitaph, phonetics, graphics, orthography, lexico-semantic features.

Arabic epigraphic monuments are a rich source of historical and cultural heritage. Among them are memorial buildings (epitaphs) made out of stones (gravestones, tombs), and other types of monuments in Arabic graphics. They are very popular in all regions of Kazakhstan, especially in the western regions. If you pay attention to the period when they signed, such historical monuments are in the first quarter of XII-XIII centuries - XX century, was stoned and preserved till nowadays.

The gravestones and sandwiches placed over a grave who have passed away, and the cemetery signs are part of the culture of the Kazakh people. If you take a deeper look, you see the basins of the Kazakh steppes, necropolises - burials and graves, mausoleums and cemeteries. It would be a mistake to think that the stone signs on the head of a person belong exclusively to that person or his family. It is not only a sign of one person, it is the history and life of the Kazakh people, beliefs, convictions, social status, activity, etc. we should also take into account the fact that the information is in question. That's why the epitaphs on gravestones also serve as a source for the Kazakh history and culture.

Among our epigraphic monuments are our epitaphs written in Arabic graphics. The Soviet era destroyed the religion of the Kazakh people, mentality, their language, and the majority of the population abandoned their own religion and forgot the language of the Quran and couldn't read the signs on gravestones of their ancestors written in Arabic. In order to compensate these gaps, group of scientists from the Institute of Oriental Studies named after R.B.Suleimenov began studying Arabic-written epigraphic monuments. Within the framework of studying Arabic-made epigraphic monuments in the West Kazakhstan region, scientific expeditions have been arranged in the region for the past three years. Research works led by Aitzhan Nurmanova the leader of research project has give results and has become a research object in the West Kazakhstan region, which has long been demanded for research and "During the expedition, several complexes were studied, photographed, inventirised, sized, described, and reading of signs. As a result of these works, many historical sites are found, including khan-sultans, biy (a person who solves disputable points on the customary law of the Kazakh)-heroes, historical persons" [1, 89].

According to the local ethnographers and elderly people there are about 50-60 thousand Arabic epigraphic monuments in WKR . But it is not our main goal to go through all this. Our main goal is to find

valuable data on the history and culture of the Kazakh people by studying Arabic epigraphic monuments. As a result of researches of scientific expeditions and laboratory inspection, archival documents, etc. we have gained a lot of fresh information.

Historical figures, historical epochs of epigraphic researches in WKR, distribution of Islam among the Kazakh people, education and culture, etc. Many studies have been made on the subject, and comprehensive reports have been made. In today's article, we decided to focus on the linguistic peculiarities of epigraphic monuments in WKR. The main necropolises, which are the subject of research - Epitaphs in the necropolis Maulimberdy of Akzhayik district of West Kazakhstan region.

The phonetic features and graphic expressions of the epitaphs are quite different. Arabic cemetery gravestones contain 28 letters of the Arabic alphabet and additional sounds of the Persian alphabet: a (أ، آ), b (ب), p (پ), t (ت), zh (ج), č (چ), h (ح), d (د), r (ر), z (ز), s (س), š (ش), ğ (غ), q (ق), k (ك), l (ل), m (م), n (ن), ŋ (نك), v (و), y (ي), u (و).

Here is one of the epitaphs' texts with the use of these symbols:

1. طانا روعى
2. خلق امان طا
3. نفهسى منصور بولمى
4. مولام بردى
5. حضرت بلاسى
6. زين الله شاکرت
7. وفات ۲۹ ياشنده
8. ۱۹۱۶ يلده

1. بو طاشنى قويدى اغاسى حاجعلى خليفه

Tana tribe Kalkaman tribe Mansur division son of Maulimberdi Zeynolla protege died in 1916 at the age of 29.

Script at the left: This stone was put by Kazhigaly khalif.

It is written purely in Kazakh without taking into account single phonological peculiarities of transcription, sounds, and semantic features of the lexemes. Only in some sentence there is a common Turkic language, which is based on the use of the old scripts, ie the Chagatay language spells.

However, in the archeographics of the epitaphs, there are many discrepancies in the verbal orphanage that do not appear in many monuments. Some of them are found in the graphical transmission of vowels, and some of them are found in the orphanage of consonant sounds. Translated epithaphs written in the Arabic script to Cyrillic, transliteration is not translated in Arabic, but is transliteration even though no sounds are specific to the Kazakh language. For example: منصور بولمى if translated from pure Arabic, it will be *mnsur bulmy*, transliteration of the Cyrillic graphic into Kazakh is *Mansur bolimy* (in Kazakh *Мансұр бөлімі*). These epigraphic monuments contain 9 classical vowels of the Kazakh language: a, ə, e, o, ɵ, ʏ, ʉ, ы, і. It also applies to both y and й vowels that are recognized as two semi-consonants.

The empathic sounds that are typical for the Arabic language have been used freely in Kazakh words: طاشنى - stone; منصور - Mansur; حضرت - khazret in Kazakh);

Q (қ in Kazakh) voiceless consonant in Kazakh language changed with the Arabic sound and writes as *Qaf*. Therefore, there is no uniformity in the epithelium orphan. It is possible to say that each stone cutter used Arabic symbols freely in his knowledge. Arabic words embedded in the Kazakh language were adapted to the phonetic system of our language, its original image was transformed and get used to our language. "Every language has its own laws. That is why, the sound of a particular language may be different in another language" [2, 220].

The lexical-semantic peculiarities of the epitaphs are of particular importance. Many Islamic phrases, terms and religious lexis are often found in necropolis Maulimberdi.

If you're taking the words related to man and rank and occupation necropolis Maulimberdi , particularly . Because of the inscriptions on these gravestones, there are many words related to deceased

man. In terms of modern Kazakh language, it is possible to call them Arabic-Persian words of religious origin. Including following words for deceased:

مرقد markad – in arabic *sepulcher; gravestone, tomb* gives a lots of meaning. It is often used word *grave (қабір in Kazakh) the place where a dead person is buried.*

المرحوم al-markhum – in arabic *dead and desolate*; For deceased person is often used word *markum* in the Kazakh language.

المغفور al-magphur – in arabic *forgiven; pardoned*. In Kazakh it means *forgiveness of sins, becalm*.

تربة turaba – in arabic *grave*; it means *tomb, one's last home*.

المتوفى al-mutauffa – in arabic *dead and desolate*; In the Kazakh language, the deceased is used for *dead (olik in Kazakh) man*. Similarly, this word appears in ancient Kazakh monuments. For example, in the "Chronicles collection" of Kadyrgali Bi Kosymuly. "She even gives the Arabic mutuaaffa word instead of the word "dead", which is widely used in her mother tongue as well as in the common Turkic languages, says Rabiga Syzdykova [3, 106].

At the same time, there were scholars who were buried in the grave by the hands of scientists, who proved that at that time there were many experts in Islam. For example, in Arabic, about the son of Maulimberdi Kaigali provided the following information:

1. هذا مرقد المرحوم المغفور
2. داملا حاجلي بن الشيخ
3. مولام بردى الفاضل الكامل العالم
4. النحرير ولد سنة ست و ثمانين ومائتين والـف
5. من الهجرى و اخذ العلم عن امام محمد على
6. القارغالى وكان اماما كاملا معدوم النظر فى
7. زمانه فرد اوانه وتوفى سنة ست وثلثين وثلث
8. مائة والـف وسنة تسع عشر وتسع مائة والـف
9. من المسيحية وفى جنبه الشمالى اخوه عبدالرحيم مات
10. ايضا فى هذه السنة وهو ابن اربعة واربعين

This grave is for deceased, Kazhigaly Ibn shaikh Maulimberdi, (he) was a phazyl, an auspicious, a scholar, a nakhrir. He was born in 1286 in Hidzhra. Imam Muhammad al-'Ali Kargaly was a scholar of science and was a great Imam. He was the only one who did not have the equivalent of his time in his time. Hidzhra died in 1336, according to the masihiya in 1919. On the northern side, were buried his brother 'Abd ar-Rahim who died at the age of 44.

Explanation:

Kazhigaly Maulimberdiuli (1869-1919) - had a Muslim high education, actively involved in the political events of the twentieth century, headed the national liberation movement in 1916, participated in the delegation of the All-Russian Congress of Muslims in Moscow.

Here are the highest rank in religion:

داملا damolla – in arabic ruler, lord is a religious post of propagandists of Islam, teachers of mosques and madrassahs (religious schools). Damolla is elected by a religious community depending on his / her merits in the propagation of Islam and the degree of religious education. In the Kazakh districts, there were many damolas who held a madrassa and served religious and spiritual education to the people until the Soviet government was fully established. Kazhigly, who was promoted to the rank of damolla in the necropolis Maulimberdi was a prominent figure that time.

الشيخ ash-Sheikh, Sheikh in Arabic old man, ruler, mentor, researcher; an elder, an older among the Kazakhs, and so on. as the great figure of the country that gave meaning, especially to the figure of Islam. Position of the head of the tribe of Arabia. The title of sheikh is the title of respect for religious figures, educators of religious disciplines and heads of trade and craft associations, teachers.

الفاضل Al-Phasl, Phasl - in arabic *worthy, ideal*; among Kazakh people it means *a person who knows religion very well, knowledgeable, wise, genius*. Often called Pazyl (Пазыл in Kazakh).

الكامل Al-Kamil, Kamil - in arabic *superfluous person*; is used in the sense that *a mature, fullfledged person* in religious philosophy among Kazakh people.

العالم al-'alim - in arabic *reseacher, alim (moolvee)*; In Kazakh language used words *a scholar, a religious figure*.

النخري An-Nakhrir - in arabic *in plural form: a knowledgeable, distinguished (title of scientist)*; It is not a word entered in the Kazakh language, but it is found in religious writings.

امام Imam in arabic *imam, chief, leader, ruler*; widely used as *a mosque ruler, ie imam of a mosque* among Kazakh people. In addition, who leads prayers in a mosque.

النظير An-nadir - in arabic *incomparable, outstanding, unwieldy*; In Kazakh language, the word "nazir" - is a charity for god`s way, used for charity purposes. It was used as an unprecedented scientist on gravestones.

طالب talib – in arabic *searching, learning*; Although word taalip in arabic may refer to purposeful, driven person, in Kazakh only refer to driven person. And word taalip most commonly used for Talib people.

ملا mulla – in arabic *mulla*; in Kazakh language is widely known as mullah: a person who is familiar with Quran, religious worship.

حضرत khasrat – in arabic *mister*; religious position in the Kazakh language. Highly qualified religious people are given it. One of the four caliphs of the Prophet Mohammed Ali was known to the Kazakh as "Hazrat Ali." The post was also given to a representative of the regional religious administration

الحاج الحرمين Al-Hadhul-Haramayn is a person who makes pilgrimage to two sacred sites (Mecca and Medina). The Maulimberdi tomb is often referred to as the Hajar al-Haramayn, which is one of the highest authority. This term also occurs in the epitaphs of other regions of Kazakhstan [4, 131].

خليفة Khalifa is the founder of the Messenger of Allah, the leader of the Muslim community, and the title given to the founder of the Sufis brotherhood or the direct assistant of the leader. The mausoleum of Maulimberdi is written as Khalifa Kazhigaly.

The language of monuments in the necropolis Maulimberdi can be seen in the richness of religious, everyday, cognitive, teaching-related lexicon. Because Maulimberdi was a person who was the greatest religious figure of that day. Religious scholars, who have mastered the dignity of Islam, are buried in this burial ground. The Senkibay buried in the Karakoin burial ground in the West Kazakhstan region, and the Khan burial place in the village of Shagatay, and in each of the burial grounds, have their own language peculiarities. Texts in the epitaphs of each burial site have different language applications. At the Bokey, religious leaders, khan-sultans, biy teams, traders are buried, and their bundles are diverse, with a wide range of lexical resources.

As a result of scientific expeditions in West Kazakhstan region, many materials were collected. Studying the epitaphs here and still studying language peculiarities is a great deal of research - the future of the future.

REFERENCES

- [1] Nurmanova A. Qulpytastar – tarichi derekkozi retinde: Batys Qazaqstan oblysy materialdary boiynsha. Kitapta: Islamdyq ruhanilyq pen ratsionaldyq zhane etno-madeni lasturler – dini extremismge qarsy is-qimyl faktory retinde: L.N. Gumilev atyndagy Eurazia ul'tyq universitetining 20 zhyldyq vereitoiy aiasynda halyqar. gyl. konf. mat., 02 mausym, 2016 zh., Astana / qurast. A.Q. Muminov, Masud Sheih Zeineddin, Iu.V. Shapoval, A.S. Qabylova, M.S. Bekmaganbetova «L.N. Gumilev atyndagy EUW-degi dintanulyq zertteuler». Astana: «Master PO» ZhShS, 2016. 443 b. qazaqsha, oryssa – (ser.).
- [2] Ahanov H. Til bilimine kirispe. Almaty: Mektep. 1978. 492 b.
- [3] Syzdyqova R., Qoigeldiev M. Qadyrgali bi Qosymuly zhane onyng Zhylnamalar zhinagy. Almaty: Qazaq universiteti, 1991. 272b.
- [4] Saduaqas Gylmani. Zamanymyzda bolgan gulamalardyng gumyr tarihtary. I tom. / Zhauapty shygarushylar: A.Q. Muminov, A.Dzh. Frank. Almaty: Daik-Press, 2013. 576 b. + 8 zhapsyrma.

Б.Д. Дюсенов

Институт востоковедения им. Р.Б. Сулейменова Комитета Науки МОН РК, Алматы, Казахстан

ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ ЭПИГРАФИЧЕСКИХ ПАМЯТНИКОВ

Аннотация. В данной статье, автор рассматривает языковые особенности эпитафий некрополи Маулиберди, зафиксированных в результате научной экспедиции, в рамках проекта по исследованию

арабографичных эпиграфических памятников Западно-Казахстанской области. Проведен анализ фонетических особенностей и графической подачи эпитафий. В орфограммах эпитафий, практически отсутствует единообразие. Можно предположить, что каждый мастер-каменотес в силу своих знаний, свободно использовал арабские буквы. Арабские слова, введенные в оборот казахского языка, адаптировались к фонетической системе нашего языка и их первоначальный вид подвергся трансформации. Наряду с этим, проанализированы лексико-семантические особенности текста надгробия, в частности, слова, сопутствующие человеку, покинувшего этот мир, то есть, покойному, а также лексемы, относящиеся к высоким титулам религиозных деятелей. В современный казахский язык указанные слова введены с арабского и персидского языков, и используются в религиозной тематике.

Ключевые слова: Западно-Казахстанская область, арабографические эпиграфические памятники, некрополь Маулимберди, эпитафия, фонетика, графика, орфограмма, лексико-семантические особенности

Б.Д. Дюсенов

ЭПИГРАФИКАЛЫҚ ЕСКЕРТКІШТЕРДІҢ ЛИНГВИСТИКАЛЫҚ ЕРЕКШЕЛІКТЕРІ

Аннотация. Бұл мақалада автор Батыс Қазақстан облысындағы арабжазулы эпиграфикалық ескерткіштерді зерттеу барысында осы өңірге жүргізілген ғылыми экспедициялар нәтижесінде табылған Мәулімберді қорымының эпитафияларындағы тілдік ерекшеліктерді қарастырады. Мұнда эпитафиялардың фонетикалық ерекшеліктері мен графикалық берілуі талданған. Эпитафиялардың орфограммасында біркелкілік жоқ десе де болады. Әрбір тас қашаушы өзінің білім-білігіне қарай араб таңбаларын еркін қолданған деп айтуға болады. Қазақ тіліне енген араб сөздері тіліміздің фонетикалық жүйесіне бейімделіп, алғашқы бейнесі өзгерістерге ұшырап, тілімізге сіңісіп кеткен. Сонымен қатар құлпытас мәтінінің лексико-семантикалық ерекшеліктері, соның ішінде өмірден өткен адамға, яғни марқұмға айтылатын сөздер мен дін қайраткерлерінің жоғары титулдарына қатысты лексемалар да талданған. Бұл сөздер қазіргі қазақ тілінде араб-парсы тілдерінен енген діни тақырыптағы сөздер ретінде қолданылады.

Түйін сөздер: Батыс Қазақстан облысы, арабжазулы эпиграфикалық ескерткіштер, Мәулімберді қорымы, эпитафия, фонетика, графика, орфограмма, лексико-семантикалық ерекшеліктер.

ҚР ҒҒМ Ғылым комитетінің Р.Б. Сүлейменов атындағы Шығыстану институты, Алматы, Қазақстан

Information about author:

Bagdat Daniyaruli Dyuisenov - a research scientist of the MES RK CS R. B. Suleimenov Institute of Oriental Studies. He is engaged in research of Arabic epigraphic monuments.

E-mail: bagdat75@inbox.ru ; Tel. +77027878127; +77077878127

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.33>

Volume 6, Number 322 (2018), 33 – 41

Sh.G. Jumadilova¹, B.Zh. Atabay²¹International Information Technology University, Almaty, Kazakhstan;²Almaty University of Power Engineering and Communication, Almaty, Kazakhstansh.jumadilova@iitu.kz, begeibek@gmail.com**DYNAMICS OF THE POPULATION SAVINGS IN KAZAKHSTAN**

Abstract. The paper investigates dynamics of population savings and factors affecting it. Dynamics of population savings were measured by individuals' savings. As potential factors average salary, exchange rate and interest rate for both tenge deposits and deposits in foreign currency were taken. With significant factors identified, respective regression model was developed. It was justified the relationship between total individuals' deposits and average trimmed salary, total individuals' deposits and currency rate. Structural analysis and analysis of dynamics were used to compare the changes in components of total deposits. The results show a positive trend in individuals' deposits in tenge rather than in USD. For research purpose statistical data for 2010-2017 years was used. Moreover, effect of entering Kazakhstan Deposit Insurance Fund on the size of deposits was studied. Among research results unexpected one was that interest rate for deposits and deposits size are not interrelated. Deposits are considered as one of the sources for investments into economy. Therefore, some predictions on deposit size for coming years are done. Conclusion summarizes main research results.

Keywords: population savings, individuals' savings, deposits, deposit insurance, Kazakhstan Deposit Insurance Fund.

Introduction. The issue of increasing population's savings is one of the significant research problems. There are several studies made by different scientists. Some recent ones among them are [1, 2]. This paper differs from them by investigating factors affecting population's savings via regression analysis.

There are many researches on effects of deposit insurance, mainly investigating whether it promote banking industry stability or moral hazard [3,4]

Jameaba [5] analyzed the effects of the establishment of the Indonesia Deposit Insurance Corporation (IDIC) and found a shift in the composition of bank deposits from time deposits and demand deposits to savings deposits. Since Kazakhstan entered KDIF as well, paper raises a question about effects of it on deposits.

Concerning the case of Kazakhstan, in recent years, especially since global financial crisis, when almost every country's economy collapsed, the fact that deposit insurance plays a crucial role in maintaining financial stability and promoting safe banking system has been recognized.

Since the early 90's more than 113 countries have adopted an explicit deposit insurance system [6]. The Republic of Kazakhstan was not an exception and KDIF (Kazakhstan Deposit Insurance Fund) was established in 15 November, 1999 back then called "Incorporation of ZAO "Kazakhstan Individuals Deposit Guarantee (Insurance) Fund".

Types of bank deposit accounts are current deposit accounts, savings account, and time deposit accounts. Deposit Insurance is protection provided usually by a government agency to depositors against risk of loss arising from failure of a bank or other depository institution. Deposit insurance is mandatory in Kazakhstan, and pays claims from a pool of funds to which every depository institution regularly contributes. However, it covers only a fixed maximum amount per account holder.

Kazakhstan Deposit Insurance Fund (KDIF) was established with a view to building confidence in the Kazakhstani banking system as a framework of protection of bank deposits of general public. This issue became critical for the Republic of Kazakhstan after the financial crisis of 1998 burst in Russian Federation [7]. KDIF is a non-profit organization. National (Central) Bank of the Republic of Kazakhstan is the founding institution and the sole shareholder of KDIF.

The basic objective of deposit insurance system is to maintain stability of financial system, including via maintaining public confidence in Kazakhstani banking sector via establishing the framework to reimburse bank depositors in the event of a Deposit Insurance System (DIS) member bank failure.

During 18 years of work, several changes happened in rules of KDIF, which consequently affected the dynamics of deposits in banks of Kazakhstan. The main purpose of this paper is to explain the work of deposit insurance system in the Republic of Kazakhstan, analyze the changes in the number of savings in frequent years using the models to determine the factors which affect savings decisions of individuals and non-banking legal entities and come to the suggestive conclusions.

Methodology and data. In this paper, as population's savings, deposits are taken for following reasons: no access to statistics of investments volume; existence of non-registered savings (for example, people tend to keep their savings under bed, it was common back then and still exists, especially amongst elder generation); big range of possible savings placements which does not allow to cover them all.

Research results are derived using the software MS Excel. To find the relationships between deposits' size and affecting factors such as salary, interest rate and exchange rate scatter diagrams were plotted and further multiple regression analysis was implemented with construction of respective regression model. Comparative analysis between indicators for 2010-2017 was done. Since the main theme is dynamics of individuals' deposits, as for dependent variable total volume of individuals' deposits in measurement of million tenge was taken for each segment of analysis. As independent variables were taken average trimmed salary of individuals' (in tenge), average policy of exchange rate (dollar to tenge), annual interest rate (in %) for deposits. To find the tendency of changes over time linear, exponential and polynomial lines were used as a tool for visual interpretation. Structural analysis was used to compare the changes in components of total deposits. For analysis 2010-2017 years' statistics was used. As for KDIF and deposits' relationships analysis, dummy variables as an alternative for existence/non-existence were taken.

Research Results. According to the Law of the Republic of Kazakhstan "Regarding amendments and additions to several legislative acts of Kazakhstan on strengthening protection of property rights, providing guarantees for protecting contractual obligations and toughening liability for their violation", the deposit insurance coverage limit applied to deposits in national currency increased from 5 million to 10 million tenge. The coverage limit for deposits in foreign currency was retained on the same level of 5 million tenge.

The deposit insurance coverage limit extended to any bank deposit or bank account of a single depositor in any single bank shall comprise:

For deposits and bank accounts in tenge: 10 million tenge;

For deposits and bank accounts in any foreign currency: 5 million tenge (in equivalent, at the exchange rate as of the date of enactment of the court resolution governing forced liquidation of deposit insurance system member bank).

Table 1 - Structure of total individuals deposits

Year	Individuals Deposits, end of period, mln.KZT						
	Total	including individuals demand deposits and current accounts		including individuals deposits		including individuals time deposits	
		national currency (DDCA)	foreign currency (DDCA)	national currency (ID)	foreign currency (ID)	national currency (ITD)	foreign currency (ITD)
2009	1 717 478	163 369	67 760	2 332	1512	542 825	939 681
2010	2 075 849	210 333	61 885	3 414	1029	851 293	947 896
2011	2 488 131	262 597	52 626	7 801	1114	1 157 829	1 006 163
2012	3 056 481	332 466	61 907	7 260	5 533	1 449 339	1 199 978
2013	3 663 105	378 141	64 926	16 561	6 041	1 739 245	1 458 190
2014	4 292 262	384 646	91 950	23 401	7 857	1 503 762	2 280 645
2015	5 033 513	345 903	135 129	11 841	20 135	1 027 059	3 493 446
2016	7 233 730	433 710	198 181	7 412	18 735	1 745 814	4 829 878
2017	7 895 994	536 324	196 009	6 764	16 111	2 896 707	4 244 077

Source: [8-11]

Two following pie-charts describe components of deposits by type visually. To distinguish changes over time, data from 2009 and 2017 are compared (Figures 1 and 2).

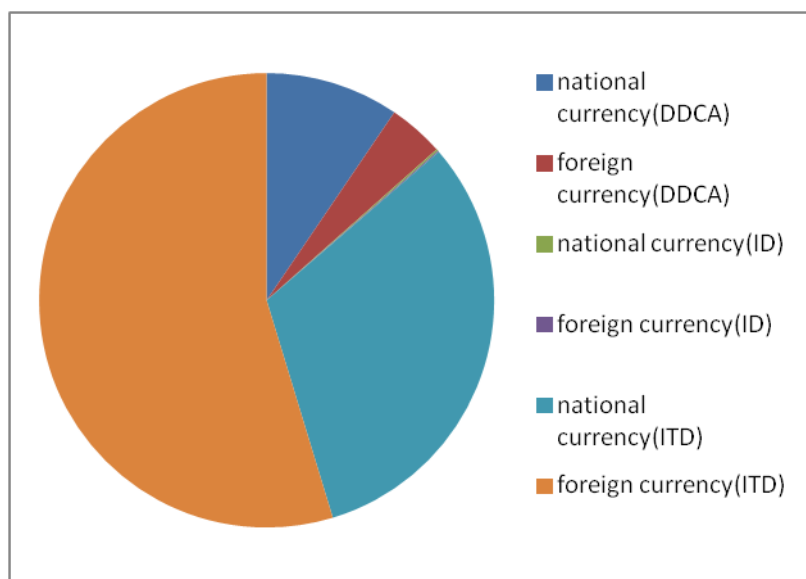


Figure 1 - Structure of deposits of individuals in 2017

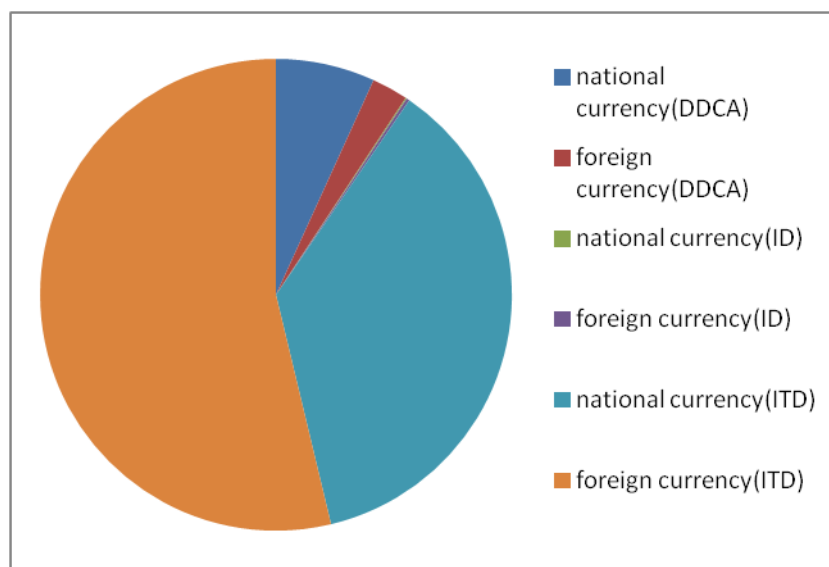


Figure 2 - Structure of deposits of individuals in 2017

From pie-chart, it can be seen that in both 2009 and 2017 individual time deposits (ITD) in both foreign and national currency took lion's share: 87% and 91% respectively. Demand deposits (DDCA) were less popular: 13% in 2009 and 9% in 2017 (including deposits in both currencies). Other types of individuals' deposits (ID) were least popular: 2% in 2009 and 0% in 2017. It can be concluded that time deposits are becoming more popular, replacing other deposits.

Deposits in foreign currency were more in volume rather than in national currency. In 2009, 59% of deposits' size was in foreign currency, whereas 56% was an indicator for 2017. However, it can be concluded that savings in national tenge are slowly becoming more demanded.

The following graphs illustrate overall dynamics of deposits of individuals in Kazakhstan by its type in 2009-2017 (Figure 3).

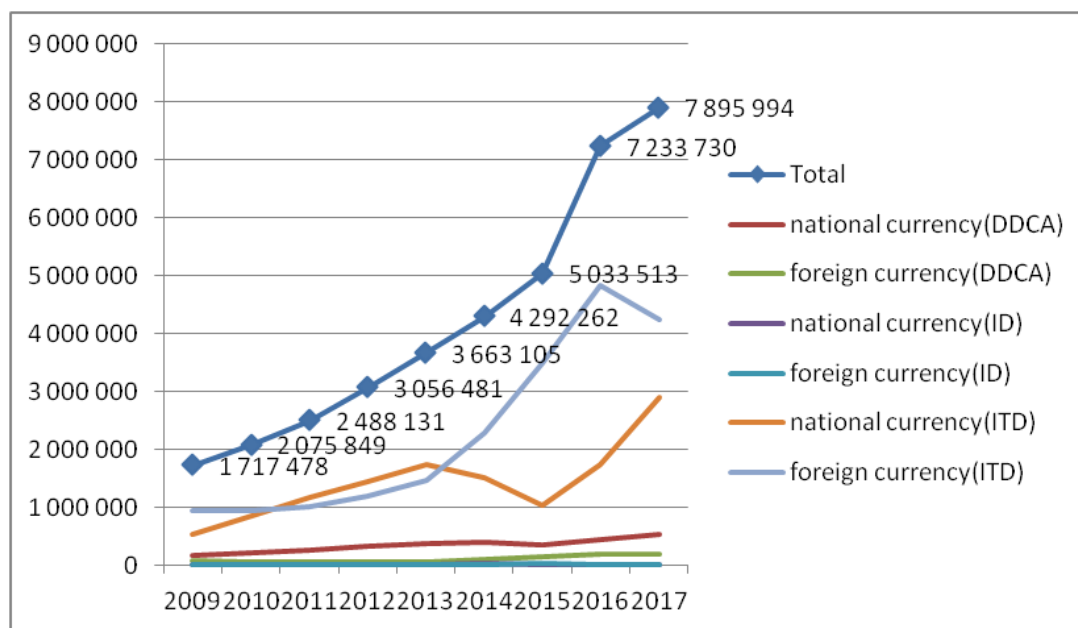


Figure 3 - Dynamics of individuals' deposits in Kazakhstan by type in 2009-2017

According to the information from the official internet resource of NBRK, as for individual's savings, there's been a continuous increase over time. The number of deposits grew moderately in a period from 2009 until 2015, varying with the difference from year to year. Sharp increase was from 2015 to 2016.

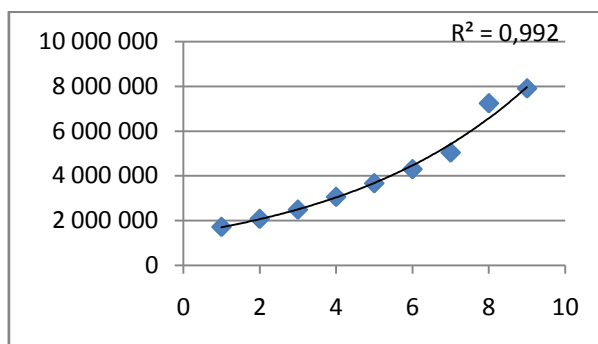


Figure 4 - Trend in dynamics of individuals' savings

As seen from Figure 4, the dynamics of individuals' savings are better explained with exponential curve rather straight line. R^2 value of 0.9927 is an evidence of good fit. Whenever x increases by 1, the estimate from an exponential curve increases by the same percentage. As a result, we'll find that the estimate of deposit's growth rate is 21.32%.

According to the historical tendency of growth, estimated total for 2018 is 9 661 434.89 mln tenge and for 2019 is 11 721 288.09 mln tenge. Overall, deposits are tended to rise from year to year. However, although exponential growth was used for deposits since in a total it tended *only* to grow over time, it's better to remember that exponential growth cannot last forever and further linear relationships might be better fit.

Are volume of deposits and average salary of individuals interrelated?

Major part of individual's income comes from their salary. Therefore, there is a point to say, that deposits' dynamics strongly related to average salary. As for salary indicator, we trimmed the highest and the lowest values, and then got average salary. Total individuals deposits averaged in a year and average trimmed salary are given in Table 2.

Table 2 - Total individuals deposits and average trimmed salary

		Total individuals deposits (mln tenge)	Average trimmed salary (tenge)
1	2010	2075849	77609.95
2	2011	2488131	89800.54
3	2012	3056481	101304
4	2013	3663105	107898
5	2014	4292262	119374
6	2015	5033513	124138.2
7	2016	7233730	141417.1
8	2017	7895994	144070.6

At first, let us draw a scatterplot for the data above (Figure 5).

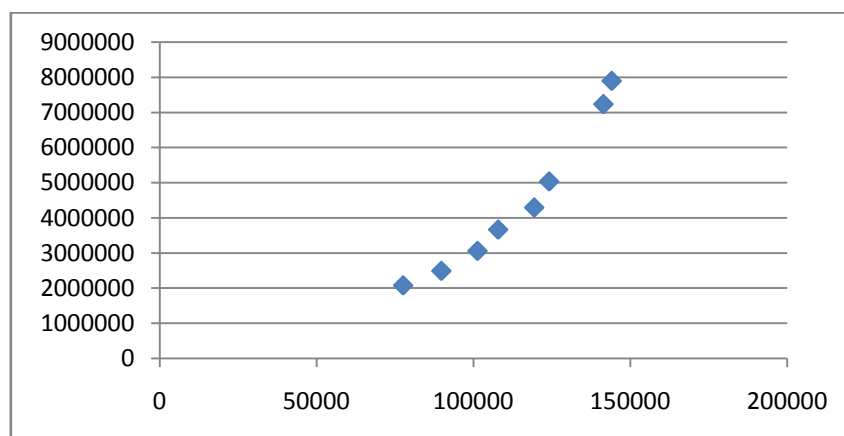


Figure 5 - Scatterplot of total individuals' deposits and average trimmed salary

From Figure 5 one can see obvious relationship between total individuals' deposits and average trimmed salary. Since total individuals' deposits shows strong dependence on average trimmed salary, let us investigate changes in salary over time. Tendency of changes in salary over time is straight line upward trend. So, we can use trend equation to predict salary in coming year.

Exchange rate and deposits

Now, let us study other factors affecting deposits in Kazakhstan. Since one of the main factors in people's decision-making is currency rate of US dollar to tenge, consider whether people tend to save more with increase in currency rate or not. Respective scatterplot is shown in Figure 6.

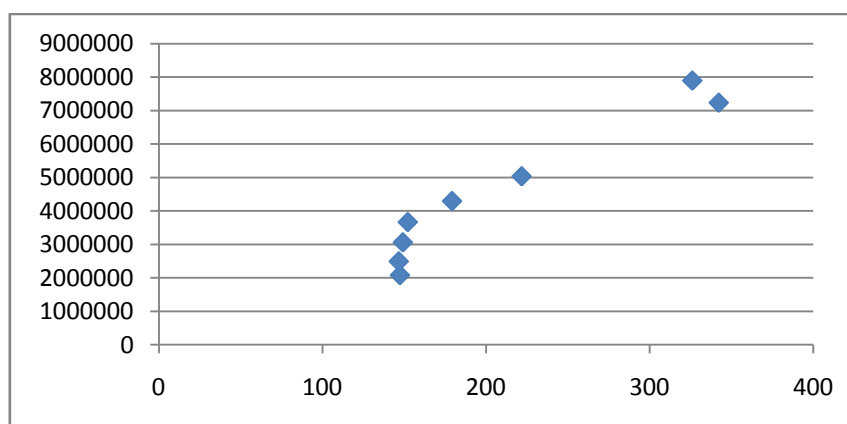


Figure 6 - Scatterplot of total average individuals' deposits and currency rate (tenge per 1 USD)

For the prediction purpose we can determine a trend equation for currency rate. However, even historical evidences prove that there is a tendency in changes of interest rate, in a reality it is not so common, because lots of external and internal factors/events may affect exchange rate so, that it may change sharply and unexpectedly. For example, in 2015 as a result of decrease in a price of oil, tenge was released into free floating; consequently it depreciated from 179 to 222 tenge per dollar. This kind of changes cannot be precisely predicted. Thus, it is better to remember that estimations on future exchange rate sometimes might be of little use.

Interest rate and deposits

As is known, higher (lower) interest rates should provide higher (lower) demand for deposits. However, in practice, there is no enough strong relations for estimation. Since all data below was for individuals, whereas volume of deposits include both individuals and non-banking entities, it is fair to use non-banking entities' deposits now. For savings in national currency, historically situation was as follows in Table 3.

Table 3 - Deposits of non-banking legal entities and their annual interest rate

Years	Deposits of non-banking legal entities (tenge)	Interest rate, % (for tenge deposits)	Deposits of non-banking legal entities (in foreign currency)	Interest rate, % (for deposits in foreign currency)
2010	3361736	3.5	1777908	1.9
2011	4079784	3	1589773	0.6
2012	4318377	2.8	1618494	2.1
2013	4232794	3	1959158	2.4
2014	4281506	4.8	3102694	1.8
2015	3871123	11.1	3935523	2.4
2016	4699694	29.3	5225517	2.5
2017	5538119	10.4	4330039	1.8

The next scatter diagrams show that there is no relationship neither between deposits of non-banking legal entities in tenge and annual interest rate for tenge deposits (Figure 7) nor between deposits of non-banking legal entities in foreign currency and annual interest rate for deposits in foreign currency (Figure 8).

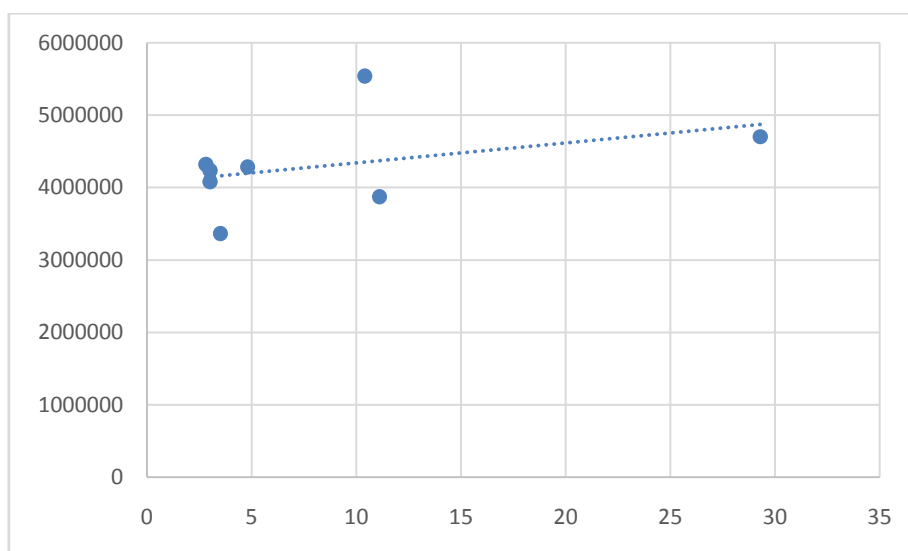


Figure 7 - Scatterplot between deposits of non-banking legal entities in tenge and Interest Rate

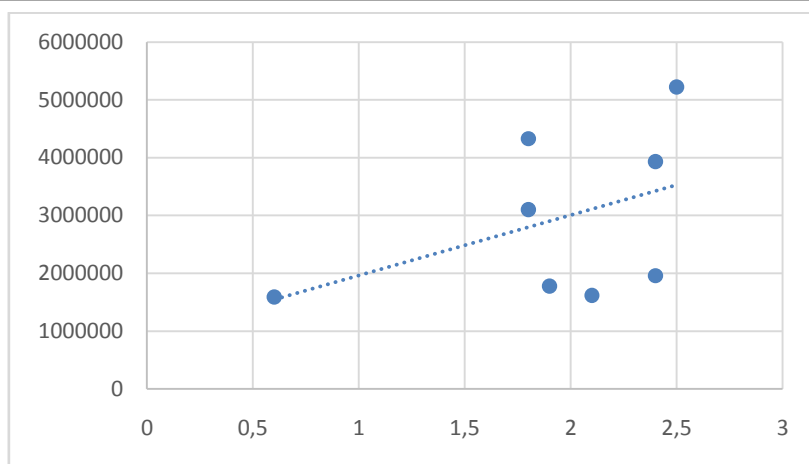


Figure 8 - Scatterplot between deposits of non-banking legal entities in foreign currency and Interest Rate

We can conclude interest rate had no effect on volume of deposits during 2010-2017.

KDIF and deposits

Since KDIF provides insurance for deposits, there is a point to say that after establishment of such service trust of nation for banks' safety increased. Compare dynamics of deposits before and after KDIF (Table 4).

Table 4 - Dynamics of individuals' deposits before and after KDIF

	KDIF existence	Volume of individuals' deposits	Growth rate
1998	no	31039	
1999	no	39701	27.91%
2000	yes	72128	81.68%
2001	yes	141810	96.61%
2002	yes	219836	55.02%

Since KDIF was established at the end of 1999, we've decided to define it as 'did not exist' for this year for more accurate outcome. As a result, we can notice sharp increase after KDIF establishment. Before KDIF growth was only 27.91%, whereas after KDIF it was 81.68%, 96.61%, 55.02% in 2000, 2001 and 2002 correspondingly. Overall, we can say, that volume of deposits rose once KDIF was established.

Factors affecting deposits' size

If we combine all significant factors which were identified above, multiple regression model can be developed and it is as follows:

$$\text{Predicted deposits} = -3631848 + 47.5914 * (\text{Average salary}) + 13035.32 * (\text{Average exchange rate}) \quad (1)$$

$R^2 = 0.9888$
 $S.E. = 268254.$

According to p-value, we can say, that both independent variables are useful (p-value for salary is 0.0037, for exchange rate 0.0046).

Therefore, predicted value for volume of deposits in 2018 is 9 444 867 mln kzt and in 2019 is 11 085 376 mln kzt.

Conclusion

From the research one can conclude the following:

1. Time deposits have been the most popular. Deposits in foreign currency are still dominant in the market, but deposits in tenge slowly becoming stronger and demanded.

2. Despite of market conditions, deposits' volume tend to *only* grow over previous 10 years with an estimate growth rate of 21.32%.

3. Average salary and volume of deposits are interrelated. Growth in salaries of individuals causes willingness of individuals to save more.

4. Currency rate and volume of deposits are also interrelated. Historically, several depreciations happened in value of tenge. However, it influenced positively the growth of population's savings.

5. Establishment of KDIF definitely influenced on growth positively, increasing trust of individuals for banking system of Kazakhstan.

6. During research was found out surprisingly that interest rate of banks attracted deposits and deposits by itself are not interrelated. Changes in interest rate do not influence volume of deposits.

7. In conclusion, overall estimation for 2018 deposits based on several facts, vary from 9295211.88 to 10127057.64, whereas for 2019 it is between 11085376 and 12417227.64.

REFERENCES

[1] Loibl, C., L. Jones and E. Haisley. (2018) Testing Strategies to Increase Saving in Individual Development Account Programs. *Journal of Economic Psychology* 66:45-63. DOI: 10.1016/j.joep.2018.04.002 (in Eng).

[2] Wang, J. S. H., F. M. Ssewamala, T. B. Neilands, L. G. Bermudez, I. Garfinkel, J. Waldfogel, J. Brooks-Gunn and J. You. (2018) Effects of Financial Incentives on Saving Outcomes and Material Well-Being: Evidence from a Randomized Controlled Trial in Uganda. *Journal of Policy Analysis and Management* 37(3):602-+. DOI: 10.1002/pam.22065 (in Eng).

[3] Kusairi, S., N. A. Sanusi and A. G. Ismail. (2018) Dilemma of Deposit Insurance Policy in Asean Countries: Does It Promote Banking Industry Stability or Moral Hazard? *Borsa Istanbul Review* 18(1):33-40. DOI: 10.1016/j.bir.2017.08.006 (in Eng).

[4] Mumtaz, R. and I. A. Jadoon. (2018) Effect of Explicit Deposit Insurance Premium on the Moral Hazard of Banks' Risk-Taking: Around the Globe. *International Journal of Financial Engineering* 5(2):24. DOI: 10.1142/s2424786318500123 (in Eng).

[5] Jameaba, M. S. (2018) Deposit Insurance and Financial Intermediation: The Case of Indonesia Deposit Insurance Corporation. *Cogent Economics & Finance* 6(1):1-32. DOI: 10.1080/23322039.2018.1468231 (in Eng).

[6] IADI. International Association of Deposit Issuers. Annual report. 2015-2016. (in Eng)

[7] KDIF. Deposit Insurance System in Kazakhstan. [online access at: <http://www.kdif.kz/en/sistema-garantirovaniya-depozitov-v-rk>] (in Eng).

[8] National Bank of Kazakhstan. Deposits of individuals in the banks of Kazakhstan in 2009-2017. [online access at: <http://www.nationalbank.kz/?docid=194&switch=english>] (in Eng)

[9] National Bank of Kazakhstan. Statistical bulletin. 2018.N3(280). <http://www.nationalbank.kz/cont/Итoр115.pdf> (in Eng).

[10] National Bank of Kazakhstan. Statistical bulletin. 2015. N12(253). http://www.nationalbank.kz/cont/publish531507_31330.pdf (in Eng).

[11] National Bank of Kazakhstan. Statistical bulletin. 2012. N1(206). http://www.nationalbank.kz/cont/publish658075_7844.pdf (in Eng).

МРНТИ 06.73.55

УДК 336.7

Ш.Г. Джумадилова¹, Б.Ж. Атабай²

¹Международный университет информационных технологий, Алматы, Казахстан;

²Алматинский университет энергетики и связи, Алматы, Казахстан

ДИНАМИКА СБЕРЕЖЕНИЙ НАСЕЛЕНИЯ В КАЗАХСТАНЕ

Аннотация. В статье исследуется динамика сбережений населения, а также факторы, влияющие на них. Динамика сбережений населения измерялась сбережениями физических лиц. В качестве потенциальных факторов была принята средняя зарплата, обменный курс и процентная ставка как по депозитам в тенге, так и по депозитам в иностранной валюте. При выявленных значимых факторах была разработана соответствующая регрессионная модель. Было подтверждено соотношение между депозитами физических лиц и средней урезанной зарплатой, депозитами физических лиц и курсом валют. В целях сравнения изменений компонентов всех депозитов были применены структурный анализ и анализ динамики. Результаты показывают положительную динамику депозитов физических лиц в тенге, нежели в долларах США. Для целей исследования использовались статистические данные на 2010-2017 годы. Кроме того, изучался эффект внедрения Казахстанского фонда страхования вкладов на объем депозитов. Среди результатов исследования неожиданным было то, что процентная ставка по депозитам и объем депозитов не взаимосвязаны. Депозиты

считаются одним из источников инвестиций в экономику. Поэтому были сделаны некоторые прогнозы по объему депозитов на ближайшие годы. Заключение обобщает основные результаты исследований.

Ключевые слова: сбережения населения, сбережения физических лиц, депозиты, страхование вкладов, Казахстанский фонд страхования вкладов

Ш.Г. Джумадилова¹, Б.Ж. Атабай²

¹Халықаралық ақпараттық технологиялар университеті, Алматы, Қазақстан

²Алматы энергетика және байланыс университеті, Алматы, Қазақстан

ҚАЗАҚСТАНДАҒЫ ХАЛЫҚТЫҢ ЖИНАҚТАРЫНЫҢ ДИНАМИКАСЫ

Аннотация. Мақалада халықтың жинақтарының динамикасы, сондай-ақ оларға ықпал ететін факторлар қарастырылады. Халықтың жинақтау динамикасы жеке тұлғалардың жинақ ақшасымен өлшенді. Теңгедегі де, шетел валютасындағы да депозиттер бойынша ықтимал факторлары ретінде орташа жалақы, айырбас бағамы мен пайыздық мөлшерлеме қабылданды. Белгіленген маңызды факторлармен тиісті регрессиялық модель әзірленді. Жеке тұлғалардың депозиттері мен орташа айлық жалақының, жеке тұлғалардың депозиттері мен айырбас бағамдарының арасындағы арақатынас расталды. Барлық депозиттер құрамдас бөліктеріндегі өзгерістерді салыстыру үшін құрылымдық талдау және динамикалық талдау қолданылды. Нәтижелер АҚШ долларымен емес, теңгедегі жеке тұлғалардың салымдарының өсу динамикасын көрсетті. Зерттеу мақсатында 2010-2017 жылдарға арналған статистикалық деректер пайдаланылды. Бұдан басқа, қазақстандық депозиттерге кепілдік беру қорын енгізуінің депозиттердің көлеміне әсері зерттелді. Зерттеу нәтижелері бойынша депозиттер сыйақы мөлшерлемесі және депозиттердің көлемі өзара байланысты емес болып шықты. Депозиттер экономикадағы инвестиция көздерінің бірі болып саналады. Соған орай, жақын болашақта депозиттердің көлемі бойынша кейбір болжамдар жасалды. Зерттеудің негізгі нәтижелері қорытынды бөлімінде баяндалған.

Түйін сөздер: халықтың жинақ ақшасы, жеке тұлғалардың жинақтары, депозиттер, салымдарды сақтандыру, қазақстандық депозиттерге кепілдік беру қоры

Information about authors:

Jumadilova Sh.G. - International Information Technology University, Almaty, Kazakhstan

Assistant professor, PhD, E-mail: sh.jumadilova@iitu.kz, ORCID 0000-0001-8509-3688;

Atabay B.Zh. - Almaty University of Power Engineering and Communication, Almaty, Kazakhstan Senior lecturer, begeibek@gmail.com, ORCID 0000-0003-2891-7171

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.34>

Volume 6, Number 322 (2018), 42 – 50

A.A. Karabalina¹, A.B. Alsitova², Zh.N. Kereimaganbetova¹, N.M. Abisheva³

¹ K. Zhubanov Aktobe Regional State University, Aktobe;

² Baishev University, Aktobe, Kazakhstan;

³ JSC “National Center for professional development “Orleu”, Aktobe, Kazakhstan

Aksaule2011@mail.ru, assemgul_87@mail.ru, zhanar-kn@mail.ru, nurgulabisheva@mail.ru

THE VALUES AS CRITICAL FACTOR OF MORAL EDUCATION

Abstract. The education system of the Republic of Kazakhstan is facing severe reforms. One of the main problems of problems is the spiritual and moral education of the young. One of the possible reasons of this problem is the change of ideological orientations, the spiritual vacuum as a result of the collapse of USSR (penetration of the culture of violence, egoism, deception, Western commercial culture, etc.) into the national culture. The lack of spirituality, low morality, as well as rudeness, crime, drug addiction, alcoholism and many other evils of our time - they all destroy both a person, society, and the state. It is necessary to clarify at once that at present the theoretical elaborations of the concepts of “spirituality”, “morality”, “emotional and moral feelings” are often characterized by ambiguity and inconsistency. In the complex contemporary reality, in the flow of the media, which do not always have a positive impact on the formation of the necessary moral qualities, it becomes more and more difficult for the younger generation to figure out what is right for him and what is false.

Key word: spiritual and moral education, morality, moral qualities, moral values of the personality.

In the Republic of Kazakhstan, a “Concept of education in the system of continuous education” is one of primarily first State Program. “The problems of education development undoubtedly deserve close attention, since we are talking about tomorrow of Kazakhstan, the value orientations of our society, the national security of the country, whose roots lie in upbringing, creative development, and public development of the younger generation. The development of education in the education system of the Republic of Kazakhstan in recent years has rightfully become one of the priorities in the activities of the Ministry of Education and Science of the Republic of Kazakhstan, education authorities of subjects, educational institutions of all types and types ” [1]. Spiritual, moral and patriotic education is an aim of the strategic development program of Kazakhstan - “Kazakhstan-2030”, “Five Institutional Reforms,” “Rukhany Zhangyru.”

Our views on the essence of the basic concepts and factors of the development of spiritual and moral education rely on critical concepts for the search for new ideas. Critical concepts of moral education are “morality,” “moral qualities,” “moral values of the person.”

“ Value ” is defined as the importance, significance, benefit, utility of something. Externally, the value acts as a property of the object or phenomenon. However, significance and usefulness are inherent not in nature, not merely because of the internal structure of the object itself, but as subjective assessments of specific properties that are involved in the sphere of human social life, a person is interested in them or needs. The system of values plays the role of everyday orientations in the subject and social reality of a person, the designations of his various practical attitudes towards the surrounding objects and phenomena.

The norms that have taken shape in society are the highest expression of the value system (that is, the prevailing ideas about what is considered good, right, or desirable). The concept of values and norms differ. Values - these are abstract, general concepts, and norms - these are rules or guidelines for behavior in certain situations. The system of values prevailing in society plays a vital role since it affects the content of norms. All norms reflect social values. The system of values can show the norms prevailing in society.

Moral values are the most critical element of the internal structure of personality, which provides and shows the degree of its maturity and sociality, determines the very essence of a social individual, the state

of development of the inner world of a person, his mind, character, consciousness, conscience, soul, characterizes his level of humanity.

According to Soviet philosophers the categorical apparatus, which includes the concept of “value”, “value relation”, “assessment”, “value orientation” appeals attention to the educational aspect of the theory of values, that education implies the awareness of the educated person of specific phenomena as values or non-values, determined by his understanding of the totality of values. [2]

Values are defined in philosophy as “specifically social definitions of objects of the surrounding world, revealing their positive or negative significance for man and society (good, good, evil, beautiful, enclosed in phenomena of social life and nature). [3]

The values include only “positively significant events and phenomena related to social progress. [4] V. P. Tugarinov defines values as “objects, phenomena and their properties that are necessary (necessary, useful, accepted, etc.) to people of a specific society or class and individual personality as means of satisfying needs and interests. [5]

Values are not primary. S. L. Rubinstein emphasizes that values are the special form of reflection, the product from the relationship between the world and human, expressing what is in the world, including what human creates in the process of history, is significant for him. [6]

The integrative role of value orientations is noted by researchers such as A.G. Zdravomyslov and V.A. Yadov, which believe that value orientations are “this component of the structure of the personal consciousness, which represents a certain axis of consciousness, around which the personal thoughts and feelings revolve and from the point of view of which many life questions are solved” [7].

The system of value orientations determines the content direction of the personality and forms the basis of its relationship to the world, to other people, to itself, the basis of the worldview and the core of life motivation, the basis of the life concept and “philosophy of life.”

Sh. Schwartz and W. Bilski hypothesized the existence of a bound - a small number of “universal motivational types” - “before - men, ”differing from each other by“ type of goal ”or dominant - the growing value. They identified ten such “domains,” which represent various types of value orientations of the individual. Each “domain” corresponds to one or another leading terminal value - self-regulation, the fullness of sensations, hedonism, achievement of success, power, security, conformance, maintenance of traditions, group welfare, the well-being of all people in general. Proceeding from this, Sh. Schwartz and W. Bilski distinguish the following dichotomy of values:

✓ Values of conservation (security, conformity, traditions) -the value of change (fullness of sensations, self-regulation).

✓ Values of self-determination (group well-being and human - society in general) - the human values (power, achievement, hedonism) [8].

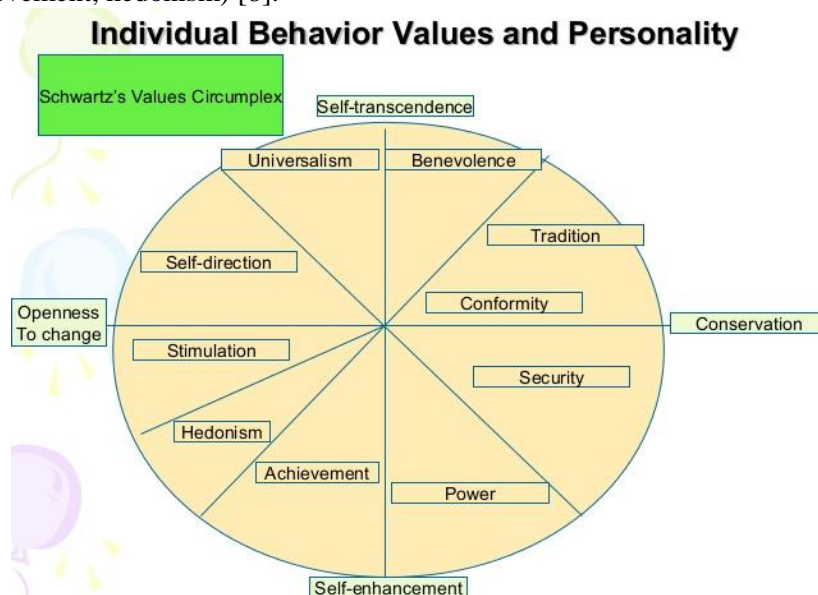


Figure 1 - Schwartz's Values Theory

As noted D. A. Leontiev, the individual values hierarchy, as a rule, is a sequence of the - effectiveness of reasonably well-demarcated “blocks.” Leontiev grouped the values, combined into polar block systems [9].

Terminal values opposition include:

- Specific life values (health, work, friends, family life) - abstract values (knowledge, development - tie, freedom, creativity).
- Values of professional self-realization (interest -work, productive life, creativity, active life) - the values of personal life (health, love, having friends, entertainment, family life).
- Individual values (health, creativity, freedom, active life, entertainment, self-confidence, financially secured life) - interpersonal values (having friends, a happy family life, the other's happiness).
- Active values (freedom, active life, productive life, exciting work) - passive values (the beauty of nature and art, self-confidence, knowledge, life- wisdom).

Among the instrumental values of D. A. Leontiev, - are following dichotomies:

- Ethical values (honesty, zero tolerance to crime) - values of interpersonal communication (upbringing, cheerfulness, sensitivity) - values of professional self-realization (responsibility, efficiency in business, strong will, diligence).
- Individualistic values (high demands, - dependence, strong will) - conformist values (pillar, self-control, responsibility) - altruistic -values (tolerance, sensitivity, open-mindedness).
- Values of assertiveness (high demands, independence, intransigence, courage, strong will) - values adoption of others (tolerance, sensitivity, open-mindedness).
- Intellectual values (education, rationalism, self-control) emotional attitude values (cheerfulness, honesty, sensitivity).

Bulgarian researcher V. Momov contrasts - target values (or conceivable - desired, possible) and existing values (or cash - relevant). According to Momov values could be classified as target value, goal-value, ideals, desire-values, and proper values (normative values). [10].

In the theory of A. Maslow, in contrast to the typological approach of S. Schwartz and W. Bilski, the value groups (as well as the blocks forms) form a vertical hierarchy. According to him, by - needs and values "are not a dichotomy, but a consistent hierarchy, that is, they depend on each other" [11] . A. Maslow identifies two main groups of values:

- B-values (values of life) - the highest values of self-actualizing people (truth, goodness, beauty, integrity, overcoming of dichotomy, vitality, uniqueness, perfection, fullness, justice, order, simplicity, lay down - bone without effort, etc.);

- D-values (deficient values) - lower values, which are the result of frustrated needs (peace, rest, sleep, rest, dependence, security, etc.) [12].

Maslow's Hierarchy of Needs
(original five-stage model)

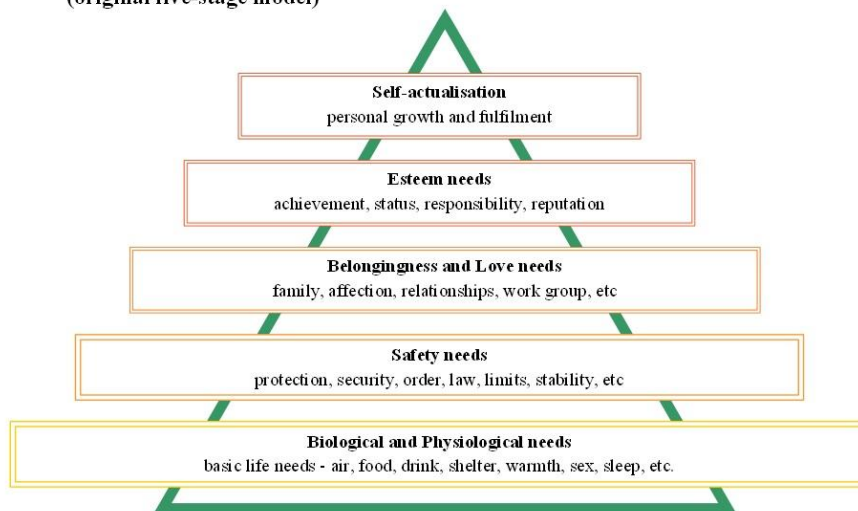


Figure 2 - Maslow's Hierarchy of Needs

As well as A. Maslow, the theory motivations K. Alderfer developed by definition of human wants. The distinctive feature of this theory is the combination of requirements in three groups:

- the needs for existence (on Maslow's classification requirements physiological and in safety);
- the requirements connected with human social nature (the need for social interaction);
- requirements for personal growth and development.

As a result of the generalization of typical situations that society or humanity had to face in history, V. Frankl identifies three groups of eternal values - semantic universals:

- values of creativity, allowing a person to realize that he gives to society;
- values of experience, allowing a person to realize that he takes from society;
- values of a relationship allowing a person to realize by - the position he occupies concerning factors limiting - living his life.

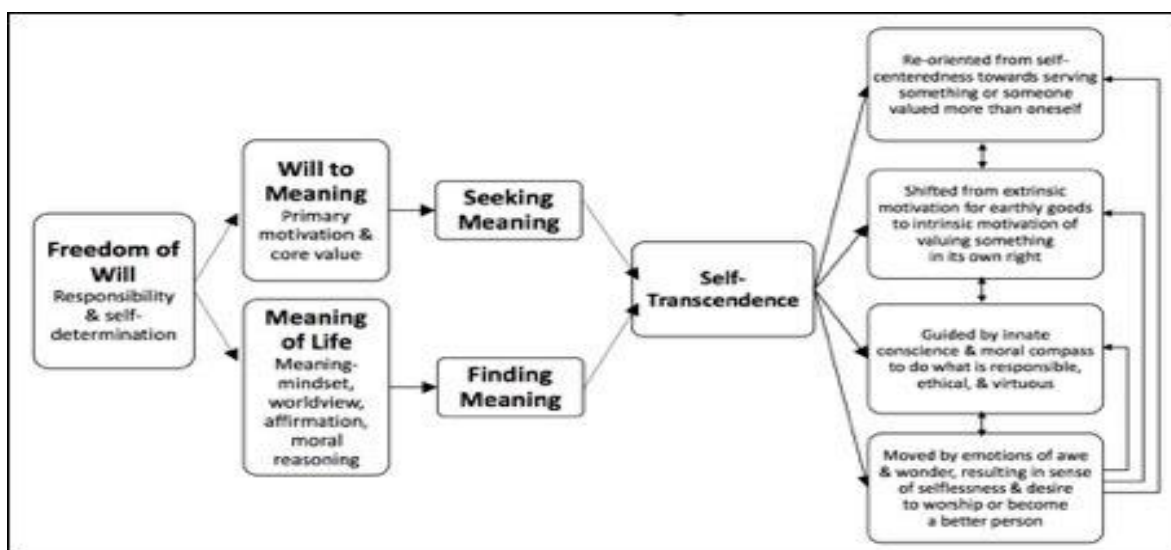


Figure 3 - V. Frankl theory of values

Values of the relationship, in turn, are divided into three - categories: meaningful attitude to pain, guilt, and death. [13]

M. Rokich proposed a theoretical model for studying the value orientations of a person and presented a useful tool for measuring them[14].

In the latter case, value orientations act as an individual ideology of lifestyle. They are formed in the assimilation of social experience and manifest themselves in the goals, ideas, beliefs, interests, and other elements of the inner world, are realized in the behavior of the individual. In the structure of activity, value orientations are closely related to the cognitive and volitional sides; they ensure the stability of the individual, the continuity of a specific type of behavior. The system of value orientations is the content side of the orientation of the individual and reflects the internal basis of its relationship to reality.

Value orientations are a complex formation in which three main components are: cognitive, emotive, and behavioral. Cognitive is an element of knowledge, emotive - the emotional component, resulting from the assessment; behavioral - associated with the implementation of value orientations in the behavior of the individual.

Value orientations are among the most critical components of the personality structure; according to the degree of their formation, one can judge the level of personality development. Developed value orientations are a sign of maturity, an indicator of a measure of sociality. A stable and consistent set of value orientations determines such personal qualities as integrity, reliability, loyalty to certain principles and ideas, the ability to make strong-willed efforts in the name of these ideas and values, the activity of life position. The inconsistency of value orientations generates inconsistency in behavior. Underdevelopment of value orientations is a sign of infantilism, domination of external stimuli in the internal structure of the personality.

Scientists have proposed many typologies of values, the most well-known is the division into spiritual, social and material. Besides, they highlight the values corresponding to different areas of social life (moral, aesthetic, political, educational, economic, etc.). M. Rokich cites his typology:

- Values-goals (terminal), defined by them as a person's beliefs that the ultimate goal of individual existence is worth striving for it. Terminal values determine for a person the meaning of his life, indicate that it is especially important and significant for him.

- Values-means (instrumental), defined as the beliefs of the person that a specific course of action or personality trait are preferred in any situation.

Instrumental values are divided into groups:

- ethical, communication values, business values;

- individualistic, conformist, altruistic;

- self-affirmation, acceptance of other people, etc. [15]

The values represent all significant meanings for a person, but the most global of them is the meaning of life, the essence of which lies in the relationship of the individual to himself and society, to understand his place in society and to understanding the social significance of his activities. This or that understanding [16] the meaning of life determines the whole line of human behavior and is the moral core on which his moral attitudes are "fixed." The "meaning of life" is commonly understood as people's awareness of the main content of all activities (past, present, future), which determines their place and significance in the life of society.

It is necessary for a person to be sure that an individual life is necessary for him, for people, and for society. The correct understanding of the meaning of life by a person gives him such moral strength, which helps in overcoming life's difficulties. For a person, it is of interest not only the result of his activity but also the activity itself, the need for it.

According to A.I. Titarenko, value orientations are such elements of moral consciousness that are reproduced, objectified in actions and relationships [17]. This feature of value orientations is noted by researchers such as D.N. Uznadze, S.L. Rubinstein, V.N. Myasishchev, G.Kh. Shingarov, who were among the first to turn to the study of this phenomenon, which is described in psychology through the notions of "attitude," "social orientation," and "attitude." The structural elements of moral consciousness are organically included in the composition of the motives and incentives of all types and forms of activity of subjects, determining its orientation.

V.A. Yadov mentioned that the inclusion of value orientations in the structure of moral consciousness "allows one to catch the most common social determinants of behavioral motivation, the sources of which should be sought in the socio-economic nature of society and the environment in which a person was formed and where the daily life activity of a person takes place" [18]. By assimilating the values of his environment and turning them into value orientations, the motivational forces of his behavior, a person becomes an active subject of social activity.

Thus, values and value orientations can be represented as fundamental elements of moral consciousness, connecting not only elements of theoretical moral consciousness, but also ordinary ones, since the boundary between these two levels is very mobile, and such structural elements as assessments and norms, as well as the values themselves, can be formed both spontaneously (at the level of everyday consciousness) and developed consciously (at the theoretical level in a systematic and logical evidence-based form).

The value is usually understood as an object, a phenomenon of the material or spiritual culture of humanity, which has acquired a stable meaning for an individual since it serves or could serve as a means of satisfying its needs and achieving its main goals. [19]. J. Hudeček gives a short but very capacious definition of this phenomenon: "Values are a part of the individual's consciousness, while that part of it, without which there is no personality" [20].

Modern researchers in two guises interpret the concept of "moral value":

- first, it is the moral norms, principles, ideas, the concepts of good and evil, justice, and happiness that are objectively existing, formed by concrete historical and social experience of humanity;

- secondly, the moral value can act as a personal phenomenon, as a personified person's attitude to social, moral values, their acceptance, rejection, etc.

Moral values, among other values, are many researchers (V. Blumkin, D. A. Leontyev, T. I. Porohovskaya, A. I. Titarenko, and others) put it on the list of the highest.

So what is "moral value"? By this phenomenon, we understand the integral formation of moral consciousness, which includes moral norms, evaluations, concepts, principles, ideals, closely related to the motives and needs of the individual, ensuring the focus of his consciousness on the achievement of higher moral goals, performing the functions of evaluation, regulation of human behavior on basis of good and evil.

Morality is a component of a culture whose content is the ethical values that form the basis of consciousness. Morality is the ability of a person to act, think and feel by his spiritual principle, these are the ways and methods of transmission to the outside of his inner spiritual world. The process of spiritual and moral education is a set of consistent interactions of the educator and the team, aimed at achieving the effectiveness and quality of pedagogical activity and the proper level of moral education of the personality of the adolescent.

Morality is an integral part of an integrated approach to the education of the individual "The formation of morality is nothing but the translation of moral norms, rules, and requirements into knowledge, skills, and habits of personal behavior and their unswerving observance," writes I.F. Harlamov. Morality is formed from the word "morals." In Latin, manners sound like morass - morality. [21].

Morals are those standards and norms that guide people in their behavior, in their daily actions. Morals are not eternal and not immutable categories. They are reproduced by the power of the habits of the masses, supported by the authority of public opinion, and not of legal provisions. At the same time, moral requirements, norms, and rights receive a specific justification in the form of ideas about how to behave in society.

Moral norms - is an expression of certain relations, prescribed by the morality of society to the behavior and activities of the individual in various fields.

The formation of moral values is influenced by public life. According to many psychologists, there is currently a severe deformation of moral values under the influence of Western culture. E. Fromm argued that the change of the social system changes the personal consciousness, the meaning of human life [22]. If Shakespeare's Hamlet asked: "To be or not to be?", Then the modern man changes the wording of the question to "To be or Have." The desire for enrichment, pragmatism gives birth to a certain emptiness in the human soul. Thus, Western culture, which has become widespread at present, requires the formation of a "market" type of personality. Its values are individualism, self-orientation, the family as a "public" institution loses its value.

SUMMARY OF FROMM'S HUMAN NEEDS		
	NEGATIVE COMPONENTS	POSITIVE COMPONENTS
Relatedness	Submission/ domination	Love
Transcendence	Destructiveness	Creativeness
Rootedness	Fixation	Wholeness
Sense of identity	Adjustment to a group	Individuality
Frame of Orientation	Irrational goals	Rational goals

Figure 4 - Erich Fromm's human needs and values

Another problem is propaganda in the media, in which such values as "family," "marriage" and "love" are distorted, and are demonstrated in some surrealism.

Education is one of the main categories of pedagogy related to the purposeful activity of teachers to develop the professional and personal qualities of students, contributing to their entry into modern culture, as well as stimulating self-development and their development as subjects of their own lives. The goals of education are the expected changes in a person, carried out under the influence of specially prepared and systematically conducted educational actions and actions. The specificity of education is revealed in the fact that it is addressed to the whole person and can only be understood by the logic of its qualitative changes.

There are three aspects of education in the opinion of N. M. Borytko : social (identification with a socio-cultural and professional environment; acceptance of values, in the first place); individual (isolation of oneself from the environment: self-determination, self-establishment, self-realization, etc.); communicative (interaction with the environment: the exchange of influences, not only the acceptance of the values of the environment, but also the statement in it of their views, their value) [23] .

The educational system is an ordered, basic set of components, the interaction and integration of which determines the ability of an educational institution or its structural subdivision to purposefully and effectively promote the development of the personality of students. Moral behavior education is the formation of moral actions and moral habits. The act characterizes the attitude of man to the surrounding reality. Moral habit is the need to commit moral actions. Habits based on the rules of the behavioral culture, discipline, and complex when the pupil has a need and willingness to carry out activities that have a specific value. For successful habit formation it is necessary that the motives by which children are encouraged to be meaningful in their eyes, so that the attitude to the implementation of the actions of the children was emotionally positive and that, if necessary, the children were able to show some effort of will to achieve a result. [24]

High spirituality affects by love, kindness, compassion, honesty, justice, mercy, tolerance. The higher the spiritual potential of the person, the more powerful natural defense human body in general. People with a low level of spiritual development do not have a robust immune system.

The primary function of spiritual and moral education is to form a moral consciousness in the younger generation, sustainable moral behavior and moral feelings corresponding to the modern way of life, to form an active life position of each person, a habit to be guided in their actions, actions, relationships, feelings of public duty [25].

Spiritual and moral education has its specific goals. The dominant social relations and spiritual values determine moral education. The purpose of education is the formation of a morally stable integral personality.

The process of moral education is only useful when the teacher has feedback about the effectiveness of educational influences and takes this information into account at each new stage of his pedagogical activity. The teacher receives such information only from life, from the everyday study of the practice of relationships and activities among the educated.

Moral values are the most critical element of the internal structure of personality, which provides and shows the degree of its maturity and sociality, determines the very essence of a social individual, the state of development of the inner world of a person, his mind, character, consciousness, conscience, soul, characterizes his level of humanity.

The process of the personal moral values formation:

1. Moral orientation through the saturation of knowledge, taking into account the age characteristics of the individual. The purpose of this stage is to generate interest in knowledge, to promote the development of moral needs.

2. Through emotions to the realization of the spiritual and moral principles of the personality. The goal is to wake up the emotional sphere.

3. Stimulation of internal reserves of the individual. The goal is the maximum inclusion in the situation of spiritual and moral choice.

4. The actualization of the moral potential of the individual. The goal is to ensure the independence of choice.

5. Stimulation of personal position. The goal is the formation of beliefs.

The content of the process is in the gradual and consistent preparation of thoughts, feelings, and actions of students to spirituality, to the moral-oriented experience of behavior, in the awareness of the conditions for its implementation.

From the content of the process of forming the moral values of the individual, we see that spiritual and moral needs play a significant role in it.

The concept of “moral need” includes a range of mental phenomena relating to the system of psychological support, peculiar only to human behavior, which the individual himself relates to the public interest [26].

The spiritual and moral needs are the most important psychological component of the moral and motivational behavior of a person. B.D. Parygin [27] and others have established that the formation of two complex psychological phenomena - readiness to act and the ability to act - must precede any human action.

Readiness for a motivated act implies:

- a) the desire to act accordingly;
- b) the absence of opposing desires or in any case the predominance of the first factor.

The ability to morally act includes some mental qualities in a specific “set” for each moral act and each situation, in addition to knowing how to act. In one case, it is willpower, in the other, courage, in the third, activity, and so on.

On this occasion, B.I. Dadonov writes: “not every person with an altruistic type of general emotional orientation can show high responsiveness, similar to how not all people who dream of a feat can accomplish it. In the type of general emotional orientation, only the need of the individual in the joy of certain experiences is recorded. But not always people are willing to pay for it dearly.” [28]. Thus, the gap between aspirations and real actions is associated with the inability of the individual to the volitional effort. Therefore, when forming a spiritual and moral personality, special attention should be paid to the development of willpower in it [29].

In the studies of psychologists (L.S. Vygotsky [30], A.N. Leontyev [31], N.N. Trubnikov [32] and others) are sensitive and imprinted peaks in personality development. According to their views, in the life of an individual, there are periods most favorable for the formation of certain qualities and abilities, including moral ones. From such views, the role of age periods in the spiritual and moral formation of the personality is determined.

Thus, the formation of mental and personality traits that can influence its behavior begins at the moment of birth and continues throughout life. However, at the same time, it is not possible to form one or another line at will at every age. The formation of individual consciousness can lead at very early stages to the creation of persistent personality traits, rigid behavioral stereotypes, which subsequently can be corrected by tutors and education.

REFERENCES

- [1] The concept of education in the system of continuous education of the Republic of Kazakhstan. Astana, November 16, **2009**.
- [2] Repina, T. A. Feelings of a Child // *Preschool Education*. **1961**. №1 P. 17-21.
- [3] Fridman, LM, Kulagina, I. Yu. A teacher’s psychological reference book. M.: education, **1191**. 288 p.
- [4] Korotov V. M., Shiyarov E.N. Philosophical Foundations in Modern Pedagogy. Rostov-on-Don, **1994**.
- [5] G. Tuyukina. The creative heritage of V. A. Sukhomlinsky is a scientific and pedagogical basis for increasing the effectiveness of the management of children's reading in the library. Abstract of dis.kand.ped.nauk. M., **1984**. 22 p.
- [6] Rubinstein S. L. Problems of general psychology. M: Uchpedgiz, **1946**.- 457 p.
- [7] Zdravomyslov A.G., Yadov V.A. Attitude to work and value orientations of the individual // *Sociology in the USSR*. T.2. M., 1965. P.189-205.
- [8] Schwartz S.H., Bilsky W. Toward and the Journal of Personality and Social Psychology. **1987**. Vol.58. № 5. P.550-562.
- [9] Leontiev, D.A. Methodology for the Study of Value Orientations. M., **1992**, 17 p.
- [10] Momov V. Man, morality, education (theoretical and methodological problems): Trans. from bolg. M., **1975**. 163 p.
- [11] Maslow A. Psychology of Being: Trans. From English - M.: Reff-beech; Kiev: Vakler, **1997**. 304 p.
- [12] Maslow A. Self-actualization // *Psychology of personality*. Texts / ed. Yu. B. Gippenreiter, A. A. Bubbley. -M.: Publishing House of Moscow State University, **1982**. P.208-118.
- [13] Frankl V. Man in Search of Meaning: Trans. With English. And him. M.: Pro gress, **1990**.-368 with .
- [14] Rokeach M. Beliefs, Attitudes, and Values. San Francisco, Josey-Bass Co, **1972**. 214 p .
- [15] Rokeach M. The nature of human values. NY, Free Press, **1973**.
- [16] V. Zaslavsky (1993) ‘Success and collapse: Traditional Soviet nationality policy’, in I. Bremmer and R. Taras (eds.) *Nations and Politics in the Soviet Successor States*. Cambridge: Cambridge University Press, 29–42.
- [17] Titarenko A.I. Structures of moral consciousness. M., **1974**.
- [18] Yadov V.A. Regulation and self-regulation of social behavior of an individual: problem statement // *Self-regulation and prediction of social behavior of an individual*. M., **1979**. p. 6-32.
- [19] Skvortsov L.V. The subject of history and social identity. M., **1983**.

- [20] Godecek J. Value orientation of the personality // Psychology of personality in a socialist society. М., 1989.
- [21] Kharlamov, I.F. Pedagogy: studies. Manual / I.F. Kharlamov. 2nd ed., Pererab. And add. М.: Higher School, 1990. 576 p.
- [22] E. Fromm. To be or to have.
- [23] N. M. Borytko "The system of professional education in high school" Teaching manual. Moscow, 2005. 119с.
- [24] Ushinsky K.D. "On the moral element in education" // Ushinsky KD. Collected Works: At 11 vols. Т. 2. Pedagogical articles. 1857–1861 M.L., 1948. p. 425.
- [25] ibid.
- [26] Rubinstein S.L. Fundamentals of general psychology. М., 1946. 356 p.
- [27] Parygin B.D. Fundamentals of socio-psychological theory. М., 1971. 120 p.
- [28] Dadonov B.I. Emotional orientation and personality traits // Questions of psychology. 1974. №6.
- [29] Pervomaysky B.L. On the typological basis of the structure of personality // "Problems of the personality". Symposium materials. М., 1956. V. 1. 460s.
- [30] L.S. Vygotsky. Selected psychological studies. М., 1956. 460s.
- [31] Leontiev A.N. Selected psychological works. In 2 volumes. М., 1983. 725s.
- [32] N.N. Trubnikov. Science and morality. М., 1990.

А.А. Карабалина¹, А. Б. Альситова², Ж.Н. Кереймаганбетова¹, Н. М. Абишева³

¹ Қ.Жұбанов атындағы Ақтөбе өңірлік мемлекеттік университетінің;

² С.Бәйішев атындағы Ақтөбе университеті;

³ «Өрлеу» БАҰО» АҚ филиалының Ақтөбе облысы бойынша ПҚБАИ

ҚҰНДЫЛЫҚ – РУХАНИ-АДАМГЕРШІЛІК БІЛІМ БЕРУ НЕГІЗІ

Аннотация. Қазақстан Республикасының білім беру жүйесі бірқатар реформалардан өтуде. Көптеген шешілмеген мәселелер әлі де бар. Бұл мәселелер жас ұрпақтың рухани-адамгершілік тәрбиесін де қамтиды. Бұл мәселенің туындауы рухани вакуум пайда болғандағы (ұлттық мәдениетке зорлық-зомбылықтың енуі, эгоизм, алдау, батыстық коммерциялық мәдениет және т.б.) идеологиялық бағыттардың өзгеруімен байланысты.

Руханияттың жетіспеушілігі, төмен мораль, сондай-ақ дәрежелілік, қылмыс, нашақорлық, маскүнемдік және біздің заманымыздың көптеген басқа да зұлымдықтары – олардың бәрі адамды, қоғамды және мемлекетті бұзады. Қазіргі уақытта «Руханилық», «адамгершілік», «эмоционалдық және моральдық сезімдер» ұғымдарының теориялық тұжырымдамалары көбінесе түсіністік және келіспеушілікпен жиі сипатталады, алдымен соны түсініп алу керек. Қазіргі заманғы күрделі кезеңде, қажетті моральдық қасиеттерді қалыптастыруға әрқашан оң әсер етпейтін бұқаралық ақпарат құралдарының ағымында жас ұрпаққа шындық пен жалғандықты анықтау қиынға соғуда. Рухани-адамгершілік тәрбиенің негізгі түсініктері мен факторларының мәні бойынша біздің көзқарасымыз жаңа идеяларды іздестірудің негізгі тұжырымдамаларына негізделген.

Түйін сөздер: рухани-адамгершілік тәрбие, адамгершілік, адамгершілік қасиеттер, адамның рухани құндылықтары.

УДК 316,625

А.А. Карабалина¹, А. Б. Альситова², Ж.Н. Кереймаганбетова¹, Н. М. Абишева³

¹ Актюбинский региональный государственный университет им. К. Жубанова;

² Университет Байшева, Ақтөбе, Казахстан;

³ АО «НЦПК «Өрлеу» ИПК ПР по Актюбинской области, Ақтөбе, Казахстан

ЦЕННОСТЬ КАК БАЗОВАЯ ОСНОВА ДУХОВНО-ПРАВСТВЕННОГО ОБРАЗОВАНИЯ

Аннотация. Система образования Республики Казахстан переживает ряд реформ. Остаются нерешенные многие проблемы. К таким проблемам можно отнести духовно-нравственное воспитание подрастающего поколения. Постановка этой проблемы связана со сменой идеологических ориентаций, в появлении духовного вакуума (проникновение в национальную культуру культура насилия, эгоизма, обмана, западной коммерческой культуры и т.д.). Бездуховность, низкая нравственность, а также грубость, преступность, наркомания, алкоголизм и многие другие пороки нашего времени - все они разрушают как человека, общество, так и государство. Необходимо сразу пояснить, что в настоящее время теоретические разработки понятий «духовность», «нравственность», «эмоционально-нравственные чувства» отличаются зачастую неясностью и противоречивостью. В сложной современной действительности, в потоке средств массовой информации, которые далеко не всегда оказывают положительное воздействие на формирование необходимых нравственных качеств, молодому поколению становится все труднее разобраться - что для него истинно, а что ложно. Наши взгляды на сущность основных понятий и факторы развития духовно-нравственного воспитания опираются на ключевые понятия для поиска новых идей.

Ключевые слова: духовно-нравственное воспитание, нравственность, нравственные качества, нравственные ценности личности.

Information about authors:

Karabalina Aksaule Alipkaliyevna - candidate of psychological sciences, associated professor of K. Zhubanov ARSU;

Kereimaganbetova Zhanara - senior lecturer, master of social knowledge, ARSU.K. Zhubanov ;

Assemgul Alsitova - Aktobe University named after S. Baishev, Senior Lecturer of faculty of Pedagogics of Preschool education and upbringing department, Master of Pedagogical Sciences, assemgul_87@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.35>

Volume 6, Number 322 (2018), 51 – 66

D.K. Kenzhebayeva¹, B.G. Urmurzina², Dashqin Muhammadli³¹ L.N.Gumilyov Eurasian National University, Astana, Kazakhstan;² K. Zhubanov Aktobe Regional State University, Aktobe, Kazakhstan;³ Baku State University, Baku, Azerbaijan

danaa088@gmail.com, Urmurzina58@mail.ru, dashqin.muhammedli@mail.ru

THE MODERN YOUTH VALUES IN KAZAKHSTAN

Abstract. Today scientists define youth as the social and demographic group of society allocated on the basis of a set of characteristics. These features are a result of a social status, the social and psychological qualities are reflection of the development level of social and economic, cultural, features of socialization in society. Youth in the context of our research is the social and demographic group enduring the period of formation of a social maturity when they are ready to enter into the adult world, adaptations to it. Borders of this group are indistinct and mobile, but they are usually connected with age by 15-27 years. The concept of value has the complicated definition which is defined by unity of objective and subjective factors. Values in our understanding are any material or ideal phenomena for the sake of which the individual, the social group, society make efforts that to receive them, to keep and possess them, that is values are reasons of what people live and that is appreciated. Formation of values is influenced by such factors as personal age, cultural. The family economic and social situation, socio-political situations in society, an environment, a geographical location influence on youth valuable orientations. The mobility of individual and group youth consciousness is defined by an instability of a social status, public status, the uncertainty of the role structures characteristic of this social group. Problems with youth arise in connection with the aspiration of various forces to manipulate their consciousness, to exploit young people. To define the system of values of youth, it is necessary to understand in what environment they were brought up and what events were witnessed. Our research is based on the National Report "Youth" 2013, 2016 and 2017; sociological research "Youth of Central Asia" of Fund of Friedrich Ebert; data of media. In the study, we placed emphasis on the following groups' values: Family, Religion, Education, Political activity and Migration moods. It should be noted the fact that data of various sociological researches show various moods of youth.

Keywords: youth, youth policy, values, family, religion, education, migration.

The problem of values is one of most studied in science long ago. The concept of value has the problematic nature which is defined by unity of objective and subjective factors. Values in our understanding are any material or ideal phenomena for the sake of which the individual, the social group, society make efforts that to receive them, to keep and possess them, that is values are for the sake of what people live, and that is appreciated. From the sociological point of view valuable consciousness of the person, in particular, of the younger generation, is defined and develops in the course of socialization when by it is acquired values in society. Their formation is influenced by such factors as personal, age, cultural. In other words, there is a significant dependence of formation of valuable orientations of the younger generation on the following factors: birthplace, residence (city or village), region, the financial position of family and many other things. Influence formation and development of valuable orientations of youth also: family economic and social situation, socio-political situations in society, an environment, a geographical location. The mobility of individual and group youth consciousness is defined by the instability of social status, not the formation of the public status, the uncertainty of the role structures characteristic of this social group. It in many respects explains the problems arising in the spiritual life of youth: spirituality, deformation of values, destruction of moral standards, aggression, antisocial and countercultural manifestations. Also, problems with youth arise in connection with the aspiration of various forces to manipulate her consciousness, to exploit young people.

In our article, we use the social stratification by class property principle – a distinctive feature of modern youth, as well as society in general. During the Soviet period, it was possible to speak about youth in general. Nowadays when we speak about “youth” we have to specify urban or rural, Kazakhs or Russian, educated or even not finished. The term ‘youth’ describes a big social group of people.

In modern Kazakhstan, young people are in excellent starting conditions. The situation is reflected very precisely by a saying "At one Russian cabbage soup are liquid, at others pearls are small." It is typical for the developed specific capitalist society with its "animal" rules. According to the Committee on Statistics, at the beginning of 2017 the number of young people aged 14-28 was 3,994,393 people or 22.3% of the total population of Kazakhstan. At the same time, in urban areas there are 2 274 524 people or 56.9% of young people, in rural areas - 1 719 940 people or 43.1%. Regionally, the largest number of young people is in South Kazakhstan region - 700,722 people or 24.3% of the total numbers of the region, the smallest number of young people live in North Kazakhstan region - 107,108 people or 19% of the total number of the region.

The age structure of Kazakhstan’s youth at the beginning of 2017 is represented by three groups: the youngest (14-18 years old) - 1 116 126 people or 27.9%, the average (19-23 years old) - 1 284 937 people or 32.3%, the senior (24-28 years old) - 1 593 330 people or 39.9%, which is the most numerous.

In terms of gender, young people are represented almost equally: men - 2 016 915 people or 50.5%, women - 1 977 478 people or 49.5%. At the same time there are significant gender discrepancies in the regions: the cities of Astana, Almaty are characterized by the predominance of young women, for other regions – young men.

Based on the results of the Global Youth Development Index (2016), Kazakhstan, with a total score of 0.668 points, ranks 61 among 183 countries and belongs to a group of countries with a high level of youth development. In 2016 the leaders of this rating were Germany – the 1st place (0.894 points), Denmark – the 2nd place (0.865 points), Australia – the 3rd place (0.838 points), which belong to the group of countries with very high level of youth development.

Youth policy: goals and tasks

The goal of the state youth policy is to create conditions for the full spiritual, cultural, educational, professional and physical development of young people, to participate in the decision-making process, successful socialization and channeling its potential for further development of the country.

The tasks of the state youth policy are:

1. protection of rights and legitimate interests of young people;
2. involvement of youth in the socio-economic and socio-political life of the country;
3. education of citizenship and strengthening of the sense of Kazakhstan patriotism.

Currently, the formation and implementation of the youth policy, as well as inter-sectoral coordination is carried out by the Ministry for Religious and Civil Society Affairs of Kazakhstan. Over the entire period, beginning in 1998, the youth policy was gradually administered by three Ministries (the Ministry of Culture, Information and Public Consent, the Ministry of Culture, the Ministry of Education and Science).

Over the years, the state has adopted special state programs, concepts and regulatory legal acts (RLA) aimed at developing and supporting the youth (Table 1).

When preparing this article and the section of the same name in the National report, the results of mass sociological surveys of the research center “Youth” were shown, which were commissioned by the order of the Ministry of Education and Science of the Republic of Kazakhstan in 2017, are given. The volume of the Republican sample for each study comprised 2000 young respondents. The study used comparative, comparative-historical, empirical, systemic, sociological methods and content analysis.

“Today’s youth of Kazakhstan is a generation that was born and grew up in a period of serious political, social and economic transformations. These are young people with their worldview, their position and their values. That is why the study of today’s youth, their familiarity with the world, is important,” said Tolganai Umbetaliyeva, head of the FES office in Almaty and one of the authors of the research during its presentation.

Table 1 - Youth State programs

No	The name of the program	Responsible state agency
1.	The concept of the State Youth Policy 1999	Ministry of Culture, Information and Public Accord
2.	The program "Youth of Kazakhstan" 2001	
3.	Youth Policy Program 2003-2004	Ministry of Culture
4.	Law of the Republic of Kazakhstan of July 7, 2004 No. 581-II "On State Youth Policy in the Republic of Kazakhstan"	
5.	Youth Policy Program 2005-2007	The Ministry of Education and Science (since September 13, 2016 years- Ministry of Religious Affairs and Dr. grazh anskogo Society)
6.	State program of patriotic education of citizens of the Republic of Kazakhstan for 2006-2008	
7.	State Program for the Development of Education of the Republic of Kazakhstan for 2011-2020	
8.	The concept of the state youth policy of the Republic of Kazakhstan until 2020 "Kazakhstan 2020: The path to the future"	
9.	Plan of measures for the implementation of the Concept of the state youth policy of the Republic of Kazakhstan up to 2020 "Kazakhstan 2020: A path to the future" (the first stage - 2013-2015)	
10.	Law of the Republic of Kazakhstan dated February 9, 2015 No. 285- V "On State Youth Policy"	
11.	Plan of measures for the implementation of the Concept of the state youth policy of the Republic of Kazakhstan up to 2020 "Kazakhstan 2020: The path to the future" (second stage -2016-2020)	

" Value " is defined as the importance, significance, benefit, utility of something. Externally, the value acts as a property of the object or phenomenon. However, significance and usefulness are inherent not in nature, not merely because of the internal structure of the object itself, but as subjective assessments of specific properties that are involved in the sphere of human social life, a person is interested in them or needs. The system of values plays the role of everyday orientations in the subject and social reality of a person, the designations of his various practical attitudes towards the surrounding objects and phenomena.

The norms that have taken shape in society are the highest expression of the value system (that is, the prevailing ideas about what is considered good, right, or desirable). The concept of values and norms differ. Values - these are abstract, general concepts, and norms - these are rules or guidelines for behavior in certain situations. The system of values prevailing in society plays a vital role since it affects the content of norms. All norms reflect social values. The system of values can show the norms prevailing in society.

Moral values are the most critical element of the internal structure of personality, which provides and shows the degree of its maturity and sociality, determines the very essence of a social individual, the state of development of the inner world of a person, his mind, character, consciousness, conscience, soul, characterizes his level of humanity.

At the same time, in order to improve the implementation of the state youth policy, the Youth Policy Council of the President of Kazakhstan was established by the Decree of the Head of State on July 1, 2008. Its main tasks include the development of recommendations for the implementation of a comprehensive state policy on youth, informing the President of Kazakhstan on the situation in the youth environment, and analyzing the effectiveness of implementing the state youth policy. Following the results of the recent meeting held on April 13, 2018 in Shymkent, the Secretary of State Gulshara Abdykalikova gave instructions on the formation of values for young people and the organization of leisure.

Dosym Satpayev provides the following facts regarding the education level of Kazakhstan unemployed population: 117,900 people (24.9%) have a higher education, 174,800 people (36.9%) have a general secondary education, 124,800 people (26.4%) have a specialized secondary education (Satpayev, 2013). Consequently, we can see from the statistics that in many circumstances unemployment is rather high among the youth who did not acquire the higher or specialized education. These factors do not give an opportunity to describe the full picture of the youth unemployment in Kazakhstan labor market. The existence of the mentioned problems confirmed the sociological research results of "Zhastar" Research Center. For example, according to conducted social researches, among the problems raising difficulties in getting an employment for the young people there are: no employment history (22%), low salary (17%),

employers' corruption, bribe-taking (13%), discrepancy between acquired education and market requirements (11%), young specialists' low competitive ability in the labor market (10%), no work places in the districts they live (10%). Respondents to the survey also mark they wish there was discrimination concerning gender and nationality (correspondingly, 3% and 4%) (Kazakhstan youth, 2013).

"The Kazakhstan truth" in 2013 published an article about youth values on the base of study of Institute of philosophy, political science and religious studies of RK. The representative sociological poll (N=1 000) was the youth in an age interval from 18 to 29 years. The survey was conducted in all regions of Kazakhstan taking into account their ethnic, sexual, educational structure.

One of the key differentiating indicators of value orientations of young people is the personal assessment by them the importance of various spheres of activity. In this regard, it was offered to respondents to give such an assessment.

It agrees to the data obtained as a result of the poll, for the Kazakhstan youth the most important reference points traditionally are "The family, education, work".

According to Talgat Kaliyev the number one value of youth is "Family" (84%), "Health" – 61,1 percent. The young people include "Love" in a scale of values – 19,8%, "Knowledge and education" – 17%, "Work and an interesting profession" – 10%. "Material success" – 23%. The scale of values at our youth quite traditional also answers signs of safe society.

According to some scholars the crisis of a family, a decreasing role of "husband" and cause an impact on the personality. The report of 2013 in Kazakhstan shows apparently that family sees one of the significant vital values. Traditionally Kazakhs pay great attention to the family unit and relative connection. The market economy puts a person in a different situation when the man has to take care more about his interests.

Thus a particular influence of an ethnic origin on distinctions in the definition of is revealed that it is the most important for representatives of the younger generation in life. Owing to essential numerical prevalence in the country in general and in regions of the population of the Kazakh and Russian nationality the comparative analysis of answers of respondents of these two primary and most significant data files is carried out.

The results of the sociological survey conducted by the "Youth" research center in 2017 showed that the most important values for Kazakhstan's youth are family - 82.4%, health - 57.5%, friendship - 32% of respondents (Table 2). In comparison with the results of the previous year, certain changes in the values of the youth have taken place. Thus, young respondents estimated the value of friendship higher than the material security in life - 32% compared to 15.8%, respectively; and they leaned toward love over career values.

Table 2 - The degree of importance of the basic life values of the youth

Survey year	Top -5 values	%
2017 year	1. Family	82.4 %
	2. Health	57.5 %
	3. Friendship	32.0 %
	4. Financially Secure Life	15.8 %
	5. Love	5.5 %
2016 year	1. Happiness in Family	74.1 %
	2. Health	56.7 %
	3. Wealth	36.0 %
	4. Honest Friends	29.8 %
	5. Job	18.6 %

Source: National reports "Youth of Kazakhstan-2016", "Youth of Kazakhstan-2017" (* in the process of the survey, respondents chose no more than three answers)

At the same time, the values of freedom, independence, and happiness mean little to the Kazakh youth, gaining a maximum of 0.2. Thus, the value of freedom and independence understood both as personal and as a whole, of one's country, the state, does not have a pronounced priority. As can be seen, these spiritual values are not significant enough, which is an indirect manifestation of certain conformity of the youth.

For the young people of all the age groups of Kazakhstan, to be happy is an abstract and insignificant category, occupying the last place in the line of preferences, not even reaching 0.5%. Also, the young people do not consider seeing the world and travelling as the main goal, apparently believing that becoming financially secure (1st position), having a good family (2nd position), being a professional (3rd), becoming a worthy citizen (4th), being famous, while maintaining the quality of an honest and principled person, a sense of happiness and the opportunity to travel will come together with all this.

The older the young people are, the less altruistic they are: helping people is not such an important value for the respondents. The young people of Kazakhstan are focused on work as the basis of all their future achievements, believing that to achieve these goals it is necessary to work tirelessly. This is the opinion of the vast majority of the respondents, agreeing that "work is a vital need of a person, contributing to the development of their personality". It is logical, however, that the largest number of those who doubt that "work does not always contribute to success, the main thing in life is luck, good family and friendship ties" belongs among the non-studying, non-working and non-job-seeking youth (22.3%).

The results of sociological research have shown the absolute dominant orientation of the young people to the patriarchal type of interactions between spouses.

The youth of Kazakhstan in most cases does not choose the egalitarian (partner) model of family relations, based on the recognition of equal rights and responsibilities of spouses, and is inclined towards the patriarchal type of interactions between spouses in the family, as demonstrated, e.g., by the European youth, where the results of similar studies indicate a high starting readiness of spouses for competition (struggle) for leadership and advocacy of individual interests. All the three age cohorts are in solidarity in the distribution of future/present role – playing roles in the family: the male – breadwinner, the female – keeper of the family hearth.

It should be noted that the older the youth, the more family and health values, as the most important two pillars, play a role in life. Among all the age groups, social acceptance plays a less important role.

In the ranking of values, the Kazakh youth considers family as an absolute value among all the three age groups. Moreover, there is a tendency: the older and more mature young people are, the greater is the importance attached to the institution of the family in their value hierarchy: 85.8% of the young aged 24 – 29 years, 78.8% of those aged 19 – 23 years, 80.5% of those aged 14 to 18 years. The family, according to almost 79% of the respondents, is responsible for the spiritual and moral education of Kazakh youth (to be kind, honest, responsible, etc.). At the same time, the role of the school, state bodies for the support and development of young people, religious institutions, and unions of peers is noted.

For the Kazakh youth, the most important spheres of life are: "A family, children, the house" – 72,5%, "Study, education" – 62,9%, "Work, business" – 51,6% of respondents. For the Russian youth, the same values are in the top three, but there are distinctions in gradation and indicators of their values. For them "A family, children, the house" – 76,4%, on the second – "Work, business" – 50,5% also are in the first place. Moreover, "Study, education" close the three of values with considerably smaller value – 45,8% (see the chart).

As for a vital assessment "Pits, promotions," and insignificant, but the quite noticeable difference is observed here. So, if among Kazakh respondents it is essential for 17,7%, among the Russian youth – for 22,2% of respondents.

The indicator following on a general meaning for all respondents costs, apparently from data of the table, importance of "Leisure, entertainments, tourism." Thus 12,1% of Kazakhs and 20,8% of the Russian respondents attach to this sphere of life importance.

Very indicative information on tendencies of an ideological and valuable condition of the youth environment is given by the data of poll showing the attitude to religious belief. Essential for themselves to it was called by 8,1% of Kazakhs and only 3,3% of the Russian young people. We could draw a preliminary conclusion on that, now the Kazakh youth, unlike the recent past, in a much more significant degree the Russian youth are Orthodoxal. This subject demands separate particular profound opinion poll owing to the ideological relevance.

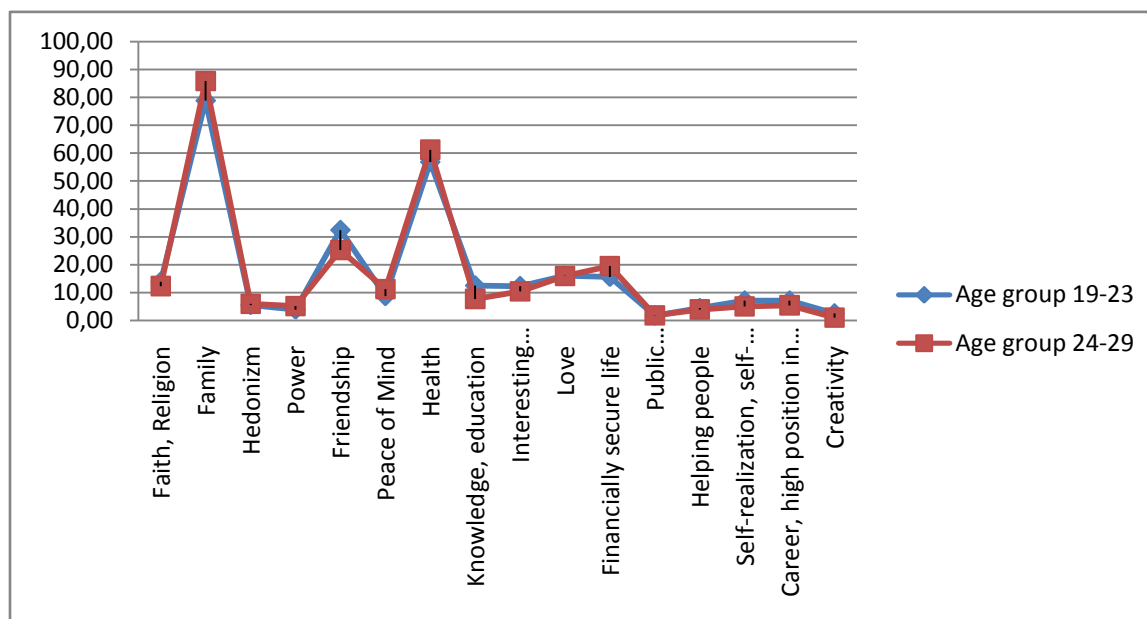


Figure 1 - Youth Values (2018)

Exciting data are obtained in the analysis of the results of the poll on a cut "city village." So, for rural respondents in general two most important spheres are "A family, children, the house" – 82, 6%, and also "Work, business" – 57,4%. While among city respondents these spheres were called by important considerably smaller part of respondents – 69,7% and 46,4% of respondents respectively. It testifies that, despite processes of urbanization and change of social mentality, in the environment of rural youth value of valuable traditional orientation "The house, a family, work" is still much more significant (see table 2).

On the other hand, in the city it is more, than in the village, youth career, promotion" (the city – 22,9%, the village – 11,1%), "Leisure, entertainments, tourism" (15,2% – 10,8%), "Physical culture, sport" attaches significance to such spheres, as "(12,8% – 5,2% respectively). These essential distinctions are connected not only with valuable personal orientations but also that the rural youth in a much more significant degree, than citizens, is limited in equal real opportunities.

Further on all massif of the values interrogated in general in gradation follow: "Career, promotion," "Leisure, entertainments, tourism," "Physical culture, sport." Moreover, in the last place there were in this pyramid "A religion, public and political work." This subject also has to become a subject of individual research. Nevertheless the obtained data already rather eloquently testify that the Kazakhstan youth does not attach great value to the ideological sphere, public work and policy, that is is very slightly ideologized and politized.

Thus, for the modern younger generation the most significant are such values, as "A family, children, the house," "Study and education," "Work and business" today. These positions, on the one hand, remain traditionally crucial for the Kazakhstan youth. However, with another – today they can be considered and as result of the accruing individualization of social consciousness in the conditions of post-socialist capitalization of society.

The publication was prepared on the basis of sociological research that was conducted in 2014, which covered 1,000 of the country's young men aged 14 to 29 from all 14 regions of Kazakhstan, as well as the cities of Almaty and Astana. The methodology of the well-known Shell Youth Study was used for the research. It was adapted for the conditions and features of Kazakhstan. The survey was focused on the main spheres of attention of Kazakh youth, their dreams and plans, values, views, as well questions and issues which they face within the socialisation process. Here are the highlights of the survey that can be downloaded online on the FES website.

Religion and religious values

According to the research, the religious view of Kazakh youth is complicated. They assess religion positively but claim they don't comply with many parts of religions. A quarter of the respondents say they

have not decided their religion; 29.1 percent say they doubt if there is heaven and hell and 21 percent are not sure about the statement that “the God has created the world.” Mainly most of the respondents call themselves believers, while 19.4 percent say they are non-religious or atheists.

Regional differences

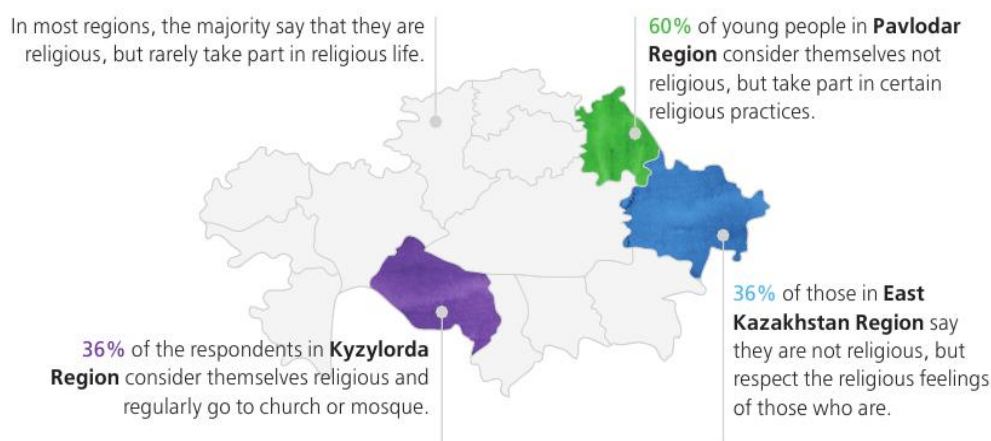


Figure 2 - Religion

According to Summers (2017) in the last decades, the religious situation in the Kazakhstan has changed: the rapidly growth of believers, construction of religious building, increased number of discussions about religious education and growth number of fasting people. Data of sociological researches show that if in 2003 number of people who have called themselves "religious people" were 38,7%, results of study in 2013 showed a rapidly increased “religious people” - 73,9%. As we see in last 10 years the percent of religiousness in youth has practically doubled.

Institute of Philosophy, Political Science, and Religious Studies MES RK provided monitoring studies. The sample consisted of 3000 adult respondents from 14 regions of Kazakhstan, and Astana and Almaty (in 2012-2013) with coverage of 1000 respondents (in 2014). Participants were students, undergraduates of pedagogical and technical specialties, and civil servants, former adherents of religious movements, pensioners, etc.

One of the first questions in the study was: “How did you choose your worldview?”. The majority of respondents 37.8% answer that the choice of the world outlook has been formed since childhood, this fact confirms the existing theories of duality of religion in Kazakhstan and the strong influence of folk traditions inculcated since childhood. More than 25% have formed a current worldview over the past 10 years. Unfortunately, the researchers do not comment on this fact, and we do not know which religion the respondents chose. However, the fact that most of the respondents were students; and the fact of the growth of religious self-awareness in the last 25 years, may become possible answers to this question.

The study shows that the religious choice of participants is largely predetermined by the closest environment: relatives, friends, neighbors (46.9%). The second most important motivational factor is the mood in the society (15.4%). The third place in the motivational structure of each tenth respondent associated with the impact of special literature and Internet resources (10.3%). Missionaries (8.0%) are in the fourth place in terms of influence on the religious choice of the individual, and on the fifth - the influence of fashion trends on religiousness in society (5.1%).

Researchers have noted the fact that in comparison with earlier studies (2000, 2005) sociological monitoring of 2014 shows the essential growth of respondents who project the future of Kazakhstan as a religious country (dynamics, according to the measurements taken in similar methodological tradition and a methodical paradigm increases from 4,1% at the beginning of 2000 up to 7,8% in 2005 to 13,6% respectively in 2014).

The data analysis of participant’s expectation towards future of their children investigated with a question «How do you think what kind of relationship with Religion would have your children?» showed a strong family influence on a choice of religion. For third part of respondents (32.6%) the future of their

children have a strong ties with religion, and 66,7% would like to see them respecting religion. 12,1% would prefer that children would be indifferent to religion, and 9,3% hope that they would be atheist.

Another interesting result was shown in a recent study (Telebayev, 2013). Participants answered on a question "Did you hear about volunteers from Kazakhstan who are involved in Syria conflict?". More than 40% of youth gave a positive respond:

–the third part of participants claimed that “volunteers” were "representatives of the radical, fundamentalist direction", "representatives of criminal groups, bandits and criminals" (32,6%);

–the large group of youth tried to understand them and showed "sympathizing ", believing that it were "ordinary people who have no work, of money, prospects", " the people who have got under influence of criminal groups and people" (39,3%);

It should be noted that some participants shared their opinion that terrorist activity in Syria conducted by “true Muslims” in defense of Islam (5%).

Another serious question is existence of real threat of religious terrorism in Republic of Kazakhstan, many experts declare a stable situation in a country. More likely, it is connected with the fact that most of them don't see distinction between traditional Islam and its radical form.

Considering amendments in law about activity of religious organization especially in their registration, all of them till October 25, 2012 passed the state re-registration.

Table 3 - Number of religious organizations

Number of Religious Organization in Kazakhstan	Before Registration	After registration
Islam	2811	2229
Russian Orthodox Church	304	280
Old ROC	400	189
Protestants	364	100
Catholics	118	79

The Constitution of the Republic of Kazakhstan fixed the secular nature of the state, determining and guaranteeing the rights of citizens to freedom of speech, thought and expression, which is also no provision for patronage or special relationship with any particular religion, declared by an equal and tolerant attitude to all religions. Accordingly, the basic principles of the Republic of Kazakhstan state policy of regulation in the field of interfaith relations as a whole are quite liberal. They clearly stated the position on religious freedom, equality, tolerance, and pluralism. The legislative and regulatory framework of interfaith relations regulated by the Law "On Freedom of Conscience and Religious Associations" of 1992, which, according to experts, to fully comply with international standards. For a complete legislative support in this sphere, settling phenomena, not provided for by law in 1992, a law was passed "On amendments and additions to some legislative acts of Kazakhstan on issues of religious freedom." There were some imbalances in education - cancel the course of religion, abolished the Religious Affairs Committee.

At the same time, open borders and liberal religious legislation of Kazakhstan contribute to strengthen and expand the field of activity of various religious groups and cults, which contributes to the massive movement into the country of foreign religious missionaries and emissaries of numerous religious and pseudo-religious communities and organizations. Some of them work illegally, as part of a secret community, but many of them quite legally engaged in the propagation of their faith by promoting an early treatment of the population of the republic in non-traditional religion for him, distant and alien to the traditional culture, the mentality of Kazakhstan.

To achieve its goals the foreign missionaries have financial incentives convert, find them jobs, contribute to the employment of their relatives and friends that find a wide response among people with low educational and cultural level and low financial status. The mechanism of expansion of the social base of foreign missionaries debugged quite effectively, as evidenced by an increased contingent convert the population. In this case, the emphasis is on the training of local personnel. For example, most of the alien religious communities, such as "Grace", "Agape", "New Life", "Bahá'í", "Jehovah's Witnesses" and a number of others are headed not foreign pastors who arrived in Kazakhstan or guidance from abroad, and ethnic Kazakhs.

Thus, on the face of the fact of religious proselytism, i.e. the process of the active population in the treatment of other religious, implemented in Kazakhstan due to the huge financial injections from abroad. In this particular danger is the fact that the number of foreign missionaries professed non-traditional anti-systemic teachings banned in many Western countries.

5th June 2016, Aktobe, terrorists attacked a military base and a weapon, civilian victims. Victims of the attack began to 19 people, among them - four civilians and three soldiers. The Ministry of Internal Affairs of Kazakhstan acknowledged took place in Aktobe attack an act of terrorism. Throughout Kazakhstan introduced moderate "yellow" mode of the terrorist threat, which will be valid for 40 days. According to information provided by the press service of Ministry of Internal Affairs of RK, killed 13 of the organized terrorist attack in Aktobe terrorists, four wounded. In addition, detained eight people suspected of involvement in extremist.

From March 2017 Parliament, President Nazarbayev N.A., ministry of religion, initiated law which would ban strictly religious attributes (e.g. paranja, nikaab) for citizens. The Ministry of Education and Science, Justice, Religious Affairs and civil society of Kazakhstan said that the wearing of religious clothing and headscarves are not allowed and were not allowed before. Ministry of Education and Science, Justice, Religious Affairs and civil society in Kazakhstan declared a ban on hijab in schools. In this regard, the Ministry of Education and Science of Kazakhstan by order of 14 January 2016 number 26 introduced common rules for school uniforms, according to which every public education institutions need to adhere to certain rules. According to the rules, uniforms include a jacket, jacket, pants, shirt front, casual shirt, skirt, blouse classical (winter variant forms: knitted vest sundress, turtleneck). Spiritual Administration of Muslims of Kazakhstan declared about the wearing of the hijab in schools in Kazakhstan. The SAMK noted that first of all children should receive education. According SAMK parents should not encumber their underage daughters for wearing a headscarf.

The study provided on 5534 participants showed that 51% of them supported hijab ban, 8% answered that religious dresses couldn't be part of official places as schools, and universities; 37% didn't support changes.

Family and marriage

The research showed that 75.9 percent of youth think marriage and creation of the family is paramount, while 1.5 percent imagines their lives without a partner and obligations. Among life priorities, being married is more important than getting a high education or making a career. The average age for the creation of family is 22 years for women and 25 for men. On average, Kazakh youth want to have three children.

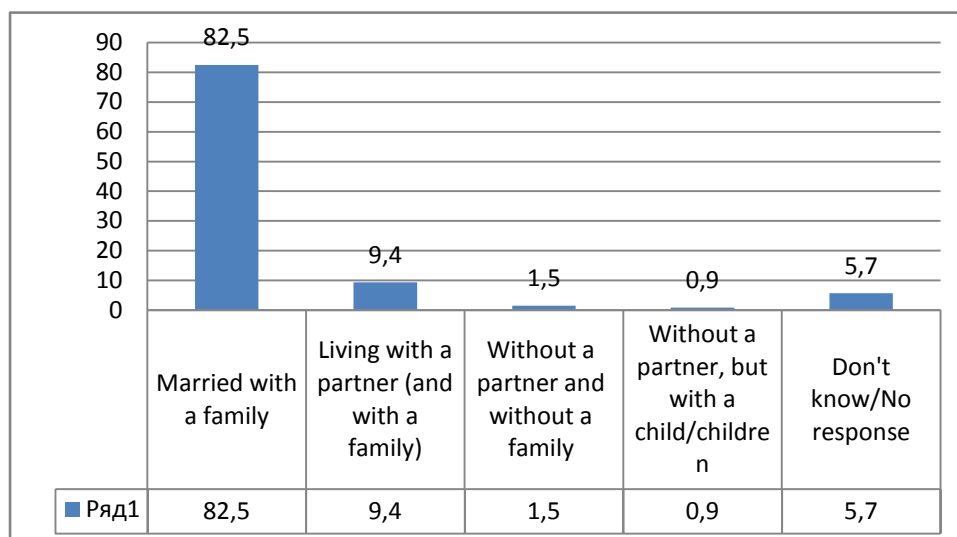


Figure 3 - HOW DO YOU SEE YOURSELF IN THE FUTURE?

The role of older generation and family

A major part of the respondents positively assess their relations with parents (94.6 percent) and siblings (90 percent). About 37 percent said their fathers play an important role in making decisions, while

31.3 percent said their mothers. But at the same time, 86.7 percent think they are not under heavy pressure while making decisions. Approximately 54.4 percent said they make decisions jointly with their parents. Only 10.6 percent said their parents make decisions for them.

Figure 23
HOW IMPORTANT DO YOU THINK BELONGING TO A JÜZ (HORDE) OR CLAN IS IN KAZAKHSTAN? (of the 637 Kazakh respondents who were asked this question)

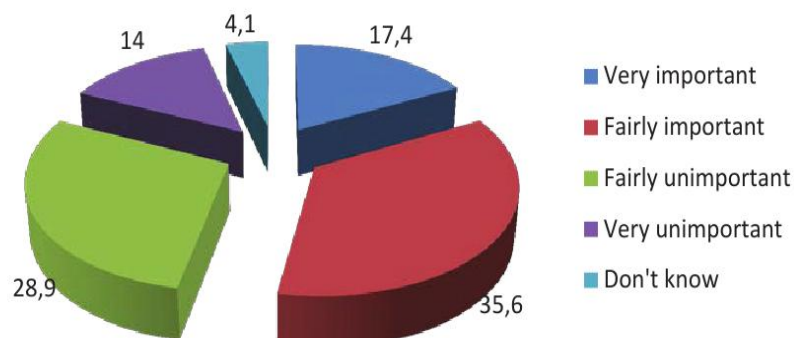


Figure 4 - Tribal System in Kazakhstan

Education

Education itself is losing its attractiveness to youth, the survey says. 72.3 percent said they need a diploma mostly for the fact that it increases the chances of getting a job, while 30.5 percent said they need higher education to meet the expectations of their parents. Almost 48 percent would prefer to study abroad and 17.7 percent would like to study in Kazakhstan. The most popular destinations are Russia, the United States, countries of the European Union and South Korea.

THE IMPORTANCE OF HIGHER EDUCATION AND MARRIAGE (by sex)

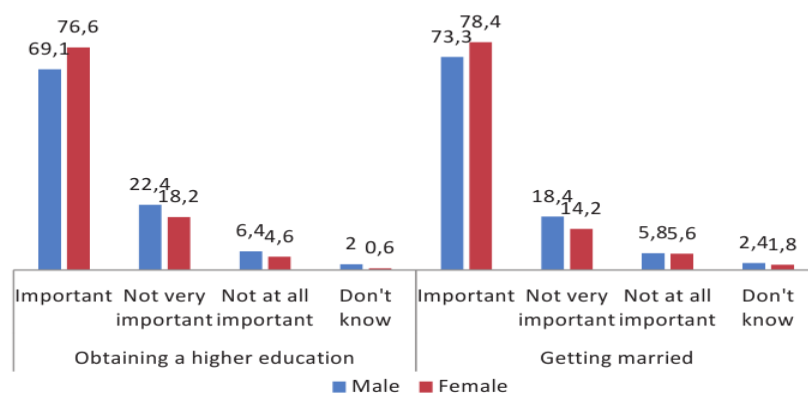


Figure 5 - The role of Education

The Soviets build a strong system of education. In that time of history majority of females got opportunity to get secondary education. The level of education among women in Central Asia is still generally high. However, all countries of the region face severe problems with respect to women's labor market participation. Women still earn, on average, up to 50 per cent less than men. Rural women are particularly vulnerable due to failing infrastructure, lack of basic services and unequal access to land, property and assets.

The reform of the general education system in the Republic of Kazakhstan describes the importance of the spiritual and moral development of the future generation. The idea of stage-by-stage modernization of national network of multilevel education by priorities of the Strategic development plan for the Republic of Kazakhstan, for improvement of the quality of preparation of human resources, the satisfaction of needs of the personality and society including spiritual. The transformations in an education system of the Republic of Kazakhstan directed to full integration into world educational space, the problem of spiritual and moral development can't be ignored the states in any way.

The development of vision, character, and competence in our young people is necessary to allow our nation to continue its role of world leader into the 21st century rather than be relegated to history as former world leaders such as Egypt, Iran, Spain, Portugal, and Great Britain. Each of these former world powers failed to keep pace with the changing demands of the world around them. In many cases it was not a failure of the economic or material aspect of society, but rather the human, social, political, or spiritual aspects. The educational system must prepare individuals to progress in each of these arenas of life. Therefore, character development must be seen as an organic process in the development of the material/physical, human/psychological, and spiritual/transcendental aspects of human being.

WHICH OF THESE WOULD YOU CHOOSE IF YOU HAD THE CHOICE?

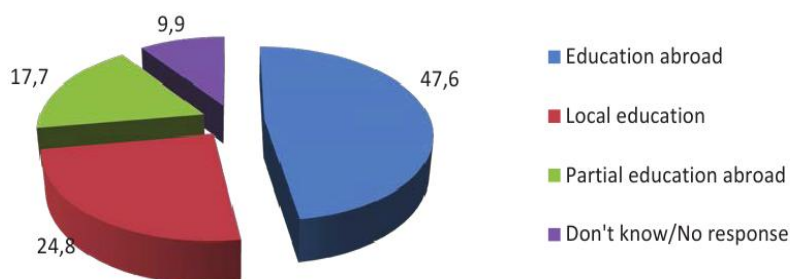


Figure 6 - Preferences in Education

The most popular country to study abroad is Russia, USA, and China. Researchers found significant differences between Russian and Kazakh participants.

The role of women in Kazakh society

The research shows that 84.8 of the youth think women in Kazakhstan have enough rights. When it comes to family, 36.5 percent think men and women are equal in a relationship. Just more than 32 percent said men are the heads of families, 9.1 percent believe women more and more are leading families. About 19 percent think women are independent. According to the authors, the large part of the youth does not support the idea of polygyny. When it comes to bride kidnapping, the opinions were divided half and half. Most of the people who were pro said that it is just a tradition and usually happens with the agreement of both sides and can save money for the bride's side.

According to Karimova (2016) the image of the mother appears to us as a woman that generates trust, happy and not prone to jealousy. Jealousy is one of the most influential human emotions, comparable with love, and with hatred. And like all other emotions is inherent only to man. Suspicion is an unpleasant, painful feeling associated with the fear of losing an object of love. Jealousy - in many ways a simple sense and always associated with the rivalry. As a rule, people who are not self-sufficient, not self-confident, or conversely too self-assured and consider a person their "property" tend to be very jealous

Ensuring the rights of the citizens

The research showed that 77.7 percent of respondents are satisfied with the level of democracy in the country. Economical position, level of education, origin (city or village) and age were called among the reasons for discrimination more than gender, religion and language.

According to Biyekekenova (2016), 58.2 % (the majority) of the respondents believe that all young people aim to become patriots, 27.3% answered that this is not necessary, and 13.9% (one-seventh) of the students selected the answer 'do not know.'

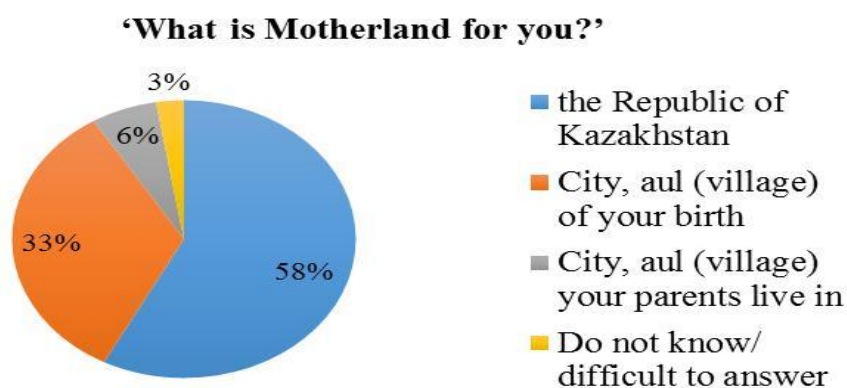


Figure 7 - Motherhood

The main question was 'Do you consider yourself a patriot?' Surprisingly, 37.6% of the students answered 'yes,' 36.1% 'more likely yes,' 17% 'more likely no,' 5.2% 'no,' and 4.1% of the respondents found it difficult to answer the question

Migration

A major part of the participated youth connect their future with Kazakhstan (87.5 percent). About 10.5 percent intend to migrate to Russia, countries of the European Union, the U.S., Canada and China, but one third of them plan to come back in 10 years.

The stream decreasing from Kazakhstan grows four years in a row. The country last year was left by nearly two and a half times more people, than arrived. One experts explain negative balance of population shift with the social and economic reasons. Others speak about expenses of national policy.

37 704 persons, according to committee on statistics of Kazakhstan, left the country last year. In comparison with 2016 the number of the left increased by 7,8 percent. In spite of the fact that the stream of the arrived increased (in 2017 arrived 16 081 persons that is 20,5 percent higher, than in previous year), the balance of migration developed negative — minus 21 623 persons.

The main migratory exchange of the country happened to the states of the CIS. The share arrived made 72,1 percent of these countries; a share left to the CIS countries — 89,4 percent. In a quantitative sense essential value for the analysis of external migration in 2017 has the movement of ethnic Russians which balance of migration respectively makes minus 23 909 people.

In February 2018 the analytical Finprom.kz portal published research of migratory processes which authors come to conclusions that Kazakhstan leaves more and more experts. Qualified personnel in 2017 arrived to 15 percent less, than in 2015, it is noted in calculations. Their share from total of the arrived made 36 percent, in 2015 — 40,9 percent.

Outflow goes on technical specialties (6,6 thousand people), economic (3,6 thousand) and pedagogical (2,3 thousand). In 2017 to Kazakhstan there arrived 1,3 thousand technical specialists, 841 economists and 718 teachers. In these three spheres indicators of balance of migration are most negative, that is outflow of experts in these branches is not filled in a due measure; "outflow of technicians, economists and teachers is most critical" research is summarized.

Key factors of migration:

1. Lack of workplaces which will grow even more due to digitalization and a population increase.
2. Falling of the real income of the population, despite growth of economy that for citizens is even more offensive.
3. Falling of quality of the higher education at the growing prices for it.
4. Top-level corruption and irrational use of budgetary funds. Total amount of financial violations, including inefficiently used means, recorded by Calculating committee of Kazakhstan at implementation of state programs from 2013 for 2016, made 6,7 trillion tenge (or 2,07 billion dollars) at a present course.

5. Increase of a retirement age for women till 63 years which will take place step by step, but began in 2018. The trust to pension system falls.

6. Deterioration of secondary education due to too fast introduction a multy-linguality: very few people believe that the Kazakhstan teachers for some months will master English at the level, necessary for teaching.

7. Reform of medicine: introduction of fund of medical insurance to which clinics are simply not ready physically — at them is not present medical information systems.

8. The scandals and provocations arranged by national populist and stopped by neither security officers, nor the power.

9. Constant floods which in the last some years destroy villages in the north, the center and the East of Kazakhstan, and the power cannot do anything with it.

Of course, there are problems and in other countries. But in Kazakhstan they are aggravated with the falling trust level to the power. Deficiency of coal in the coal-mining country, corruption, frankly unfair adjudications and full dispassionateness of the power from the population problems — process went especially vividly in the last 1,5 years.

One of indicators — growth of participation of the population in protest actions in the inactive earlier capital in this aspect.

All events have to set the power thinking: it hangs in emptiness, and after all a tree with the weakened roots, despite a powerful trunk and krone more and more, falls from any external push.

Geopolitical priorities

The Eurasian Economic Union was positively assessed by 90.9 percent of respondents. Young Kazakh men and women call Russia, the European Union, the Kyrgyz Republic, China and Uzbekistan among priority directions. In their opinion, more reserved relations should be with the U.S., NATO, Iran and Afghanistan. Main sources of information about politics and world events are TV (60.5 percent), internet (89.2 percent), family discussions (33.1 percent), talks with friends and relatives (16 percent) and social networks (10 percent).

Modern youth is the new people with the western type of thinking; they exist in our realities. The people who decide on a base of combined individualism and collectivism. These are people whose values are somewhat similar to instincts, then to the ideas. Moreover, at last, it is people of which unites nothing. In this light become the primary and defining influence of the state on the formation of valuable orientations of modern youth. First of all, the state has to guarantee zero tolerance to drugs policy, non-proliferation of alcohol and smoking. The state has to undertake functions not of the simple construction of sports centers (though it is essential too), but also to promote familiarizing of the youth with new actions which no political ideology. The legislative base has to provide interest of public organizations and citizens to promote moral development of the younger generation. The most talented young people in the unique scientific and educational centers have to work on the implementation of moral values among youth. Also, one of the significant factors, doing young people of persons, the education system is. Specialization and creative approach, the avoiding senseless cramming is necessary as soon as possible. At schools and the universities, the system of self-government has to work. There has to be knowledge cult. In the education of moral values media, especially if to consider that the youth does not exist without television and the Internet have to play an important role. They are capable of acquainting youth with the achievement of the world and national culture. Youth is necessary to inform of the idea on a possibility of improvement of life according to all characteristics only with their active participation.

REFERENCES

- [1] Abdiraimova, G., & Altynbekov, A. (2013). A Universal Labor Society: World experience and Kazakhstan. Materials of II International scientific and practical conference “Kazakhstan-2050” Strategy: Long-term sustainable development and priorities for further partnership with Russia” (pp. 191-198). Moscow.
- [2] Address of the President of the Republic of Kazakhstan - Leader of the Nation N.A. Nazarbaev to the people of Kazakhstan. Strategy ‘Kazakhstan-2050’: New Political Course of the Established State, 14 December 2014, pp. 52-53.
- [3] Agency of Statistics of the Republic of Kazakhstan. Department of Statistics of Almaty. (2014). The quantity of Almaty population according to gender and age. Demography, 14. Retrieved March 5, 2014, from <http://almaty.gorstat.kz>.
- [4] Agency of the Republic of Kazakhstan for Religious Affairs. Religious associations in the Republic of Kazakhstan, Astana, 2012.

- [5] Altynbekov, A. (2014). Kazakhstan and Europe: Youth's work attitude, predominance and viewpoints. Materials International Research and Practical Conference "Psychology in Kazakhstan: Past, Nowadays and Future" Dedicated to 25th Anniversary of Foundation of "Psychology" Department and to 80th Anniversary of Al-Farabi Kazakh National University. Almaty.
- [6] Bokanova, Z. et al. (2013). "Kazakhstan youth-2013" National report. Astana: "Zhastar" RC.
- [7] Beck T. To create conditions for creativity. //Kazakhstan truth, on February-7. //www.kazpravda.kz
- [8] Constitution of the Republic of Kazakhstan. Art. 20. Available at http://www.akorda.kz/ru/official_documents/constitution
- [9] Demographical annual of Kazakhstan (2016) Statistics digest. RK Statistics Agency. Astana.
- [10] Guide of a theologian (2014). The agency of the Republic of Kazakhstan for religion. Astana. 192 p.
- [11] Institute of Education Sciences—The Education Resources Information Center (ERIC). (2014). Retrieved March 5, 2014, from <http://eric.ed.gov/>
- [12] Kaliev, T., Kaidarova, A., Ashimkhanova, D., Sydyknazarov, M. and other (2017). National Report "Youth of Kazakhstan – 2017". Astana: SIC Youth.
- [13] Kaldybaeva, O., Kaliev, T., Nikolayeva O. (2017). Methodical recommendations "Influence of religion on the formation of the system of values of the Kazakh youth". Astana: SIC "Youth".
- [14] Karimova A., Alekshova L., Yesengulova M., Kulbaeva B., Sarkulov M. (2015) The Social Role Approach of Family Education in Adolescents Development. European Proceedings of Social & Behavioural Sciences. doi:10.15405/epsbs.2015.08.2
- [15] Karashulakov, J.Zh. & Ibraev, E.E. Ed. Collection of materials on the main issues of the religious sphere: To help civil servants. Astana, Agency of the RK for Religious Affairs, pp. 15-22.
- [16] Kazakhstan Government (2016). The Concept of the State Youth Policy of the Republic of Kazakhstan until 2020 "Kazakhstan 2020: a way to the future (the second stage 2016–2020)", // <http://adilet.zan.kz/kaz/docs/P1300000191>.
- [17] Kazakhstan Government (2016). Action plan for the implementation of the Concept of the state youth policy of the Republic of Kazakhstan until 2020 "Kazakhstan 2020: a way to the future (second stage 2016 – 2020)".
- [18] Kosichenko, A.G. (2013). Religious consciousness of Kazakhstan and problems of improving religious policy in the republic of Kazakhstan. Proceedings of the scientific and practical conference "The held Kazakhstan, looking to the future, December 10, 2013. [Http://kisi.kz/en/categories/politicheskaya-modernizaciya/posts/religioznoe-soznanie-kazahstancev-i-problemy-sovershens](http://kisi.kz/en/categories/politicheskaya-modernizaciya/posts/religioznoe-soznanie-kazahstancev-i-problemy-sovershens)
- [19] Kurganskay, A.G., Dunaev, V.U. and Podoprigora, V.P. (2006). The Impact of Religious Organizations on Kazakhstan's Youth. Research Report. Rep. of Kazakhstan. Almaty
- [20] Kurganskaya, V.D., Dunaev, V.Yu., Kosichenko, A.G., Podoprigora, R.A., Sadovskaya, E.Yu., Chuprynina, I.Yu. (2013). Research report "The influence of religious organizations on young people in Kazakhstan." - Almaty: Center for Humanitarian Research, 158 p.
- [21] Kushzhanov N., Almurzayeva B., Shunkeeva O., Seitenova S., Summers D., Summers B. THE DIGITAL TRANSFORMATION OF AN EDUCATION SYSTEM. THE VIRTUAL REALITY AS NEW EDUCATIONAL SPACE. BULLETIN OF NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN ISSN 1991-3494 Volume 3, Number 373 (2018), 152 – 158. <https://doi.org/10.32014/2018.2518-1467>.
- [22] Law Of state youth policy of the Republic of Kazakhstan No. 285. V. (2015). Retrieved March 5, 2018, from http://online.zakon.kz/Document/?doc_id=31661446#sub_id=310000.
- [23] Law "On Religious Activities and Religious Associations RKI. № 483-IV from 11 Oct. 2011. Available online: <http://adilet.zan.kz/rus/docs/Z1100000483>.
- [24] Message of the President of the Republic of Kazakhstan Leader of the nation Nursultan Nazarbayev to the people of Kazakhstan "Strategy Kazakhstan-2050: a new political policy of the taken place state". //www.akorda.kz.
- [25] Mager Yu. Assembly of kindness, peace and harmony. //Kazakhstan truth, on March 1, 2018 from <http://pravo.zakon.kz>.
- [26] Ministry of education and science of the Republic of Kazakhstan. (2012, 2015). Retrieved March 5, 2018, from <http://edu.gov.kz/en>.
- [27] Ministry of National Economy of the Republic of Kazakhstan, Committee on Statistics. (2013, 2015). Retrieved March 5, 2018, from www.stat.gov.kz.
- [28] Nazarbayev, N. (2012). Kazakhstan's Social Modernization: Twenty Steps towards a Universal Labor Society. Retrieved March 5, 2018, from <http://www.egemen.kz/2012/07/10/340989>.
- [29] Naurzalina D. et al . (2015) The impact of family style education on high school student's grades. The European Proceedings of Social & Behavioural Sciences eISSN: 2357-1330. doi:10.15405/epsbs.2015.08.21.
- [30] Research center of "HeadHunter" company. (2015). Retrieved March 5, 2018, from <http://www.hh.kz>.
- [31] Research center of "HeadHunter" company. (2012). Higher education and occupational work. Retrieved March 5, 2018, from <http://hh.kz/file/9715722.pdf>.
- [32] Satpayev, D. (2013). Labor market: Flying over from the shadow to the light. Retrieved March 5, 2018, from http://forbes.kz/process/expertise/ryinok_truda_iz_teni_v_svet_pereletaya.
- [33] Satpayev, D. (2014). We should change not ministers, but the system of their activity assessment. Retrieved May 5, 2018, from http://forbes.kz/process/expertise/menyat_nado_ne_ministrov_a_sistemu_otsenki_ih_deyatelnosti.
- [34] Strategy for Gender Equality in the Republic of Kazakhstan for 2006-2016. Approved by the Decree of the President of the Republic of Kazakhstan # 1677 of 29 November 2005. Astana, 2005. 37 p.

- [35] D. Summers, S. Salish, A. Karabalina, V. Kubieva, A. Erbulatova, B. Almurzayeva, G. Nazarova. PSYCHOLOGICAL AND PEDAGOGICAL ASPECTS OF MORAL EDUCATION IN KAZAKHSTAN. BULLETIN OF NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN ISSN 1991-3494 Volume 3, Number 373 (2018), 121 – 129. <https://doi.org/10.32014/2018.2518-1467>
- [36] Teslenko, A.N. (2013) Cultural stratification of socialization of Kazakhstan's youth. Collected papers of the scientific-practical republican conference. g. Astana, Kazakhstan,. P. 375.
- [37] The Labor Code of the Republic of Kazakhstan No. 251. (2007). Retrieved March 5, 2018, from <https://www.enbek.kz/ru/normativno-pravovye-akty-v-sfere-zanjatosti-trudovoj-kodeks-respubliki-kazahstan>
- [38] Toguzbayev, K. (2017). As at "Witnesses" have found three painful points. Available: <https://rus.azattyq.org/a/svideteli-iegovy-almaty-priostanovlenie/28604575.html>. Last accessed 5th Aug 2017.
- [39] UNDP (2016). Overview. Human Development. Report (2016). Human Development for Everyone. By the United Nations Development Programme. From: http://hdr.undp.org/sites/default/files/HDR2016_EN_Overview_Web.pdf.
- [40] Vermenichev A. "The Mangilik Yel" – the idea which has to be present at all spheres of life of the country.//Letters, 2014. February 12.//liter.kz
- [41] Yeshpanova, D., Narbekova, G., Biyekenova, N., & Zhunusova, B. (2014). Social activity of Kazakhstan's youth in today social and political reality. Almaty: Institute for Philosophy, Political Science and Religion.
- [42] Violence Against Women: Does the Government Care in Kazakhstan?, Violence Against Women (VAW) Monitoring Program, 2007.
- [43] Urmurzina B.G., Utemissova G., Uteuova A., Issatayeva B., Gavrina A.V. CROSS-CULTURAL ASPECTS OF COMPANY'S GOAL-SETTING SYSTEM AS A FORM OF MOTIVATION. BULLETIN OF NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN ISSN 1991-3494 Volume 3, Number 373 (2018), 144 – 151. <https://doi.org/10.32014/2018.2518-1467>
- [44] Utemissova G., Summers D., Urmurzina B., Abdirakhmanova Y., Scott Alan Burton Summers. PSYCHOLINGUISTIC STUDY OF SUGGESTIVE METHODS IN EDUCATION. BULLETIN OF NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN ISSN 1991-3494 Volume 3, Number 373 (2018), 159 – 166. <https://doi.org/10.32014/2018.2518-1467>
- [45] Yergaliev, E. (2017). Hijabs in Kazakhstan: "Beards and black attires – only an iceberg top". Available: <https://365info.kz/2017/04/hidzhaby-v-kazahstane-borody-i-chernye-odeyaniya-eto-lish-verhushka-ajsberga/>. Last accessed 5th Aug 2017.
- [46] "Zhastar" Research Center. (2015). Retrieved March 5, 2018, from <http://youthpolicycenter.kz/ru/institucionalnaya-podsistema/nic-molodezh.html>
- [47] http://www.akorda.kz/ru/official_documents/strategies_and_programs
- [48] <https://365info.kz/2018/07/iz-kazahstana-bessledno-ischezli-polmilliona-grazhdan-shibutov/>
- [49] <https://kapital.kz/gosudarstvo/67369/5-interesnyh-faktov-o-kazahstanskoj-molodezhi.html>
- [50] <https://www.zakon.kz/4856334-kazahstanskaya-molodezh-pragmatichnaya.html>
- [51] <https://www.kazpravda.kz/news/obshchestvo/tsennostnie-orientatsii-kazahstanskoi-molodezhi/>
- [52] <https://www.kazpravda.kz/news/obshchestvo/o-sisteme-tsennostei-kazahstanskoi-molodezhi-rasskazal-ekspert>
- [53] http://www.akorda.kz/ru/addresses/addresses_of_president/poslanie-prezidenta-respubliki-kazahstan-nnazarbaeva-narodu-kazahstana-5-oktyabrya-2018-g

УДК 338(471)

Кенжебаева Д.К.¹, Урмуззина Б.Г.², Дашгин Махаммадли³

¹ ЕНУ имени Л.Н.Гумилева, Астана, Казахстан;

² Актюбинский региональный государственный университет им. К. Жубанова, Актобе, Казахстан;

³ Бакинский государственный университет, Баку, Азербайджан

ЦЕННОСТИ СОВРЕМЕННОЙ МОЛОДЕЖИ КАЗАХСТАНА

Аннотация. Сегодня ученые определяют молодежь как социально-демографическую группу общества, выделяемую на основе совокупности характеристик, особенностей социального положения и обусловленных теми или другими социально-психологическими свойствами, которые определяются уровнем социально-экономического, культурного развития, особенностями социализации в обществе. Молодежь в контексте нашего исследования – социально-демографическая группа, переживающая период становления социальной зрелости, вхождения в мир взрослых, адаптации к нему. Границы этой группы размыты и подвижны, но их обычно связывают с возрастом 15-27 лет. Понятие ценности имеет сложную природу, определяющуюся единством объективных и субъективных факторов. Ценностями в нашем понимании являются любые материальные или идеальные явления, ради которых индивид, социальная группа, общество предпринимают усилия, чтобы их получить, сохранить и обладать ими, то есть ценности – это то, ради чего люди живут и что ценят. С социологической точки зрения ценностное сознание человека, в частности, молодого поколения, определяется и развивается в процессе социализации, когда им усваивается ценности в обществе. На их формирование влияют такие факторы, как: личностный, возрастной, культурный. На формирование и

развитие ценностных ориентаций молодежи влияют также: социально-экономическое положение семьи, социально-политические ситуации в обществе, окружение, географическое положение. Подвижность индивидуального и группового молодежного сознания определяется неустойчивостью социального положения, несформированностью общественного статуса, неопределенностью ролевых структур, характерных для этой социальной группы. Проблемы с молодежью возникает в связи со стремлением различных сил манипулировать ее сознанием, использовать молодых людей в своих интересах. Для того, чтобы определить систему ценностей молодежи, необходимо уяснить, в какой среде они воспитывались и свидетелями каких событий были. Наше исследование базируется на Национальном Докладе «Молодежь» 2013, 2016 и 2017 года; социологическое исследование «Молодежь Центральной Азии» Фонда имени Фридриха Эберта; данные СМИ. В своей работе мы сделали акцент на следующих группах ценностей: Семья, Религия, Образование, Политическая активность и Миграционные настроения. Стоит отметить тот факт, что данные различных социологических исследований показывают различные настроения молодежи.

Ключевые слова: молодежь, молодежная политика, ценности, семья, религия, образование, миграция.

Д.К. Кенжебаева¹, Б. Ғ. Өрмөзза², Дашгин Махаммадли³

¹ Н.Гумилев атындағы Еуразия ұлттық университеті;

² Қ.Жұбанов атындағы Ақтөбе өңірлік мемлекеттік университеті;

³ Бакинский государственный университет, Баку, Азербайджан

ҚАЗАҚСТАНДЫҚ ЗАМАНАУИ ЖАСТАРДЫҢ ҚҰНДЫЛЫҒЫ

Аннотация. Бүгінгі таңда ғалымдар жастарды әлеуметтік-экономикалық деңгейі, мәдени дамуы, қоғамдағы әлеуметтену ерекшеліктерімен айқындалатын, әлеуметтік жағдай ерекшеліктері, сипаттамалар жиынтығы негізінде анықталатын қоғамдағы әлеуметтік-демографиялық топ деп белгілейді. Біздің зерттеулер тұрғысынан қарағанда жастар әлеуметтік жетілу кезеңінен өтіп, ересектер әлеміне енген, оған бейімделген әлеуметтік-демографиялық тобы болып табылады. Осы топтың шекарасы бұлыңғыр және қозғалмалы, бірақ оларды әдетте 15-27 жас аралығымен байланыстырады. Құндылық түсінігі объективті және субъективті факторлардың бірлігі арқылы анықталатын күрделі сипатқа ие. Біздің түсінігіміздегі құндылықтар кез келген материалды немесе идеалды құбылыстар болып табылады, жеке тұлға, әлеуметтік топ, қоғам оларды меңгеру, сақтау және иемдену үшін күш-жігер жұмсайды, яғни, құндылықтар – адамдардың өмір сүріп, бағалайтын нәрсесі. Әлеуметтік тұрғыдан адамның құндылық санасы, әсіресе, жас ұрпақ қоғамда құндылықтарды игерген кезде әлеуметтену процесінде анықталады және дамиды. Олардың қалыптасуына жекелік, жас ерекшелігі, мәдениеттілігі сияқты факторлар ықпал етеді. Жастардың құндылық бағдарларының қалыптасуы мен дамуына отбасының әлеуметтік-экономикалық жағдайы, қоғамдағы әлеуметтік-саяси жағдай, қоршаған орта және географиялық орналасу әсер етеді. Жеке және топтық жағдайда жастардың сана-сезімінің қозғалысы осы әлеуметтік топқа тән әлеуметтік жағдайдың тұрақсыздығы, әлеуметтік мәртебесінің қалыптаспауы, рөлдік құрылымдардың белгісіздігі арқылы анықталады. Әртүрлі күштердің жасардың сана-сезімін басқаруға, оларды өздерінің пайдасына қолдануға талпынысынан жастардың проблемалары туындайды. Жастардың құндылық жүйесін анықтау үшін, олар тәрбиеленетін ортаны және қандай оқиғалардың куәсі болғанын анықтау керек. Біздің зерттеулер 2013, 2016 және 2017жж. «Жастар» Ұлттық дәрісіне; Фридрих Эберт атындағы қордың «Орталық Азия жастары» әлеуметтік зерттеулеріне; баспасөз деректеріне негізделген. Біз өз жұмысымызда құндылықтардың келесі топтарына назар аудардық: Отбасы, Дін, Білім, Саяси белсенділік және Көші-қон жағдайы. Түрлі әлеуметтік зерттеулердегі деректер жастардың әр түрлі көңіл-күйлерін көрсететінін атап айту керек.

Түйін сөздер: жастар, жастар саясаты, құндылықтар, отбасы, дін, білім беру, көші-қон.

Information about authors:

Kenzhebayeva Dana Kenzhegalievna - L.N.Gumilyov Eurasian National University, Department of Regional studies;

Urmurzina Bayan Gazizovna - Aktobe Regional State University named after K.Zhubanov, Associated Professor of the Department of Pedagogy and Psychology of the Faculty of Pedagogy, Candidate of Psychological Sciences, urmurzina58@mail.ru;

Dashqin Mahammadli - Baku State University, Faculty of Library and information, Teacher of library resources and information retrieval systems, PhD Student, Email: dashqin.muhammedli@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.36>

Volume 6, Number 322 (2018), 67 – 78

DOI 94(574)+003.071

A.Sh. Nurmanova, D.Y. Mederova, B.D. Dyussenov¹

¹ Institute of Oriental Studies named after R.B. Suleimenov of the Committee of Science of Ministry of Education and Science of RK, Almaty, Kazakhstan
anurmanova@mail.ru, dina_m71@list.ru, bagdat75@inbox.ru

**“BOKEYKHANOV DYNASTY TALDYBEYIT NECROPOLIS”
EPIGRAPHIC MONUMENTS AS A HISTORICAL SOURCE**

Abstract. As a part of “Mangilik El” (Everlasting Country) program at the Institute of Oriental Studies named after R.B. Suleimenov of the Committee of Science of MES RK in 2018-2020 the “History and Culture of the Great Steppe” project is being implemented under special purpose financing. One of the project stream is devoted to historical characters epigraphy, due to that the field expeditions were planned for collecting epigraphic material and related information of oral historiography. Epigraphic inscriptions and monuments in honour of historical characters, as Khans, Sultans and other dignitaries are an integral part of the historical, sacred places of the people.

On July 7-18, 2018 to research epigraphic monuments of Karaganda region including “Bokeykhanov Dynasty Taldybeyit Necropolis” in Aqtoghay area a complex expedition was held. As a result of conducted research of Bokeykhanov Dynasty 5 monuments epitaphs have been recorded, read and these monuments oral historiography was recorded. It is worth mentioning that the historical characters epitaph and XVIII-early XX centuries memorials provide enormous opportunities for enriching the genealogy science, local history, monuments protection databases. Qulpitas inscriptions (epitaphs) supplement, and sometimes are the only reliable source for elaborating and recovery the biographies of historical characters. Hence the rediscovered information in this field is important for historians, so for ethnologists, religious scholars and multiskilled specialists.

Keywords: Bokeykhanov Dynasty, Taldybeyit Necropolis, gravestones monuments, epigraphy, epitaphs, oral historiography.

“Mangilik El” concept states that we have a great history of people for centuries dreamed about freedom, there are great names of well-known personalities and heroes served for independence of Kazakhstan. The following features of the national idea are covered by this document: to have a visual image of the symbol and found upon ideology; through the history, folk tale, legends belong to the ancestors [1].

As a part of “Mangilik El” (Everlasting Country) program at the Institute of Oriental Studies named after R.B. Suleimenov of the Committee of Science of MES RK in 2018-2020 the “History and Culture of the Great Steppe” project is being implemented under special purpose financing. One of the project stream is devoted to historical characters epigraphy, due to that the field expeditions were planned for collecting epigraphic material and related information of oral historiography.

The epigraphy burial of complexes where usually buried dynasties played a critical role in the life of the region is of high interest and almost is not studied. Such kind of complexes were and being still places of worshiping and pilgrimage for the local population. The oldest burial complexes long ago been buried under the earth, and their monuments are discovered by chance by archaeologists or ordinary people. Kazakhstan burial epigraphy researches conducted up today showed their informative value, originality and authenticity of their data.

In the process of planned projects and expeditions to different regions of Kazakhstan held by the Institute of Oriental Studies often known only locally, less known worldwide new cultural monuments are found. One of such source of spiritual, religious, political, social and economic history are epigraphic texts. It's common knowledge that the epigraphic monuments related to specific historical region, the spiritual

center and are part of the historical and cultural complex. The number of ancient tombs epigraphic monuments of the steppe elite such as khans, sultans, religious leaders, tribal divisions number had survived throughout the territory of Kazakhstan. Epigraphic monuments are rapidly destroyed due to climatic changes, some of them are deliberately destroyed and being destroyed, exported to other places. This case requires immediate measures for their preservation - detection, recording, inventory, mapping, including into the list of state protected monuments of culture and these texts epitaphs scientific publication.

On July 7-18, 2018 to research epigraphic monuments of Karaganda region including “Bokeykhanov Dynasty Taldybeyit Necropolis” in Aqtoghay area a complex expedition was held. As a result of conducted research of Bokeykhanov Dynasty 5 monuments epitaphs have been recorded, read and these monuments oral historiography was recorded.

Here are these monuments epitaphs:

№001

1. كل شيء هالك الا وجهه
2. مدفون اسلام ديننده اهل و سنة جماعتى اعتقادنده حنفى مذهبنده در
3. بو مرقد وحدتده ابدى مقام ايدان ذات
4. چنگغز اولادى بوكاى خان اوروغى
5. مرحوم سلطان نورمحمد ميرزاتاي
6. او على ۱۸۳۹ نچى يلى دنيايه كلمشه
7. ايدىك ۱۹۰۱ نچى يلى برنچى اپريلده
8. و هجرية ۱۳۱۸ ذولحجه شريفه ۲۵ نچى
9. يكشنبه كونى ۶۲ ياشنده بو دار فندان
10. بقا ملكينه سفر ايلدى بارى تعالى
11. قبرينى ايمان چراغى ايله ياريتب و قيامت
12. خوف لرندان مار ايلاب از الابرر الفى نعيم
13. فود جينه اخل قيلغاي ايدى انالله و اناليه راجعون
14. زيارت قيلغوچى مومين قردشلردن برار اية قران وقوب توابينى بو
15. رحومغه هديه يتكلرى اميدبنده جليله كزيهسى بيكرمان
16. وفرزندى عزيز على خان بولوچى اقامة ايلدى



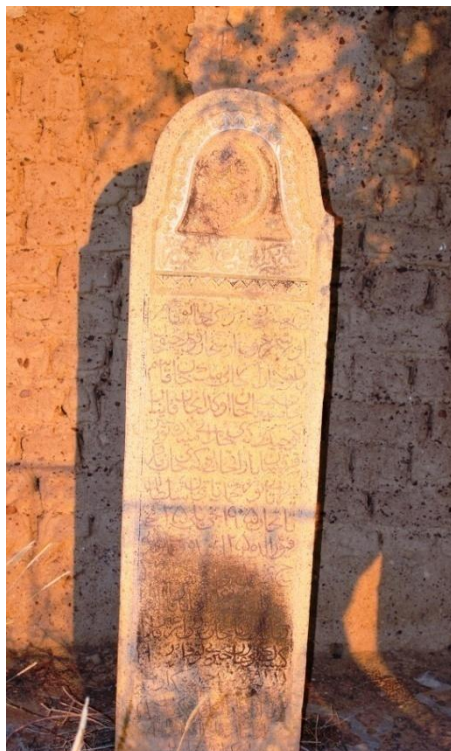
1 - Qulpitas (gravestone monument) Nurmuhammad Mirzatayuly, 1901

Translation:

1. «Everything will be destroyed except His Face». (Quran 28:88) [2].
 2. Buried, [allegiant] Islam religion, from «*ahlu Sunnah*», from Hanafi Madhab.
 3. The one who made his eternal abode this rare mazar
 4. from Genghis Khan generation, Bokey Khan descendants
 5. the deceased Sultan Nurmuhammad Mirzatayuly *,
 6. came into this world in 1839.
 7. On first of April in 1901
 8. and in 1318 A.H. [in month] *Dhu al-Hijjah Sharif* 25th [the day],
 9. on Sunday, in 62 year, departed this life
 10. went into the Eternal world. Bari (Generous) Supremum,
 11. sanctify his grave by Faith light, and [from] the Day of Judgment
 12. save from dangers! «Indeed, the righteous will be in pleasure» (Quran. 83:22), «Indeed we belong to Allah, and indeed to Him we return!» (Quran. 2:156)
 13. from Pilgrims-Muslim brothers [wait] reading some Quran verses, and
 14. in hope that my spirit will receive confession by the grace of the Almighty!
 15. Son [of deceased] respectfull Alikhan ** erected a monument.
- * Nurmuhammad Mirzatayuly - father of Alikhan Bokeykhanov.
 ** Alikhan Nurmuhammeduly Bokeyhanov (1866-1937) – Well-known public and political figure, one of the Alash Autonomy founders [3, 4, 5, 6].

№002

1. الحكم الله العلى الكبير
2. چنگس خان جوشى خان توقايتيمير،
3. اوز تيمر قوجا ارسخان قويرچيقخان،
4. باراق خان ازجانى بيك خان قاسم
5. خان سيغاي جان اوگدانخان قاينار
6. كوشيك بوكه ي خدای مينده تورسين
7. قرقسان باراقخان بوكه ي خان باتر
8. مرزاتاي نورمحمد تاتخان سلطان
9. تاتخان ۱۹۰۵ انچى يلى ۲۵نچى
10. فيورالده ۲۵ ياشنده وفات ولدى
11. چنگس خان جوچى خان نسلينان عمر
12. سوركان جيري سارى ارقا قارقارالى اوييا
13. زى باباسى بوكايقخان جورتي ارغين قارا
14. كيسهك تورغان جيري توقراوين جهل تاو
15. بول تاس قويغان جيري جگشكه وزه نى
16. توقراوين تاراوى اناسى بيكجان حانم
17. توسقان لرى عليخان ازخان فضلخان
18. نوربيك تاس قويغوچى اسماخان



2 - Tatkhan Nurmuhameduly Qulpitas (gravestone monument), 1905

Translation:

1. So the judgement is with Allah, the Most High, the Grand! (Quran. 40:12) [2].
2. Genghis Khan, Zhoshy Khan, Toqay-Temir,
3. Oz-Temir, Qozha, Arskhan, Quyrshiq Khan,
4. Baraq Khan, Az-Zhanybek Khan, Qassym
5. Khan, Sigay Khan, Ongdan Khan, Qaynar-
6. -Kushik, Bokey, Qudaymende, Tursin,
7. Qyryqsan Baraq Khan, Bokey Khan, Batir,
8. Mirzatay, Nurmuhammad, Tatkhan Sultan.
9. Tatkhan in 1905, at the age of 25
10. February, died at the age of 25.
11. From the Genghis Khans Zhoshi Khan descendants, resided
12. in Saryarqa district, Qarqarala uyezd.
13. Bokeyhan ancestor subservient of [tribe] Arghyn Qarakesek,
14. lived in [locality] Toqirauin Zheltau.
15. This monument is built [near] Zhinishke River
16. along the line Toqirauin. Mother Bekzhan Khanum *
17. relatives of Alikhan, Azkhan, Fazylkhan **
18. Nurbek ***. monument is erected by Ismakhan ****.

* Mother of Alikhan Bokeykhanov - Bekzhan, called Bezheke, she was the daughter of the Batyr Dulat of Tobyqty tribe, granddaughter of the well-known Mamai Batyr.

** Fazylkhan – Bazylkhan Bokeyhanov.

*** Nurmuhammad and Bekzhan Khanum had five sons: Alikhan, Azikhan, Tatykhan, Smakhan, Bazylkhan and daughter Nurbek.

**** Ismakhan – Smakhan-tore Muqanov brother of Alikhan Bokeykhanov, during the persecution years was forced to change the surname for Mirzatay grandfather`s name called Muqan-tore by people, so changed his surname as Muqanov.

№003

1. الحكم الله العلى الكبير
2. چگەس خان جوچی خان توقای تیمیر
3. اوز تیمیر خوجا ارسخان قویرجیق خان
4. باراق خان ازجانبیک خان قاسم خان
5. سیعی خان اوگدانخان قاینار کوچیک
6. بوکەى حدای مینده تورسین، قرقسان
7. باراق خان، بوکەى خان باتر، میرزاتای،
8. سلطان میرزاتای ۹۱۱نچی ۱۲نچی مارطده
9. ۹۳ یاشنده وفات بولدی جکعسحان جوچی خان
10. نسلینان، عمر سورکەن جیری ساری ارقا اویازی
11. قارقارالی باباسی بوکەى خان، جورتی ارعین
12. قاراکیساک تورغان جیری توقراوین بول تاس
13. قویعان جیر جیگشکه وزانی توقراوین
14. تاروی یازدیروچی تیمیر ۰۰۰ علیخان ازخان
15. فضلخان قاسم خان مانەرخان ادیلخان
16. ماتخان سماخان نورمحمد بالالری



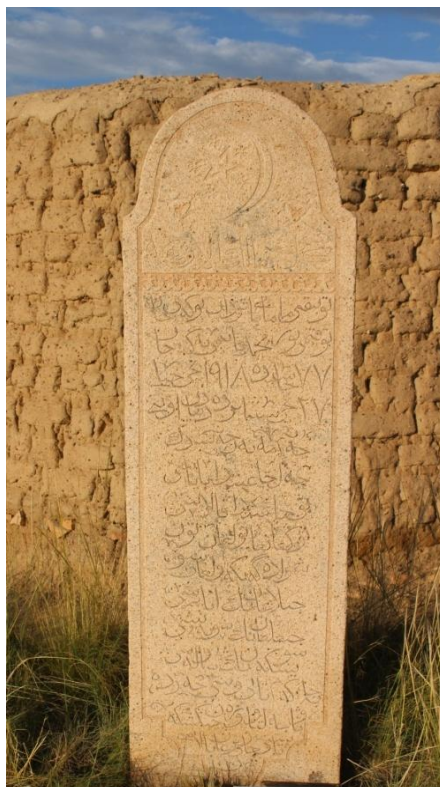
3 - Mirzatay Batyruly Qulpitas (gravestone monument), 1911.

Translation:

1. So the judgement is with Allah, the Most High, the Grand! (Quran. 40:12) [2].
2. Genghis Khan, Zhoshy Khan, Toqay-Temir,
3. Oz-Temir, Qozha, Arskhan, Quyirshyq Khan,
4. Baraq Khan, Az-Janybek Khan, Qasim Khan,
5. Sigay Khan, Ongdan Khan, Qaynar Kushik,
6. Bokey, Qudaymende, Tursin, Qyryqsan
7. Baraq Khan, Bokey Khan, Batyr,
8. Mirzatay. Sultan Mirzatay on March in 1911
9. at the age of 93, he died. Descendants of Genghis Khans Zhoshy Khan
10. We resided in the area Saryarqa uyezd,
11. Qarqaraly. Bokey Khan`s ancestor subjects of Arghyn
12. Qarakesek, lived in Toqirauin. This monument
13. Is raised on the Zhinishke river of Toqirauin
14. line. [Ordered] write Temir ... Alikhan, Azkhan,
15. Fazylkhan, Qasymkhan, Manerkhan, Adilkhan,
16. Matkhan, Smakhan, sons of Nurmammed.

№004

1. كل شيء هالك الا وجهه
2. توبىقتى ماماي باتردان بوكهى خان
3. توقمى نورمحمد قانمى بهگهجان
4. ۷۷ جاسنده ۹۱۸ انچى جىلى
5. ۲۷ انچى سنتابردنه دنيايدن اوتى
6. جهتم مهنه جهردك
7. جهل جاغندا پاناسى،
8. بق جاغندا قالاسى.
9. توگعانعا بولعان تون،
10. شولدهگهنگه بولعان سو
11. جىلاغان نك اناسى،
12. جىللعان نك سويهنشى
13. سويسكهن نك ساولهسى
14. بهجهكهم تانى وسى جهرده
15. تاؤ جهلتاؤ وزهن جىگشكه
16. تاستى جازدبرعان بالاسى
17. سماخان



4 - Begezhan Qulpitas (gravestone monument), Nurmammed's wife, 1918

Translation:

1. «Everything will be destroyed except His Face». (Quran. 28:88). [2].
2. From [descendants] Tobiqti Mamai batyr, Bokeykhan
3. Nurmammed and Begezhan Khanum descendant
4. at the age 77 years in 1918 the year
5. on September 27 left [Brennen] world.
6. [she was for] protector for orphans and widows
7. from the wind,
8. from the wind side of the wall.
9. Heated the frozen persons,
10. [was]a drink for thirsty,
11. A crying mother.
12. A fallen pillar,
13. Loving ray,
14. Bezhekem * body is here.
15. Zheltau mountain, Zhinishke river.
16. Monument is ordered by son
17. Smakhan

* Bezhekem – Begezhan, mother of Alikhan Bokeykhanov, called Bezheke, she was a daughter of the Batyr Dulat of Tobiqti tribe, granddaughter of the famous Mamai Batyr.

1. كل شيء هالك الا وجهه
2. شلڭ غسخان جوشى خان ابن توقاي تيمر،
3. وزى تيمر، قوجا ارسخان قويرشيق خان،
4. باراق خان جاني بيك خان قاسم خان سيغاي خان،
5. وگدان خان قاينار كوشهك بوكه ي خدای
6. مهنده تورسون قرقسان باراق خان
7. بوكه ي، باتئر، مرزاتاي ابدبخان مرحوم
8. ۱۹۲۶ نجى يل مارت ۲۲ رمضان شريف
9. ۸ سى دوشنبه كوني ۸۴ جاسنده، هم نبير هسى
10. دوس محمد قاسم خان بالاسى وسو مارت نك
11. ۱۷ سى رمضان شريف ۳ چهارشنبه كوني ۷
12. جاسنده وفات بولديلار، عمر سوركهن جيري
13. سارى ارقا قارقارالى اويەزى جورتى قارا
14. كيسهك تورغان جهرى توقراوين جهل تاو
15. بول تاس قويغان جه رى جگشكه وزهنى
16. توقراوين تاراوى تاس جازديروچيلار
17. زهى نهش، نورجاميلا، زازا
18. شاهيزا، سهرنك، قاسم خان



5 - Abdikhan Myrzatayuly and his grandson Dosmuhammad Kayimkhanuly Qulpitas (gravestone monument), 1926.

Translation:

1. «Everything will be destroyed except His Face». (Quran. 28:88). [2].
2. Genghis Khan, Zhoshy Khan ibn Toqay-Temir,
3. Oz-Temir, Qozha, Arskhan, Quyrshyq Khan,
4. Baraq Khan, Zhanibek-Khan, Qasym-khan, Syghay-khan,
5. Ongdan-khan, Qaynar-Kushik, Bokey, Quday mende
6. Tursyn, Qyryqsan-Baraq-khan,
7. Bokey, Batyr, Mirzatay, Abdihan deceased
8. In 1926 March 22, Ramazan Sharif
9. 8th Monday at the age of 84, and his grandson
10. Dosmuhammad Qasymkhan's son on March
11. 17th of Ramadan- Sharif on Wednesday 3 at the age of 7
12. years died. They lived in
13. Saryarqa region of Qarqaraly uiyezd, subjects of Qarakesek
14. lived in the area Toqirauin Zheltau.
15. This monument was raised near the river Zhinishke
16. line of Toqirauin. Monument [was ordered] to be written on
17. Zeinesh, Nurzhamila, Zaza,
18. Shahbaz, Serik, Qasimkhan.

The stories of old-timers, legends and terrain experts are important to research the monuments of historical characters, Khans and Sultans, their stories are also practically assured in many respects the accuracy subsequently confirmed by inscriptions not only on the epigraphic monuments, as well as archival documents, Shazhare (chronicle) manuscripts, historical sources.

Further we provide oral information provided by the retired employee of Aqtoghay Archeological-ethnographic Museum, Tungyshbay Omirtayuly Muqanov: "About local Tore (aristocrats) known that Qazdauysty Qazybek bi and Nuraly Sheshen brought to these lands Bokey 14 years old according his father's permission who was the Samarkand governor Kokzhal Baraq (died in 1750 and was buried in mazar Khodja Akhmet Yassau) [7]. Thereafter, he lived in a region Qarqaralinsk Egindibulaq in the area "Qyzyl qudin shiligi" (red willow of swan). In 1815 he Bokey was appointed as Khan, died in 1819 (buried at the mazar Khodja Akhmet Yassau) [7], Middle Zhuz Khanate ended after his death. In 1822 came the Royal Decree on the Siberian Kirghiz Governing and since then has changed the whole tradition of governing. Bokey descendants lived in those places. Bokey's son Batyr descendants lived in Aqtoghay. Bokey had 11 sons, third of them was Batyr, eighth son Sultangazy. He came to Aqtoghay in 1828 and built two winterings: Zhosaly and Shatyrysha. He gave them to his eldest son Dayir. Dayir lived here permanently and Sultangazy often visited this place, wandered between Aqtoghay and Qarqaraly. There are two hilly mountains nearby, called "Keikinin qos shoqysy" (Keikis Double hills). Dayir was buried nearby his mazar is located on Toqirauin and his children are buried there. This area totally is called "Toreler zheri" (Land of Tores), the area ranging from the Zhylandy mountain to the Qarabulag.

And now about the Batyr's sons Mirzatay and Rustem. Rustem when he held the position of Bolys of Qarqaraly being aware that Russians are coming, together with his younger brother Mirzatay moves to the south, Merke and Chu saying that "he will not obey Russian". He governed Merke as bi for 25-30 years. So, Alikhan's father Nurmuhammed was born in 1832 in the area "Qoskolinin bulaghi" located between Merka and Chu. They are moving in the direction of Arqa in 1858

Meanwhile, volost elections began, one of the candidates was respected Shonbay Bolkebayuly, bi of Toqirauin region. At that time candidates used to their advantage the authority of the Sultans among the people. He allotted to Rustem and Mirzatay most fertile land in the Zheltau vicinity. He was appointed to the volost. Since then, these Sultans lived in this area.

In 1858, on the west side of Zheltau in "Qarakuis" Rustem begins to build the wintering and Mirzatay began to build in the opposite side in "Qarazhal". He was a hunter and a *Seri*, so built his wintering in areas where various animals exist. Mirzatay the father of Nurmuhammed, who is Alikhan's father. In the middle of these wintering in "Zhekezhel" set wintering for Nurmuhammed. The territory between Zheltau and Toqirauin belonged to Rustem, he was engaged in agriculture. Pond since the time of Rustem preserved until now. Mirzatay was more engaged in hunting and engaged in dandyism (*serilik*).

Rustem died at the age of 84 years old, according to his will, he was buried in the ground "Ayaq saryterek". Two oaks grown on Toqirauin river, in fact only willow, black willow grow along the river only. According to legend oaks were planted by Sultanghazy. One of the oaks grown with yellow leaves, it was so thick even three men could not embrace it. There was a nest in this tree. Later this oak had burned. Rustem at the end of his life lived near these oaks, near to a pond. Rustem's son Toleubay continued his father's work, installed a water mill, grow wheat. Mazar of Rustem was built on that place.

On April 1901, April 1 Alikhan's father Nurmuhammed passed away. At that time Alikhan served in Omsk. He came from Omsk for the funeral of his father, and in summer put the hexagonal mazar. It is worth to note that the region Arqa mazars are built mostly since XVIII-XIX centuries with a low dome, for a one or two-seater. The Mazars of Tore differ, Alikhan had built a hexagonal big mazar that was enough place for all tore. This information we heard from brother Alikhan's brother Smakhan, he died in 1962.

Alikhan's father, who died in 1901 and his brother Tatikhan, died at age 25 were in this necropolis. Alikhan brings from St. Petersburg, a rare tree grown in Brazil and plants the fruit inside the mazar. At that time in this region there was no tradition to plant trees inside or outside the mazar. Alikhan was the first who did it. So he plants there two trees, one is dedicated to the spirit of his father, the other for his brother. Later, one of the trees died out. Different stories are told, someone says it was sawed and used as fuel. In our opinion, this is not possible, a many thick willows are growing nearby, no one would dare cut trees inside the mazar, it likely was dried out. Alikhan entrusts to care for the trees to brother Smakhan. Smakhan hires a family for two years, providing them completely, take care of the trees. After two years, the trees took root and strengthened. One of the trees planted in 1905 is there up today

Alikhan's grandfather Mirzatay, who died in 1913 and his brother Azikhan died in 1932 are buried here. His brother Bazylkhan in 1932 was exiled to Novokuznetsk and is buried there. His sister Nurbek is also buried here. Their children are buried here too. On the edge of the mazar Alikhan's mother Begim Khanum is buried. She was buried below as here her mother-in-law was buried. She is the daughter of Dulat, the brother of Tobiqti Mamai Batyr. Her sister is a mother of Shakarim Qudayberdiev thus Shakarim and Alikhan were cousins. Generally, there are about 30 persons are buried from Bokeykhanov dynasty. Smakhan Tore was also buried here. Outside the necropolis Tore descendants were buried. Two new monuments were raised by Smakhan during the Soviet period. During that period the District Committee Secretary, saying that they are of wrong ideological, nationalistic, ordered to erase the inscription, half of the text is still preserved.

There is a place called "Alikhan zhazyghy" in Qarauil where Tobiqti tribe lives, Alikhan on the way back home from Semey visited relatives on matrilineal in Qarauyl.

In 2012, the Inspectorate for historical monuments protection enrolled of the necropolis in the list of cultural heritage of local significance and carried out some restoration work, installed a fence.

Nowadays, the descendants of Alikhan Bokeykhanov live in Moscow. Balabarshyn, the descendant of the Brother Smakhan, 84 years old, lives in Almaty region, in Shelek. Every year he comes to ziyarat. He is the only alive of the entire family. This is the history of this necropolis, most history about Bokeykhanov family we know from Smakhan*.

* Smakhan Muqanov/Bokeyhanuly (1881-1969) - brother of Alikhan Bokeykhanov [8, 76-83 p.].

In conclusion, we can point out some specialities of the necropolis:

1) "Bokeykhanov dynasty Taldybeyit Necropolis" consists of about 30 graves. The reason that the necropolis has preserved up to this time intact, was that the descendants lived nearby, took care of the necropolis, and the relatives moved to other regions came from time to time ziyarat. [9]. However, according to the above verbal information, in Soviet times there were attempts to damage the necropolis monuments.

We have recorded five Arabic script monuments: 1 – Qulpitas of Tatkhan Nurmuhammad Mirzatayuly, who died in 1901; 2 – Qulpitas of Tatkhan Nurmuhameduly, 1905.; 3 – Qulpitas of Mirzatay Batyruly, 1911.; 4 – Qulpitas of Nurmuhammed's wife – Begezhan, 1918.; 5 Qulpitas of Abdikhan Mirzatayuly and his grandson Dosmuhammad Qasymkhanuly, 1926. The necropolis is fenced, beyond the fence there are other burial.

2) Qulpitas are carved out of a flat red granite of a semicircular top. There are crescent and a star in the upper part of Qulpitas, a little below quotes from Qoran is written. Then, the basic epitaph text is

written in beautiful Arabic script calligraphic letter slightly protruding relief carving in one large cartouche. The patterns are carved among the text. Year of death in some monuments written according Milady, in some according Milady and A.H. at the same time.

3) This Necropolises peculiar features are worth to be noted from the same monuments in the other regions. Only Sultan dynasty representatives are buried in this necropolis. In West Kazakhstan region Khan's tombs, such the necropolis of Yessim Khan, Zhangir Khan, Ayshuaq khan, Jantore Khan and Bokey Khan, near the mazar Khan were buried representatives of the tribe on the lands where the Khans lived. [10, 224-236 p.]. Epitafiyny text is written only in front of Qulpitas . The entire genealogy of the deceased is indicated, since Genghis Khan, 20-23 ancestors. [11,300-B.; 7, 7 p.]. The location of the deceased are detailed, the subjects of the Sultan of the Arghyn Qarakesek tribe. The names of all the descendants taking part during raising of the monument are written.

4) Oral legends about Bokeykhanov dynasty are still among the people. And that information does not contradict the official biographical data, the text of the epitaph, data archival, genealogy [12] and other documents, i.e. the source materials importance is not in doubt.

Historical figures epitaph and memorials XVIII-early XX centuries represent a tremendous opportunity to expand the database of genealogical science, history, architecture and sculpture, local history, museology and conservation of monuments. During the Soviet time there was a fundamental change unfortunately, in a negative attitude to the places of burial – many necropolises were destroyed, disrespect to a such places are preserved to this day. Qulpitas inscriptions (epitaphs) supplement, and sometimes are the only reliable source for elaborating and recovery the biographies of historical characters. Hence the rediscovered information in this field is important for historians, so for ethnologists, religious scholars and multiskilled specialists.

Recovery of necropolis values as historical and cultural values, national heritage and will promote their conservation - repair, restoration, protection against vandalism and finally museumification. Targeted measurements on upbringing patriotism and respect for the historical and cultural heritage, as well as interest in native land will be more efficient if it is based on “material” necropolises, local archives and shrines, that are especially prospective open-air museums and priceless historical monuments in places of direct contact with the past of motherland by man of today, especially the young persons.

REFERENCES

- [1] Nazarbayev N.A. «QazaQstan zholy – 2050: bir maqsat. bir mudde. bir bolashaq» Qazaqstan khalhyna Zholdauy. 18 qantar 2014 zh. № 11 (28235). 3 b.
- [2] Koran. Perevod i kommentarii I.Yu. Krachkovskogo. Redaktor V.I. Belyayev. [Predislaviye V.I. Belyayeva i P.A. Gryaznevicha] – Moskva. **1963**. 710 s.
- [3] Aqquly S. Alikhan Bukeykhan. Qazaq zherinin zhoqshysy. I tom. Astana: «Alashorda» Qoghamdyq qory. 2017. 800 b.
- [4] Qoyshybayev B. Alikhan Bukeykhanov. Almaty: Zheti zharghy. **2001**. 160 b.
- [5] Qoygeldiyev M. Alash qozghalysy. Birinshi tom. Ondelip. tolyqtyrylghan ekinshi basylymy. Almaty: «Mektep» baspasy, **2008**. 480 bet. suretti.
- [6] Bukeykhanov A. Shygharmalar. Almaty: Qazaqstan. **1994**. 384 b.
- [7] Tuyaqbayev M. Turkistanda zherlengen tarikhi tulghalar. Almaty. **2000**. 96 bet.
- [8] Bukeykhanov S.R. «Otken kunde belgi bar». Almaty: Wink. **2004**. 184 b.
- [9] Zhunisuly. O. Taldybeyit. Zheltau... [Tekst] / O. Zhunisuly // Ana tili. **2016**. 15-22 zheltoqsan (№ 50/51). S. 57.
- [10] Muminov A.K., Nurmanova A.Sh., Mederova D.E. Epigraficheskiye pamyatniki Zapadno-Kazakhstanskoy oblasti kak istochnik po obshchestvenno-politicheskoy i dukhovnoy istorii Kazakhstana. // Qazaqstan zhane Ortalyq Aziya khalyqtarynyn materialdyq emes madeni muralaryn zertteu maseleleri: toponimika. epigrafika. oner. Khalyqaralyq ghylymi konferentsiyya materialdarynyb zhinaghy. – Almaty: «EVO PRESS» baspasy. **2014**. 292 b. + 32 b.
- [11] Bosvort K.E. Musylman auletteri. Almaty: Dayk-Press. **2008**. 424 b.
- [12] Shakhmetova N.A. Proza Mashkhur-Zhusupa Kopeyeva. Perevod s kazakhskogo. Pavlodar: Kereku. **2013**. 205 s. Qarqaralinskoye tore. S. 12-13; Rodosloviye tore. S. 53.

А.Ш. Нурманова, Д.Е. Медерова, Б.Д. Дюсенов

Институт востоковедения им. Р.Б. Сулейменова Комитета Науки МОН РК, Алматы, Казахстан

ЭПИГРАФИЧЕСКИЕ ПАМЯТНИКИ «НЕКРОПОЛИ ТАЛДЫБЕЙИТ ДИНАСТИИ БОКЕЙХАНОВЫХ» КАК ИСТОРИЧЕСКИЙ ИСТОЧНИК

Аннотация. В рамках программы «Мәңгілік Ел» в Институте востоковедения им. Р.Б. Сулейменова Комитета Науки МОН РК в 2018-2020 гг. по программно-целевому финансированию реализуется проект «История и культура Великой степи». Одно из направлений данного проекта посвящено эпиграфике исторических личностей, по которому были запланированы полевые экспедиции по сбору эпиграфического материала и сопровождающих их сведения устной историографии. Эпиграфические надписи и памятники в честь исторических личностей, ханов, султанов и др. государственных деятелей являются неотъемлемой частью исторических, сакральных мест народа.

В 2018 г. 7-18 июля была проведена комплексная экспедиция по исследованию эпиграфических памятников Карагандинской области, в том числе «Некрополи Талдыбейит династии Бокейхановых» в Актогайском районе. В результате исследовательских работ были зафиксированы, прочитаны эпитафии 5-ти памятников, принадлежащих семейству Бокейхановых и записаны устная историография по данным памятникам. Необходимо отметить, что эпитафии исторических деятелей и мемориальные комплексы XVIII-начала XX вв. представляют громадные возможности для расширения базы данных генеалогической науки, исторического краеведения, охраны памятников. Надписи на кулпытасах служат дополнением, а иногда единственным надежным источником для уточнения и восстановления жизнеописания исторических личностей. Следовательно, вновь открываемая информация в этом направлении важна как для историков, так и для этнологов, религиоведов и специалистов более широкого профиля.

Ключевые слова: Династия Бокейхановых, Некрополь Талдыбейит, надмогильные памятники, эпиграфика, эпитафий, устная историография.

А.Ш. Нурманова, Д.Е. Медерова, Б.Д. Дюсенов

ҚР ҒФМ Ғылым комитетінің Р.Б. Сүлейменов атындағы Шығыстану институты, Алматы, Қазақстан

«БӨКЕЙХАН ӘУЛЕТІНІҢ ТАЛДЫБЕЙИТ ҚОРЫМЫ» ЭПИГРАФИКАЛЫҚ ЕСКЕРТКІШТЕРІ ТАРИХИ ДЕРЕККӨЗ РЕТІНДЕ

Аннотация. Мәңгілік Ел идеясы аясында ҚР ҒФМ ҒК Р.Б. Сүлейменов атындағы Шығыстану институты-тында 2018-2020 жылдарға арналған бағдарламалы-нысаналы қаржыландыру шеңберінде «Ұлы Даланың тарихы мен мәдениеті» тақырыбында ғылыми жоба жүзеге асырылу үстінде. Бұл жобаның бір бағыты тарихи тұлғалар эпиграфикасына арналған, осы мақсатта нақтылы мәліметтерді анықтап, қажетті құжаттар жинау мақсатында Қазақстан өңірлеріне экспедициялар жоспарланған. Зерттеу барысында қолданылған әдістер: кешенді экспедиция жүргізу, эпиграфикасын зерттеу, суретке және хатқа түсіру, өлшемдерін алу, көнекөз қарттардан ауызша тарихын жазып алу т.б.

2018 ж. 6-18 шілде аралығында Қарағанды облысына жасалған экспедиция барысында Актоғай ауданындағы «Бөкейхан әулетінің Талдыбейит қорымын» зерттеу жұмыстары атқарылды. Нәтижесінде Бөкей хан әулетінің тиісті бес құлпытастағы эпитафиялық мәтіндер оқып аударылды және деректанулық талдау жаса-лып, тарихи және ауызша деректермен салыстырыла зерттелді. Құлпытастардағы жазулар қосымша материал, кей кездері тарихи тұлғалардың өмірбаянын анықтайтын әрі қалпына келтіретін жалғыз сенімді дереккөз қызметтерін атқарады. Бөкей хан әулеті ескерткіштеріндегі эпитафиялық мәтін мәліметтері ресми биогра-фиялық деректерге қайшы келмейді.

Түйін сөздер: Бөкей хан әулеті, Талдыбейит қорымы, құлпытастар, эпитафиялық мәтін, ауызша дерек.

Information about authors:

Nurmanova Aitzhan Shaymerdenovna, Historical Sciences Ph.D., lead researcher of the Oriental source of study, Orient peoples history and culture Department of Orient Studies Institute named after R.B. Suleimanov of the Scientific Committee of the MES RK;

Mederova Dina Yesirkepovna, Historical Sciences Ph.D., Senior Researcher of Oriental source of study, Orient peoples history and culture Department of Orient Studies Institute named after R.B. Suleimanov of the Scientific Committee of the MES RK;

Dyussenov Bagdat Daniyarovich, Researcher of Department of Middle East countries of Orient Studies Institute named after R.B. Suleimanov of the Scientific Committee of the MES RK.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.37>

Volume 6, Number 322 (2018), 79 – 86

UDK 339.138:336.71

Zh.Sh.Kydyrova¹, E.Z.Onlasynov¹, A.U.Abishova², A.A.Shadieva¹¹M.Saparbaev South Kazakhstan Humanitarian Institute;²M.Auezov South Kazakhstan State University, Shymkent, Kazakhstan**RESEARCH OF THE SITUATION IN THE MARKET OF MILK
AND DAIRY PRODUCTS OF THE SOUTH KAZAKHSTAN REGION**

Abstract. The developing situation in the market of dairy products imposes essentially new requirements to marketing activity, adoption of administrative decisions, the organizations of production and realization. Research objective is studying of features of the market of dairy products and on its basis development of recommendations for improvement of forecasting of demand and increase in consumer qualities of the studied production. Also it was supposed to conduct a research of potential opportunities of subjects of the market of dairy products in SKR with application of modern methods and the strategy of management of consumer demand, to develop suggestions for improvement of the mechanism of management of consumer demand. For achievement of a goal tasks to analyze not only internal specifics of the food market, but also the external factors which are directly influencing these processes were set; to generalize experience of foreign countries in questions of management of market demand; to carry out the express analysis of the market of milk and dairy products in Kazakhstan and SKR; to offer the directions of development of the market of milk and dairy products. Objects of research are the economic relations arising during interaction of supply and demand on milk and dairy products. An object of research are factors and tendencies in development of the market of milk and dairy products.

Key words: consumers, demand, price, marketing, dairy products.

Introduction. The mechanism of formation and functioning of the food market, in particular, the market of milk and dairy products is represented as interaction of objectively operating factors, the phenomena and processes in the sphere of production of raw materials, distribution, processing, realization and consumption of food products. Functioning of this market is defined by a ratio of needs of the population, domestic production capabilities and development of interterritorial links. Accounting of all these factors is a difficult, but necessary task of investigating of this problem.

Existence of basic conditions, opportunities and competitive environment for production of goods and services; economic freedom of producers in development of production, processing and product sales; competitive production and demand for her; effective tax, customs and price policy, inflation, purchasing power of the population and other factors is a necessary condition for development of the domestic food market.

Evolutionary development of world and domestic market of foodstuff is impossible without the general and specific factors of scientific and technical progress, without scientific knowledge in the field of production of new types of food, their influence on the environment and the person [1].

Main part. The following factors are very important for the development of the market of milk and dairy products in the regionare:

1. Formation of the organized sales channels of milk and dairy products focused on attraction in a dairy and grocery subcomplex of third-party investors and replenishment of the regional budget.
2. The increase in competitiveness of the made production allowing to expand her sales markets.
3. Increasing volums of production of milk and dairy products. The development of the regional food market depends on regional economic integration.

For implementation of effective integration process it is necessary to solve the following problems:

- creation and signing of the regional agreement on economic integration, including food market;
- stimulation of development of a product of exchange for satisfaction of demand of the parties participating in him;
- the coordinated formation of infrastructure of the market;
- implementation of joint projects, creation of new productions.

Today, in the conditions of extreme dependence of the economy on the domestic and foreign policy of the state, on the emerging international relations; in conditions of shortage of means of production and at the same time the need to increase production, the role of the state in regulating these aspects and in the development of the market is undeniable, it is argued that the key role belongs to the state.

Pursuing of the purpose of assessment of the directions of studying of the market of dairy products, let us turn to the approach of M. Porter [2] which in the work "Competitive Strategy" has allocated five factors of the competition in branch therefore the model of five forces of Porter defining the competition in branch has been formulated:

1) assessment of influence of suppliers of milk, consideration of tendencies by the form activity "cultivation of cattle" and assessment of prospects of growth (decrease) of volumes of production.

2) assessment of the standard of living of the population; so, growth of welfare will have a positive impact on its purchasing power and, as a result, will lead to increase in demand for production of processing of milk.

3) studying of level of the competition of foreign commodity producers; so, decrease in a fiscal barrier will lead to penetration on domestic market of cheap foreign production which will jeopardize processing of milk as a kind of activity.

4) assessment of a possibility of emergence in the market of food which will replace dairy products. Advertizing, globalization and shifts in mass consciousness lead to changes of preferences of buyers that leads to emergence of new types of goods not characteristic of the country.

5) studying of the competition intra the kind of activity, as at the mesolevel (penetration of production into the neighboring regions), and at the macrolevel (replacement of one commodity producers by others in one region).

Studying of the works concerning questions of influence of various factors on the formation and development of the regional food market made it possible to determine the list of factors that have the greatest impact on the supply and demand of milk and dairy products on the market, taking into account its division into the rural and urban dairy market, agglomeration of economic factors on demand in the urban agglomeration has a positive trend, in rural - negative [3].

The factors exerting impact on demand:

1) Organizationally - economic factors: range of dairy products, quality of goods, advertizing, season of sales;

2) Socially - economic factors: number of consumers, income of consumers, change of number of consumers and their income;

3) Psychological factors: tastes, expectations of consumers, usefulness of a product, culture of food;

4) Foreign trade factors: change in price of finished goods, change of the assortment of dairy products.

The factors exerting impact on the offer:

1) Socially - economic factors: existence of demand for finished goods, the change in price of the competing goods, entry into the market of new firms;

2) Political factors: policy and economy of the state;

3) Foreign trade factors: the change in price of the competing goods, change of the range of finished dairy products;

4) Organizationally - economic factors: price of goods, change of costs of production and level of proceeds from sales of goods;

5) Resource factors: existence of labor, monetary and material resources, presence of capacities, existence of a transport infrastructure.

Tastes of consumers and the culture of consumption are preferences and beliefs in consumer values and norms, this is the attitude of a person to a product and its properties, which ultimately forms consumer habits of the population. To assess the consumer preferences of the urban agglomeration population and

the rural population of the South Kazakhstan region, a survey was conducted of a sample of respondents living in the region. The survey revealed differences in demand for dairy products of these groups. The study revealed that the rural population prefers traditional dairy products, such as sour cream, milk, kefir, while the inhabitants of the urban agglomeration are adherents of dietary dairy products, products with the use of various additives, yoghurts, cheeses, etc.

The group of foreign trade factors include such as the change in the price of goods, assortment. Consumers at different subspecies of the milk and dairy products market in the South Kazakhstan region will react differently to the changes of the specified factors. So, the growth in prices for dairy products will negatively affect demand, primarily in the rural market, since the level of income of rural residents is lower than that of the urban agglomeration population, so the elasticity of the goods is higher here. The influence on such subspecies of the dairy market of such factor as the change of the assortment, the greatest influence has in the market of city agglomeration. Here is looked through direct dependence between a variety of the offered production, quantity of novelties and level of demand on her.

In the rural market of dairy products, thanks to preference among the population of traditional production, and also possibilities of acquisition of the natural dairy products which haven't undergone deep processing in personal subsidiary farms, the lack of a big variety of production in outlets will exert the minimum impact on consumer demand considerably, existence of the branches providing production, delivery, exchange, realization of finished goods contributes to the effective development of the market of milk and dairy products. In the market of city agglomeration infrastructure is developed more than on rural, it and has caused concentration of processing facilities near the regional center.

The great scientific and practical interest for formation and adjustment of really market relations in the cluster system of a meat and dairy subcomplex of agrarian and industrial complex of the Republic of Kazakhstan represents detailed consideration and the analysis of wealth of experience of a number of foreign countries with advanced production of meat and quality dairy products and the widest range – the USA, Germany, France, etc. In particular, from the point of view of expedient acceptable transferring to practice of cluster system of the enterprises of Kazakhstan questions of the organization, improvement of development of production, processing, transportation and realization of milk and dairy products have the greatest value, i.e. in subsector where are most fully focused the most burning issues of a meat and dairy complex which solution is especially relevant during the present period [4].

In foreign countries the dairy cattle breeding is specialized branch at well developed meat cattle breeding. The general tendency of the last years all economically developed countries is their enlargement and reduction of number [5].

According to the International Dairy Federation (IDF) in 2016, the world produced 473.2 million tons of cow's milk. The largest producers of milk are the EU countries - 144 million tons, the USA - 91 million tons, India - 58 million tons, China 35 million tons, Russia - 31 million tons. (Table 1). These countries provide 2/3 all of the world's milk production.

In world production of milk there was a tendency to increase in production from 0,7 in EU countries up to 12,4% in China, at the same time in Russia production of milk was reduced by 0,8%. Increase in production of milk is also observed in Iran, Indonesia, Argentina, Brazil which is provided with increasing the productivity of milking flocks and increasing in a livestock of cows. In the USA increase in number of the cattle has happened in the last 5 years for 2,4% or 2,3 million heads.

Table 1 - Milk production in the world

Countries	Milk production, thousand tonnes			
	2014	2015	2016	2016y. in% to 2014
EU countries	142920	143750	143850	100,7
USA	88978	90824	91444	102,8
India	53500	55500	57500	107,5
China	30700	32600	34500	112,4
Brazil	30715	31490	32380	105,3
Russia	31646	31917	31400	99,2
Ukraine	10804	11080	11160	103,3
Belarus	6505	6767	6655	102,3
Kazakhstan	5233	4804	4891	93,4

Source: *Monitoring of the world market and dairy products / T.B. Ogneva, M.V. Aleksandrova // Economics, sociology and law. - 2016. - № 3.*

Milk production in the member states of the Customs Union in 2016 was distributed as follows: Russia - 31 million tons, Kazakhstan - 4.9, Belarus - 6.7 million tons, however the analysis of production showed that per capita the Republic of Belarus will occupy the leading positions - 704.1 liters of milk per person, Russia - 219.3 liters, in Kazakhstan - 299.4 liters. [6].

In 2016 across the Republic of Kazakhstan are noted increase in production of milk in a solid form for 11,2%, cheese and cottage cheese for 35,5% . In too time, the volume of production of processed liquid and cream (-4,1%) and butter and spread (-11,9%) decreases in relation to previous year (Table 2).

Table 2 - Production of milk and dairy products

№	Name of food	In fact, for			Index physical volume of industrial output, 2016 in % by 2014.
		2014	2015	2016	
1	Milk in solid form, tons	2 402	3 080	3 425	111,2
2	The milk processed liquid and cream, tons	440 347	472 866	453 646	95,9
3	Butter and spreads (pastes) dairy, tons	88,1	18 794	16 564	88,1
4	Cheese and cottage cheese, tons	135,5	22 211	30 104	135,5
5	Other dairy products, tons	100,3	208 247	208 856	100,3

Source: Committee on statistics of the Ministry of national economy of RK

The leader in volume of production of milk of all types in 2016 are East Kazakhstan (792,4 thousand tons), Southern Kazakhstan (710,6 thousand tons) and Almaty (684,2 thousand tons) areas. Significant growth in production is noted in the North Kazakhstan region for 6,5% from 473,3 to 504,1 thousand tons, the Karaganda region for 5,2% from 388,4 to 408,7 thousand tons and the Kostanay region for 4,5% from 359,6 to 375,7 thousand tons (Table 3).

Table 3 - Production of milk of all types in the context of regional centers and cities of Astana and Almaty, thousand tons

	2014	2015	2016	Comparison 2016 to 2014, in %
Republic of Kazakhstan	4 888,0	5 067,90	5 182,40	2,3
Akmola	328,3	351,4	360,6	2,6
Aktobe	299,9	301,8	302	0,1
Almaty	670,2	672,2	684,2	1,8
Atyrau	55,8	65,7	58,8	-10,5
The West Kazakhstan	223,7	224,6	226,4	0,8
Jambyl	281,8	290,1	294,7	1,6
Karaganda	369,7	388,4	408,7	5,2
Kostanay	338,5	359,6	375,7	4,5
Kyzylorda	77,0	85,8	87,5	2,0
Mangystau	4,1	8,8	9,2	4,5
South Kazakhstan	671,6	699,9	710,6	1,5
Pavlodar	349,4	355	361,7	1,9
North-Kazakhstan	458,5	473,3	504,1	6,5
East Kazakhstan	757,0	778,1	792,4	1,8
Astana city	2,2	1,7	0,6	-64,7
Almaty city	0,3	11,5	5,2	-54,8

Source: Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan

Leaders for production of the processed liquid milk and cream - North Kazakhstan (111 856 tons), Almaty (80 397 tons) and Akmola (74 024 tons). A significant increase in the production of processed liquid milk and cream was observed in the Pavlodar region by 30.3% from 11 848 tons to 15 441 tons, Kyzylorda region by 23.5% from 4 130 to 5 099 tons, South Kazakhstan region by 15.3% from 17 629 to 20 328 tons and Zhambyl region by 8.7% from 8 574 to 9 323 tons.

The volume of milk production in solid form increased significantly in Kostanay region by 28.5% from 421 to 541 tons and Pavlodar region by 17.8% from 910 to 1,072 tons. The leaders in the production of dry milk are North Kazakhstan (1 361 tons) and Pavlodar region (1,072 tons).

At the first place in the production of butter is Almaty (5,388 tons), then Kostanay region (3,460 tons). The considerable gain of the volume in the production of butter was noted in the following areas: South Kazakhstan by 183.3% from 36 to 102 tons, Akmola region by 61.9% from 451 to 730 tons, Pavlodar by 26.5% from 637 to 806 tons and Zhambyl region by 12.5% from 1 168 to 1 314 tons.

In comparison with previous year the volume of the exported milk and cream (non-concentrated and without added sugar or other sweetening substances) have considerably decreased by 64% from 20 858,5 tons to 7 550,2 tons. The main volume of export went to the Russian Federation – 19 794,1 tons (58%), further it has decreased by 67% up to 6 583,1 tons. In too time the volume of import has increased by 10% from 42 153,0 tons to 46 248,4 tons (Figure 1).

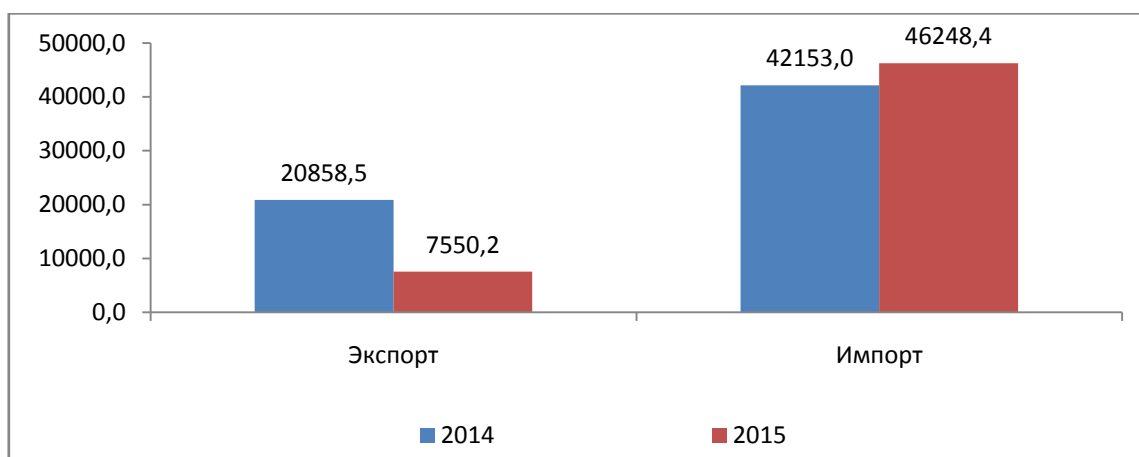


Figure 1 - Export and import of milk and cream, tons

Source: Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan

One of the main importers of milk and cream (non-concentrated and without added sugar or other sweetening substances) is the Russian Federation - 26,889.2 tons (58%). Also, significant volumes of imports came from Kyrgyzstan - 15 333.5 tons (33%). The volume of imports from Belarus amounted to 3,374.9 tons (7%). The main importing countries to Kazakhstan are Russia - 14,022.1 tons (34%) and Belarus - 12,476.9 tons (30%). Also, the country receives products from Ukraine (9%), France (6%), Lithuania (5%), Poland (5%) and other countries (Figure 2).

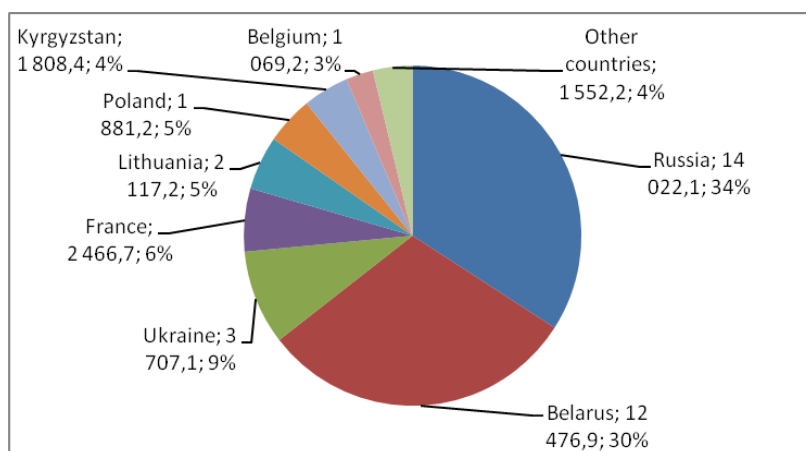


Figure 2 - Major importing countries of milk and cream

Source: Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan

Sharp increase in volumes of export of butter and the other fats and oils made of milk (including dairy pastes) for 2 800% from 106,9 tons to 3 099,7 tons is observed. The main volume of export was to the Russian Federation, in 2016 sharp increase for 2 536% from 105,8 tons to 2 789,2 tons was observed.

The volume of imports of butter and other fats and oils made from milk (including milk pastes), on the contrary, decreased by 27% compared to 2014, from 59,737.1 tons to 41101.1 tons. The main countries importing this product are Russia - 2,710.9 tons (36%), Ukraine - 1,258.2 (17%), Belarus - 1,004.2 tons (13%) and France (839.6 tons (11%). This product is also imported from Kyrgyzstan (7%), Lithuania (6%) and other countries [7].

The volume of export of cheeses and cottage cheese has increased by 124% from 646,0 tons to 1 446,8 tons. It is caused by the fact that the main growth of volume of the exported production is the share of the Russian Federation, so sharp increase from 358 tons to 1 094,3 tons has made 206%.

Production of milk and dairy products is one of the most important sectors of the food industry of the Southern Kazakhstan. Consumption of milk and dairy products directly influences the state of health of the nation: it is well-known that milk is one of basic food, an important component of a healthy diet of people of all age.

Now in the domestic market there was rather steady tendency of stable increase in production of milk and dairy products (Table 4).

Table 4 - The output of dairy products in SKR

Name	2012	2013	2014	2015	2016	2016 in % to 2012
Milk, tons	662 109	660 673	679 542	699 922	710 642	107,3
including:						
Milk (Cow)	650 898	653 014	671 610	692 516	703 106	108,0
Goat	1 144	653	756	728	726	63,5
Mare's	7 771	5 687	5 960	5 390	5 505	70,8
Camel	2 224	1 319	1 216	1 288	1 305	58,7

Source: South Kazakhstan area and its regions: statistical collection / Department of statistics of SKR. – Shymkent, 2016.

From 2012 to 2016 the output of dairy products in SKR has increased by 48 533 tons that has made 107,3%.

On the volume of production of the milk of processed liquid and cream in 2015 the Southern Kazakhstan area has made - 20 328 tons, takes the 6th place in a regional section or 4,48% of total amount – 453 646 tons.

On the volume of production of the butter SKR have produced 102 tons, has taken the 11th place or 0,6% of total amount – 16 564 tons. The volume of production of cheeses and cottage cheese – 925 tons, borrows - the 10th place or 3,1% of total amount - 30 104 tons [8]. It should be noted that SKR on the output of milk of all types has taken the second place, however considerably concedes in a section of regions on the processed dairy products. In this regard, it is necessary to increase the overworking dairy industry of the Southern Kazakhstan area around the city and to districts.

The main methods of research on the market for milk and dairy products include the segmentation of producers, analysis of the internal and external environment of the sectoral subcomplex, product matrix. Segmentation of milk producers shows that in the dairy subcomplex of SKR there are agricultural enterprises, peasant (farm) farms, households of population (Table 5).

Table 5 - Production of separate types of production of livestock production (raw milk)

Name	2012	2013	2014	2015	2016
all categories of farms					
Raw milk	662 109	660 673	679 542	699 922	710 642
agricultural enterprises					
Raw milk	4 414	4 382	4 648	7 561	10 544
farming or peasant farms					
Raw milk	14 635	15 512	16 697	18 756	21 161
farms of the population					
Raw milk	643 060	640 779	658 197	673 605	678 937

Source: South Kazakhstan area and its regions: statistical collection / Department of statistics of SKR. – Shymkent, 2016.

The share of the collective agricultural organizations in the total amount of agricultural production of SKR is small — 1,48%, however by estimates of economists, the collective agricultural organizations are the key sector of agrarian economy owing to the fact that domestic agriculture can only develop effectively as large-scale production.

It belongs also to dairy cattle breeding as in this branch the high level of capital expenditure and long terms of increase (for the biological reasons) the number of herd of milk cows. In this regard, it is necessary to increase a share of agricultural enterprises in the agrarian sector of SKR, way of implementation of state programs "Agrobusiness-2020", "Exporter-2020", etc.

Conclusion. In modern economic conditions, the main goals for production organizations are profit and satisfaction of public needs, for the achievement of which it is necessary to solve many tasks: analysis of activities, identification of weaknesses and their elimination, forecasting, optimization of the production process, development of the production potential of the enterprise.

The main promising areas of formation of economic relations between agricultural and milk processing organizations are:

- perfection of the pricing system;
- state support of milk producers;
- expansion of infrastructure facilities;
- expansion of integration processes.

The efficiency of functioning and development of a dairy and grocery subcomplex in many respects depends on formation of the mutually beneficial economic relations between branches of production and processing of production. At the same time the importance is allocated for the integration processes capable to provide technological, organizational and economic unity and achievement of continuity of stages of a turnover of dairy products and finishing it to the consumer.

For the last decade the range of dairy products has considerably extended, and as result, active development was gained by a yogurt and dessert segment of the market. At the same time the tendency to decrease in consumption of pasteurized production in favor of natural is observed.

One of elements of the state policy directed to increase in number of consumers in the regional market is support of introduction and subsidizing of new technologies and the equipment, to offer the allowing local producers of dairy products competitive goods which could attract the interest of bigger number of consumers [9].

Regional public authorities are also able to increase considerably the number of consumers by means of regional programs for the following directions:

1. Promoting the best goods of the region by promoting the trademark "Made in South Kazakhstan area"
2. Support for the best commodity producers in the region by providing them with benefits on advertising, taxes, etc.
3. Assistance in establishing economic ties with producers and consumers from other regions and states.

REFERENCES

- [1] Agirbov Yu. I. i dr. Ryinki selskohozyastvennoy produktsii: ucheb. Posobie. Yu.I. Agirbov [i dr.]. M., 2005. 43-49 s. (in Russian).
- [2] Porter. M. E. Konkurentnaya strategiya: Metodika analiza otrasley i konkurentov: per. s. angl. M.E. Porter. 2-e izd. M.: Alpina Biznes Buks, 2006. 454 s. (in Russian).
- [3] Kartashov F. N. Formirovanie i razvitie ryinka moloka i molochnoy produktsii (na primere Respubliki Mordoviya): avtoref. dis...kand. ekon. nauk. Saransk, 2011. 17 s. (in Russian).
- [4] Kurmangaliev S.G. Zarubezhnyiy opyt organizatsii ryinochnykh otnosheniy v molochnoy otrasli:inform.-analit. zhurn. Pischevaya i pererabatyivayuschaya promyshlennost Kazahstana. 2012. #2. 37-38 s. (in Russian).
- [5] Loginov D.A. Narastayushchie riski molochno-produktovogo kompleksa kak ugroza ekonomicheskoy bezopasnosti Rossii. D.A. Loginov, Yu.A. Ogorodova Ekonomika i upravlenie: problemy, resheniya. 2014. #8 (32). 116-119 s. (in Russian).
- [6] Magomedov A-N. D. Kon'yunktura mirovogo ryinka moloka i molochnoy produktsii v period 2000-2010 godov. A-N.D. Magomedov, K.V. Kolonchin. Regionalnyie problemy preobrazovaniya ekonomiki. 2012. #3. 219 s. (in Russian).
- [7] [http: www.kazagro.kz](http://www.kazagro.kz)
- [8] Yuzhno-Kazahstanskaya oblast i ee regionyi: statisticheskiy sbornik. Departament statistiki YuKO. Shymkent, 2016. 130 s. (in Russian).

[9] Evdokimova N. Mezhdunarodnyiy opyt regulirovaniya agroproduktovennykh ryinkov. N. Evdokimova, V. Koloskov, A. Abramov. APK: ekonomika, upravlenie. 2015. #2. 58 s. (in Russian).

Ж.Ш. Кыдырова¹, Е.З. Онласынов¹, А.У. Абишова², А.А.Шадиева¹

¹Южно-Казахстанский гуманитарный институт им.М.Сапарбаева

²Южно-Казахстанский государственный университет им.М.Ауэзов, Шымкент, Казахстан

ИССЛЕДОВАНИЕ СИТУАЦИИ НА РЫНКЕ МОЛОКА И МОЛОЧНОЙ ПРОДУКЦИИ ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация. Складывающаяся ситуация на рынке молочной продукции предъявляет принципиально новые требования к маркетинговой деятельности, принятию управленческих решений, организации производства и реализации. Целью исследования является изучение особенностей рынка молочной продукции и на его основе разработка рекомендаций для совершенствования прогнозирования спроса и повышения потребительских качеств исследуемой продукции. Также предполагалось провести исследование потенциальных возможностей субъектов рынка молочной продукции в ЮКО с применением современных методов и стратегии управления потребительским спросом, разработать предложения по совершенствованию механизма управления потребительским спросом. Для достижения поставленной цели ставились задачи проанализировать не только внутреннюю специфику продовольственного рынка, но и внешние факторы, непосредственно влияющие на эти процессы; обобщить опыт зарубежных стран в вопросах управления рыночным спросом; провести экспресс-анализ рынка молока и молочных продуктов в Казахстане и ЮКО; предложить направления развития рынка молока и молочной продукции. Объектом исследования являются экономические отношения, возникающие в ходе взаимодействия спроса и предложения на молоко и молочную продукцию. Предметом исследования являются факторы и тенденции в развитии рынка молока и молочной продукции.

Ключевые слова: потребители, спрос, цена, маркетинг, молочная продукция.

Ж.Ш. Кыдырова¹, Е.З. Онласынов¹, А.У. Абишова², А.А.Шадиева¹

¹М.Сапарбаев атындағы Оңтүстік Қазақстан гуманитарлық институты;

²М.Әуезов атындағы Оңтүстік Қазақстан мемлекеттік университеті, Шымкент, Қазақстан

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫ СҮТ ЖӘНЕ СҮТ ӨНІМДЕРІ НАРЫҒЫНДАҒЫ ЖАҒДАЙДЫ ЗЕРТТЕУ

Аннотация. Сүт өнімдері нарығында орын алған жағдай маркетингтік іс-әрекетіне, басқару шешімдерін қабылдауға, өндірісті ұйымдастыру және өткізуге түбегейлі жаңа талаптарды қойып келеді. Зерттеудің мақсаты ретінде сүт өнімдері нарығының ерекшеліктерін анықтау және оның негізінде зерттелінетін өнімге сұранысты болжамдауды жетілдіру мен тұтынушылық қасиеттерін жоғарылату бойынша ұсыныстарды жасау есептеледі. Сонымен қатар, тұтынушылық сұранысты басқарудың заманауи стратегиялары мен әдістерін қолдану арқылы ОҚО сүт өнімдері нарығындағы субъектілерінің потенциалды мүмкіндіктерін зерттеу қарастырылып, тұтынушылық сұранысты басқару механизмін жетілдіру бойынша ұсыныстарды жасау жоспарланған. Қойылған мақсатқа қол жеткізу үшін бір қатар міндеттер қойылды, атап айтқанда азық-түлік нарығының ішкі ерекшеліктерін ғана емес, сонымен қатар осы үрдістерге әсер ететін сыртқы факторларды талдау; нарықтық сұранысты басқару мәселелері бойынша шет елдердің тәжірибесін жинақтау; Қазақстанда және ОҚО сүт және сүт өнімдері нарығын экспресс-талдаудан өткізу; сүт және сүт өнімдері нарығының даму бағыттарын ұсыну. Зерттеу нысаны ретінде сүт және сүт өнімдеріне сұраныс пен ұсыныстың ара қатынасы жағдайында пайда болатын экономикалық қарым-қатынастар есептеледі. Зерттеу пәні болып сүт және сүт өнімдері нарығы дамуындағы факторлар мен тенденциялар алынған.

Түйін сөздер: тұтынушылар, сұраныс, баға, маркетинг, сүт өнімдері.

Information about authors:

Kadyrova Zh. - candidate of economic Sciences, associate Professor ms.zhamilya@mail.ru South Kazakhstan state University M. Auevov

Ondasynov E. Z. - candidate of agricultural Sciences onlasynov@mail.ru South Kazakhstan humanitarian Institute.M. Saparbaev;

Abishova A.U. - candidate of economic Sciences, associate Professor guljan.abishova@bk.ru South Kazakhstan state University M. Auevov;

Shadieva A. A. - candidate of economic Sciences shadieva@mail.ru South Kazakhstan humanitarian Institute M. Saparbaev

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.38>

Volume 6, Number 322 (2018), 87 – 90

UDC 573.6

G.U.Abishova¹, R.A.Amanzholov¹, B.N.Mynbayeva¹, D.I. Ibragimova²¹Abai Kazakh national pedagogical university, Almaty, Kazakhstan;²A.Yassawi International Kazakh-Turkish University, Turkestan, Kazakhstanabish_gul@mail.ru**READINESS OF STUDENTS-BIOLOGISTS FOR THE ORGANIZATION AND IMPLEMENTATION OF PROJECTS AT THE UNIVERSITY**

Abstract. Today, reforms of the Kazakhstan education system are aimed at revising the system of requirements for knowledge, skills, abilities and personal qualities of a teacher from the position of a competence approach. In order to train students in the skills and abilities necessary for competitiveness in the global economy, it is necessary to implement project training or the project method. The readiness of biology students for the organization and implementation of projects is a prerequisite for the successful implementation of professional activities, since the ability to design contributes to the successful solution of professional tasks. Possessing enormous potential, the project activity allows to improve the quality of biological training of future specialists, educate the individual on the principles of unity of educational creativity with real practical activities.

In this article, to confirm the relevance of this study and clarify the state of the students' initial readiness to organize and implement projects at the university, a survey was conducted among bachelor students. The results of the survey indicate a low willingness of biology students to organize and implement projects and at the same time their high interest in learning project activities. Consequently, the project activities of students have to be formed both in the course of specially organized training and in the framework of academic subjects.

Keywords: project, project method, project activity, readiness, organization and implementation of projects, questionnaire survey.

1. Introduction. In the annual message of the President of the Republic of Kazakhstan, it is noted that curricula should be focused on the development of critical thinking abilities and self-searching skills [1-2]. The key priority of educational programs should be the development of the ability to continuously adapt to changes and assimilation of new knowledge [3].

One of the modern educational technologies that provides a rational combination of theoretical knowledge and its practical application to solve specific problems of reality is the technology of project learning (the so – called "project method"), the founder of which was an outstanding American philosopher and teacher John Dewey (1859-1952).

It should be noted that a significant number of works of Russian scientists are devoted to the study of the problem of project training in an university. But the analysis of literature also showed that in Kazakhstan relatively little attention is paid to solving this problem. To confirm the relevance of this study, it is necessary to find out the state of readiness of students to organize and implement projects in the process of teaching biological disciplines in a pedagogical university.

Analysis of theoretical and methodological literature showed that the concept of the project in the pedagogical aspect is quite ambiguous.

"Project" (from Latin word *projectum* from the Latin verb *proicere*, "before an action") as a concept belongs to the same category as the "experiment" in the natural Sciences, "consideration of the case" in law or "tactics and strategy" in the military. This concept has long ceased to be associated only with architecture or engineering activities. It is now actively used in the economy, politics and pedagogy.

S. I. Ozhegov gives the following definition of the project:

1) the developed plan of construction, the organization of something;

2) preliminary text of a document;

3) idea, plan [4].

It is also indicated that the project is a joint activity of the teacher and students aimed at solving a complex professional problem and creating a socially significant product, and conditions for the implementation of cognitive and professional motives of students arise during this activity [5].

A number of Russian researchers (Sternberg V. N., Simonenko V. D., Zimnyaya I. A., Skvortsova I.) giving the definition of the project, emphasize the independence and activity of students; point to the need to take into account their emotional sphere; note that the project is focused on the definition of needs, the formulation of problems and the creation of situations close to reality.

Modern scientists (V. V. Guzeev, M. V. klarin, D. G. Levites, E. S. Polat, etc.) have also tried to clarify the meaning and reveal the content of the method of projects. They consider the method of projects at a qualitatively new level – as a integral learning technology that contributes to the mastery of students' methodological knowledge, skills, as the basis for further self-education, as a means of developing abilities of students, research skills, social skills, etc. [6].

Table 1 - Element analysis of the survey results

Question number	Elements of the content of students' answers	%
1.	Explain the lack of participation in projects by followed reasons:	
	the lack of time due to study	15
	The staff of the university doesn't organize, don't inform, don't encourage in participation in projects and passivity of teachers	63
	don't want to participate personally	13
	didn't respond	9
2.	The project is the implementation of scientific research, the scientific research of a certain object, the defense of a scientific project	44
	The project includes the collection of information and research on a single topic, the revelation of a single topic in any discipline	38
	Don't know about the project concept	18
3.	Don't know what kind of activities include the organization of a research project	58
	The following answers were offered: "choice of topic, definition of purpose, tasks", "choice of topic, presentation of topic, research on the topic", "choice of topic, collection of information on the topic", "analysis, design, definition of purpose, tasks, hypotheses»	30
	Activity consists firstly of drawing up the plan, the choice of object, the equipment	8
	Motivation and creation of conditions for participants are necessary to organize the project	4
4.	Don't know what kind of activities include the implementation of a research project	58
	The activity of the project is "a search, a motivation and an information gathering"	14
	The activities of the project include "research, protection, proof, achievement of the goal", "experiment, joint work", "definition of the goal and objectives of the project", "control, evaluation, presentation of the topic, research, conclusions", "analysis, experiment, project implementation, project completion", "object research, analysis"	28
5.	Incorrectly defined the sequence of actions in the organization and implementation of the project	86
	Correctly defined the sequence of actions in the organization and implementation of the project	14
6.	The readiness for the organization and implementation of the research project is important to biology teacher:	
	to improve skills and knowledge	52
	to be ready for research	28
	to train children in the implementation of the project at school later	4
	Deny importance of the readiness for the organization and implementation of the research project to a biology teacher owing to the fact that they are not trained to this	16
7.	Students are ready to take part in the implementation of projects on biological disciplines at the university in case of creating conditions for project implementation, training for organization and implementation of project	88

P. P. Blonsky, S. T. Shatsky, V. Kumarin and others understood the method of projects in their studies as a means of:

1. comprehensive exercise of mind and development of thinking;

2. development of creative abilities;
3. development of independence and preparation of students for self-employment;
4. to prepare students for professional activities;
5. the merger of theory and practice in training .

2. Research methods. The questionnaire survey of biology students of Abai Kazakh national pedagogical university was held out to determine their initial level of readiness for the organization and implementation of projects in biological disciplines

3. Main part. The survey was conducted in the form of open questions. The first question was to find out the participation of students in projects in an university. The second question is to determine the students' knowledge of the concept of the project. The third question is what is the organization of the project. The fourth question relates to the knowledge of the project. The fifth question allows you to determine the students' possession of algorithm of actions in the organization and implementation of the project. The sixth question aims to clarify the importance of the readiness of a future biology teacher for the organization and implementation of the project. The purpose of the seventh question was to establish the reasons that encourage students to master the project activities.

The results of the element analysis of students' answers are given in table 1.

Conclusion. The results of the analysis of the practice of professional training of future teachers in Abai university indicate that a significant emphasis is placed on the formation of theoretical knowledge about projects and design and much less attention is paid to the formation of students' practical skills. The results of the survey showed the low readiness of students-biologists for the organization and implementation of projects and at the same time their high interest in learning project activities.

The success of the project activities of students is the basis of their creatively active well-being, the formation of their own ways of solving professional problems on their own. Students' success in the process of implementing their own project activities is a very important condition for their readiness to guide schoolchildren in project activities [7].

REFERENCES

- [1] Makroekonomicheskoye obespecheniye sotsial'no-ekonomicheskogo razvitiya Kazakhstana v usloviyakh modernizatsii. Vestnik Natsional'noy Akademii Nauk Respubliki Kazakhstan. ISSN 1991-3494. Vypusk 6, №358, Almaty, 2015, S.179-185. (Mergenbayeva A.T., Urazbayeva G.ZH., Abishova A.U.) <https://doi.org/10.32014/2018.2518-1467>
- [2] State of the Nation Address by the President of the Republic of Kazakhstan Nursultan Nazarbayev. January 31, 2017 "Third Modernization of Kazakhstan: Global Competitiveness".
- [3] State of the Nation Address by the President of the Republic of Kazakhstan Nursultan Nazarbayev, January 10, 2018 "New opportunities under the fourth industrial revolution".
- [4] Ozhegov, S. I. Dictionary of Russian / S. N. Ozhegov. Moscow: Russkiy yazyk, 1986. 797 p.
- [5] Burtseva, E. V. Educational project as a means of motivation of foreign language studying for students of non-linguistic universities: (Eng.): Autoref. of thesis on cand. of ped. sc. degree: (13.00.02) / E. V. Burtseva; Buryat state un-ty., Ulan-Ude, 2002. 25 p.
- [6] Stepanova I. M. Technology of project training as a means of formation of educational and cognitive independence of junior courses students of pedagogical universities: subject "Foreign language": Thesis on cand. of ped.sc. degree. Murmansk, 2002. 164 p.
- [7] Panchuk, T. A. Formation of readiness for project activity of students of faculties of technology and entrepreneurship: Thesis on cand. of ped.sc. degree / T. A. Panchuk. Biysk, 2004. 184 p.

Г.У. Абишова¹, Р. Аманжолов¹, Б.Н. Мынбаева¹, Д.И. Ибрагимова²

¹Казахский национальный педагогический университет имени Абая, Алматы, Казахстан;

²Международный казахско-турецкий университет имени Х.А.Яссави, Туркестан, Казахстан

ГОТОВНОСТЬ СТУДЕНТОВ-БИОЛОГОВ К ОРГАНИЗАЦИИ И ВЫПОЛНЕНИЮ ПРОЕКТОВ В ВУЗЕ

Аннотация. На сегодняшний день реформы казахстанской системы образования направлены на пересмотр системы требований к знаниям, умениям, способностям и личностным качествам педагога с позиции компетентного подхода. С целью обучить студентов навыкам и умениям, необходимым для конкурентоспособности в мировой экономике необходимо внедрение проектного обучения или метода

проектов. Готовность студентов-биологов к организации и выполнению проектов является условием для успешного осуществления профессиональной деятельности, поскольку умение проектировать способствует успешному решению профессиональных задач. Обладая огромными потенциальными возможностями, проектная деятельность позволяет повысить качество биологической подготовки будущих профессионалов, воспитать личность на принципах единства учебного творчества с реальной практической деятельностью.

В данной статье для подтверждения актуальности данного исследования и выяснения состояния исходной готовности студентов к организации и выполнению проектов в вузе проведено анкетирование среди студентов-бакалавров. Результаты анкетирования свидетельствуют о низкой готовности студентов-биологов к организации и выполнению проектов вместе с тем их высокой заинтересованностью к обучению проектной деятельности. Следовательно, проектную деятельность студентов необходимо формировать как в ходе специально организованного обучения, так и в рамках учебных предметов.

Ключевые слова. Проект, метод проектов, проектная деятельность, готовность, организация и выполнение проектов, анкетирование.

Г.У.Абишова¹, Р.Аманжолов¹, Б.Н.Мынбаева¹, Д.И.Ибрагимова²

¹Абай атындағы қазақ ұлттық педагогикалық университеті, Алматы, Қазақстан;

²Қ.А.Ясауи атындағы халықаралық қазақ-түрік университеті, Алматы, Қазақстан

ЖОО-да БИОЛОГ-СТУДЕНТТЕРДІҢ ЖОБАЛАРДЫ ҰЙЫМДАСТЫРЫЛУЫ МЕН ОРЫНДАЛУЫНА ДАЯРЛЫҒЫ

Аннотация. Бүгінгі таңда қазақстандық білім беру жүйесінің реформалары құзыреттілік көзқарас тұрғысынан педагогтың біліміне, шеберлігіне, қабілетіне және жеке қасиеттеріне қойылатын талаптар жүйесін қайта қарауға бағытталған. Студенттерді әлемдік экономикадағы бәсекеге қабілетті ету үшін қажетті дағдылар мен іскерлікке үйрету мақсатында жобалық оқытуды немесе жобалар әдісін енгізу қажет. Биолог-студенттердің жобаларды ұйымдастыруға және орындауға дайындығы кәсіби қызметті табысты жүзеге асыру үшін шарт болып табылады, өйткені жобаларды білу кәсіби міндеттерді табысты шешуге ықпал етеді. Үлкен әлеуетті мүмкіндіктерге ие бола отырып, жобалау қызметі болашақ мамандардың биологиялық дайындығының сапасын арттыруға, нақты практикалық қызметпен оқу шығармашылығының бірлігі қағидаттарында тұлғаны тәрбиелеуге мүмкіндік береді.

Бұл мақалада осы зерттеудің өзектілігін растау және студенттердің ЖОО-да жобаларды ұйымдастыруға және орындауға бастапқы дайындық жағдайын анықтау үшін бакалавр-студенттер арасында сауалнама жүргізілді. Сауалнама нәтижелері биолог-студенттердің жобаларды ұйымдастыруға және орындауға дайындығының төмендігін, сонымен бірге олардың жобалық қызметті оқытуға деген қызығушылығының жоғары екендігін көрсетеді. Демек, студенттердің жобалық қызметін арнайы ұйымдастырылған оқыту барысында да, оқу пәндері аясында да қалыптастыру қажет.

Түйін сөздер. Жоба, жоба әдісі, жобалау қызметі, дайындық, жобаларды ұйымдастыру және орындау, сауалнама жүргізу.

Сведения об авторах:

Абишова Гулжан Уринбасаровна – докторант Казахского национального педагогического университет имени Абая. abish_gul@mail.ru;

Аманжолов Рустам - докторант Казахского национального педагогического университет имени Абая. amanzholov@mail.ru;

Мынбаева Бахыт Насыровна – доктор биологических наук, профессор кафедры «Биологии» Казахского национального педагогического университет имени Абая. mynbaeva@mail.ru;

Ибрагимова Даматкен Ибадуллаевна – преподаватель кафедры Биологии Международного казахско-турецкого университета имени Ходжи Ахмеда Ясави. ibragimova@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.39>

Volume 6, Number 322 (2018), 91 – 101

UDC 008, 304.2

A.Y. Baltabayeva, G. RizakhojajevaInternational Kazakh-Turkish University of Hoja Akhmet Yassawi
alyona.baltabayeva@ayu.edu.kz, gulnara_rizahodja@mail.ru**THE PHENOMENON OF THE GREAT SILK ROAD
IN THE CULTURAL INTEGRATION PROCESS**

Abstract. The consideration of some views about Great Silk Road, which raises the status of the East: “The great Silk Road from two thousand-year histories is the deal of not only great importance with longevity, and also the influence in cultural development of humanity, as the unique cultural phenomenon. Great Silk Road has proved that Europe and Asia, East-West are invented structures. By means of caravan tracks and thanks to the outstanding people such as al-Farabi, Dulati, Yassawi, Balasaguni became known cities as Syganak, Sauran, Taraz, Yassy, Balasagun, Otyrar. On the way of the Great Silk Road it was shown the high level of prosperity and development of a civilization.

Key words: Silk Road, Asia, Kazakhstan, Civilization, Culture, East, West.

Intriduction. Since the formation of man one of the waves of the problem is cultural relations and the opinion of other scientists. Many of the theoretical concepts and the idea of international documents related to the origin of human understanding a culture of dialogue and activity, a phenomenon, a situation that looks like postures. Mankind is the only living beings who can determine form of relationships by bringing it to infinity. Thus, it can not be without interview. Even in the ancient culture the communication initiatives of cultures were in a priority. If the past and present cultural-historical process we looked, the form of the two cultures along the friction (in this case, we differentiate between cultures and civilizations are out of consideration) is further evidence of the overwhelming priority was, and still remains: 1) interaction 2) relationship. Interaction of the above isolated from a variety of ethnic and cultural structures of the cultural and historical period is defined as the period of life and it is the most common. Strictly speaking, only by relationships and changes, the culture on the present will live and develop. The present examples of this are the cultural exchanges and civilizing prosperities on the Silk Road.

These principles are very important for Kazakhstan, which is open to cultural and inter-civilizational dialogue. Cultural relations and intertwining of different cultures on the Silk Road is not an archaic phenomenon; at the beginning of the third millennium of a new era all these are still relevant. Future of Kazakhstan is in accordance with the same principle, and that principle is the main theme of national cultural studies.

According to Bakhtin, "A culture is more revealed in the eyes of another culture ..." at the meeting with a different culture reveals its depth: between these two cultures emerging the phenomenon which regulates bias and misunderstanding between them" [1]. Nevertheless, the interaction of cultures in its understanding equalizes not only in an interactive relationship. For example, each of cultural ties of the Great Silk Way of culture, is not only are committed to development that is advantage from each other and through creative synthesis of potential, and also seeks to improve understanding of each other.

Is on the threshold of the twenty-first century, the national culture relevant to the correct answer to the problem of mono-centers and the expansion of globalization in the modern world is the ability to provide capacity-building. Coercion on the part of the globalization of humanity in front of the best values and must produce its own national culture. Not only because of the creative culture of globalization not

only have the choice of any high aspirations of the strategic and tactical, coordinated and consistent measures to be able to answer.

There are many examples of cultural prosperity in the history of mankind. For example, Philosophy of Fales, History of Herodotus, medicine of Hippocrates, as well as sculpture, lyrics, poetry and many other industries since the beginning of the Mediterranean which was appeared in the proceedings of the Hellenistic civilization. Ancient Hellenistic culture in its development in Asia, Europe and Africa, visited of the three parts of the world that is not only started and completed in Europe. This is the same as in China and Central Asia, the Arab Caliphate and the Byzantine Empire in the Great Silk Road, connecting not only the arteries of trade, as well as the top of poetic creativity of an era, which followed on the heels of its eastern philosophical thought proper development of science and creator of the creative culture of the Great Silk Road of Central Asia forces of about five hundred years to have its own way of evidence.

Research analyzes. Research topic is also linked to government programs that have been adopted in our country. In recent years, the Republic of Kazakhstan in its political, economic and cultural development has become one of the most successful states. The dialogue in the field of contemporary philosophers on the question of national culture are still major problems of philosophy, about this issue are concerned also Kazakh philosophers. Relevance of the topic requires the Kazakh thinkers to review of scientific analysis of the phenomenon of the Great Silk Road. "Cultural Heritage" which was organized with the direct support of the first President of an independent country N.A. Nazarbayev, includes many of the key issues related to the resumption of the old. This proves that our country has reached a possible desire to world civilization. The concept of human development is not a simple tool for people to achieve their personal goals, but on the other hand, it provides an opportunity to focus in the center of the political, social and economic processes. In Kazakhstan, the key paper was prepared in the form of a national report, such as "Kazakhstan - 2030", "Kazakhstan - 2010", which are directed to human development and national, regional and sectoral programs and plan of action, including poverty reduction, education and policy documents aimed at improving the health of the population.

The program "Cultural Heritage", which is carried out with the participation of a wide range of national figures of science, education, culture and literature should be viewed as the beginning of the spiritual revival of the national culture of independence. "In the era of globalization, the world has entered an era of unprecedented opportunities for the development and creation of the world. One more aspect of process of globalization is the aspiration to a world universalization and commitment to the general moral values. However, no matter how developed the process of globalization, no one nation will not give up its historical, religious and cultural uniqueness.

So far, the West and the East, in the minds of many people in Europe and Asia, historically and in terms of geographical location are the opposite of each other. In their view, the West and Europe accounts for a large part of the world that focus on continuous progress and constant improvement, but East and Asia make up the territory of misfortune. In the West it is accepted as an axiom that does not need to prove. They believe that without the developed West would not be civilization and development in the East.

But the Great Silk Road has proved that Europe and Asia, East-West are invented structures. We can never give up the pursuit of the best, to take an example, progress of human civilization, for ourselves - esteem, success, happiness is more important than even death, in fact there can be nothing more important than all this, it means that we can confidently say that our region is really valuable space. For people who run this course, gone away and returned to the center of history, nothing will not help.

Determination of the first places of civilization and the theory of its classification is well known to us through the works of well-known scholars such as A.Toynbee, O.Spengler, N.Y.Danilevsky, etc. Civilization does not have clearly defined boundaries and a clear beginning or end. People can identify themselves differently. As a result, over time civilization changes its composition and form. Different cultures interact and gradually change places [2]. We can fully support this idea of S. Hattington. Because, according to the social, economic and political changes in the Middle Ages on the Silk Road due to the rapid development of trade, culture, social ideas, there has been a huge influence for the West and East, Europe and Asia. Along the Great Silk Road was a Muslim renaissance. Oriental culture and philosophy of famous thinkers, their exact science and scientific discoveries have given a picture of civilization. The inherent slowness of the East became even greater after the Renaissance, in this time for the West, which

is free from religious issues; the eastern discoveries were valuable and endless treasure. They rapidly took all necessary knowledge of Eastern philosophy and created from it their own philosophy. The new philosophy is the philosophy of a new era. Thus, the philosophy of the Renaissance is not obsolete, even this does not match the name. The new philosophy is just an update of ideas Eastern. The objective here is not to oppose the East and West with each other, on the contrary, to protect you from such judgment. Culturologist Zh. Mutalipov said: «You can compare the West with the East, but not the right to oppose them to each other, because the West and the East are the two principles of the world, the two spirits, two bodies, two natural worlds. Therefore, what could be better extension fields of culture, than to curse each other? The main thing we have to remember that the beginning of the culture takes from the East, - [3] In addition, he said about the Great Silk Road, which raises the status of the East: "The great Silk Road from two thousand-year histories differs not only longevity, and also the influence in cultural development of humanity. It is the unique cultural phenomenon [4].

As history shows, intercultural dialogues, in many cases have a positive effect. One example of it is the ancient Greek culture. Unlike other cultures, the ancient Greek culture had a tremendous impact on the rest of the culture. Ancient Greek culture is different with its certain competitive spirit. Polis democracy strongly influences the formation of dialogic thinking. Trade with other countries, the port relationships expanded the cognitive horizons of the ancient Greeks. Ancient Greece has taken the art of writing the Phoenician alphabet, mastered the Chaldean-Babylonian astral world, made of Egyptian art heritage and rich mythology, they admired the ethical ideas of Iran recognized the esoteric wisdom and teachings of the East, and put it all together ancient Greece could be a harbinger of the future of European culture. Not only people, but also the nation's historical memory consists of selecting. Everybody is trying to remember the right and forget their shyness. Therefore, modern European countries do not recognize Muslims as their first teachers. «Euro-centralized we call the totality of the opinion that only the Greek-Roman and their successors Western European culture is considered universal by the relationship of humanity. As a result, they say that cultural influence in the region crossed from west to east and from east to west, but about the impact of the East says is too superficial. In fact, as previously mentioned, the roots of the culture of the Renaissance relate not only to the ancient world, just as it relates to the eastern culture, in particular to the Arab-Muslim culture. Because no one can deny the fact that the Greco-Roman heritage of the West, particularly in the European world of the medieval church of philosophy, were saved thanks to the Arab-Iranian world.

Cultural development is not a feed forward process. In this process, there is always the relationship of old and new, a legacy with others. Cultural identity does not preclude the interaction of cultures and their influence on each other. The cultural space communication is huge. Our region of Central Asia is a zone of interaction of several religions and cultures. One of the main reasons was the passage of the Great Silk Road through this land. The Great Silk Road was actually a dialogue of cultures between East and West, the meeting point of the great religions.

In V century, Buddhism and Christianity have been included as Nestorianism on the territory of modern Kazakhstan through the Silk Road. Only in VIII-IX centuries, due to the adoption of Islam in Kazakhstan, Nestorianism and Buddhism were ousted. Nothing in life does not pass without a trace, just as all of the past for the development of Kazakhstan affected place of dialogue. Kazakh ethnic group in the light of openness, tolerance and hospitality, as well as the specific characteristics of the oldest religious and moral of the rich heritage do not exceed the results of agreement. Kazakh culture is distinguished by its unique hospitality, no one else like goodwill. Kazakhs always try to maintain harmony and to be diligent relationship with someone engaged in dialogue.

The Great Silk Road is the beginning of cultural relations of the Turkic nomads. He became a caravan, which connects Asia and Europe, the cultural traditions of the west and east civilization and helped to achieve scientific and technological achievements. In this period, due to the fact that most of the Silk Road passed through Central Asia, this region was very famous. Prior to the fifteenth century, the Great Silk Road was the only trade route. At the present stage of the new Eurasian continental bridge, continue on the heels of the Great Silk Road regions of the eastern regions of the Central Asian countries of China, Western Europe was carried out by connecting the transcontinental railway. "Druzhba" and "Alashankou" station interface implemented in September 1990, China and other South East Asian

countries enabled them to go to Europe via Kazakhstan [5]. Now, thanks to a special cultural policy in Kazakhstan is possible to restore the Great Silk Road.

In general, the earlier the Kazakh science was based on the ancient Eastern, Arab, Iranian, Chinese thinkers, but later due to the strengthening of Russian influence has become closer to European thinking. Peter the first called that Kazakhstan a key to the gates of Asia, and the famous Abay called his land a huge window that extends the understanding between Russia and Europe. Our view of the foregoing arguments that the continuation of historical epochs each other is a historical certainty, and history is the fate of nations, the fate of civilization.

In connection with the radical changes taking place in the world in recent years, it is time for a revalued property, the spiritual riches of the national culture. As a result, it is necessary to put on the agenda the problem of the resumption of the flow of cultures, centuries-old spiritual wealth. Therefore, life itself has shown the need for a categorical rejection of the euro centrist approach to the study of historical, social and cultural processes, it should be noted that this is a prime example of the culture of the Silk Road. Consequently, there is a need to consider the historical development of mankind developed in the relations between civilizations and cultures, explore their relationship in the context of truth. According to the well-known Kazakh philosopher M.Orynbekov: "The contradictions between the West and the East, lead to the recognition of the contradiction between faith and atheism, soul and mind, the revival and heritage, religion and life. It is developing in the epistemological sphere is reflected in the contradictions between education and religion, thought and action, the spiritual sensitivity and cold rationality, wisdom and power, the way of God and the will of the people [6].

But these contradictions are not entirely irreconcilable contradictions. It may seem that the West and the East have not similarities between them. Because, immediately catches the eye the differences between the way of life, traditions, spiritual culture, ideology, and so on.

Western scientists believed that Western society was special with its uniqueness and culture. Thus, for a long time there has been a wrong superiority of the principle that "the West is - the West" and "East is - East". But, in our opinion, to date, another principle should be the main: «There is no East without West, and there is no West without East», - because these civilizations and cultures complement each other for centuries and will continue to do so. In conclusion, the evidence of the identity of the cultures of the world to feel the deeper source of three Eastern culture - Chinese-Confucian, Hindu and Buddhist and the Arab-Muslim culture of the Great Silk Road, a short insight into the culture of the countries of the Western European countries far from ancient times until today, considering the cultural there was not always a high level of development.

For example, some European scientists attached to its meaning in the Chinese philosophy of Greek philosophy and learned to give a fair price to exceed the high moral system based on the principles of the Chinese government, "scientists considered the country and even oriental method of family management and welfare of the country, which in the example of European countries. They compared Confucius to great Greek thinkers Socrates and Platon. China-based democratic system of education and training is not unnoticed by the Europeans, and some care is carried out by the state (for example, in times of natural disasters was a temporary cessation of the payment of taxes, the state grain reserves, organization, etc.). Europeans recognize the knowledge management of Chinese emperors and put them in the example of European monarchs. On this situation, one Western scholar wrote: «Eastern countries, including China's vast empire, with the difference between the philosophies of the West, headed by the so-called knowledge and talented people, according to the principle of Plato, China - country of philosophers.» [7].

Of course, the phenomenon of civilization in the world depends on its wide range of channels. In this regard, the culture A.J. Toynbee is widespread in the mainstream of Western historians, referring to the unity of the concept of comprehensive analysis of Civilizations, he said: "The concept of the unity of cultures - to go to a false concept» [8].

How can we interpret this widespread opinion among Western historians? In fact, no one can deny that in our time, Western civilization has its own wide-spread economic impact worldwide. Along with the economic unification political unification deepens its roots. As a result of economic and political expansion of the West, many countries (not only in Western countries) have become members of one of the world system, which are subject to a uniform international law in different countries.

At the same time, Western civilization does not just hold humanity in its economic cell. Western scientists overestimate this historical phenomenon. They believe that, at the present stage, the process of unification of the West on the basis of the economic model of the world is coming to an end, so that this phenomenon should be fully carried out in other directions. But, in this case, which seems to be of the receipt of a mix up their cooperation in the Unification as if it is a problem which is just emerging historical facts before reaching delve in high level.

First, what happens if we look at the world only from the political and economic point of time, at the same time forgetting about the culture? How can we explain such incorrect view of Western scholars? For ensuring reliability of the historical truth, we will try to analyze sense of the English word "natives". Europeans consider them as soon as one part of an animal and flora. Respectively, as it is possible to explain such barbarity of Europeans on the relation of living people?

In this regard, it should be noted the problem of "Eurasian culture," and because the topic along with the problem of "East-West" has not yet found its solution. Both of these problems are closely linked, and the Great Silk Road is one of the first examples.

For historical reality let's just focus on the theme "Eastern culture". Eastern culture is unique for its beauty and originality of medieval Baghdad, peculiar to themselves various celebrations of ancient China, unimaginable mystical rites of Indian yogis and cosmological mysteries of Tibet, Sharia law and wonderful tales of Scheherazade, the principles of the world famous teacher Confucius, etc. In this case, is it possible to doubt the spirituality of Eastern culture? Unfortunately, any of the cultures of the East and the West in the mists of time to the establishment and to this day it permanent, does not know that there are legal and cultural relations. In fact, the deeper into the history of world culture, known to natural harmony and similarities between cultures, and can still be seen in their mutual relations conflicts.

According to scientists, Europeans are not true successors of the Hellenistic civilization. According to historical reality, the ancient Greek philosophy and science by European Muslims have Arabic translations. This means that they were not able to get to know the culture of other countries and even of their country without philosophers of the medieval East. For example, all of the European Jewish philosophy was based on the works of Spinoza, Maimonides, Saladin, and the poetic images of the great characters of Dante was taken from the great philosopher Ibn Arabi Mukhiddin, writers-humanists of the European Renaissance is widely used artistic techniques of Arab and Iranian classics, even the word "humanism" Saadi used the first before the appearance of Renaissance.

Representatives of modern Western comparativism (science dealing with comparing languages in order to establish their relationship, their genetic classification), including their classic F. Nortrop, in 1947 proposed the idea of the focus of the West and the East. If the in-depth look at this idea, you will notice that Western civilization wants to recover through the culture of the East. Certainly it is possible to agree with this opinion or ignore it, but here the problem is not to elevate one culture or to belittle another. The problem in the development of world cultures through international dialogue and equal relationship.

"West" and "East" cultural pole opposite each other in most cases, two cultural traditions of the two forms of spirituality. If it is so, these ideologies, language and cultural approach to the world of two types of systems are different. This is reflected not only in the broad areas of humanitarian traditions and views in the field of culture (philosophy, ethics, aesthetics, politics, etc.), but also in the way of life of the peoples of the world and different cultural values and welfare.

As for the truth, none of the European countries, born of religious orientation, or spiritual teachings that do not exist in the East (Asia), not caused by religions and their teachings have been involved in adapting to change. All the great spiritual teachings of humanity spread from Asia. Namely, Brahmanism and Buddhism in India, Judaism, Christianity and religion in the Middle East, Confucian and Taoist religions in China, and the Islamic religion in the Arab countries formed. Sufis large Idris Shah said in this regard, the following comments: "Our religion, which we claim are mainly a natural mixture of Christian, Jewish and Islam [9] (eg Spain).

In this regard, well-known scientist AJ Toynbee said: "What is civilization that has lost its cultural development, internal forces, begins to absorb other social structures [8, p. 356]. In fact, under the influence of other cultures to the cultural influence of foreign economic or political model of civilization is much more useful and effective.

Along with a variety of civilizations there is something that unites humanity. This is primarily based on the integrity of the world - the "universal culture". Integrity of the world is a world production in the world and the world's problems through the development of various countries and peoples. The integrity of the world is the basis for the common prosperity of human culture in the modern world. This means that "the fate of contemporary culture" that unites humanity, is directly connected with human spiritual values, humanism and the revival of protection of human rights, the development of scientific knowledge and advanced technology, the continuity of the national culture, the environment and social life.

Universal culture, art and poetry, science, the production of the most advanced types of different peoples and descendants of the centuries-old way of life in the truth and knowledge about the unique ways. Human race, class and racial hatred are on the basis of those principles, which prevent people and without prejudice to the right of the people, free from poverty and cultural colonialism in the creation of a single civilized direction. Samples of the culture of today become the main goal, which is the main factor in the formation of a single human culture. Over time, the different cultures of the peoples of cultural relations and ties between the channel has been expanded, and cultural changes that have occurred in the wizard and its impact on others. Global cultural integrity prevalence of certain cultural achievements in the world is growing. So, we have a new stage of development in the world of human values.

There is a search of new ways of development and formation of spiritual orientation in the modern world. It is search culture of the world, harmony and dialogue is the most effective and perspective way. Goethe at the end of his life told that everyone sane person has to be a liberal. He meant that if the person considers him sane, he has to be patient and peaceful [20].

The background of the new ideological orientation is already being developed and the rationale for their atmosphere of public opinion is an indicator of our moral responsibility. Great Silk Road, which is not only a touch of the East and the West, as well as common one is an example of the realization of the idea of a culture of dialogue. Not only in the Middle Ages, the modern world is very different to each other on interviews with cultural traditions into the relationship. At the same time, the community of people with a variety of new types of information that appears on the storage and distribution of human history is a good fit for us. All of the above-mentioned negative aspects of the processes associated with the attractive aspects of technology. The mankind has to get used to dialogue. Therefore, it is necessary to refuse all evropo-, American-, Africa-centrism and to absolutize own culture and values.

According to A. Kulsariyeva who profoundly was engaged in studying of the matter, "Dialogue" is white a flag of our time because lately it is very widely used. About it it is audible in political programs, scientific works, discussions by training etc. Especially in the modern unstable world peaceful dialogue is the reason of avoidance of the different conflicts.

Before our eyes, there is a change of a paradigm of the general cultural world is; it is possible to tell some kind of "conceptual revolution". Its value is outside understanding traditional and modern, in connection with formation of the new principle of dialogue.

What is the dialogue? On A. Kulsariyeva's explanation, dialogue takes word roots from Greek "dialego" - conversation of two people. On old explanations dialogue means an exchange of opinions or joint acceptance the decision..

Today, its meaning has expanded considerably. Due to the wide interpretation of the dialogue, it is considered a form of human culture. In addition, the entry into linguistic terms, which go beyond linguistic heuristic concept means an abundance of power [10].

The most important feature of dialogue is the good reason for mutual understanding. Relationship - true human value. According to M. Bakhtin, All human nature (internal and external) consists from relationship. Life - means to be in the relations. The person reveals only in the contacted life, that is reveals in collaboration with other people [11].

Dialogue is the root of all human relationships. The idea of dialogue - this is a meeting of two different types of ideas, the idea of two different cultural worlds. Every culture is a separate world, they can not fully assimilate with each other, because every culture has its "original distribution." So the dialogue is possible only when the two sides have important views and the right attitude.

New dialogue discursive approach of the Humanities is connected with scientific heritage of M. Bakhtin (1895-1975). And it in turn, the phenomenon which prepared on the basis of "dialogue philosophy" in the directions of a hermeneutics of C. Levitte, F. Rosenzweig, F. Ebner, M. Buber.

At present, the Dialogue has been developing in two directions: the formation of a true pluralism, to ensure the equality of the different forms of culture and the creation of a universal global anti-totalitarian culture [10].

Modern civilization of the future must be characterized as a global condition. In other words, the “third world” countries are poor, but the information can not agree to a long time in the conditions of the inhabitants of the relatives of the rich and the rich more rich and the poor, which is trying to create more of the poor of the world order. At the same time, the number of developed countries, the average monthly salary is insufficient to persons of the age of many of the post-socialist countries. President of the Republic of Kazakhstan said an interesting opinion about this theory: modern progress of “Westernization”, as well as the compromise does not mean the victory of the whole world. The whole world of Liberal stigmatism Western European and North American civilization model is unique and invaluable experience with its numerous individuals in the random fluctuations and not in favor of history and experience, as well as a certain period of time is understood as a model “[12].

In the 20th century formation and development of cultural science was bilateral: aspiration ethno - cultures to self-identification and prosperity of the cultural center common to all mankind.

And cultural integrity as one way of addressing the imbalance between globalization presented the concept of sustainable development in the modern world. Supported by the United Nations on the eve of the three-thousand-year "global transformation" project was presented. In this document, “capitalism won a historic victory” instead of the euphoria that is based on the selfish interests of western civilization was in need of the feeling of limitedness: “The world of poverty, splendor and contradictions is approaching the new millennium; enormous wealth - spiritual and material - did not make us happy, for the deep foundation of earthly relationships continues to be flawed - greed - the root cause of all the troubles, driven by the best minds to unprecedented excellence. Mankind ancient times to survive were forced to engage in any form of hoarding, and not disdaining the means to achieve. Now features allow you to do without unnecessary hoarding, it lost the original meaning.

The history now at the crossroads, is necessary to it: continuation is spontaneous - the evolutionary movement in uncertainty, with all surprises, sophisticated variations: “confrontations, races of arms, spheres of influence, a hegemonies, etc., or historical turn to century dreams of people that can occur during an era of the far-sighted heads who realized is a people at large, by transformation of the become obsolete terrestrial relations to the humane, fair world” [13].

UNESCO announced a new program “Culture of peace”, as the main value of the new civilization. Consider this situation prerequisites for sustainable development, UNESCO adopted in Paris in 1998, the Declaration of “Stable Development” considers important the following conditions:

- Completely it is necessary to consider former concepts of economic development, priorities of the current culture of the world are social development, fight against poverty and social justice;

- should be gradually decreased in numbers the economic disparities between countries, for that no country should be left behind by development, it is necessary to increase the share of the least economically developed countries;

- all social groups should participate fully in the implementation of development, it is necessary to deepen the dialogue of governmental and non-governmental organizations involved in the culture of peace;

- for the formation of a stable social environment should be paid great attention to the internal causes and origins of conflict and in post-conflict situations need to pay more attention to measures to avoid this crisis again;

- Corruption remains too weak as a result of the prevalence of each type of sustainable development in developing countries, including in the new independent states of the historical experience of one of the main causes of poverty shows the corruption of the authorities;

- paradigm of development of the prevention and management of crises in the human development index, the equality of men and women, must contribute to poverty reduction and economic issues;

- Implementation of the above conditions will increase the activity of the poor, strengthen social justice" [14].

All information about the value of a single human in the history of the ancient culture (“the Epic of Gilgamesh”, “Avesta”, the Greek philosophers of the world's religions, the new humanists of the time) felt

in the whole historical process of humanity opened himself only as a subject of the XX century. Before the start of the process of westernization of the world (the great geographical discoveries, colonies, cultural and axiological expansion, etc.) is one of the traditional cultures of the world, one of the few concepts were, and are, as a rule, “we” – “they” are based on binary opposition. “We” is not a “real” people, “they” and “premature” and “we” and “civilized” and “they” are “wild”. Other human “civilization” is not, “premature” and that are not clean or dirty and had a bad smell coming from inside and hid after went out into a crime of aggression. It is not merely the same periods, as well as there are current and inter-ethnic conflicts in the Balkans, Afghanistan, Africa, etc. [15].

The “we” and “they” division, based on the “culture” of discrimination is not only in everyday life, including on the basis of “research”. Description by European ethnographer Indians: "The Mata-Grosté, I saw a group of Indians of all accidents, eight people, including one suffering from syphilis, another injured shoulder, and the third was an open wound, and one of them had the disease scaly skin. Nambikvary dressed only when they were allowed to missionaries. The smell of rotten meat and fish merged with their skin. " "... They do not eat meat, there is no justice for them, they are naked, they eat raw scorpions, worms and beetles" [16]. People hated each other; there is the question of the historical roots. Mostly, they are due to a variety of cultural traditions, ethnic and cultural foundations of mental cognitive interest, but without causing problems, they are the basis for the analysis of the socio-cultural. Thus, ethnographic and anthropological studies and descriptions of the ethno-cultural differences and differences in the first place, it will be highlighting the universal values of cultural consciousness of mankind as a whole.

Most importantly, the new recognition of the truth: the vital processes of the universal nature of the cultural interaction between the regions and the unity of the mutual dependence of modern humanity's destiny, so to speak, and the beginning of civilization as well as the implications of the realities. Some nations, not just the fate of the European Community, covering all common in various areas, "disasters" are defined: the world wars, totalitarian regimes, the Nazi expansion, international terrorism, economic stagnation, environmental stress, etc. All of these processes is not just limited to the other, without prejudice to the position of the edge of the cultural development of the people could not be held.

Western modern classic, futurologist Alvin Toffler, analyzing the great changes that are expected said: “modern society is the real wealth of knowledge and power, has become a concern. The Company's rapid transformation of the body, as the world communist and capitalist, was divided into North and South has disappeared. Instead, the economy is growing fast and slow systems. If the first is based on the idea of innovation and renovation unique, then the second is based on the development of their tradition, stable and inert. A new culture of human knowledge and the ability of the world are based on the ideology and self-development of creative freedom [17].

Studies the history of civilization, historiography as part of a higher synthesis section, a new kind of civiliography parts can be viewed as a scientific discipline. It is part of the historical sciences is based on the results of the studies and other scientific subjects. Civiliography questions can be viewed in two ways; First, the interaction of macro-theory logic determines the degree of development of the civilization, and secondly, the development of the identified macro-theoretical approach to the issue will be discussed. Civiliography, the actual facts and conclusions is based on the target to study the structure and procedure of the macro-theory.

At this point, civilization genetic, functional and transformational structure must be able to distinguish from each other, because the latter can be one of the genetic structures of civilization. Genetic and functional structure of live opposite each other, because it will be the end of a long process of becoming more organized civilization. The first genetic components of the service do not have to be in the lead role. Each layer structures is hard to not only maintain its special place in the system reached its genetic and functional area. After that, in accordance with the process of regional structure does not correspond to the formation of a civilization. Genetic structure of civilization is part of the service layer and on the other hand, the service layer is formed into the genetic structure of civilization. Civilization and within the same regional structural components, such as the one it replaces, and the results of its own development, not only to increase the quality of the influence of structures belonging to the same line [18].

According to Mircea Eliade, who is the principal researcher of myths of religion, the very first religious beliefs and holy appeared in these steppes [19]. For the Europeans, who grew up on the books

Eliade our prairie lands seem to be something unreachable. When they come to us, first of all they asked to show the steppe. We, Kazakhs, do not appreciate these beauties of our steppe world. In our time the Kazakhs do not want to live in the wilderness, they increasingly prefer to live in the city. In this regard, what can we do? Our country is civilized, for development of our country we have to address to sources and create the correct spiritual condition of the people. Respectively, then we will have a youth which will be modern and developing, but at the same time spiritually developed.

Kazakhstan, involved in the global orbit of search of a universal model of multinational and multi-religious interaction, became the author of its own model of tolerant and harmonious society recognized in the world community and the country has laid the foundation of further improvement of public relations on the basis of civil peace and harmony [20].

People always sought to leave the closed world. In Scandinavia the person who didn't leave the house was equated to silly people. Vikings by the ships subdued oceans, the dealers striving for benefit visited the whole world before the Great geographical openings.

Merchants who went from the country of Franks to China learned Arab, Persian, Chinese. To be protected in other countries they united in guild.

And in the truth merchants included the whole world in the movement.

On the European holidays the Syrian sounds were audible. In Marseille the Egyptian papyruses, and in Arles - a thing from an ivory were on sale.

All trade was in hands of Venetians and geneses. Such vital style occurred during culture of the Great Silk Road.

Conclusion. Ambivalent culture as a way of human life is uncertain. The cultural dialogue and exchange of artifacts, share, and serves as a universal interest in the concession. Deepening and the increasing complexity of processes of history in the second orientation will increasingly become a priority. It is only in modern globalization, such as Total, without exception are off, including Genuine Brand and harmonious cultural transitions can be found out in the form of a meta-structures. That the realization of such culture of civilizations dialogue in the history of the Great Silk Road is the structure of the phenomenon.

Great Silk Road, to switch to a higher society with diverse ethnic and cultural structures showed that the best stand-alone. In a strict sense, the end of the interaction of uniform structures, that is, there are private organizations that regression. This is where the end of each uniform structure, complexity and the level of developed countries they live in, and others to contribute to its own definitions, those who have any impact on the affected will be tested. The most complex in terms of its organization is "Stand-alone structure itself to meet even the most basic phenomenon will interact with it. However, the cultural phenomenon that has never been influenced the other substances in the image, so that it is not worthy of its own, but there is no feature of its own.

Historical equivalents of the culture of the Silk Road will go to the Greek Viking blood, relations of the Mediterranean basin, China and India sites to link East and West Asia and the connecting junctions, etc. But only at the level of the versatility of the Great Silk Road was a rise in the level of meta-culture. This phenomenon of prototypes in the Middle East and Central Asia with China, precious stones and precious metals, crafts and exotic goods, cultural artifacts to the direction of the exchange of communications. Great Silk Road culture of a full-fledged operation of the VI-IX centuries coincide with the period of China to the west of the international monetary and silk transported back into the nature of the spiritual teachings of world religions, arts and crafts began to spread. A high level of civilization is along the Silk Road culture of the city.

The great Silk Road is the proof of that in the conditions of dialogue and a cultural exchange the nomadic culture rose by high level. The main deposits of Kazakhs to a world civilization are: a) the first in the history of mankind the Eurasians nomads could master space (use of horses about which K. Jaspers spoke); b) nomads could expand environment, they harmoniously mastered both deserts and the steppe earth; c) the Eurasian nomads are catalysts of history (A. Weber), they became the reason of a new civilization (India, Iran; country Huns, Arab caliphate, etc.); d) By means of the Great Silk Road and other cultural and communication systems former Turks played an intermediary role between the East and the West, they became the reason of their dialogue; e) Kazakhs the first introduced such artifacts as, trousers, a saber, a yurts, the carriage, metal processing, jeweler art, construction; g) universal system of outlook of

Turks Tengrism to a human form of importance of cooperation and coordination; h) a position of Kazakhs "Be the person!", to look at mood of others, to be in understanding with other people, to respect seniors and children have a huge role in the modern world [21].

One more lesson of the Great Silk Road in recognition of high level of Muslim culture. As the academician A. Nyssanbayev noted, that with VIII an eyelid till the XVIII century the Islamic culture couldn't achieve such high growth rates without contribution of cultures of such cities as Baghdad, Bukhara, Samarkand, Herat, Ray, Isfahan, Shiraz and Tabriz. In these cities in the form of Islam the craft and art, science and literature, architecture and calligraphy especially prospered. The great Silk Road connects among them Europe, the Central East, Central Asia, China and Caliphate. Therefore it was the intermediary between Europe and Asia. Thanks to the Great Silk Road the Kazakh steppe as its geographical position was the cause of trade and cultural influence of the West and East. Silk and paper from China to the Mediterranean Sea through Iran, India with gold and spices, horses and skins were sent to Central Asia. Caravans loaded with goods through the territory of Kazakhstan, there was a nomadic herders and ties in the exchange of cultural values. By means of caravan tracks and thanks to the outstanding people such as al-Farabi, Dulati, Yassau, Balasaguni became known cities as Syganak, Sauran, Taraz, Yassy, Balasagun, Otyrar [22]. On the way of the Great Silk Road it was shown the high level of prosperity and development of a civilization.

REFERENCES

- [1] Bachtin M. Otvet na vopros redaktsii "Novogo mira". Moscow: Bachtin. v 7-I t. Isskustvo Press, **2002**.
- [2] Khantington S. Stolknoveniye tsivilizatsiy. Moscow: Izdatelstvo AST Press, **2003**.
- [3] Mutalipov Zh. Madeni dialog zhane orkenietter togysy. Almaty: Raritet, **2002**.
- [4] Mutalipov Zh. Kazak orkenietinin kainar bastaulary. Adam alemler Publications. **2002**. №3. P.56- 60.
- [5] Garifolla Esim. Ultytk orkeniet zhane madeni bagdar. Kazakhstan: syndarly zhyldar zhane galamdyk maseleler. KR prezidenti N.A. Nazarbayevtyñ «Syndarly on zhyly enbegi» boiynsha otkizilgen korytyndy gylymi-praktikalik konferentsiya materialdary. Almaty: Kazakh University, **2003**. p.338.
- [6] Orynbekov. Ezhelgi kazaktyn duniyanymy. Almaty: Gylym Press, **1996**.
- [7] West and East. Tradition and modernity. Moscow: Science, **1993**. 403 p.
- [8] Toynbi A.J. Postizheniye istorii. Moskva: Politizdat Press, **1991**.
- [9] Idris Shakh. Sufizm. Moscow: Mysl Press, **1994**.
- [10] Kulsarieva A.T. Madenietter men dinder arasyndagy sukhat. Beybit madenieti zholynda. Almaty: KazMU – UNESCO, **2000**. P.199-207.
- [11] Bakhtin M.M. Esthetics of verbal creativity. M.: Art, **1979**. 423 p.
- [12] Nazarbayev N.A. Gasyrlar togysynda. Almaty: Oner Press, **1996**.
- [13] UN Project for the Third Thousand Anniversary, Transformatsiya mira. Almaty: Missiya UNESCO, **1985**.
- [14] Gabitov T. Kh. and Nurzhanov B.G Ornykty damu. Beibit madeniet zholynda. Almaty: KazMU, **2000**.
- [15] Gabitov T., Mutalipov Zh. etc. Kulturologiya. Almaty: Raritet, **2001**.
- [16] Etnograficheskiye issledovaniya na Zapade. Tomsk: Universitet, **1996**.
- [17] Toffler E. Tretiya volna. Moscow: AST Press, **1999**.
- [18] Kenzhetay D. Dasturli turkilik duniyanym zhane onyn mani. Ezhelgi koshpeliler duniyanymy. Astana: Audarma Press, **2005**.
- [19] Eliade M., Joan P.Couliano. Dinler Tarihi. Ali Erbas. İnsan Yayınları. İst-1997.
- [20] Dairabayeva G.B., Maldybek A.Zh. Turkic world and Kazakhstani model of interreligious and interethnic tolerance. News of the national academy of sciences of the republic of Kazakhstan. Series of social and human sciences. Almaty, NAS RK. ISSN 2224-5294. Volume 4, Number 320 (**2018**), P. 68 – 75. <https://doi.org/10.32014/2018.2224-5294>
- [21] Orkeniet. Kazakhstan. Ultytk entsiklopediya. Almaty: Kazakh Encyclopaedia, **2005**.
- [22] Nysanbayev A.N. Al-Farabi turki, kazak, iran madenietterinin kosushy buyny retinde. Kazak khalkynyn filosofiyalyk murasy. V. 16. Farabitanu. Astana: Audarma Press, **2006**.

А.Ю. Балтабаева, Г. Ризаходжаева

Международный казахско-турецкий университет имени Ходжи Ахмеда Ясави

ФЕНОМЕН ВЕЛИКОГО ШЕЛКОВОГО ПУТИ В ПРОЦЕССЕ КУЛЬТУРНОЙ ИНТЕГРАЦИИ

Аннотация. В данной статье рассматривается неоспаримая значимость Великого Шелкового Пути, которая в свою очередь возвысила статус Востока: «Великий Шелковый Путь с двухтысячелетней историей - это не только многовековое явление с большим значением, но и также влияние в культурном развитии человечества, как уникального культурного феномена. Великий шелковый путь доказал, что Европа и Азия, Восток-Запад - это созданные им структуры. С помощью караванных путей и благодаря выдающимся людям, такими как аль-Фараби, Дулати, Яссауи, Баласагуни, стали известны города Сиганак, Сауран, Тараз, Яссы, Баласагун, Отырар. На пути Великого Шелкового пути проявился высокий уровень процветания и развития цивилизации.

Ключевые слова: Шелковый путь, Азия, Казахстан, цивилизация, культура, Восток, Запад.

А.Ю. Балтабаева, Г. Ризаходжаева

Қожа Ахмет Ясауи атындағы Халықаралық қазақ-түрік университеті

МӘДЕНИ ИНТЕГРАЦИЯ ҮДЕРІСІНДЕГІ ЖІБЕК ЖОЛЫНЫҢ ФЕНОМЕНИ

Аннотация. Бұл мақалада Шығыстың мәртебесін жоғарылататын Ұлы Жібек Жолының маңыздылығы талқыланады: «Екі мың жылдық тарихы бар Ұлы Жібек жолы - бұл өте маңызды көп ғасырлық құбылыс ғана емес, сонымен қатар бұл адамзаттың мәдени дамуындағы ерекше мәдени құбылыс ретінде қарастырылады. Ұлы Жібек Жолы Еуропа мен Азияның, Шығыс пен Батыстың құрылымын жасатқан дәлел болып табылады. Керуендер жүрген бағыттарының көмегімен және Әл-Фараби, Дулати, Яссауи, Баласағұни секілді ұлы даналардың арқасында, Сығанақ, Сауран, Тараз, Яссы, Баласағұн, Отырар сияқты көне қалалар белгілі болды. Ұлы Жібек Жолы торабында өркениеттің дамуы мен гүлденуінің жоғары деңгейі анық көрінді.

Түйін сөздер: Жібек Жолы, Азия, Қазақстан, өркениет, мәдениет, Шығыс, Батыс.

Information about authors:

Baltabayeva Alena Alaskite - associate Professor, candidate of philosophical Sciences, Director of the Department of science of the University Ahmet Yassau, alyona.baltabayeva@ayu.edu.kz;

Gulnara Isakhojaeva - PhD, faculty of Philology, gulnara_rizahodja@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.40>

Volume 6, Number 322 (2018), 102 – 104

UDC 372.001

R.I. Burganova, S.E. Abdugalina, A.E. Tuyakova

Kazakh university of economics, finance and international trade

roza@mail.ru, sairan@mail.ru, aijan@mail.ru

**IMPROVING THE QUALITY OF EDUCATION
THROUGH STUDENT-CENTERED EDUCATION**

Abstract. A student-oriented educational process is increasingly determined by what students want to achieve. That is, according to the authors, the formation of educational programs and the applied teaching technologies should be based not on how teachers and departments can or what they want, but on how the future profession and capabilities of the student require. This means that curriculum reform should be carried out in the context of creating flexible and individualized educational trajectories. Academic strategy should be aimed at the continuous development of innovations in education: in education, in teaching, which correspond to the existing conditions and needs, at communication with the real sector of the economy, and the development of educational programs should be carried out with the participation of employers.

Keywords: student-centered learning, educational technologies, modular learning technology, trajectories, knowledge, profession.

INTRODUCTION

The ongoing change in the paradigm of education implies a transition to a results-oriented student-centered approach in which learning outcomes play a major role and become the main outcome of the educational process for a student in terms of knowledge, understanding and abilities, rather than the means and methods of instruction used by teachers to achieve these results.

The academic policy of the university should be developed in the context of the overall strategy of the university, within which the academic strategy is determined. In modern conditions, the basis of academic strategy is preferable to the transition from highly specialized educational models to more universal ones, the basic principles of which are:

- it is necessary to prepare graduates for whom “all life is for a career, not a career for life”;
- Graduates who better solve complex issues covering different areas of knowledge are required;
- Interdisciplinary education makes graduates more competitive.

The academic strategy of a modern university should be based on the integration of education and research. At the same time, the directions of educational programs and research projects are determined depending on the needs of the market, which needs not only specialists, but also innovations.

MAIN PART

It is important to remember the basic principle of educational program management - “the development of knowledge is the key to the development of the economy”.

Modern academic policy involves setting educational goals in the context of the organization of the educational process based on the students' individual educational trajectory, partnership development of interaction between teachers and students, creating conditions for students to develop independent experience in solving educational, communicative, organizational, moral and other problems of future professional activity. This context is essentially a student-oriented educational paradigm in which learning outcomes play a major role and become the main result of the educational process for a student in terms of knowledge, understanding and abilities.

Student-centered education provides for such an organization of education of subjects of the educational process, which is focused to the maximum extent on their individual characteristics and the

specifics of the personal understanding of the world. In these conditions, there is not only the transfer of knowledge, development of skills, but also the formation of the orientation of the student's cognitive interests, life plans, value orientations, development of the personal potential of subjects of the educational process of the university.

The main idea of student-centered education is aimed at creating an independent position for students in the learning process. Learning is not so much the gathering and (or) memorization of information, which the teacher gives, as the independent creation of knowledge. Real learning is transformative: it transforms and changes the nature of the studied, as it necessarily includes the ability of the student to synthesize, evaluate and apply new information to the existing knowledge system.

As it is known, an efficiently organized system of internal quality assurance should be created in each university. In this regard, another principle of the university academic policy is the principle of internal quality assurance.

In accordance with the Standards and Recommendations for quality assurance in the European Higher Education Area (ESG) adopted at the Yerevan Conference of Ministers of Education of the Bologna Process member countries in May 2015, the system of internal quality assurance of education is based on the following key principles:

- 1) the university is responsible for the quality of the provision of educational services and ensuring their quality;
- 2) quality assurance corresponds to the diversity of systems of higher and postgraduate education, educational institutions, educational programs and students;
- 3) quality assurance supports the development of a quality culture;
- 4) quality assurance takes into account the needs and expectations of students, all other stakeholders and society.

In academic strategy, an important place is given to the policy of teaching and learning and the quality control of teaching. Universities usually apply various forms of such control:

- student feedback (quantitative assessment and qualitative characteristics);
- feedback from colleagues (reviews, mutual visits);
- updated portfolio (reports: teaching; research; public work and service);
- getting feedback on the professor.

In academic strategy, an important place is given to the policy of teaching and learning and the quality control of teaching. Universities usually apply various forms of such control:

- student feedback (quantitative assessment and qualitative characteristics);
- feedback from colleagues (reviews, mutual visits);
- updated portfolio (reports: teaching; research; public work and service);
- getting feedback on the professor.

The need for a transition to student-oriented education is due to the presence of the political will of the power structures of the education system.

CONCLUSION

Student-oriented learning is an important link.:

- encouraging and supporting higher education institutions in promoting pedagogical innovations in student-centered teaching contexts and making full use of the potential benefits of digital technologies for teaching and teaching;

- ensuring a strong link between teaching, learning and research at all levels of education and creating incentives for universities, teachers and students to intensify activities that contribute to the development of creativity, innovation and entrepreneurship;

- educational programs should allow students to develop competencies that can best meet the personal aspirations and needs of society through effective training activities. This should be supported by transparent descriptions of learning outcomes and workload, flexible learning paths and appropriate teaching and evaluation methods;

- it is necessary to recognize and stimulate effective teaching, to provide opportunities for strengthening the academic competence of teachers;

- active involvement of students, as full members of the academic community, as well as other stakeholders, in curriculum development and quality assurance.

Thus, an effective academic policy provides for a transition from a model of teaching to a model of breadth and flexibility in academic matters, the transformation from a “university of learning” to a “high-tech university”.

REFERENCES

- [1] Standards and Recommendations for quality assurance in the European Higher Education Area (ESG). / Adopted at the Yerevan Conference of Ministers of Education of the countries participating in the Bologna process. Yerevan. **2015**
- [2] 2.London Communiqué of Ministers of Education of the countries participating in the Bologna process. London, **2007**.
- [3] Leuven Communiqué of the Ministers of Education of the countries participating in the Bologna Process. - Leuven, 2009.
- [4] [Electronic resource] .- Access mode: <http://www.stat.kz> (in russian)
- [5] Andreev A. Pedagogical aspects when training at the MEP. E-learning world / URL: <http://www.elw.ru/reviews/detail/6271/>
- [6] Paola Mazzucchi. http://www.doi.org/news/2016_Staff_Changes.pdf
- [7] Tuyakova A.E. Formation of patriotism in the framework of the program. Reports of NAS RK.
- [8] <http://reports-science.kz/index.php/en/archive>. DOI <https://doi.org/10.32014/2018.2518-1483>

Р.И. Бурганова, С.Е. Абдугалина, А.Е. Туякова

Казахский университет экономики, финансов и международной торговли

ПОВЫШЕНИЕ КАЧЕСТВА ОБРАЗОВАНИЯ ПОСРЕДСТВОМ СТУДЕНТОЦЕНТРИРОВАННОГО ОБУЧЕНИЯ

Аннотация. Образовательный процесс, ориентированный на студента, все в большей степени определяется тем, чего хотят достичь обучающиеся. То есть по мнению авторов, формирование образовательных программ и применяемые технологии обучения должны основываться не на том, как могут или чего хотят преподаватели и кафедры, а на том, как того требует будущая профессия и возможности студента. А значит реформирование учебных программ следует осуществлять в контексте создания гибких и индивидуализированных образовательных траекторий. Академическая стратегия должна нацеливать на постоянное развитие инноваций в образовании: в обучении, в преподавании, которые соответствуют существующим условиям и потребностям, на связь с реальным сектором экономики, а разработку образовательных программ следует осуществлять с участием работодателей.

Ключевые слова: *студентоцентрированное обучение*, образовательные технологии, технология модульного обучения, траектории, знания, профессия.

Р.И. Бурганова, С.Е. Абдугалина, А.Е. Туякова

Қазақ экономика, қаржы және халықаралық сауда университеті

СТУДЕНТТЕРГЕ БАҒЫТТАЛҒАН БІЛІМ БЕРУ АРҚЫЛЫ БІЛІМ САПАСЫН АРТТЫРУ

Андатпа. Студенттерге бағытталған білім беру үдерісі студенттердің жетістікке жетуіне қарай анықталады. Яғни, авторлардың пікірі бойынша, білім беру бағдарламаларын және қолданбалы оқыту технологияларын қалыптастыру мұғалімдер мен кафедралар қалай мүмкін болатынын және қалай қажет болса, сондай-ақ болашақ мамандығына және оқушының қаншалықты қажет екеніне негізделуі керек. Бұл білім беру бағдарламаларын реформалауды икемді және жекелеген білім беру траекториясын құру контекстінде жүзеге асыру керек. Академиялық стратегия білім берудегі инновацияларды үнемі дамытуға бағытталуы керек: білім беруде, оқытуда, қазіргі жағдайлар мен қажеттіліктерге сәйкес, экономиканың нақты секторымен қарым-қатынаста және білім беру бағдарламаларын дамыту жұмыс берушілердің қатысуымен жүзеге асырылуы тиіс.

Түйін сөздер: студенттік орталықта оқыту, білім беру технологиялары, модульдік оқыту технологиясы, траектория, білім, кәсіп.

Information about authors:

Burganova Roza ildarovna - candidate of pedagogical Sciences, associate Professor, Kazakh University of Economics, Finance and international trade, <https://orcid.org/0000-0002-4286-7302>

Abdullina Sairan Erdenova - candidate of pedagogical Sciences, Professor, Kazakh University of Economics, Finance and international trade, <https://orcid.org/0000-0002-0514-5570>

Tuyakova Aizhan Esenkulova - candidate of historical Sciences, Professor, Kazakh University of Economics, Finance and international trade, <https://orcid.org/0000-0002-9644-8410>

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.41>

Volume 6, Number 322 (2018), 105 – 111

УДК 339.727.22

МРПТИ 06.81.12

A.Kh. Galiyeva¹, Zh.N. Sadu¹, M.T. Kulubekov², L.A. Kazbekova³¹Kazakh University of Economics, Finance and International Trade;²Kostanay Engineering Economic University after M. Dulatov;³Kyzylorda State University after Korkyt Ataalma_galiyeva@mail.ru, kmaksat_79@mail.ru**ASSESSMENT OF THE INSTITUTIONAL TERMS OF THE
FOREIGN INVESTMENTS ENCOURAGEMENT IN KAZAKHSTAN**

Abstract. Present article is aimed to analyze and assess the legislation of the Republic of Kazakhstan in the scope of foreign investment encouragement and actions implemented to improve investment encouragement of the country.

The research methodology is based on the methods of scientific knowledge, comparison, logical analysis, methods of analysis and synthesis.

The hind-sight study of the Kazakhstan legislation was conducted in the study in the scope of foreign investment encouragement. Discrepancies and contradictions have been revealed in the legal regulation of the investment activities, that cause certain difficulties for the legislation implementation. The measures taken in Kazakhstan to stimulate foreign investment have been studied and analyzed.

The results of the study can be applied for the development of strategically important documents to promote the investment activities in Kazakhstan. The main conclusions and practical recommendations may be used as well as methodological basis for the further deepen research of this matter.

Keywords: investment legislation, foreign investment, investment operations, investment dispute.

Introduction

Investment activity is an important condition for the economic growth of any state in the modern world. Kazakhstan constitute no exception; therefore, its investment attractiveness expansion is one of the main priorities for development. In light of the crisis phenomena in the global economy, competition between the countries has intensified to attract the investment. Therefore, to ensure the structural transformation of the economy and in terms of limited domestic sources of funds, the development and implementation of new investment policy oriented to the high rates of economic growth and economy efficiency improvement is of prime importance.

Subject to all these factors, the Republic of Kazakhstan since its independence believed and highlights the great importance of organizational and legal regulation of relations related to the foreign investments.

Hind-sight study of the investment legislation in Kazakhstan

The story of the Kazakhstan investment legislation formation and development starts with adoption of the first legislative act in this field - the Law "On Foreign Investments in the Kazakh SSR" dated December 7, 1990. This law established the legal regime for investments protection, as well as a number of tax incentives for foreign investors, that has been significantly important to attract first foreign investments to the republic economy [1].

The further step was made with the Law "On Foreign Investments" dated December 27, 1994, representing a kind of "second generation law". The changes amended were in line with the changes of the state policy towards investors, that was stipulated by both the economic development of Kazakhstan as a whole and beginning of the favorable investment climate formation in the country [2]. The investment legislation was further developed after adoption of the Law "On State Support of Direct Investments" dated February 28, 1997. This legislation was intended to regulate relations in respect of investment

activities in priority sectors of the economy, that insured the powerful rise of the production sector development [3].

Thus, Kazakhstan, being a full member of the international community, has established the actual foundations for the mutually beneficial cooperation with foreign investors.

Certainly the integration of the Republic of Kazakhstan in the world market has also affected the Kazakhstan legal framework at the international level. Kazakhstan joined a number of international organizations, and also became a party to various international treaties and agreements, both bilateral and multilateral. That caused the implementation of generally accepted international principles in the national legislation.

The adoption of the Law “On Investments” dated January 8, 2003 is a new confirmation of Kazakhstan’s efforts to create favorable investment climate and attract external resources to the economy of the country. The law combined the provisions of two invalid laws - on foreign investment and on state support for direct investment, with certain amendments to the new law concerning the of parity conditions, common guarantees and preferences both for foreign and domestic investors. This law became “an indicator of the Kazakhstan’s ongoing efforts to create a favorable investment climate and encourage the external resources to the country's economy [4].

After adoption of the Commercial Code in the Republic of Kazakhstan (hereinafter referred as CC) dated October 29, 2015, the Law “On Investments” became invalid, and many of its provisions were reproduced in Chapter 25 (Articles 273-296) of the new code.

If we closely study the content of the legal regulation applicable for the investments relations in Kazakhstan, it is necessary to note that the CC standards provide the investor with full and unconditional remedies of rights and interests, ensuring him the right to compensation for harm caused by the acts issued by governmental bodies not relevant to the laws of the Republic of Kazakhstan, as well as illegal actions (inaction) of officials of these bodies, in accordance with the civil legislation of the Republic of Kazakhstan; guarantee the stability of the contract terms concluded between investors and government bodies of the Republic of Kazakhstan, except for the amendments to the contracts made upon mutual agreement of the parties.

Article 279 of the CC states that the forced seizure of the investor’s property (nationalization, seizure) for the state needs is permitted only in exceptional cases provided for by the laws of the Republic of Kazakhstan. In the event of nationalization, the Republic of Kazakhstan shall reimburse the investor in full with the losses incurred as a result of legislative acts publicized in the Republic of Kazakhstan on nationalization. The investor property can be seized only with compensation of the property market value. The cost of compensation for the property seized from the owner may be challenged by him in the court.

The investors are provided with a number of benefits and preferences under legislation. Therefore, in accordance with provisions of Art. 283 of CC the investment project (including the investment priority project) is provided with following types of investment preferences: 1) exemption from customs duties and value added tax on imports; 2) state in-kind grants. The investment priority project is provided with tax preferences and investment subsidies. For investors operating in the priority sectors and investing in the amount of at least 2 million MCI, certain benefits are provided separately in accordance with bylaws. So, they are exempt from paying corporate income tax, land tax for a period of 10 years, property tax for 8 years. They are reimbursed up to 30% of the actual costs of construction and installation work and equipment purchase.

In addition, they may attract the foreign labor without any quotas and permits (for the period of project implementation, as well as one year after the commissioning). Broadly speaking on the positive aspects of CC governing the investment relations, it is necessary to note some points that complicate the legal regulation of the investors remedies. Thus, a number of researchers are critical in respect of some rules of Commercial Code concerning investment.

Definition of the terms “investment”, “investment activity”, “investment dispute” specified in the Law of the Republic of Kazakhstan “On Investments” and later reproduced in the CC, does not comply with international law [5]. First, instead of the general definition of the term of investment, specified in the Energy Charter Treaty dated December 17, 1994, as “all types of assets owned or controlled directly or indirectly by the Investor [6], paragraph 1 of article 274 of the CC provides detailed in terms of form, but narrower in content, the concept of investment: “Investments are all types of property (except for goods

intended for personal need), including financial leasing items from the time of leasing agreement, as well as the rights for them contributed by the investor in the charter capital of the legal entity or increase of fixed assets used for business operations, as well as for the public-private partnerships project implementation, including the concession project "[7].

Second, under legislation of the Republic "the investment dispute is a dispute arising from contractual obligations between the investors, including large investors, and government bodies in connection with the investor's investment activities". However, "in all international treaties, an investment dispute is defined as a dispute between the investor and state in all investments related issues, not only arising from the contractual relations [5]. For example, under Washington Convention on the investment disputes settlement procedure between the states and foreign persons dated 1965, the disputes arising from the relations between the foreign private person and recipient state over the private individual's investment are classified as investment disputes [8].

The above discrepancies and contradictions in legal regulation cause certain difficulties for the legislation implementation to be discussed below.

Investment environment improvements

The organizational measures aimed to implement the tasks in order to ensure the favorable investment environment are to be reviewed below. In this context, it is necessary to note about the establishment of the Council of Foreign Investors under the President of the Republic of Kazakhstan dated June 30, 1998, the main task of that is to develop recommendations and proposals on many issues of investment activity, in particular, determine the main areas of the investment policy of the Republic of Kazakhstan and improve the investment climate in the Republic of Kazakhstan. Thus, the 30th plenary meeting of the Foreign Investors Council under the President of the Republic of Kazakhstan was held in Astana on June 22, 2017.

State Investment Committee of the Republic of Kazakhstan was established on March 27, 1997, later it was transformed into Investment Agency of the Republic of Kazakhstan in 1999, that was the central executive body not a part of the Government, exercised leadership, as well as within the limits stipulated by the legislation, inter-branch coordination and other special executive and licensing functions in the scope of state support of direct investments in the Republic of Kazakhstan.

At the moment, after public administration system optimization, the State Institution "Committee on Investments of the Ministry of Investment and Development of the Republic of Kazakhstan" operates, that is a department of the Ministry of Investments and Development of the Republic of Kazakhstan and it conducts regulatory, selling and control functions, as well as participating in the implementation of the strategic functions of the Ministry in the field of public investment and investment support policies, creating the favorable investment environmental climate, establishment, operation and elimination of the special economic zones.

The Investment Committee works hard to ensure the comfortable working environment for investors. Therefore, investors have no longer need to contact the various government agencies to obtain a number of permits. Each investor is able to obtain all government services necessary for the investment projects implementation in the Investor Services Sectors opened under the "one-stop shop" principle in the Public Service Centers. This mechanism will enable to reduce significantly the bureaucratic and administrative burden for the investors. Overall there are 19 investor services sectors already operating in Kazakhstan: 2 - in Astana, 3- in Almaty, 1 investor services sector in each regional center, whereas in 2015 consolidated tool to obtain public services was available only for investors implementing priority investment projects. But every investor may apply to consult for and receive all permits already starting from the current year. For example, investors may obtain the permission for land use, the documentation necessary for construction, architectural planning task, enter into an investment contract and so on. All that an investor needs to do is to prepare a package of documents upon his request, and the rest of the process will be executed and monitored by the Investor Services Sector [9].

Introduction of the investment ombudsman into public administration was notable innovation in the organizational and legal system to improve the investment activity, its legal status and competence are defined in Articles 314-317 of the Commercial Code of the Republic of Kazakhstan. Based on this code, the investment ombudsman is an official (determined) by the Government of the Republic of Kazakhstan, who is in charged for the protection of the investors' rights and legitimate interests. In order to ensure and

protect the rights and legitimate interests of investors, the investment ombudsman examines the investors' appeals on the issues arising in course of investment activities in the Republic of Kazakhstan and makes recommendations for their permit, including interaction to the state authorities; assists investors in addressing the emerging issues under pre-court and out-of-court procedure; develops and submits recommendations to the Government of the Republic of Kazakhstan concerning the investment legislation improvement in the Republic of Kazakhstan.

The Regulation on the activities of the investment ombudsman was approved by the Decree of the Government of the Republic of Kazakhstan dated December 26, 2015 No. 1069, paragraph 16 of that stipulates that the investment ombudsman shall send report on the results of its activities annually in March to the Government of the Republic of Kazakhstan.

To date, a working group has been nominated, including the deputy heads of many ministries and departments of the Republic of Kazakhstan in order to review the issues objectively and make recommendations for the Investment Ombudsman.

In 2017, 43 appeals were sent to the Investment Ombudsman - Minister for Investment and Development of the Republic of Kazakhstan, out of which appropriate measures have been taken on 11 appeals to ensure the observance and protection of rights and legitimate rules of the investors (issues were resolved in favor of investors), recommendations were made on 18 appeals (clarifications given, meetings held), 14 appeals were out of Ombudsman competence (subject of dispute between business entities, legal proceedings, etc.).

Most often, the investors face difficulties in the field of tax, customs and labor law, as well as in licensing and land relations. In this regard, UGSHCC, MFA and MID signed memorandum of cooperation in the business forum. The document provides for the establishment of the special Project Office "Protecting Investments", conducting joint monitoring for the law compliance while conducting the audits of the investment entities and preventing the violations of the law by the state authorities, prompt exchange of information, and holding joint meetings regularly.

In order to form the master international center of the financial services, where special legal regime will operate, the President signed the Constitutional Law of the Republic of Kazakhstan dated December 7, 2015 "On the International Financial Center "Astana" (hereinafter referred to as IFCA). The international financial center in Astana officially started its operations on January 1, 2016. But 2016-2017 years were preparatory ones - this is the infrastructure establishment, attraction of international investors, drafting the legislation. The Center began to work in full scale from January 1, 2018. The investors are provided with unprecedented conditions to conduct operations in IFCA with no analogues in the post-Soviet space: exemption for a number of taxes for a period of up to 50 years, simplified labor and visa regimes. For example, since 2017, the financial center can be visited by all OECD countries under visa-free regime. In addition, high-tech infrastructure is provided for the international specialized exhibition "Astana EXPO-2017" with ready-made high-class office premises [10] to accommodate the IFCA.

The separate legal procedure on investment disputes was established in order to implement the program "Ensuring the supremacy of the statute law" of the Strategy of the President of the Republic of Kazakhstan N.A. Nazarbayev - "100 steps" [11], and specialized investment board was arranged in the Supreme Court of the Republic of Kazakhstan based on that. In accordance with subparagraph 2 of article 28 of the new CCP of the Republic of Kazakhstan, jurisdiction of the Supreme Court includes, where specialized judicial board is established, the consideration of investment disputes according to the rules of the first instance court, where large investor being the party. Processing of civil cases under investment disputes, except for cases in the Supreme Court jurisdiction, as well as in other disputes between investors and government agencies related to the investor's investment activities, are assigned to the jurisdiction of Astana court. The appeals of the judicial acts on the investment disputes of Astana court are also reviewed by the specialized board of the Supreme Court of the Republic of Kazakhstan.

Establishment of the International Council was provided under "100 Steps" plan of the nation based on the model of the Foreign Investors Council under the President of the country. Being the consultative and advisory body under the Supreme Court, the Council of 12 authoritative foreign and Kazakhstan lawyers and scholars, now established, is focused on development of recommendations concerning advanced international standards implementation in the national justice system, giving opinions on specific legal cases related to the investment disputes processing.

An indicator proving the efficiency of the investors' rights judicial protection is that outcomings of the special analysis of the civil cases between businessmen and state bodies treated in the Supreme Court revealed the following: "Over the past 6 years, legal acts have protected the rights of legal entities, including foreign investors, for total amount exceeding 240 billion tenge. For comparison, only about 40 billion tenge was recovered in favor of state authorities" [12]. Thus, an example of the effective protection of the investor's rights was the decision of the specialized board of the Supreme Court on the application of Zhaikmunai LLP concerning illegitimacy of the state authorities' actions - RGA "State Revenue Department in the West Kazakhstan region". Having proceeded this dispute, the Supreme Court satisfied the application of Zhaikmunai LLP, deemed illegal and canceled the notice of the tax audit results on the additional accrual of corporate income tax and fines [13].

Overall, based on statistics voiced in the official press 21 applications have been received from the large investors in the Supreme Court of the Republic of Kazakhstan in 2016, out of them 2 cases were treated essentially under the rules of the first instance court, 11 were submitted to Astana court, 1 was returned to the specialized inter-district economic court of the West Kazakhstan region, 7 cases were reviewed under appeal procedure. Astana court received 37 applications from the investors, 11 cases were treated on the merits with resolution, 9 applications were returned, 9 were submitted under jurisdiction, the rest are pending. It is necessary to consider the problematic issues of the legislation application. The Supreme Court of the Republic of Kazakhstan was unable to take over all the disputes between large investor and state authorities due to controversial definition of certain concepts in the CC in regards of investment activities, in particular, the term of investment dispute.

It was noted in the legal press in this regard that "by the definitions of the Supreme Court, a number of civil cases on applications of large investors to the state revenues departments in various regions about appealing notifications on non-confirmation of the authenticity of the value added tax refund amount were submitted to the Astana court because they were attributed to the other investment related disputes. It is followed from the content of the applications submitted that the disputes are related mainly to the tax legislation general provisions execution by the investors, but not any special terms of the subsoil contract. Similarly, several civil cases were filed to the large investors for the environment damage compensation by the environmental departments of various regions under Astana court jurisdiction. The reason was specified that the disputes do not arise from the contractual obligations between the investor and state authority, but related to the compliance with the legal requirements by the investors for the air pollution compensation excess the established rates" [14].

Results and discussion

Based on the Article 294 of the CC of RK "The system analysis of CC standards allows us to conclude that "contractual obligations" arise from the "investment contract" concluded in the form of "model-based contract" between investor and authorized state investment authority [15]. However, "investment contract, that is, a contract for the investment project implementation that provides for the investment implementation and presented, does not correspond to any of the two indicia necessary to treat the dispute under this contract as investment one. It is quite enough to revise the Articles 2881-293 of CC on the procedure for granting investment preferences to understand that these are ordinary administrative relations, such as tax, customs and others. The investor develops the investment project, then applies to the authorized investment body for preferences, authorized body proceeds the application and, if there are any conditions established in the Law in advance, decides whether provide or not to provide the investment preferences. Hereto there are no any contractual relationships" [5].

Therefore, some authors propose to resolve the issues of controversial definition of the "investment dispute" term in the CC by amending the subparagraph 2 of article 28 of the Code of Civil Procedure of the Republic of Kazakhstan, replacing the phrase "on the investment disputes, where large investor is a party" with the words "disputes of the large investor and state authorities related to the investment activities implementation".

We believe that such amendment to the CCP rule will enable to authorize the RK Supreme Court to settle all disputes between large investor and state authorities arising from the both contractual and non-contractual relations. Prior to amending the legislative acts, the gap in the law can be filled in by the regulatory resolution adopting of the Supreme Court of the Republic of Kazakhstan. To date, the website of the Supreme Court of the Republic of Kazakhstan contains only the answers to the questions regarding investment disputes [16].

While settlement the disputes not only investment but ordinary commercial disputes as well the foreign investors may apply the most of international arbitration and arbitration courts, special study is necessary to cover the issues to apply there and therefore it will not be presented in the current work. It is necessary to emphasize only that limitations existing in their activities shall be understood. In particular, it is necessary to keep in mind that international arbitration and arbitration courts located in the Republic of Kazakhstan may only process the disputes arising from the civil law contracts [17].

In addition, a new institute for the investors' rights protection in Kazakhstan was established in 2018 - financial court under Astana International Financial Center. The above court is independent in its activities, and it is not included in the judicial system of the state [18]. The AIFC court is authorized to process the disputes: arising between the participants of AIFC, bodies of the Center and (or) their employees; concerning any operation carried out in the Center and subordinate to the rules of the Center; submitted to the Center upon mutual agreement of the parties. The rules of common law along with the continental law valid in Kazakhstan will be applied in this court. Legal proceedings will be conducted in English. Also, an International Arbitration Center will be established here, settling the disputes in the event of arbitration agreement between the parties.

Conclusions

The results of the study confirmed the existing shortcomings of the investment legislation in Kazakhstan. Thus, in the Law of the Republic of Kazakhstan "On Investments" and later on reproduced in the Commercial Code, the terms "investment", "investment activity", and "investment dispute" contradict to international law. The term "investment" in Kazakhstan legislation gets narrower meaning, and term "investment dispute" derives only from the contractual relationship between the investor and government agencies. However, "in all international treaties, an investment dispute is defined as a dispute between the investor and state in all matters related to investments, not only arising from the contractual relations. All this undoubtedly affects the investment climate in the country. In connection with the above circumstances, it is proposed to amend the Law of the Republic of Kazakhstan "On Investments" and other specified regulatory documents, bringing their provisions and definitions in compliance with international law.

REFERENCES

- [1] Postanovlenie Vephovnogo Soveta Kazahskoj SSR ot 7 dekabpja 1990 goda. O vvedenii v dejstvie Zakona Kazahskoj SSR Ob inostrannyh investicijah v Kazahskoj SSR. Vedomosti Verhovnogo Soveta Kazahskoj SSR, 1990, N 50, st. 474(in Russ).
- [2] Zakon Respubliki Kazahstan «Ob inostrannyh investicijah» ot 27 dekabnja 1994 g. № 266-XIII. http://adilet.zan.kz/rus/docs/B940003500_/info (in Russ).
- [3] Zakon Respubliki Kazahstan O gosudarstvennoj podderzhke prjamyh investicij ot 28 fevralja 1997 N 75-1. https://online.zakon.kz/document/?doc_id=1007257#pos=0;0 (in Russ).
- [4] Griffin Je., Ostrander-Krug K. Kratkij obzor kazahstanskogo zakona ob investicijah. Mezhdunarodnyj delovoj zhurnal KAZAKHSTAN, №1, 2003. <http://www.investkz.com/journals/34/299.html>(in Russ).
- [5] Sulejmenov M.K. Investicionnye spory: zarubezhnyj opyt i zakonodatel'stvo Kazahstana. http://online.zakon.kz/Document/?doc_id=39749995#pos=1;-169 (in Russ).
- [6] Dogovor k Jenergeticheskoj Hartii ot 17 dekabnja 1994 goda. Polucheno s <http://ecoinfo.kz/wp-content/uploads/p35.pdf> (in Russ).
- [7] Predprinimatel'skij kodeks Respubliki Kazahstan. Kodeks Respubliki Kazahstan ot 29 oktjabnja 2015 goda № 375-V ZRK // Kazahstanskaja Pravda. 03.11.2015 g., № 210 (28086) (in Russ).
- [8] Vashingtonskaja konvencija 1965 goda o porjadke razreshenija investicionnyh sporov mezhdru gosudarstvami i inostrannymi licami. http://www.sccinstitute.com/media/69150/icsid_convention_ru.pdf ((in Russ).
- [9] Aset Isekeshhev oboznachil priority deyatelnosti ministerstva po investicijam i razvitiyu RK na 2016 god. https://i-news.kz/news/2016/01/15/8216463aset_isekeshhev_oboznachil_priority_dey.html (in Russ).
- [10]Investorov MFCA osvobodjat ot rjada nalogov do 50 let. http://bnews.kz/ru/news/ekonomika/finansi/investorov_v_mftsa_osvobodjat_ot_ryada_nalogov_do_50_let_kairat_kelimbetov-2016_05_27-1273423 (in Russ).
- [11]Nazarbaev, N.A. 100 konkretnyh shagov dlja realizacii 5 prezidentskih reform. <http://www.zakon.kz/4713070-sto-konkretnyh-shagov-prezidenta.html> (in Russ).
- [12]Za poslednie 6 let v Kazahstane v sude zashhisheny prava investorov na summu bolee 240 milliardov tenge. <http://www.nomad.su/?a=3-201501290023> (in Russ).
- [13] Verhovnyj sud zashhitil interesy investora <http://sud.gov.kz/rus/news/verhovnyy-sud-zashchitil-interesy-investora> (in Russ).
- [14]Zh. Ermagambetova: Ob investicionnyh sporah Kazahstanskaja pravda. 2016. 09 sentjabnja (in Russ).
- [15]Eljubaev Zh. Zashhita investorov v Kazahstane - novye reformy. <http://www.kursiv.kz/news/vlast/zasita-investorov-v-kazahstane-novye-reformy> (in Russ).

[16] Investicionnye spory: podsudnost' Verhovnogo Suda i otvety na drugie aktual'nye voprosy. <http://sud.gov.kz/rus/printpdf/93085> (in Russ).

[17] Tukulov B. Puti snizhenija pravovyh riskov, s kotorymi stalkivajutsja inostrannye investory v Respublike Kazahstan. http://online.zakon.kz/Document/?doc_id=31449487#pos=1;-263 (in Russ).

[18] V.F. Stukach, A.S. Baydalinova, B.A. Sandybayeva. Kazakhstani financial safety // News of the National Academy of Sciences of the Republic of Kazakhstan series of social and human sciences. 2018. Vol. 5, Number 321. P. 119-125 <https://doi.org/10.32014/2018.2224-5294.21> (in Engl).

А.Х. Галиева¹, Ж.Н. Саду¹, М.Т. Кулубеков², Л.А. Казбекова³

¹Қазақ экономика, қаржы және халықаралық сауда университеті;

²М. Дулатов атындағы Қостанай инженерлік- экономикалық университеті;

³Қорқыт Ата атындағы Қызылорда мемлекеттік университеті

ҚАЗАҚСТАНДАҒЫ ШЕТЕЛДІК ИНВЕСТИЦИЯ ТАРТУДЫҢ ИНСТИТУЦИОНАЛДЫҚ ЖАҒДАЙЫН (ТАЛАПТАРЫН) БАҒАЛАУ

Аннотация. Мақаланың мақсаты – шет ел инвестицияларын тарту аумағындағы Қазақстан Республикасының заңнамасын және елдің инвестициялық тартымдылығын арттыру бойынша атқарылатын шараларды талдау және бағалау.

Зерттеу әдістемесі ғылыми таным, салыстыру, логикалық талдау, синтез әдістерін қолдануға негізделеді.

Зерттеуде Қазақстанның шет елдік инвестицияларды тарту бойынша заңнамасына ретроспективалық талдау жүргізілген. Инвестициялық қызметті құқықтық реттеудегі қарама-қайшылықтар мен оқшылықтар айқындалған, олар заңнама нормаларын жүзеге асыру барысында нақты қиындықтар туғызады. Қазақстанда шет елдік инвестицияларды ынталандыру мақсатында іске асырылатын іс-шаралар қарастырылып, сараланған. Заңнаманы жетілдіру бойынша рекомендациялардың 2 сценарийі ұсынылған – өзгерістер енгізу; ешбір өзгеріссіз қосымша нормативтік актілер қабылдау.

Жүргізілген зерттеу нәтижелері Қазақстандағы инвестициялық қызметті ынталандыру бойынша стратегиялық маңызы бар құжаттарды әзірлеу кезінде қолданысын табуы мүмкін. Сондай ақ негізгі ұйғарымдар мен тәжірибелік рекомендациялар осы мәселе бойынша зерттеулерді әрі қарай тереңдету үшін әдістемелік негіз ретінде пайдаланылуы мүмкін.

Түйін сөздер: инвестициялық заңнама, шетелдік инвестициялар, инвестициялық қызмет, инвестициялық дау.

А.Х. Галиева¹, Ж.Н. Саду¹, М.Т. Кулубеков², Л.А. Казбекова³

¹Казахский университет экономики финансов и международной торговли;

²Костанайский инженерно-экономический университет им. М. Дулатова;

³Кызылординский государственный университет имени Коркыт Ата

ОЦЕНКА ИНСТИТУЦИОНАЛЬНЫХ УСЛОВИЙ ПРИВЛЕЧЕНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ В КАЗАХСТАНЕ

Аннотация. Цель статьи – анализ и оценка законодательства Республики Казахстан в области привлечения иностранных инвестиций и реализуемых мер по повышению инвестиционной привлекательности страны.

Методология исследования основана на применении методов научного познания, сравнения, логического анализа, методов анализа и синтеза.

В исследовании проведен ретроспективный анализ законодательства Казахстана в области привлечения иностранных инвестиций. Выявлены разночтения и противоречия в правовом регулировании инвестиционной деятельности, которые вызывают определенные трудности при реализации норм законодательства. Рассмотрены и проанализированы меры, предпринимаемые в Казахстане для стимулирования иностранных инвестиций. Предложены 2 сценария рекомендаций по совершенствованию законодательства – внесение изменений; и принятие дополнительных нормативных актов без корректировки законодательства.

Результаты проведенного исследования могут быть применены при разработке стратегически важных документов по поощрению инвестиционной деятельности в Казахстане. Также основные выводы и практические рекомендации могут быть использованы в качестве методической основы для дальнейшего углубления исследований по данной проблеме.

Ключевые слова: инвестиционное законодательство, иностранные инвестиции, инвестиционная деятельность, инвестиционный спор.

Information about authors:

Galiyeva A.Kh. - Kazakh University of Economics of Finance and International Trade, Associate Professor of the Economics Department, alma_galiyeva@mail.ru;

Sadu Zh.N. - Kazakh University of Economics of Finance and International Trade, Associate Professor of the Department "Economics";

Kulubekov M.T. - Kostanay Engineering and Economic University. M. Dulatova, Dean of the Faculty of Economics, kmaksat_79@mail.ru;

Kazbekova L.A. - Kyzylorda State University named after Korqyt Ata, head. Department of "Economics and Management"

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.42>

Volume 6, Number 322 (2018), 112 – 118

UDC 28(0353)

Z.G. Dzhaliyov

Institute of Oriental Studies named after R.B. Suleymenov, Almaty, Kazakhstan.
zaur1952@mail.ru, bolatkazakh@gmail.com

**THE THEORETICAL DISCOURSE ON ISLAM AND POLITICS
IN FOREIGN HUMANISM OF THE SECOND HALF
OF 20th CENTURY**

Abstract. In this article, the author made an attempt to analyze some theoretical concepts of foreign researchers on the problem of the ratio of religion and politics in the Islamic religion, as well as to consider the nature of the use of religion for political purposes. The purpose of this article is to try to connect the problem under consideration with a broader range of issues of socio-political development, in particular, to show the reality of the construction of an Islamic state in modern conditions. The emphasis is on the important role that foreign Islamists played in studying the process of politicization of religion, built on new methodological principles of the interrelation between secularism and religiosity. This is the actual political meaning of the works of foreign authors. It should be noted that the approaches of Western Islamists to the disclosure of the problem were not narrow, politically straightforward. In them there emerged a desire for critical analysis. And at the present stage, the study of the problem of politics and religion remains urgent. Today, the tasks of renewing Kazakhstan's society, developing not only the economy but also the political system, the revival of traditional religion are brought to the forefront. And therefore, it is important to re-analyze theories and concepts of foreign researchers who will help us now understand the place and role of Islam in contemporary political processes. At the same time, it should be noted that although modern society has changed dramatically during the time that has elapsed since the global and regional problems of the 20th century, many concepts and theories developed by foreign scholars of Islam at that time still retain their significance.

Key words: politic, Islam, relations, theoretical concepts, ideology.

Specific conditions, manifested in the historical dynamics of the problem, are focused, in our opinion, in the nature of the relation between religion, politics and culture. It is precisely the consideration of these relations in the countries of the East, through the prism of the features of the spread and development of the Islamic religion, its differentiation, the formation and formation of various movements and currents, and allows to take into account the whole complex of issues related to the transformation of socio-political life, both in the Muslim East and Central Asia.

As shown by historical practice, the dynamization of economic, social and political relations, aimed at the transition from a traditional society to a modern one, required the consideration of a "religious factor". From the strategy of "catch-up development" in the middle of the 20th century and before the irrationality of state policy in the late 1970s Islam took many forms in the conditions of social and political crisis. The "ideal" model of political modernization of the Western model was not inscribed in the traditional structure of the system of Islam, which aggravated the contradictions between the spiritual and secular elite, various Muslim movements and trends, traditionalists and modernists [1, p. 207]

Thus, it became necessary to conduct research at a level that would take into account both the specific historical material and the stable structural and functional features of the Islamic religion within the framework of political programs. At the same time, the most difficult and interesting historical period of time is the period of the second half of the 20th century, i.e. the initial transformation of socio-political shifts in Eastern societies.

The interest in the problem is explained by the need to develop a strategy for regulating the religious sphere, analyzing the features of religious movements and trends, and the influence of Islam on sociopolitical processes. From the second half of 20th century among scholars, the thesis that the problem of the ratio of religion and politics in Islam has always been an important part of its study, both in the historical past and in the present, and it continues to spread. In a more detailed form, this thesis took on the following form: the question of the nature of power in Islam should be the subject of discussion and reflection in religion, although by tradition, power in general belonged to Allah, and earthly power was his gift [2, p. 19].

Explaining the specific historical conditions for the formation of the Islamic religion, Western Islamists defined a peculiar correlation of "religion" and "politics" within the whole Muslim civilization. According to their point of view, "Islam, originated in an environment in which each element of social organization simultaneously carried socio-political functions, naturally should have assumed these functions in order to spread out". In foreign studies, the problems of revealing the reasons for the politicization of Islam were analyzed in the publications of M. Watt [3], L. Loboda [4], J. Esposito [5], B. Lewis [6], Devin Deweese [7].

Many recognized that Islam already at the point of its genesis dealt with the socio-political organization of the Muslim community and did not cease to be an "integrative" religion. In the mid-1980s in the science of Islam, the question of the admissibility of politics in religion was practically not raised, and vice versa. The order of the relationship between religion and politics was presented in the form of a formula: the state regulates religion, and religion guides politics [8, p. 8].

At the first stage of the discussion, most Islamists singled out the political universe from the universe of religion. However, the interpretations of this thesis, its rationale were far from unambiguous, which led to a change in the emphasis, and even the meaning, the content of the thesis.

A certain group of Islamists, among them (A. Hermassi and others) believed that there is no unity of religion and politics in Islam, and this fact has never been assimilated by consciousness. The fact that the policy is far from religion without due recognition, and therefore rationale has led to the fact that the political sphere in the Muslim world has not developed its "own logic" and has not acquired an independent character [9, p.457]. "The emergence of the Sufi orders," wrote A. Hermassi, "further strengthened the separation of political institutions from the organization of Muslim life" [9, p. 458]. Secularization of the political history of the Muslim world while maintaining religious and normative unity within it, according to A. Hermassi, ultimately led to the complete dismemberment of practical and ideal levels of politics in the Arab-Muslim countries [9, p.457].

The progress of the discussion on politics and religion was largely hindered by the lack of unity of methodological foundations on a number of issues. They bravely took on the solution of private, topical issues; Islamists increasingly began to run into many common questions, without the solution of which it was impossible to move forward. In this regard, it was necessary, first of all, to realize the essence of the full dynamics of the religion and politics in the Islamic world. About this, by the way, was written by C. Geertz. "The overlapping of various structures, such as the family, the village, the clan, the class, the sect, the army, the party, the elite, the state," appears on closer examination by the unstable micro-political units that compete, enter into temporary alliances, gain strength and very soon again disintegrate "[10, p.22]. Under these conditions, C. Geertz noted, political life takes the form of fractional rivalry, in which defeat is never total, victory is complete. The peculiarities of such a political style give rise to a false dilemma: either an imitation of Western experience and orientation toward a national state or attempts to reintroduce the original Islam [10, p.20].

A number of researchers, from both East and West, were against some views of A. Hermassi. Thus, according to B. Tibi, in Islam religious and political functions are merged, so those religious ideas can be successfully applied as an element of political technologies [11, p. 5]. The author's general thesis is that Islam, in the course of its development, was leveled as a political ideology in many countries of the world of the East. At the same time, this did not mean changing the system of views: Islam remained the

prevailing factor in the norm of this system. In many cases, especially since the late 1950s, the growing role of Islam was directly related to the process of political transformation, since many policy changes were based on the political ideology of the Islamic religion, as mentioned above.

And now Islam is becoming the ideology of political opposition to the existing regimes, for example, in the Middle East. And Islam became a political factor in the region long before the events in Iran [11, p.5]. To a certain extent, according to B. Tibi, the turning point for the Arab East was 1967, which marked the beginning of a long crisis of stability for all political regimes in the region, which gave rise to skepticism and led, in particular, to the emergence of radical religious movements and trends [11, p. 9]. A characteristic feature of the fundamentalist movement gaining strength then, the researcher considers the fact that Islam attracted a significant number of intellectuals, scientific and theological circles. He notes that most of the activists and leaders of Islamic religious and political groupings have not a theological but a secular higher education. And in many respects, precisely because of their active efforts, the Islamic movement remains one of the most important destabilizing factors in the political situation in the Middle East [11, p.9].

Today Islam faces the pressure from the outside and reacts sharply to its involvement in the world political process. Without taking this fact into account, it is impossible to clearly imagine the prospects for its development. And now the political opposition uses religion as its mobilizing ideology.

The most accurate opinion according to B.Tibi is the opinion of the French scholar Georges Balandier, who said: "Religion can be an instrument of power, a guarantee of its stability, but religion can also be a tool for challenging the existing regime, when during the crisis, prophetic messianic movements call into question the existence of the ruling regimes and form an opposition to the authorities"[11, p.11].

Always religion and politics were, first of all, ideological systems that affect not only each other but also the behavior of the masses. Historical practice shows that representatives of various faiths successfully achieved their interests with the help of politicians, and politicians achieved their goals through religion. It also says that many radical religious movements and trends represent one of the factors influencing political relations. Religious ideas are used by them not only to justify political actions but also to mobilize the masses in other spheres. At the same time, political means are widely used to justify religious ideas and achieve religious goals [12, p. 19]. Religion can be an instrument of power, a guarantee of its stability, but religion under certain conditions can be an instrument for challenging the existing regime when in the period of socioeconomic and political crisis, Islamist movements call into question the existence of ruling regimes and form opposition to the authorities.

However, recognizing the possibility of politicization of religion, researchers asked the question: on what basis of conditions and factors is this process ultimately carried out? Answering it some thought that the process of filling Islam with a political component depends largely on both the internal and external situation that is formed in this or that country of the Muslim world. This process could be observed in the 1950s-1960s in Egypt, Indonesia, Syria, Iraq, where in those years there was a profound transformation of socio-economic and political life, ethnic, confessional and other contradictions of a disintegration nature were aggravated. In the 1970s this process has come to Pakistan, Iran, and other countries. Today, it is observed in Egypt, Tunisia, Iraq, Syria, Libya and other countries of the Middle East and North Africa. Religion can be an instrument of power, a guarantee of its stability, but religion under certain conditions can be a tool for challenging the existing regime, economic and political crisis, Islamist movements call into question the existence of ruling regimes and form an opposition to the authorities.

If during the "Westernization" of the Muslim world Islam was considered only a religion and an essential part of the Arab cultural heritage, from the late 1960s, the justification by Islam of the prospects for the future looked most promising already in the ideological sense. However, this tradition did not obscure practical problems. For example, it follows from the text of the National Charter of Algeria (adopted in November 1976) that although "Algerian socialism" is rooted in the historical past of the country and "is not an import system," its ideological basis is mainly socio-economic and political, rather than religious aspects "[13, p. 77].

Neither under the President of Algeria H. Boumédiène, nor during the reign of C. Benjedide, the role of Islam was not denied, both in the national liberation struggle and in the creation of a new socio-political system of the country. Speaking at a seminar on socio-economic development, C. Benjedide stressed that the new generation "must understand the outstanding role of Islam in the Algerian revolution. Islam will continue to be an important source of people's power "[13].

It is known that the initial steps for socio-economic development in many countries of the East on the basis of the proclamation of the slogan of modernization occurred due to the deterioration of the life of a huge mass of both urban and rural populations. The rebellion against such "modernization" required an appropriate political-ideological form that would meet the interests of the Muslim population and protect it from social inequality-improving living conditions. And the fact that Islam became this form is quite understandable. Moreover, the Quranic dictum "al-Adlasas al-hukm" (justice is the source of government) has firmly established itself in the minds of Muslim peoples. The cultural and religious tradition itself had, in one way or another, an opportunity to answer many questions. The clergy had only to fully revive these traditions and actualize the social aspect of Islam [14, p. 151].

Their theological interpretations of social processes claimed to replace the non-religious political and ideological concepts that formed in the current social thought. The Muslim order has no alternative. What it confronts is not a natural order, but a departure from it. That is why in Iran, unlike, for example, the Central Asian republics, the solution of many internal political problems was mainly based on the concept of "Muslim unity", rather than ethnic or other ideas. The idea of solidarity in the Iranian society based on Shiism remains unshakable, to this day. Another group of Ulema in many socio-political issues took a more moderate position. They believed that the modern Islamic state should be built on the basis of the laws of Islam at the same time saw the need to adopt the basic non-Islamic provisions in order to continue to influence the public life of the state.

Religion can be an instrument of power, a guarantee of its stability, but religion under certain conditions can be an instrument for challenging the existing regime when in the period of socioeconomic and political crisis, Islamist movements call into question the existence of ruling regimes and form opposition to the authorities.

One cannot imagine the prospect of solving the problem of radicalization of religious consciousness without an accurate assessment of the scale of the politicization of the religion itself of its movements and currents, their mass base and organization, the program and methods of action, its strength and weakness. Such an assessment is not of academic interest.

As I. Dobaev notes, despite the diversity of Islamism and the processes occurring in it, two main trends can be distinguished within its framework which differ from one another in the methods of activity: moderately radical and ultra-radical [15, p. 110]. In his view, such a classification "helps to develop the right approach when studying a particular grouping and to determine the appropriate attitude" [15, p. 110]. An important clarification is made by the author when he writes that "not all radical Islamic organizations can be unequivocally attributed to this or that wing since in many of them both components are present" [15, p. 110].

Characterizing modern political concepts in Islam Sh.A. Yevkochev divides them into the following groups:

- Islamic modernism, according to which Muslim states should be built not on the principles of religion, but on the basis of the common language, territory, ethnic features;

- Islamic fundamentalism - the concept is built on specific features of Islam, without division into secular and spiritual principles, and the way of life of the individual and community is regulated by a set of Islamic laws;

- the concepts of the exact science of the "third way" are in the idea of an "Islamic way of development", as the only acceptable for Muslim countries. On its basis, in due time the concepts of the "Islamic state", "Islamic government", "Islamic economy", "Islamic socialism" were created. A number of concepts presuppose the embodiment in modern conditions of the "Islamic model" of the political

organization of society, where the secular and spiritual power would be combined, the fair distribution of public goods and economy according to the Sharia [16, p. 18].

It should be noted that many foreign Islamists, recognizing the validity of modern political concepts, at the same time drew attention to the very assessment of the essence of the Islamic state. Religious and political groups, in the opinion of the Pakistani scientist I. Ahmed, assessed the essence of the Islamic state in different ways. In this process, he singles out several views. Let us distinguish two of them: 1) a sacred state, excluding the human will; 2) a sacred state recognizing the human will. The first presentation of I. Ahmed divides into two main positions: a) absolutist, aimed at the revival of traditional Islam. Its supporters believe that all social and political laws were developed during the time of the Prophet Muhammad's life. The construction of the state should be based on the Quran as the creation of Allah and the Sharia as a system of Islamic law. They cannot be changed and supplemented; b) fundamentalist, aimed at a more flexible interpretation of Islamic laws. Adherents of this position are guided by the Quran and Sunnah but believe that not all forms of socio-political life that existed under the Prophet should be used in modern life [17, p. 27]. Supporters of the second view believe that the basis of the Islamic state should be both democratic principles and traditional Islamic ones. I. Ahmed distinguishes four versions of this approach: a) moderate theocratic, aimed at cooperation with modernists; b) radical theocratic, restricting tradition and opposing the rigid interpretation of Islamic laws; c) a moderate approach based on the idea of coexistence of theocracy and secularism. His supporters recognize the correctness of Islamic laws, advocate the construction of an Islamic state on the principles of a "socialist republic"; d) a radical approach, advocating a combination of theocracy and secularism. The bottom line is that if the Supreme is the basis of sovereignty, then the people elected by the people should be recognized as a means of translating into practice Islamic laws [17, p. 39].

In his article "Sharia and positive law: is it possible and viable for an Islamic state?" an American professor Abdullahi Ahmed al-Na'im writes: "I oppose the introduction of the Sharia by the state, but not personally subordination to the requirements of its faith. Undoubtedly, people can strengthen religious or moral values through the work of non-governmental organizations and other forms of civil society activity" [18, p. 189].

The most common is the triple division of socio-political thought in the countries of Islam in such areas as fundamentalism - modernism - secularism. The last direction some authors seem to take out of the framework of Islam, but it must be taken into account that basically all Muslim countries are not completely secularized. For example, L.R. Polonskaya divides all the ideological trends and trends in Islam into two main types: "First, traditionalist currents, opposing any innovations, for the preservation of an intact medieval Islamic religious system. Secondly, the currents of the reformatory type, allowing changes to this system, a new interpretation of dogmas relating to political, legal, social problems and regulation of economic life, and the development of a new model of development based on the principles of Islam" [19, p. 8].

The new methodology applied by foreign orientalist in comparative analysis helped to clarify many specific historical features of religion in Eastern societies but made it difficult to construct general models for the development of religious processes in the countries of the East and Central Asia. Finally, the result of another attempt was the concept of a "formational region". The approach of its authors is certainly fruitful from a methodological point of view, in any case, for the purposes set by the author of this work.

Summing up, I would like to highlight the following. In the course of discussion by foreign scholars of the problems of "politics and religion", three theoretical concepts have emerged and were approbated, to one degree or another, the "rigid", "interpenetrating" and "organic" combination of political and religious. The first two concepts, despite the considerable differences, are united by the fact that they view politics and religion as two isolated systems with their own distinctive specific features. Undoubtedly, the supporters of the "interpenetrating" form of interaction between politics and religion have moved away from their sharp opposition, but in their interpretations of politics and religion nothing has changed yet. Analysis of the development by foreign scholars of Islam in the second half of the 20th century of the

problem of the correlation of political and religious in Islam allows us to speak about their significant contribution to the realization of this pressing, multifaceted and extremely complex problem. Active scientific search, undertaken by scientific thought is far from its completion. However, the results achieved must be comprehended and mastered.

REFERENCES

- [1] Батунский М.А. О некоторых тенденциях в современном западном исламоведении // Религия и общественная мысль народов Востока. М.: Наука, 1971. С. 207-240.
- [2] Rodinson M. Khomeiny ou la primauté du spiritual // *Nouvel observateur*. Paris. 1979. 19-25 fevruar. №745. P. 18-19.
- [3] Watt W.M. *Islamic Political Thought: The Basic Concepts*. Edinburgh: Edinburgh University Press, 1968. XI, 186 p.
- [4] Loboda L. *The Thought of Sayyid Qutb: Radical Islam's Philosophical Foundation*. – Ashbrook Statesmanship Thesis. Ashbrook Center for Public Affairs, Ashland University, 2004. 36 p.
- [5] Esposito J.L. *Islam and Politics*. – Third edition. – Syracuse: Syracuse University Press, 1984. 335 p.
- [6] Lewis B. *Cultures in Conflict: Christians, Muslims, and Jews in the Age of Discovery*. New York: Oxford University Press, 1995. 101 p.; Hermassi E. *Politics and Culture in the Middle East // Social Compass*. Louvain. 1978. Vol. 25. № 3–4. P. 445-464.
- [7] DeWeese, Devin. *Islamization and Native Religion in the Golden Horde. Baba Tuekles Conversion to Islam in Historical and Epic Tradition*.– Pennsylvania: The Pennsylvania State University Press, University Park, 1994. 638 p.
- [8] Dermejian R. *The Anatomy of Islamic Revival: Legitimacy Crisis, Ethnic Conflict and the Search for Islamic Alternatives // The Middle East Journal*. Washington. 1980. Vol. 34. № 1. P. 1-12.
- [9] Hermassi E. *Politics and culture in the Middle East./ Social compass*, Louvain. 1978. vol. 25. "№ ¼. P. 457. Hermassi E. *Politics and Culture in the Middle East // Social Compass*, Louvain. 1978. Vol. 25. № 3-4. P. 445-464.
- [10] Geertz C. *In search of North Africa./ New York rev. of books*. 1971, vol.17.№ 12.P.20-24.
- [11] Tibi B. *The Renewed Role of Islam in the Political and Social Development of the Middle East // The Middle East Journal*. – Washington, 1983. Vol. 37. № 1. P. 3-13.
- [12] Rodinson M. *Reveil de l'intégrisme musulman ? / Monde*. Paris. 1978. 6-8 Dec.P.4.
- [13] Вирабов А. Алжир, 80-е годы: эволюция общественных структур // Восток и современность. Научно-информационный бюллетень ИВ АН СССР. 1985. № 1 (35). С. 73-95.
- [14] Шувалов К. Шиитская догматика и политика духовенства в ИРИ/ Исламская Республика Иран (1979-1984 гг.). М.: 1986. 202 с.
- [15] Добаев И. К вопросу о типологии радикального исламского движения // *Центральная Азия и Кавказ*. 2002. № 3 (21). С. 109-119.
- [16] Евкочев Ш.А. Влияние ислама на формирование современной политической системы АРЕ: авторефдок. полит. наук. Ташкент: ТашГИВ, 2008. 48 с.
- [17] Ahmed I.A. *The Concept of an Islamic State: An Analysis of the Ideological Controversy in Pakistan*. Stockholm: University of Stockholm, Department of Political Science, 1985. 225 p.
- [18] Абдуллахи Ахмед Ан-Наим. Шарият и позитивное право: возможно ли и жинеспособно ли исламское государство?//SHYGY.S. 2005. № 2.С.182-192.
- [19] Полонская Л. *Современные мусульманские идейные течения // Ислам – проблемы идеологии, права, политики и экономики*. М.: Наука, 1985. С. 6- 25.

УДК 28(0353)

З.Г. Джалилов, Б.Ш.Батырхан

Институт востоковедения им.Р.Б. Сулейменова Комитета науки
Министерства образования и науки Республики Казахстан

ТЕОРЕТИЧЕСКИЙ ДИСКУРС ОБ ИСЛАМЕ И ПОЛИТИКЕ ЗАРУБЕЖНЫМИ ИСЛАМОВЕДАМИ ВТОРОЙ ПОЛОВИНЫ XX В.

Аннотация. В данной статье автор предпринял попытку проанализировать некоторые теоретические концепции зарубежных исследователей по проблеме соотношения религиозного и политического в исламской религии, а также рассмотреть характер использования религии в политических целях. Задачей настоящей статьи состоит в том, чтобы попытаться связать рассматриваемую проблему с более широким кругом вопросов общественно-политического развития, в частности показать реальность построения исламского государства в современных условиях. Акцент делается на той важной роли, которую зарубежные исламоведы сыграли в изучении процесса политизации религии, построенной на новых методологических принципах взаимосвязи светскости и религиозности. В этом и состоит актуальный политический смысл работ зарубежных авторов. Следует отметить, что подходы западных исламоведов к раскрытию проблемы не были узкими, политически прямолинейными. В них проступало стремление к критическому анализу. И на

современном этапе изучение проблемы политики и религии остается актуальной. Сегодня на первый план выдвигаются задачи обновления казахстанского общества, развития не только экономики, но и политической системы, возрождения традиционной религии. И поэтому важно заново проанализировать теории и концепции зарубежных исследователей, которые помогут ныне понять место и роль ислама в современных политических процессах. При этом следует отметить, что хотя за время, истекшее после глобальных и региональных проблем XX в., современное общество сильно изменилось, многие концепции и теории, разработанные зарубежными исламоведами в тот период, сохраняют свое значение и ныне.

Ключевые слова: политика, ислам, отношения, теоретические концепции, идеология.

УДК 28(0353)

З.Г. Джалилов, Б.Ш. Батырхан

ҚР Ғылым және білім министрлігі Ғылым комитеті
Р.Б. Сүлейменов атындағы Шығыстану институты

XX ғ. ЕКІНШІ ЖАРТЫСЫНДАҒЫ ШЕТЕЛДІК ИСЛАМТАНУШЫЛАРДЫҢ ИСЛАМ ЖӘНЕ САЯСАТ ТУРАЛЫ ТЕОРИЯЛЫҚ ДИСКУРСЫ

Аннотация. Мақалада шетелдік зерттеушілердің ислам дініндегі дін және саясат арақатынасы мәселесінің кейбір теориялық тұжырымдарына талдау жасалып, сонымен қатар, дінді саяси мақсатта қолданудың сипатын қарастырылады. Бұл мақаланың мақсаты – қоғамдық-саяси даму, атап айтқанда, қазіргі жағдайда ислам мемлекетін құрудың іске асатындығын көрсетіп, оны осы мәселелердің кең ауқымымен байланыстыруға тырысу. Зайырлық пен діншілдіктің өзара байланысының жаңа әдіснамалық қағидаттарына негізделген діннің саясаттануы үдерісін зерделеуде шетелдік дінтанушылар рөлінің маңыздылығы атап өтіледі. Шетел авторлары жұмыстарының өзекті саяси мәні де осында. Мәселенің басын ашуда батыс дінтанушыларының қолданған тәсіл аясы тар емес, саяси тұрғыдан турашыл болғандығын атап өткен жөн. Олардың сыни талдауға талпынысы бар. Қазіргі кезеңде саясат пен дін проблемаларын зерделеудің өзектілігі артып отыр. Қазақстан қоғамының жанару жағдайында тек экономика ғана емес, сондай-ақ, саяси жүйенің, дәстүрлі діннің жандану мәселелері алға шығады. Сондықтан, қазіргі саяси үдерістерде исламның алатын орны мен атқаратын рөлін ұғынуға жәрдемдесетін шетелдік зерттеушілердің теориялары мен тұжырымдамаларын қайта талдаудың маңызы бар. XX ғасырдағы жаһандық және аймақтық оқиғалар болғалы уақыт өтіп, замануи қоғам сипаты қатты өзгерсе де, сонау кездегі шетел дінтанушыларының көптеген тұжырымдамалары мен теорияларының маңызы бүгінде де сақталып келеді.

Түйін сөздер: саясат, ислам, қарым-қатынас, теориялық тұжырымдама, идеология.

Information about authors:

Djalilov Z.G. - R.B.Suleimenov Institute of Oriental Studies, chief researcher, doctor of historical sciences. E-mail: zaur1952@mail.ru;

Batyrkhan B. Sh. - scientific secretary of the Institute of Oriental Studies named after R.Suleimenov, e-mail: bolatkazakh@gmail.com

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.43>

Volume 6, Number 322 (2018), 119 – 123

УДК 336.74

A.T. Dzhumabekova, A.ZH. KanatovaKazakh University of Economics, Finance and International Trade
Almagul_den@mail.ru, guljanalina@rambler.ru**TRANSFORMATION OF THE TRANSMISSION MECHANISM
OF THE NATIONAL BANK OF THE REPUBLIC
IN THE CONDITIONS OF FINANCIAL INSTABILITY**

Abstract. The transformation of the transmission mechanism of the National Bank of the Republic of Kazakhstan is due to financial instability, respectively, in order to effectively develop the Kazakh economy, the country's central bank needs to revise its previously adopted goals and objectives, which today stand in a new light. There is a need to search for new tools and targets in the regulation of money circulation. According to the authors, the National Bank conducts comprehensive work on finding ways to improve its activities in accordance with changes in the international financial market in order to ensure the financial stability of the Republic of Kazakhstan, which is a very difficult task under the influence of external and internal factors affecting the development of the Kazakhstan economy. In this case, we believe, the transmission mechanism will be a way of expanding the system of monetary policy instruments.

Keywords: transmission mechanism, transformation, National Bank, financial market, targeting, instability.

INTRODUCTION

The set of channels through which monetary policy has an impact on price levels and other macroeconomic indicators is commonly called the transmission mechanism of monetary policy or the monetary transmission mechanism.

In addition to the transmission mechanism model, several other macroeconomic models have been developed and are being developed at the National Bank. An important addition to the transmission mechanism model is currently being developed with technical assistance from international organizations such as the American Agency for International Cooperation (USAID) and the Asian Development Bank (ADB) Multi-factor macroeconomic model of the Kazakhstani economy [1].

MAIN PART

Only three transmission channels are involved in targeting money supply: a bank lending channel, a money channel and an exchange rate channel. All three channels are designed to regulate the volume of reserves of the banking system, which allows you to influence the monetary aggregate. Developed financial system - a stable banking system and developed financial markets are needed to ensure the stability of the financial system in implementing inflation targeting and the efficient operation of the transmission mechanism of monetary policy [2].

Usually, the first channel that is used to study the effect of a money transmission is the interest rate channel, where the target interest rate of the central bank, such as the federal reserve rate in the United States, is used as a variable. The influence of this channel is very significant in developed countries. To maintain price stability, monetary authorities need to understand how quickly and to what extent their instruments can affect aggregate demand. In other words, lower interest rates lead to an increase in aggregate demand, and therefore stimulates production growth.

However, in transition countries it was found that the main channel of money transmission is not the percentage channel, but the exchange rate channel. This is due to the fact that developing countries are exporters of raw materials and have less developed financial markets. For example, Kazakhstan's economy is heavily dependent on oil exports. In Calvo and Reinhart's work (Calvo, Reinhart), it was found that in developing countries, exchange rate shocks lead to faster aggregate prices than in developed countries. It is important to take into account through which mechanism the exchange rate channel has an effect in transition countries. In most cases, central banks influence the exchange rate directly by intervening in the foreign exchange market [3]. This is directly related to the weak reaction of the exchange rate to changes in interest rates. As a result, in this work, instead of the influence of the interest rate channel, the influence of the exchange rate channel will be investigated.

Recent economic changes in the form of increased economic activity and improvements in the banking sector can significantly affect the credit channel of the monetary transmission mechanism. The bank lending channel, which is a narrower representative of the credit channel, refers to the ability of second-tier banks to provide financial assets for the private sector. Increased availability of loans leads to an increase in aggregate demand and stimulates economic activity. Mishkin explains that expansionary monetary policy, which increases bank reserves and bank deposits, should lead to an increase in the volume of available bank loans [4].

To identify the transmission mechanism of the monetary policy of Kazakhstan, the influence of the selected channels on output, namely the cash flow channel, is being studied; channel of unforeseen price increase; heading channel; credit channel.

To improve the analysis and forecast of the impact of monetary policy on macroeconomic indicators, a transmission model of Kazakhstan has been developed, which makes it possible to assess the impact of measures taken in the field of monetary policy on inflation; -Star and other models), a multisector model of the economy of Kazakhstan has been developed, monitoring of enterprises in the real sector is being carried out.

General methods of monetary regulation - these are methods that affect the capital market in general. The main ones are:

1. Open market operations consist in the sale or purchase by the NB of commercial securities banks at market or previously announced rates.

2. The reserve ratio (reserve requirements) is a part of bank deposits, which should be in the National Bank. The reserve rate is a kind of emergency cash reserve, which commercial banks do not have the right to use to carry out their operations [5, p. 195].

3. The discount rate is the refinancing rate at which the NB provides loans to commercial banks and recounts their bills. If the National Bank raises the discount rate, then for commercial banks (if they have a reserve deficit), the National Bank's loan will cost more, so they try to increase their reserves by buying assets or demanding early repayment of loans. Both cause a decrease in the money supply. Reducing the discount rate leads to an expansion of the loan and an increase in the amount of money in circulation.

The implementation of government securities allows for a short period of time to significantly affect the total money supply involved in circulation. The other two methods, although used by the governments of many countries, cannot have a significant impact on money circulation. Therefore, common methods can be complemented by a number of other monetary policy measures:

1. Monetary reform. When the inflation rate is 100% daily and money is constantly depreciated so that their purchasing power becomes zero. In this case, the state conducts a monetary reform - nullification or denomination. This extreme measure applies in exceptional cases.

2. Consumer credit limit.

3. Reduction in company lending.

In the monetary policy system there are always a number of indirect methods of regulating the money supply. Among which of particular importance are such as [6]:

- State registration of banks.

- Depreciation policy.

All of these methods have an indirect and general impact on the economy, so the quantitative result of using these tools is extremely difficult to estimate.

The National Bank of the Republic is its central bank, which is the first level of the banking system, thus implementing the monetary and exchange rate policy of the state, as well as exercising control over the banking and financial system.

Monetary policy is implemented by setting:

- 1) official refinancing rate;
- 2) levels of interest rates on the main operations of monetary policy;
- 3) minimum reserve requirements;
- 4) in exceptional cases, direct quantitative restrictions on the level and volume of certain types of operations.

The advantages of the floating exchange rate regime include: achieving an equilibrium level of the real exchange rate in the market, maintaining the competitiveness of domestic producers, preventing significant imbalances in the current account and preventing a decline in international reserves. The Kazakhstan Central Bank does not interfere in the exchange rate process, and at the same time reserves the right to conduct interventions to prevent excessive changes in the tenge exchange rate, as well as to ensure the stability of the financial system. Interventions in general do not contradict the policy of a floating exchange rate and can be conducted by central banks, including to replenish the country's international reserves.

The National Bank of the Republic of Kazakhstan regulates the liquidity and interest rates of the money market, affects the lending activity of banks and affects the volume of money in circulation through monetary instruments.

The main tool is the open market operations - regular operations in the form of auctions for the provision or withdrawal of liquidity in the money market in order to form the level of interbank interest rates near the base rate. Operations on the open market are carried out on the initiative of the National Bank; in conducting open market operations, highly liquid and risk-free securities are used as collateral.

The central bank also applies permanent mechanisms or permanent access operations — monetary policy instruments for adjusting liquidity volumes that have emerged as a result of open market operations. The goal of continuous access operations is to limit the volatility of the short-term money market interest rates. These operations are carried out at the initiative of banks.

In the new conditions, the National Bank of the Republic of Kazakhstan is focused on the inflation targeting regime, as the most optimal at the current stage of development. Inflation targeting is a set of measures aimed at achieving the target level of inflation, which includes the following:

- improvement of the system of analysis and forecasting of inflation and other macroeconomic indicators;
- improving the efficiency of the interest rate channel of the transmission mechanism by expanding the monetary policy instrument system. The exchange rate policy of the National Bank will be aimed at maintaining the inflation target. However, in the event of currency shocks, the priority for the National Bank will be to ensure stability in the financial market;
- changing the current decision-making system for monetary policy in accordance with the best international practice;
- increase the effectiveness of communication policy. The main objectives of the communication strategy will be to shift the priorities of economic agents from the exchange rate to inflation, as well as to keep inflation expectations at a low level.

CONCLUSION

The implementation of the monetary policy of Kazakhstan until 2020 will allow the National Bank to ensure price stability, which will contribute to sustainable economic growth, as well as contribute to the achievement of the country's strategic goals of joining the thirty most developed countries in the world.

The main advantages of this project are the conclusion of transactions with securities online (instant delivery), the absence of intermediaries, full transparency and access to information about operations for each client using mobile technologies [7].

Monetary policy is at the heart of the intense debate of many economists, due to its potential to have a significant impact on the real economy. It is generally accepted that, perhaps, being ineffective in the long run, monetary policy can be a powerful tool that affects economic activity in the short run. According to the facts presented in the work of Cristiano et al. (Cristiano et al.), In the USA monetary policy influences the real sector with an average delay of 4 months, while this influence can persist for almost 2 years [8].

In the conditions of uncertainty in the development of the Kazakhstani economy, the previously accepted goals and objectives of the country's central bank appear in a new light. There is a need to search for new tools and targets in the regulation of money circulation. The National Bank of the Republic of Kazakhstan should carry out comprehensive work on the improvement of activities in order to ensure financial stability [9].

Thus, the activities of the National Bank of the Republic of Kazakhstan are constantly being improved in accordance with the changing situation on the international financial market, as well as under the influence of external and internal factors affecting the development of the Kazakhstan economy.

REFERENCES

[1] Annual report of the National Bank of the Republic of Kazakhstan. Official Internet resource: <http://nationalbank.kz/?docid=3329&switch=russian>.

[2] Inflation and inflation expectations. Official Internet resource: <http://nationalbank.kz/?docid=3329&switch=russian>.

[3] Law of the Republic of Kazakhstan dated March 30, **1995**. N 2155 "On the National Bank of the Republic of Kazakhstan" (with amendments and additions).

[4] Rules on minimum reserve requirements, Approved by the Resolution of the Board of the National Bank of the Republic of Kazakhstan of May 27, **2006**. N 38.

[5] Money Credit Banks: G.S. Seitkasymov. A. : **2004**, Economics.

[6] www.nationalbank.kz - the official site of the National Bank.

[7] Sabirova R.K., Baymushasheva M.K., Utepkalieva K.M., Dingaziyeva M.D., Sanalieva L.K. Intellectual potential of the Republic of Kazakhstan. "Bulletin of the National Academy of Sciences of the Republic of Kazakhstan." ISSN 1991-3494 No. 3. **2018**. P.192-197 website address <http://www.bulletin-science.kz/index.php/en/arhive>. DOI <https://doi.org/10.32014/2018.2518-1467>

[8] Christiano L., Eichenbaum M., Evans C. Identification and monetary policy shocks. -Cambridge: Cambridge University Press, **1996**. 36-74 pp.

[9] Sabirova R.K., Dysegalalievа B.M., Zinullina A.I., Kalauov A. State Budget of the Republic of Kazakhstan / Reports by the National Academy of Sciences of the Republic of Kazakhstan. ISSN 2224-5227 Volume 3, Number 319 (**2018**), No. 4. 2018. website address <http://reports-science.kz/index.php/en/archive>. DOI <https://doi.org/10.32014/2018.2518-1483>

УДК 336.74

А.Т. Джумабекова , А.Ж. Канатова

Казахский университет экономики, финансов и международной торговли

ТРАНСФОРМАЦИЯ ТРАНСМИССИОННОГО МЕХАНИЗМА НАЦИОНАЛЬНОГО БАНКА РЕСПУБЛИКИ В УСЛОВИЯХ ФИНАНСОВОЙ НЕСТАБИЛЬНОСТИ

Аннотация. Трансформация трансмиссионного механизма Национального банка республики Казахстан обусловлена финансовой нестабильности, соответственно с целью эффективного развития казахстанской экономики, центральному банку страны необходимо пересмотреть принятые ранее цели и задачи, которые на сегодняшний день встают в новом свете. Назрела необходимость в поиске новых инструментов и таргетов в регулировании денежного обращения. По мнению авторов, Национальным Банком проводится комплексная работа по изысканию путей совершенствования деятельности в соответствии с учетом изменений ситуации на международном финансовом рынке, в целях обеспечения финансовой стабильности Республики

Казахстан, что является весьма сложной задачей под воздействием внешних и внутренних факторов, влияющих на развитие казахстанской экономики. В данном случае, мы считаем, трансмиссионный механизм будет являться путем расширения системы инструментов денежно-кредитной политики.

Ключевые слова: трансмиссионный механизм, трансформация, Национальный банк, финансовый рынок, таргетирование, нестабильность.

УДК 336.74

А.Т. Джумабекова , А.Ж. Канатова

Қазақ экономика, қаржы және халықаралық сауда университеті

**ҚАРЖЫЛЫҚ ҮНТЫМАҚТАСТЫҚ ЖАҒДАЙЛАРЫНДАҒЫ
ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
ҰЛТТЫҚ БАНКІНІҢ ӨТКІЗУ МЕХАНИЗМІНІҢ ӨЗГЕРУІ**

Аннотация. Қазақстан Республикасы Ұлттық Банкінің трансмиссиялық тетігін трансформациялау Қазақстан экономикасын тиімді дамыту мақсатында, тиісінше, қаржы тұрақсыздығымен байланысты, еліміздің орталық банкі бүгінгі таңда жаңадан пайда болған бұрын қабылданған мақсаттары мен міндеттерін қайта қарастыруды қажет етеді. Ақша айналымын реттеуде жаңа құралдар мен мақсаттарды іздестіру қажет. Авторлардың пікірінше, Ұлттық Банк Қазақстан Республикасының қаржылық тұрақтылығын қамтамасыз ету мақсатында халықаралық қаржы нарығындағы өзгерістерге сәйкес өз қызметін жетілдіру жолдарын іздестіру бойынша кешенді жұмысты жүргізеді, бұл Қазақстан экономикасының дамуына әсер ететін сыртқы және ішкі факторлардың әсерінен өте күрделі міндет. Бұл жағдайда ақша беру механизмі ақша-кредит саясатының құралдарын кеңейтудің әдісі болады деп есептейміз.

Түйін сөздер: трансмиссия, Ұлттық банк, қаржы нарығы, мақсатты жағдай, тұрақсыздық.

Information about authors:

Jumabekova Almagul Tulegenovna - Ph. D., senior lecturer, Kazakh University of Economics, Finance and international trade, 0000-0001-9887-0597

Kanatova Ainur Zhumabaevna - Ph. D., senior lecturer, Kazakh University of Economics, Finance and international trade, 0000-0001-5253-2904

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.44>

Volume 6, Number 322 (2018), 124 – 133

G. M. Duysen, D. A. Aitzhanova

R.B. Suleimenov Institute of Oriental Studies, Almaty, Kazakhstan

**PROBLEMS AND FEATURES OF THE DEVELOPMENT
OF MIGRATION PROCESSES
IN KAZAKHSTAN AND CENTRAL ASIA**

Abstract. In this paperwork there are examined main problems of the migration policy of Kazakhstan and the countries of Central Asia. The imperfection of the national migration strategy has been noted. The analysis of migration problems of the country is carried out. The opportunities and prospects for improving the state policy in the migration sphere are identified, taking into account the main factors of the country's economic, social and demographic development, foreign policy, integration processes. Kazakhstan's accession to the number of 30 developed countries of the world requires the need to take into account the internal and external challenges of our time, having a direct impact. The authors outlined the main priorities, mechanisms and directions for the long-term development of migration policy. The indicated need for develop active migration projections and realistic scenarios of future socio-economic development in each country / region, taking into account migration factors.

Key words: migration, migration policy, migrants, Central Asia, international labor migration, migration balance, labor market.

The solution of migration problems as an important component of the external and internal policies of Kazakhstan is one of the priorities of the state. The concept of migration policy of the Republic of Kazakhstan represents a system of basic principles, priorities, mechanisms, objectives and methods for streamlining and regulating migration processes. The latter characterizes the complex of administrative and socio-economic measures to stimulate / limit the movement of people, taking into account the current and future needs of Kazakhstan and respect for the rights of migrants. In response to internal and external challenges in the field of migration in the republic, the Concept of the migration policy of the Republic of Kazakhstan for 2017-2021 was approved [1], the main areas of which are focused on:

- 1) the formation of a new migration policy in order to attract foreign workers to certain sectors of the economy or priority projects in the framework of temporary migration;
- 2) attracting qualified foreign workers to long-term projects to introduce new innovations, increase entrepreneurship and develop human capital;
- 3) the implementation of a nationwide program of staff development.

These areas of the national migration policy strategy are interdependent and - permeable and, on this basis, will be implemented in parallel, ensuring the consistency of the country's migration policy.

Migration processes affect state security, public consent, the economic and demographic situation in the country. Millions of people participate in migration processes in the regions of the world. The quantitative growth of migration flows is presented in Fig. 1.

Migration processes and phenomena cover almost all regions and territorial formations of the world community and are carried out between the places of residence of people of different levels and status, as well as numbers. The content of international labor migration (ILM) at the global level includes the following factors:

- the movement of labor resources - the global labor market - the development of world production - the growth of the global total product;
- involvement of labor resources in social production (reduction of unemployment); - the formation of "migrant sectors" of the economy;
- the introduction of migrants to the world production culture, advanced technologies, more rational organization of labor;
- the development of trade relations between countries;
- cultural exchange between countries (culture, traditions, cuisine, religion), for example, the spread of Islam in Europe (1960-1970s), the fascination with Buddhism in Europe and the USA (1980-1990s), and etc.

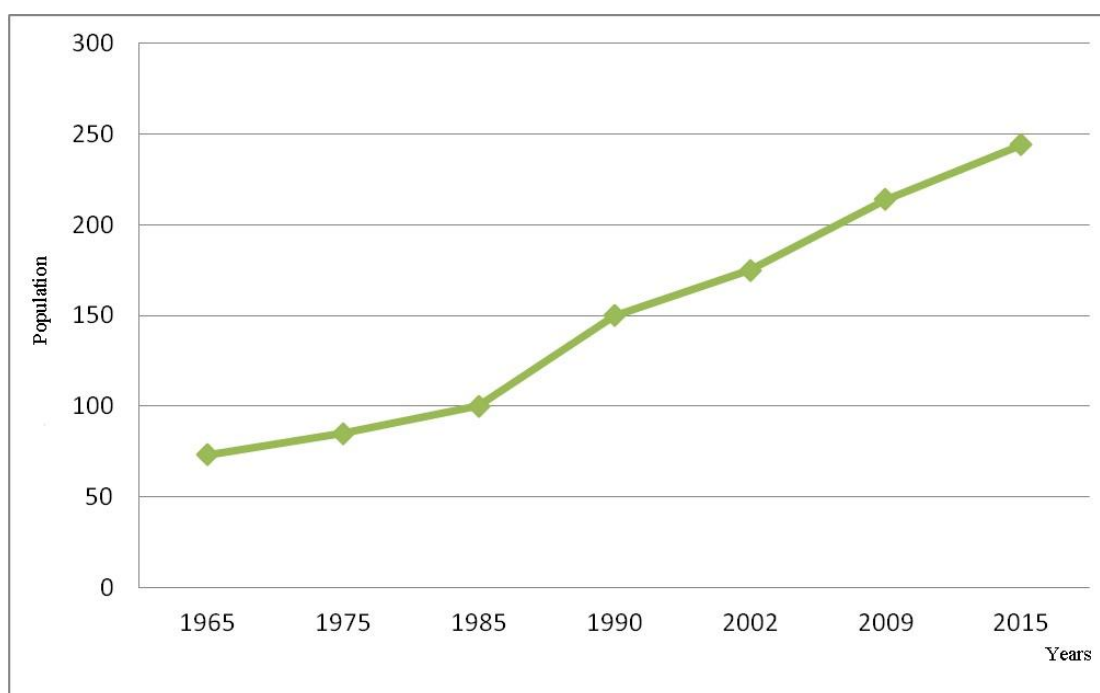


Fig. 1 - Dynamics of migration flows in the world
Developed by the authors

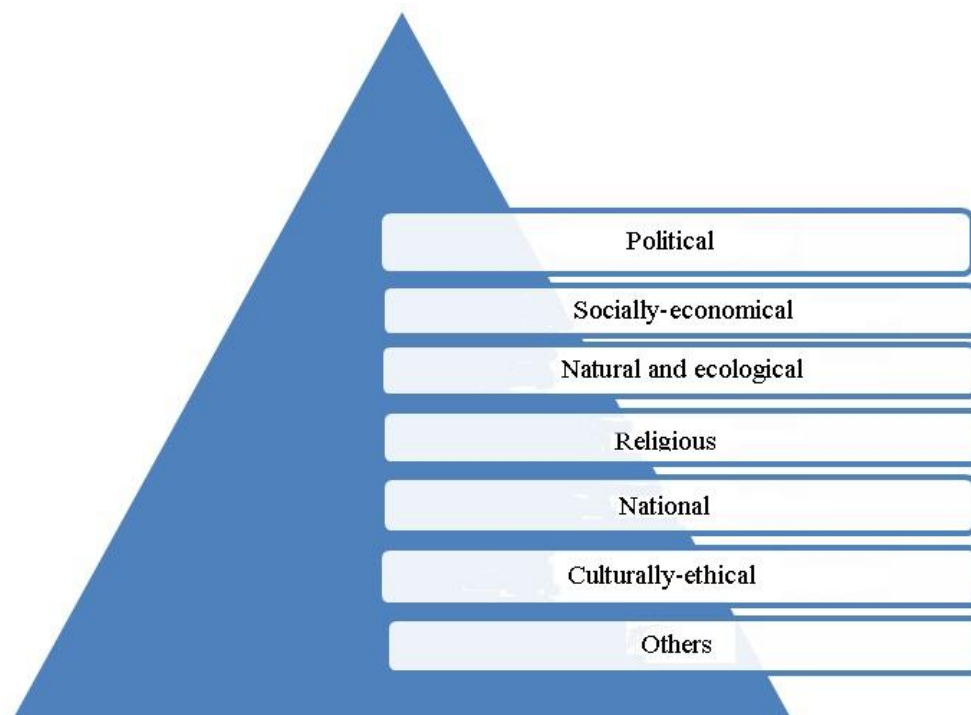
Below is the ILM value at the national level (Table 1):

Table 1 - ILM value for the country of entry and country of departure

ILM value for:	
country of arrival	countries of departure
employment	Labor market
Unemployment	Transfer of innovation and best practices
Wage	Brain drain
Price level	Money transfers
Social costs for migrants	Demographic factor

Compiled by the authors

Migration affects political, social, economic, demographic, and other factors of the development of the state in general and individual regions in particular (Fig. 2):



Developed by the authors

Fig. 2 - The main factors the impact of migration on the socio-economic develop and term country

In general, the characteristics of migration situation in Kaz. Rep. can be represented as follows:

Emigration - the prevalence departure of the Russian-speaking part of the population which were exiled during stardom, and who were deported during the years of the Stalin regime and directed towards the development of virgin and fallow lands.

Immigration - is dominated by the influx of ethnic Kazakhs because of: the desire to preserve their national identity; the consequences of military conflicts; desire to return to their historic homeland.

Internal migration - the outflow of population from rural settlements as a result of the decline of the agricultural sector; departure of people from small and medium-sized cities due to the stopping of city-forming enterprises and processing complexes; environmental reasons from the area of the SNTS, Aral and other regions of the country.

Illegal migration - is caused by the geopolitical location of Kazakhstan, the transparency of borders with the CIS countries, the lack of a unified coordinated policy of the countries of the commonwealth and the imperfection of the legal framework.

Labor migration - is associated with the attracting of foreign labor with an existing excess of its own labor resources in the domestic labor market.

The influx of refugees - caused by the unstable socio-political situation in several countries

External labor migration focuses on attracting qualified personnel, reducing the number of unregistered migrant workers and protecting the national labor market.

However, in this area there is a wide range of problems caused by the exacerbation of political, social, climatic environmental and other factors that have a special impact on migration processes. Migration issues are important and relevant for Kazakhstan and Central Asian countries [2]. Characteristics of the external migration of the Republic of Kazakhstan are given in Table. 1:

Table 1 - Main indicators in External Expansion she RK migration

2009	2010	2011	2012	2013	2014	2015	2016
Immigrants							
41511	42057	38016	28296	24105	16784	16581	13755
Emigrants							
33985	26541	32920	29725	24384	28946	30047	34900
Migration balance							
7526	15516	5096	-1429	-279	-12162	-13466	-21145
Compiled from data [3]: Demographic Yearbook of Kazakhstan. Statistical collection. Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. - Astana, 2017. - 390 p.							

As follows from the table. 1, the migration balance has a steady upward trend.

The overwhelming majority of labor migrants in Kazakhstan from Central Asia come from Uzbekistan and Kyrgyzstan (moreover, China and Turkey are the countries of origin of unregulated labor migrants, of whom migrants make up a rather large percentage of migrants. Unemployment and low living standards force people to migrate [4]. , for example, the official unemployment rate in Kyrgyzstan in 2017 was 2.5%.

The educational level of Kyrgyz and Uzbek migration, in contrast to Turkish and Chinese, is much lower. This explains the specifics of migrant employment: 81.3% of Kyrgyz are engaged in trade, 49.1% of Uzbeks are in construction, and Tajiks are in the household sector. In tab. 2 presents data on ethnic migration of the population:

Table 2 - Population migration by ethnic groups in the Republic of Kazakhstan , pers.

	2009	2010	2011	2012	2013	2014	2015	2016
Moved out								
Total	398640	392578	397558	367566	361651	434562	485498	651794
Kazakhs	298626	300673	301029	277973	277148	334529	375251	523480
Russians	63886	57643	62229	58098	54338	62718	68923	78382
Uzbeks	1822	2429	2032	2572	1942	3800	3833	5390
Ukrainians	8246	6907	7398	6506	6241	7018	7536	8202
Uigurs	3255	3201	3627	2745	2614	3514	4532	5732
Tatars	4102	3829	3900	3524	3495	3898	4456	5149
Germans	5522	4714	4829	4558	4536	5580	6151	7067
Other ethnical groups	13181	13182	12514	11590	11337	13505	14816	18392
Compiled from data [3]: Demographic Yearbook of Kazakhstan. Statistical collection. Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. - Astana, 2017. - 390 p.								

According to the table. 2 the maximum number of retired people are Kazakhs (523480 people), the smallest - Tatars (5149 people).

The migration movement in a positive sense needs to be improved, and therefore it is necessary to link it with the solution of social and economic problems, in particular, increasing employment, reducing unemployment and, ultimately, solving problems of economic growth in the country and regions. Given the low population density of Kazakhstan and the active economic policy of the state, the achievement of these goals is impossible without attracting foreign labor. Tab. 3 characterizes data on the number of arriving foreign workers from the CIS and other countries.

The volume and size of labor migration are important for solving demographic problems in the Republic of Kazakhstan (natural population growth, as of 2016, was 15.14 per 1,000 people) and providing the employment market with the necessary resources. It also envisages the task of attracting highly qualified specialists to the development of promising sectors of the economy.

Table 3 - The number of foreign workers who arrived from the CIS and other countries of the world in 2016

	Belarus	Kazakhstan	Moldova	Russia	Tajikistan
Total, and	17,844	30,876	1,052	1 687 317	10,218
Arrived from the CIS :	7,648	4,813	235	1 567 639	166
Azerbaijan	322	280	35	50,139	-
Armenia	...	16	5	5 1 512	-
Belarus	-	42	7-	-	-
Kazakhstan	...	-	2	426	13
Kyrgyzstan	...	70	1	1,333	54
Moldova	144	39	-	65,218	-
Russia	...	1,324	44	-	34
Tajikistan	149	251	2	401,724	-
Turkmenistan	73	20	1	500	-
Uzbekistan	612	1,564	-	879 519	65
Ukraine	6,348	1,207	138	167 268	-
arrived from other countries of the world	10 196	26,063	817	119,678	10,052
From China	7,549	12,699	20	40 487	8 133
Compiled by source [5]: Kazakhstan and CIS countries 4/2017. Quarterly magazine. Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. Astana, 2017. 106 p.					

According to the tab. 3 the maximum number of migrants are from Tajikistan and Uzbekistan. The positive factors of international labor migration for the host country include:

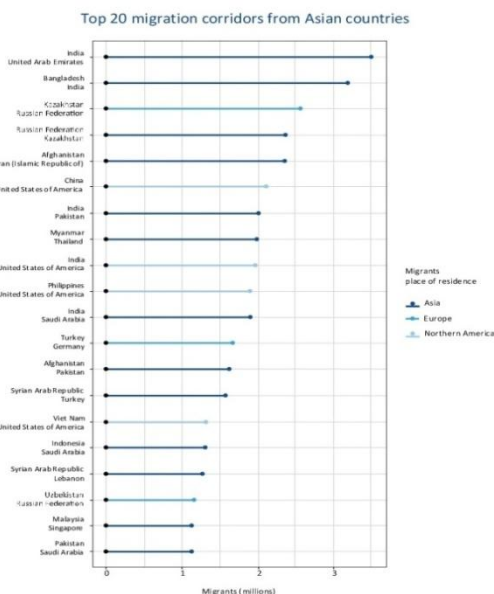
- reducing the cost of goods-services due to the increased competitiveness of local industry due to lower prices);
- growth of aggregate demand in the consumer market due to migrants;
- growth in revenues to budgetary and extrabudgetary funds from migrant income, taxes and insurance contributions to pension and other funds;
- savings on education and prof. training because labor migrants have the appropriate qualifications.

The main migration trends in the Central Asian region are as follows [6]:

1. The high level of labor migration (up to 27% of the population of Uzbekistan, 18% of the population of Tajikistan and 14% of the population of Kyrgyzstan are labor migrants). More than 50% are involved in low-skilled labor.

2. Huge problems with human trafficking.
3. Changes in the structure of migration due to political instability.
4. High level of internal migration.
5. Increased environmental migration.

The top 20 Asian countries in the corridors of migrants in 2015 is presented in Fig. 3 [7]:

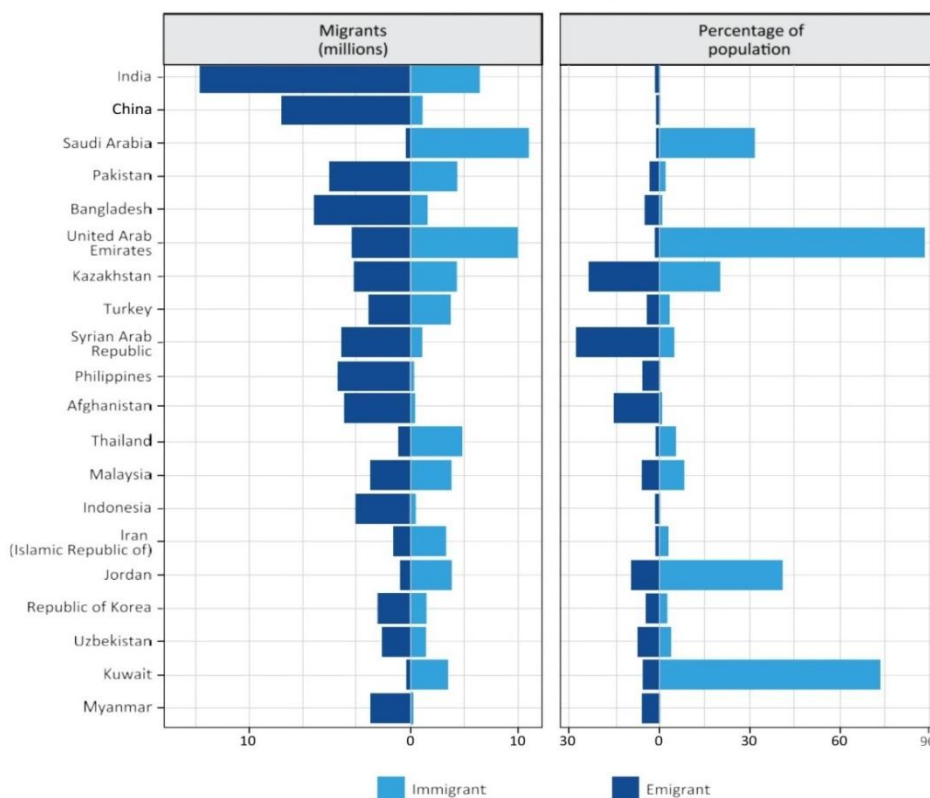


Source: UN DESA, 2015a.
 Note: Corridors represent an accumulation of migratory movements over time and provide a snapshot of how migration patterns have evolved into significant foreign-born populations in specific destination countries.

Fig. 3 - Migrant Corridors in Asia

In fig. 4 shows data on migrants from Asia [7]:

Top 20 Asian migrant countries in 2015



Source: UN DESA, 2015a.

Note 1: The population size used to calculate the percentage of immigrants and emigrants is based on the UN DESA total resident population of the country, which includes foreign-born populations.

Note 2: "Immigrant" refers to foreign-born migrants residing in the country. "Emigrant" refers to people born in the country who were residing outside their country of birth in 2015.

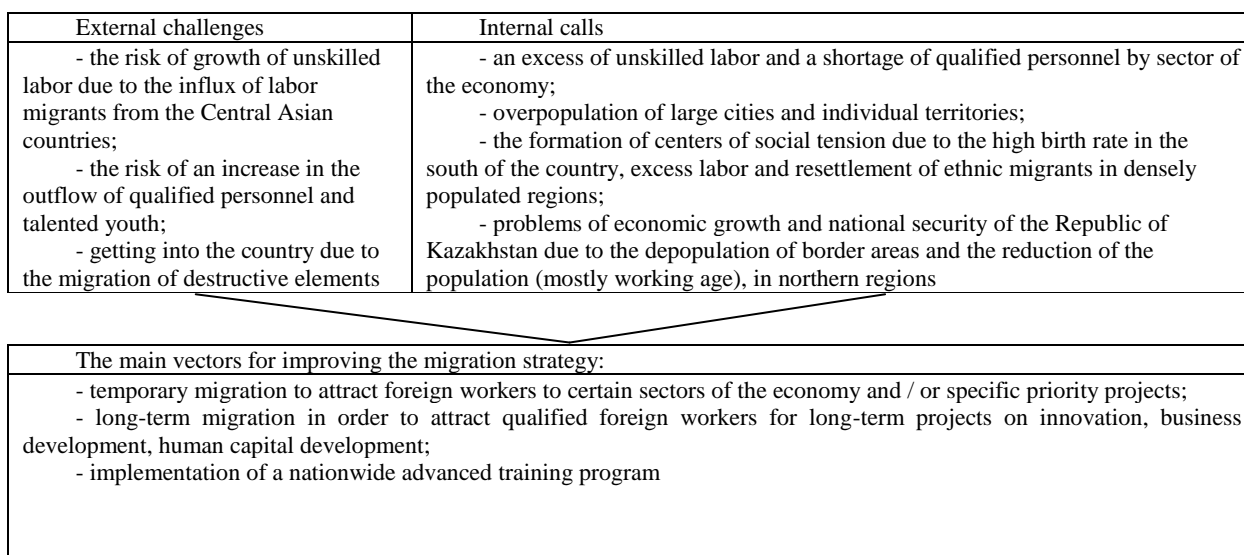
Fig. 4 - The number of migrants from Asia

The approach to improving the migration policy of the Republic of Kazakhstan, according to our research, can be formulated as follows:

1. In the context of expanding and deepening globalization processes, new approaches are needed to solve problems in migration policy at the country, regional and international levels.
2. Development and improvement of institutions to solve problems of migration nature, reduce social and political tensions in the regions due to the influx of refugees and migrants, as well as prevent regional migration imbalances.
3. On the basis of the current migration situation in the regions, organizational levers are needed to create favorable trends in the development of the migration policy of each country.
4. The governments of each country should include migration factors in their current socio-economic development strategy and medium and long-term perspectives.
5. Migration processes today in the political and economic development of countries and regions are decisive.
6. The solution to migration problems should not be postponed for an indefinite future.
7. From the position of ensuring the national security of countries in specific countries and regions, it is necessary to develop preventive programs and measures to successfully and effectively solve migration problems.

In the end, we are talking about the need to develop active migration forecasts and realistic scenarios for the future socio-economic development in each country / region, taking into account migration factors. In general, the migration policy in the country and regions should proceed not from purely national, but from integral criteria, taking into account the requirements of the politico-socio-ecological-economic equilibrium.

In the migration policy of the Republic of Kazakhstan, the prospects for the economic, social and demographic development of the country, foreign policy, integration processes in the context of global challenges are defined [8]. However, the entry of Kazakhstan among the 30 developed countries of the world requires the need to take into account internal and external calls (Fig. 5):



Developed by the authors

Fig. 5 - Improving the migration strategy of the Republic of Kazakhstan

For successful regulation of labor migration, it is necessary to take into account the forecasts of experts, according to which the western, northern, eastern and southern regions of Kazakhstan will receive

priority development [9, 10]. For the central region, the preferential development of cities and towns specialized in the mining and processing industries will remain. The able-bodied part of the rural population will move to zones of efficient land use (with higher fertility not less than 60-90 points of the cadastral valuation of land) and developed infrastructure, creation of new jobs is expected in areas with favorable climatic conditions, and in areas below 50 points cadastral assessments will continue the tendency to curtail agricultural production and outflow of the population. Urbanization processes will be streamlined. About 25% of the population will live in rural areas.

In general, labor migration policies should proceed from the real needs of the labor market, selective labor migration by granting preferences to highly educated personnel and restricting the flow of unskilled labor migrants [11, 12]. According to the simplified system of attracting foreign specialists, from January 1, 2017, a rating of necessary specialists was introduced in Kazakhstan based on the country's strategic development goals. Priority is given to candidates with the highest qualifications, the assessment is carried out according to a point estimate, adopted in the United States and Canada.

Assessment of the opportunities and prospects for the development of the migration strategy of the Republic of Kazakhstan determines: 1) identification of priorities of migration problems; 2) determination of mechanisms for their solution; 3) designation of the main vectors of the strategy.

The main priorities of the migration policy of the Republic of Kazakhstan are as follows:

- warning and prevention of flows of forced migration, including illegal, and its negative consequences;
- development of the immigration control system in the territory of the Republic of Kazakhstan;
- reduction and stabilization of emigration processes, including prevention of leakage of the intellectual potential of the republic;
- regulation of internal and external labor migration;
- the creation of socio-economic prerequisites and reorientation of migration flows through this;
- the integration of Kazakhstan into the international labor market, encouraging the return of Kazakhstani emigrants, in particular, qualified specialists;
- controllability of immigration processes through the introduction of a unified system of migration control in the territory of Kazakhstan.

Mechanisms for the implementation of migration policy include migration control systems, regulation of labor migration, ensuring state and national security. In order to prevent and combat illegal migration, an integrated approach is based on the following areas:

- creation of an effective system of immigration and immigration control;
- improvement of immigration legislation in terms of protecting the legal rights of migrants and taking measures against foreigners and stateless persons who violated the legislation of the Republic of Kazakhstan;
- creation of temporary accommodation centers for foreigners and stateless persons, as well as their compliance with the rules and regulations of stay in the Republic of Kazakhstan;
- intensification of the treaty process with the CIS countries in the fight against illegal migration;
- creation of conditions for the rapid integration of migrants into the socio-economic life of the Republic of Kazakhstan;
- formation of a migration information center providing registration of foreigners and stateless persons, information on their number, places of location, formation of their diasporas and communities, etc.

Thus, taking into account the above, we can identify the main vectors of the migration strategy of the Republic of Kazakhstan:

1. Linking migration processes with the main directions of the implementation of programs of socio-economic development of Kazakhstan.

2. Controllability of immigration processes (introduction of unified immigration control; creation of political and socio-economic conditions for fulfilling international obligations to accept migrants; development of programs for using the labor potential of migrants in the interests of the country).

3. Development of relations with foreign compatriots (facilitating family communication, facilitating border crossing and staying in the territory of the Republic of Kazakhstan; providing preferences for foreign compatriots, for foreigners on access to work and business, study, citizenship and residence permits in Kazakhstan, etc.) [13, 14].

4. Ensuring the rapid integration of migrants into the social environment (coordination of the priorities of migration policy with the state programs of development of the Republic of Kazakhstan; monitoring the socio-economic and environmental situation on the ground, in the labor markets, housing, cultural and everyday life, etc.).

5. Improving laws and regulations in the field of migration policy and control over the entry and exit of foreigners and stateless persons and their stay in the territory of the Republic of Kazakhstan.

6. Development of information and communication technologies (dissemination of knowledge about the history and culture of the peoples of Kazakhstan, motivation, problems, difficulties of adaptation, their national customs and traditions of migrants; ensuring spiritual unity, social and inter-ethnic harmony; dissemination of information about investment projects in migration, etc.).

And the last, according to experts, when implementing the migration concept, target and regional programs for solving migration problems, it is legitimate to use the program-target method. This is important for the development of legal, organizational and economic measures that take into account the multilateral nature of the impact of migration processes on state security, public consent, the economic and demographic situation in the country.

REFERENCES

- [1] Postanovleniye Pravitel'stva Respubliki Kazakhstan ot 29 sentyabrya 2017 g. № 602 O Kontseptsii migratsionnoy politiki Respubliki Kazakhstan na 2017-2021 gody // <https://www.zakon.kz/4883114-v-kazahstane-utverzhdena-kontseptsiya.html>
- [2] Kim G.N. Istoriya immigratsii koreytsev. Kniga vtoraya. 1945-2000 gody. CH. 1. Alma-ty: Dayk-Press, 2006. 428 s.
- [3] Demograficheskiy yezhegodnik Kazakhstana. Statisticheskiy sbornik. Komitet po stati-stike Ministerstva natsional'noy ekonomiki Respubliki Kazakhstan. Astana, 2017. 390 s.
- [4] Tatibekov B.L. Rynok truda i zanyatost' chelovecheskikh resursov Kazakhstana v usloviyakh globalizatsii. - Almaty, 2007. – 264 s.
- [5] Kazakhstan i strany SNG 4/2017. Yezhekvartal'nyy zhurnal. Komitet po statistike Mi-nisterstva natsional'noy ekonomiki Respubliki Kazakhstan. Astana, 2017. 106 s.
- [6] Voprosy migratsii v Tsentral'noy Azii obsudili vo vremya kruglogo stola v Astane 25.04.2018 // <https://kaztrk.kz/ru/news/portal/voprosy-migratsii-v-centralnoi-azii-obsudili-vo-vremya-kruglogo-stola-v-astane-112002>
- [7] The World Migration Report 2018. International Organization for Migration (IOM). Geneva, 2017. 364 p. // <http://publications.iom.int/books/world-migration-report-2018>
- [8] Mel'dakhanova M.K. Chelovecheskiy kapital i ustoychivoye razvitiye Kazakhstana: teoriya, priority i mekhanizm realizatsii. Almaty. 2011. 464 s.
- [9] Mel'dakhanova M.K. Zanyatost' naseleniya i ekonomicheskiy rost: metodologiya, strategiya i mekhanizm regulirovaniya. Almaty. 1999. 296 s.
- [10] Migratsii i vosproizvodstvo naseleniya. Nauchnyy doklad. Institut ekonomiki MN-AN RK (Moskvina G.D., Alimbayeva R.N.). Almaty, 1998. 16 s.
- [11] Khrustalev Ye.YU., Slavyanov A.S. Trudovaya migratsiya i problema innovatsionnogo razvitiya // Problemy prognozirovaniya, 2014, № 1. S. 79-86.
- [12] Vorob'yeva O.D., Topilin A.V. Sovremennaya migratsionnaya politika Rossii: illyu-zii i real'nost' // Sotsiologicheskiye issledovaniya, 2016, № 7. S. 134-140.
- [13] Adyrbekov I. Etnicheskaya migratsiya: pora menyat' podkhody // Kazakhstanskaya pravda ot 7 noyabrya 2015 g.
- [14] Bolat L. Tatibekov, Reuel R. Hanks. Gravity Model of Ethnic Migration and Its Manifestation in Kazakhstan. Kaskelen: Suleyman Demirel University, 2017. 133 p.

УДК 314.7:574:502.22:614.1:312

Г.М. Дүйсен, Д.А. Айтжанова

Институт востоковедения им. Р.Б. Сулейменова КН МОН РК, г. Алматы, Казахстан

ПРОБЛЕМЫ И ОСОБЕННОСТИ РАЗВИТИЯ МИГРАЦИОННЫХ ПРОЦЕССОВ В КАЗАХСТАНЕ И СТРАНАХ ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация. В работе рассмотрены основные проблемы миграционной политики Казахстана и стран Центральной Азии. Отмечено несовершенство национальной миграционной стратегии. Проведен анализ миграционных проблем страны. Выявлены возможности и перспективы совершенствования государственной политики в миграционной сфере с учетом основных факторов экономического, социального и демографического развития страны, внешней политики, интеграционных процессов. Вхождение Казахстана в число 30 развитых стран мира требует необходимости учета внутренних и внешних вызовов современности, оказывающих непосредственное воздействие. Авторами обозначены основные приоритеты, механизмы и направления долгосрочного развития миграционной политики. Указана необходимость разработки в каждой стране/регионе активных миграционных прогнозов и реалистических сценариев будущего социально-экономического развития с учетом миграционных факторов.

Ключевые слова: миграция, миграционная политика, мигранты, Центральная Азия, международная трудовая миграция, сальдо миграции, рынок труда.

Г. М. Дүйсен, Д. А. Айтжанова**ҚАЗАҚСТАН ЖӘНЕ ОРТАЛЫҚ АЗИЯ ЕЛДЕРІНДЕГІ КӨШІ-ҚОН ПРОЦЕССТЕРІ ДАМУЫНЫҢ МӘСЕЛЕЛЕРІ МЕН ЕРЕКШЕЛІКТЕРІ**

Аннотация. Қазақстан мен Орталық Азия елдерінің көші-қон саясатының негізгі мәселелері қарастырылады. Ұлттық көші-қон стратегиясының жетілмегендігі байқалды. Елдің көші-қон проблемаларын талдау жүргізілуде. Елдің экономикалық, әлеуметтік және демографиялық дамуының, сыртқы саясатының, интеграциялық процестердің негізгі факторларын есепке ала отырып, көші-қон саласындағы мемлекеттік саясатты жетілдірудің мүмкіндіктері мен келешегі анықталды. Қазақстанның әлемнің 30 дамыған елдерінің қатарына кіруі тікелей әсер ететін, біздің уақытымыздың ішкі және сыртқы мәселелерін ескеру қажеттілігін талап етеді. Авторлар көші-қон саясатының ұзақ мерзімді дамуының негізгі басымдықтарын, тетіктері мен бағыттарын белгіледі. Көші-қон факторларын есепке ала отырып, әр елде / аймақта болашақ әлеуметтік-экономикалық дамудың нақты миграциялық болжамдарын және нақты сценарийлерін әзірлеу қажеттілігі көрсетілген.

Түйін сөздер: миграция, миграциялық саясат, мигранттар, Орталық Азия, халықаралық еңбек миграциясы, миграция сальдосы, еңбек нарығы.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.45>

Volume 6, Number 322 (2018), 134 – 145

M.N. Yesengulova

K. Zhubanov Aktobe Regional State University, Aktobe, Kazakhstan
ms.miko77@mail.ru

**PSYCHOLOGICAL ASPECTS OF REINTEGRATION
AND RESOCIALIZATION OF “TROUBLE” ADOLESCENTS
IN KAZAKHSTAN**

Abstract. There are 70% of minors in Kazakhstan, convicted to imprisonment, recommit crimes, often more serious than before. The problem of "difficult" pupils is one of the central psychology and pedagogical problems. Great public importance of the discussed problem becomes especially obvious during the creation of the democratic state with a market economy. A difficult economic situation of the country, the crash of former outlook and not formation new, lack of due knowledge and abilities to live and work in the conditions of competitive and high-performance production - all this resulted in our society in serious difficulties and the internal conflicts. Especially difficult during this period it appeared to younger generation. Among youth, the nihilism, the demonstrative and causing concerning adults behavior amplified, is more often and in extreme forms, the cruelty and aggression began to be shown. Sharply crime among youth increased. The growth of juvenile crime increases the rates considerably advancing growth rates of offenses in other age groups. And there are all new types of deviant behavior. The youth participates in paramilitary forces of the political organizations of extremists, in the racket, cooperates with the mafia, is engaged in prostitution and pimping, commits economic crimes. It is important for teachers to know that the number anywhere not the studying teenagers increased among offenders for more than 40%. Already these data demonstrate that the youth especially needs today the help of tutors and mentors. Therefore the problem of "difficult" teenagers, the organization of work with difficult teenagers in school and beyond its limits is a current problem of this article. Adolescents studying in the special educational institutions and in the other organizations are the group which requires special attention from the state. This group is stigmatized in mass and state documents. The problem of stigmatization is "delinquency" of these adolescents. The youth at risk concept is devoted to different labels and everyday practices of the adults which can be defined as delinquency. Adolescents are punished for different types of practice and sent in the institutions of various correctional forms. There are different types of everyday life in these institutions from full isolation of adolescents to more «soft» everyday life practices and activities. These open institutions provide special conditions and symbolic space for troublesome adolescents. In these institutions, adolescents go through a life cycle. The open type institutions use special mechanisms of control, suppression and correction which don't isolate and rehabilitate the "troublesome" adults. The everyday practices of adolescents are regulated by the regime in the institution. The objectives of such institutions are the inclusion of troublesome adults in social life. However, this process depends on the city and institutions.

Keywords: "difficult teenagers," teenage age, Juvenile Justice.

Introduction

There are 70% of minors in Kazakhstan, convicted to imprisonment, recommit crimes, often more serious than before. This is due to the negative impact of criminal psychology that exists in institutions where juveniles acquire criminal records and are influenced by adult criminals. However, the report finds that such settings often do more harm than good, causing depression, thoughts of suicide, acting-out behaviors and recidivism among these youth. Recognizing this problem, many states have enacted a variety of community-based "diversion" programs aimed at keeping offending youth out of the court system, particularly those who have committed nonviolent crimes or "status" offenses such as truancy, running away from home or defying parents or other authority figures. Diversion services, though, are extremely diffuse in their design and in the populations they intend to serve, say psychologists in the area of juvenile justice. What's more, most programs that communities use are not backed by science.

However, in recent years, new factors have been impacting the development of teenage social skills. For one, technology now plays a prominent role in teen relationships. Additionally, more and more kids are being diagnosed with social anxiety and autism spectrum disorder. Overall, when it comes to socializing, teen coping skills are becoming increasingly necessary to help adolescents create healthy social lives and optimum mental health. The proliferation of social media and cellphone use means that teens engage in less face-to-face socializing. Thus, real-time communication can feel daunting and scary. An awkward teen may feel more comfortable relating to peers from the safety of their bedroom, via texts and Facebook comments rather than actual conversation. In fact, a study by the Pew Research Center found that only 25 percent of teens spend time with friends in person (outside of school) on a daily basis.

Additionally, the study found that video games play a crucial role in the formation and development of teenage relationships. This is true for boys in particular. While 16 percent of male teen gamers play in person with friends, more than twice that number play with friends online. In a 2017 review study done at the University of California, Irvine, researchers concluded that “digital interactions offer increased benefits in some areas while posing additional risks in others.” Those “additional risks” include the increased potential for cyberbullying and spreading rumors.

No one likes teenagers—not even their own parents. On the subway, you can often watch adults scurry to find other seats as soon as they spot a group of teenagers hop on the train. Parents dread these infamous years, where they’ve been warned to expect a glass of cheek with a splash of rashness, and a dash of drama. Teenagers are bound to hang out with friends you don’t like, hate your rules, hate you even more, and react with utter contempt when you try to correct their irresponsible and often impulsive behavior. One reason why having a teenager might be so stressful is that teenagers engage in a lot of risky behavior—more than children or adults of any other age. Alcohol use and cigarette smoking typically begin during these years, along with lots of other risky behaviors, like unprotected sex and reckless driving. Teenagers don’t do these things because they’re dumb; in fact, research suggests that by the age of 16, teenagers are just as good as adults at estimating risks and knowing about their consequences. So it’s not that teenagers think more irrationally than adults do. Instead that seemingly irrational behavior might stem from the way they feel. Recent brain research suggests that we all have two specific systems in the brain that might be responsible for the erratic behaviors we see in the teenage years. One of those systems controls the way we anticipate rewards. This system begins to mature around puberty, making rewards very salient to teenagers, which could explain the increase in sensation seeking during this time period. The other system is thought to be responsible for self-control, and unfortunately for parents, this system doesn’t fully develop until much later. Looking at the way these two systems mature is the key to understanding the trouble with teenage behavior: When you put them together, you get a teenager who is fully able to anticipate how taking risks might be rewarding, but who is not able to fully control their impulses. On top of that, the maturing reward system that’s likely responsible for increased sensation seeking is more active in the presence of peers. In other words, teenagers are more likely to engage in risky behaviors in the presence of friends than when they are alone.

The bad news is, the offbeat timing of these two developing brain systems is completely normal, which means that having a teenager who is impulsive, dramatic, and peer obsessed is normal too. The good news is, your teenagers’ second brain system—the one that’s responsible for self-control—will reach maturity by their mid-20’s, so as your teenagers leave their teens, they will also leave behind their terrible teenage behaviors. In most cases, although teens are prone to engage in riskier behaviors than usual, it doesn’t mean that they will all engage in dangerous behaviors, but some indeed do. Every year, billions of taxpayer dollars are spent keeping our teens safe by educating them about the dangers of unprotected sex, drugs, and alcohol, with very little to show for it. The research described here suggests that some additional strategies might be needed.

Telling teens about the dangers of drugs, alcohol, and unprotected sex is an important first step, but again, while teens might fully understand these dangers, they might also lack the self-control to keep themselves from engaging in them. This predicament makes it hard to parent a teenager, but it also makes it hard to be a teenager - an individual with an adult’s ability to feel a wide range of emotion, but an adolescent’s ability to manage it. Talking to teenagers about avoiding situations where they might be tempted to take dangerous risks might be one good way to go beyond simply talking to them about why

things like sex, drugs, and alcohol could be dangerous. That, and of course reminding yourself that the teenage years and the problems that come with them are normal; like all other tumultuous periods of growth, the terrible teens will eventually pass, and your erratic teenager will become a far less dramatic adult who is fully able to both feel and control their impulses and emotions.

Acting out, or rebellious behavior is a pattern of exhibiting inappropriate behavior to cover up deeper feelings or issues including fear, pain, or loneliness. Teens are well known for demonstrating how they feel through their misbehavior rather than through talking about it straightforward. Originally the term acting out was used by Freud to describe certain behaviors that occur during the process of psychotherapy. The term is now used casually by mental health professionals to describe this tendency in teens to express unhappiness through their actions.

Problem Statement

Most teens do not understand this is what they are doing. Instead of letting people see them vulnerable and opening up about what's bothering them, troubled teens choose the isolation and singling out that acting out behaviors cause. A primary goal of treatment is helping them understand the connections between how they feel and how they act. And allowing them to practice expressing themselves instead of acting out. By giving a teen an outlet, outside of the spotlight, to express him or herself, you are offering them the time they need to work through feelings they may have never examined before. As they rehearse the feelings and what may have caused them, keep an open mind and allow them to speak, even if the feelings don't make sense or connect well with the actions of others. The goal is to allow the teen to look inside of himself instead of redirecting pain towards others.

The intervention also helps juvenile offenders avoid problem behaviors and develop effective life strategies, for example, by asking the youth and adult family members to define what it means to be a successful adult and what steps are needed to get there. Program implementers — who may include psychologists, social workers, family therapists, school guidance counselors, paraprofessionals and parent advocates — coach caretakers in helping the child meet those goals.

Implementers also help the young person face and learn from the problem that got him or her into trouble, and think about alternatives to that action. Meanwhile, parents or caretakers are invited to ask as many questions about the incident as they want. This exercise tends to reveal additional information that the family needs to address, such as a child's clandestine substance use.

Juvenile offenders who participate in the program are 50 percent to 65 percent less likely to be arrested again than matched peers who did not go through the program, according to a 2000 article by Gavazzi and colleagues in *Aggression and Violent Behavior*.

In Gavazzi's view, part of why the program works is its ability to illuminate what is driving the young person's behavior, whether it is negligent parenting, substance use or emotional difficulties within the family. "Criminal activity is often just a symptom of a much larger set of things that are going on," he says.

Changes in the political and legal system of modern Kazakhstan have necessitated a rethinking and re-evaluation of a number of previously perceived axiomatic systems. Among such plants the problem of functional system of justice. In contrast to the previous period, in which justice was seen solely as a means of protecting the public interest, at the moment the system is perceived in two ways. On the one hand the administration of justice is seen as a separate type of state activity, and the other justice itself is a crucial guarantor of legal support for the legal status of a person, in particular, a minor.

Considerable assistance in the implementation of the rights and legitimate interests of the minor has recognized the basic international norms ratified by Kazakhstan. The basis for the formation of the concept guarantees the legal status of a minor are: the Declaration of Rights of the Child (1959), the UN Convention on the Rights of the Child (1989), the UN Standard Minimum Rules for the Administration of Juvenile Justice (the Beijing Rules, 1995) UN Rules for the Protection of Juveniles Deprived of their Liberty (1990).

The underlying principle guarantees the legal status of a minor in provision of Article 3 of the UN Convention on the Rights of the Child, where all actions concerning children undertaken by public, private institutions, courts of law, administrative authorities or legislative bodies. International legal acts recommended treating some of them as subjective rights of prisoners, which seems quite reasonable in the first place, in terms of limiting the discretion of the prison administration for the prevention of corruption offenses. Such a legislative solution would increase the value of existing preferential measures by

increasing their responsibility for their own destiny. The positive impact of this process could have convicted the provision of law to move the Court with the application radically changing their legal status (such as board of probation and parole).

There is no doubt the fact of staying in isolation contributes little to the development of the personality of a teenager. The widespread use of alternative measures of liberty deprivation, not a fad, but an urgent necessity, corresponding to the interests of society and the state. Currently the «probation" as a criminal supervision (criminal custody) are increasingly used. The experience of the probation services of the Scandinavian countries, where using of alternative sanctions are widely distributed, such as Denmark, Sweden, Finland, Norway, Russia, has the useful fact that, in these countries recorded a relatively low crime rate. At the same time, these countries are paying special attention to the problem of juvenile delinquency and the social protection of children.

The imposition of penalties, alternatives to imprisonment, in criminal penalties, due to the fact that the deprivation of liberty proved to be ineffective in terms of impact on the correction of convicted persons and the prevention of new crimes. First, because the serving of a sentence of imprisonment prevents further social adaptation of personality, his return to the community: a man in isolation loses socially relevant skills acquired in prison criminal subculture, which is also not conducive to re-socialization of the individual. Secondly, the serving of the sentence without isolation from society under the supervision of qualified personnel (under the tutelage of the criminal, probation) to avoid the negative moral, psychological and physical effects of isolation, as an alternative punishment for social interaction skills to maintain and develop under the influence of the social environment and active assistance probation services. Third, the sanctions are not associated with isolation from society, have significant economic benefits, their use makes it possible to relieve the institution of imprisonment, reallocate resources, to direct the efforts of the state to a more targeted work with citizens who needs help and support, and pose no threat for the security of society and the state.

The State Probation Service is a public institution that cares about public safety, working with people who are not serving a criminal sentence in prison and in the community (conditional punishment, forced labor), and helping ex-prisoners back into society. The main areas of work are the development of probation services and the organization of the policy executed in the society of criminal penalties and to assist persons after his release from prison. It is helpful to change the order of administration of juvenile justice, which requires appropriate legislative changes and initiatives. In paragraph 4 of Art. 40 of the Convention indicate the need for a broad application of punishments alternative to imprisonment. In accordance with this Article alternative penalties to imprisonment include custody and supervision, probation, nurturing, teaching and vocational training.

In accordance with the "Beijing Rules", adopted by the UN General Assembly in 1985, the juvenile justice should be an integral part of the national development process of each country within the framework of a comprehensive social justice for all juveniles, while contributing protection of young people and maintaining peaceful order in society. This requires continuous improvement of the system of juvenile justice, and at the same time must be taken for the development of progressive social policy for juveniles in general taking into account the need for continuous improvement of staff system³.

Beijing Rules determine the purpose of the system of juvenile justice as ensuring the well-being of the latter (items 5.1, 6.1, 10.3, § 17.1), procedural guarantee which are: the presumption of innocence, the right to be notified of the charges, the right to remain silent testimony, the right to counsel, the right to the presence of parents and guardian, the right to confront witnesses and cross-examination and the right to appeal to a higher authority (paragraph 7.1).

Clash of punitive ideas "just punishment," intimidation "of general and special prevention" on the one hand and the nurturing of the minor, ensuring his well being on the other hand is the most important practical problem of juvenile justice in the world. Issue on effective organization of the impact on the deviant activity of juveniles should be one of the important areas of the state's juvenile policy. Juvenile government policy should intensify measures to protect a minor against the adverse effects on their criminal environment. Therefore, the trial should serve the interests of the minor and carried out in intelligent consent (p. 14.2), privilege (p.p 8.1, 21.1). In contrast to the general court cases involving minors are considered in closed court sessions. At the same time a very important for the reputation of the child *principle of transparency are strictly observed.* The members of the media are allowed to the case file

Juvenile is needed not only specialization of judges as giving them special professionalism, combining new and unique view of the appointment procedure, but knowledge of psychology, psychiatry, pedagogy, skills, restorative justice and the organization of conciliation. Since the identity of the young offender is in a central position of the courts, he becomes the object of a comprehensive examination.

It is necessary to study the conditions of his life, habitat, atmosphere in the family, at school i.e. all social factors. This approach allows us to make a decision appropriate to the circumstances of the case, age-appropriate, actions affecting the child. In contrast to the general court proceedings in the juvenile justice system characterized by greater simplicity, the child is not burdened with procedural formalities inherent in courts of law. Dialogue between the judge and juvenile offender reminds likely a friendly conversation than an interrogation.

In accordance with international practice, the work of a judge in juvenile court relies on the work of social workers, facilitators, mediators between the defendant and the victim, guarantors for the proper conduct of the accused is not in custody teenagers, psychologists, doctors and teachers. Adviser visits the family, school, teenager's workplace and regularly submit reports to the judge (test must be prepared, for example, every two weeks or once every two months).

There is no clear system of rehabilitation and prevention of "troublesome" adults in the Kazakhstan practice. There is no legislative framework, delineating the powers, status, functions of the special open type institutions. The basic principle of special educational institutions is openness. There are wide ranges of institutions in Kazakhstan working with troublesome adolescents e.g. special educational institutions for deviant children and adolescents of open type, correctional schools of VII type, some forms of rehabilitation and psychological and pedagogical institutions, social shelters. Social circuses is the another NPOs organization for troublesome adults. Today the number of open-type institutions is being actively reduced. NPOs organizations are not supported by the state. Troublesome adults are not in a priority of the state social policy. Some urban schools doesn't have suitable infrastructure. These schools work on «shelter» principle for troublesome adults. In a large city there are problems with differentiation of the open type institutions status. The uniqueness of each open type institutions depends on the city and official status. The everyday lives in the institution and in the city construct the identities and carrier orientations of troublesome adults. Re-socialization and reintegration processes can lead to a change in the life course of troublesome adolescents.

Research

In the Kazakhstan practices of adolescent's rehabilitation and prevention there are no distinct system and legislative base defining status, norms and regulation of work of the special «open type» institutions. It is theoretically possible to carry a wide range of institutions working with "difficult" adolescents to the open type. (lack of isolation). Another type of such intuitions is NPOs organizations which immerse troublesome adolescents in social- cultural environment. These institutions are so- called social circuses. Today the number of institutions reduced and the image of difficult adolescents stigmatizes and criminalizes. The non-governmental, non- formal institutions do not have support from the state. In the large city there are problems connected with financing and differentiation of the status of jurisdiction of these institutions. In the megalopolis different institutions (governmental, and the social-cultural NPOs) working with "trouble" adolescent by the principle of inclusion. The uniqueness of each institution strongly connected with location and with the city. Therefore, one of the goals of the thesis is to study everyday life of adolescents in the institutions of various forms; re-integrations into the urban "positive" communities; process of re-socialization and decriminalization of «troublesome» adolescents. There are different conditions which can change the life scenarios of difficult adolescents e.g. institution environment, city environment and an institution politics.

Based on the definition of Harry Fine, we consider adolescence as an age category that is characterized by "exploring" and learning about the world around. In the open type institutions adolescents perform different social roles which are associated with stereotypes in society. Thus, in academic literature, the concept of "difficult «adolescents is reduced to labels, each of which is identified with specific statements or practices.

Individuals construct their identity in the context of stigma. This process has several stages: from the complete negation to acceptance of stigma. Some researchers studied the social situations of stigmatization, an exception, criminalization of youth and adolescents.

In the context of the "troublesome adolescents", the total and quasi-total institutions regulate and suppress personality by certain mechanisms and change the life scenario. It is noted that the problematization of inappropriate behavior to the norms of the dominant culture in society is a product of mass media, state rhetoric and social relations.

On their life course, adolescents faced with total and quasi-total institutions that suppress the personality by certain mechanisms, regulate daily life and change the life scenario. Studies of daily life of non-isolated special institutions and organizations remain less popular (mostly interdisciplinary, at the intersection of pedagogy and psychology) regarding topics related to "closed" and isolated institutions. Among them, the actual direction is the study of restorative justice systems, where "soft" correction methods are used, without isolation and coercion. The life course theory where life is presented as a form of successive events and stages explains the everyday life of the individuals. Within the framework of this approach, the life course is understood as a set of life stages in the biography of «troublesome» adults. There are gaps in the Kazakhstan science concerning daily life of pupils in the open type institutions. Resocialization in this study is understood as the process of "returning" to life in society (city, locality) and restoration of social skills.

"Open" institutions are located in the urban space. Therefore, the adolescence included in the socio-cultural environment of the city. Reintegration is a process of establishing contacts with this environment, various non-criminal social groups, restoring communication practices and expanding the circle of communication. [Volodina, 2009: 79; Selivanova, 2004] Since the inclusion can take place in criminal subcultures, non-criminal youth cultures, it is relevant to study certain scenarios of everyday life of adolescents in different institutions, daily practices in it, the inclusion in the city environment. This problem is studied at the micro level, so the most relevant is the use of qualitative methodology.

Results of the four-year pilot project of United Nations International Children's Emergency Fund (UNICEF) presented to the government of the Republic of Kazakhstan at conference "Justice for children: results, innovations and further development" in Astana.

According to results of an independent assessment the justice system for children in Kazakhstan considerably improved. UNICEF submitted 12 recommendations addressed to various departments and authorized bodies of Kazakhstan.

1. To develop complex interdepartmental policy on issues of justice for children.

The complex interdepartmental policy on issues of justice for children with participation of all interested parties, including UNICEF for technical assistance, will allow providing the coordinated approach of all participants to justice for children at the highest level.

It assumes existence of the interdepartmental coordination mechanism at the national level. Such policy has to extend at the local level and pass into the concrete plans of action for each region.

2. To develop the complex legislation in the sphere of justice for children this is completely conforming to the international standards.

Data on the children condemned under sentence of court remain in the register of the citizens having a criminal record while the international standards recommend that records about the children who committed crimes were removed automatically after achievement of 18-year age by them or in case of serious offenses that records were removed at the request of the child, in case of need under certain conditions.

3. To develop services on the basis of communities for children in risk of crime execution and children in the conflict to the law over all country.

Experts specify that such children often come up against difficult family or life situations and the social support given them remains at a low level.

According to reports, for such children give lectures, but psychological support is not provided to them or their families and an environment. UNICEF tested two pilot projects, and they have to be distributed everywhere on the basis of conclusions and recommendations of an assessment of pilot projects. The matter is already considered by government bodies with assistance of UNICEF. The consultants who were carrying out an assessment recommend paying special attention to full participation of families of such children and support of families.

4. To improve protection, restoration and social reintegration of children victims.

In Kazakhstan there are a lot of children who became the victims of crimes. In spite of the fact that provisions on increase of protection of such children were adopted, there is no legislation which would

oblige to use audio-and the video equipment obligatory for all cases connected with children victims and which would limit number of polls of children victims during interrogations in police or before court. Besides, the audiovisual equipment is still inaccessible in all specialized interdistrict juvenile courts.

In 2016 and 2017 of UNICEF financed the pilot program on the basis of community which is specially intended for children victims, providing psychological support and post-traumatic rehabilitation at each stage of judicial proceedings and beyond its limits. Also there are some additional programs, however they still remain at a low level. These programs need to be strengthened, supported and distributed at the national level on the basis of conclusions and recommendations of an assessment of pilot projects of UNICEF. Thus it is necessary to pay special attention to training of NGO and psychologists for providing that post-traumatic rehabilitation did not happen during judicial proceedings and to avoid intervention in judicial proceedings.

5. All affairs connected with children in the conflict to the law have to be considered by specialized interdistrict juvenile courts.

The legislation provides that the affairs connected with participation of children in contact with the law are considered by specialized interdistrict juvenile courts, except for especially serious crimes considered by specialized courts on criminal cases. Though such affairs, most likely, will lead to imprisonment taking into account that they make especially serious crimes. Such specialized courts do not consider psychological features of children and probability of that judges are trained in justice, friendly to the child, less, than judges in specialized interdistrict juvenile courts. It should be noted that government bodies already consider the matter.

6. To introduce the systematic and standardized approach to data collection.

Absence of the comparable interconnected data was a problem when carrying out an assessment as the accuracy of a specification and level of comparability of basic data raised doubts.

Besides, absence of the detailed data interferes with the analysis of influence of reform on concrete groups of children, including girls. Data should be divided on a sex, age and other parameters in justice system, including concerning children in the conflict to the law and children victims and witnesses. UNICEF will continue to give support to bodies of statistics on extension of data.

7. To develop the institutional and practical plan of training for the experts working with children.

Level of training of judges of specialized interdistrict [juvenile courts](#) is considered very high, but training is not obligatory before they start administering justice. Sometimes cases of children are considered by the judges who were not trained on justice, friendly to the child. Training of law enforcement officers especially polices for minors, investigative judges who can work with children, of officers of a probation, prosecutors and lawyers remains dispersed and are generally carried out by NGO and UNICEF without strategic plan.

8. To provide obligatory presence of psychologists and social workers during judicial proceedings with use of the coordinated guidelines.

During the work with children in the conflict to the law, children victims and children witnesses there are no the guidelines concerning a role and tasks of psychologists to in time and after judicial proceedings. Moreover, presence of psychologists and social workers optional in all affairs connected with a child that creates contradictions at the treatment of children, considering their age and the status.

9. To introduce alternative solutions of placement of children at the closed specialized schools and the Centers of adaptation of minors.

Since the beginning of realization of the Joint program of the EU-UNICEF some events for transformation of the special organizations of education for children with "deviant" behavior and the organizations with a specific mode of the contents under control of the Ministry of Education of Kazakhstan in the services for children which are not connected with a permanent residence.

In Kazakhstan specialized schools remain places of imprisonment which should be avoided for ensuring wellbeing of children. The consultants who were carrying out an assessment recommend making changes to the legislation to find the alternative solution for placement of children who often appear at such schools because of difficult family or life situations.

The decision focused on rendering the psychosocial help to children and their parents can be more effective, than isolation of the child from his family, considering that he or she will return to the same situation after the child leaves similar establishment.

Also it is recommended to change the name of specialized institutions to avoid stigmatization [of the child](#).

10. To create low-complete forms of establishments for the children containing in a colony for minors and to provide the fair address.

[Children](#) are supported in a colony for minors who often are far from their families. It leads to that children meet the families less often, and financial squeezes for some families are created. Creation of low-complete establishments for boys and girls will allow them to be closer to relatives and will promote their reintegration. Government bodies have to provide that the same services in the field of education were available to girls, as well as in establishments for [boys](#).

11. To increase efforts on carrying out reforms concerning a pre-trial detention.

It was reported about ill treatment in some cases, and also about cases when children were placed together with adults — boys with men, girls with women. The last legislative changes reduced detention term for children till 24 o'clock that is positive change.

Nevertheless there is no other concrete legislation concerning the term of the maintenance of children under guards and any provisions that imprisonment, including pre-judicial detention, is only a last resort and has to be used during shorter period of time.

The consultants who were carrying out an assessment recommend special attention to pay to a pre-trial detention by carrying out researches, training, changes in the legislation and development of specialized investigative police and prosecutors.

12. To continue creation and strengthening of specialized institutions over all country.

Despite very positive changes, a number of the involved bodies are still not specialized on hearing of cases of children in the conflict to the law, children victims and witnesses. Such lack of specialization is an obstacle for improvement of position of the children participating in processes of administration of law. It concerns prosecutors, investigative police and lawyers.

Besides, it is necessary to continue to strengthen already existing specialized institutions. Development of the organizations, including advisory centers, has to be based on the law to ensure their functioning and financing. The consultants who were carrying out an assessment also recommend to transfer responsibility for a probation to socially oriented institution which is not a part of the system of law enforcement agencies.

Conclusion

1. Under the “trouble” adolescents from the point of view of symbolic interactionism rises a specific individual who, are stigmatized by society excluded, and tries to protect themselves by social response. This concept is not reduced to individual labels because of any practice that is contrary to the norms of the dominant culture in society can be considered as an absolute difficulty of behavior.

2. The concept of "adolescents in difficult situations" is a de-stigmatizing concept that is recommended for use in social policy and social work in special institutions and organizations. Adolescents in difficult life situations are persons from 13 to 18 years old. The difficult life situation of adolescents connected with domestic violence, psychological trauma, lack of food, hygiene or lack of self-care. All these difficulties contributed to the offenses and formed a stigmatized image of the adolescents in society.

3. «Open- type» institutions may be quasi-total institutions. In these institutions through regimes of care and love, or through hyperopic adolescents are stigmatized.

4. Everyday life of adolescents in institutions is determined by the regimes of communication with teachers on the basis of which specific relationships with all participants of communication are constructed. We defined the following regimes in the special institutions:

(a) Stigma – anomie in institutions. The main role of the adolescence-"disobedient", the teacher - "formal supervisor". There are no complex hierarchies. There is identification with the label or a constant resistance to it.

(b) Hyper – initiative "from above". There are no complex hierarchies, there is a regime that absorbs the individual. the main roles are " subordinate "and "implementing regime". Suppression of the pupil's personality is carried out through overprotection.

(c) Democratic-soft control. (the fluid community) The suppression of personality is carried out through the regime of care and love. There are complex hierarchies. There are many social roles that are not closed and can be changed through formal procedures and independently by the individual.

(d) Mentoring – solidarity. There is no suppression of the person, the freedom of the social roles. A unique culture with complex hierarchies of relationships, identities, symbolic space.

5. Entering the urban and everyday practices in it adolescents may meet the following barriers:

(a) depend on the urban environment. In a small town, the barrier is stigmatization by the society, limited urban infrastructure. In large and Federal cities, there may be isolated and stigmatized.

(b) Features of institutions: the conflict nature of communication with "adults"; segregation of duties between several social institutions for control, education and care; the regime within the institution and the lack of clear identification of pupils, the chaotic nature of reintegration; long-term entry into the community of peers.

(c) Subjective barriers: the individual's perception of stigma

6. The policy of institutions (format and regulation of communications) together with the potential of the urban environment we define the boundaries of designing life strategies and career orientations of adolescents. The life strategies of pupils studying in a small town are limited by the town infrastructure and different barriers. Pupils in a small town are not going to leave the city. Troublesome adults can choose a criminal career. Strategies and plans of the institution's pupils in a large city, which uses the strategy of democratic and soft control, are associated with training in technical colleges and universities and associated with «male» career (police, military, car mechanic, railway). In the institutions in the Federal city, which applies the strategy of hyperopic, career orientations and life strategies of the pupils are constructed based on life experience, which they acquired during the "tour programs" optional institution. Adolescents attending an organization that uses mentoring strategies are considering career on the profile of the institution.

7. The scenarios of everyday life within the institution include a sequence of events that occur in the life of the individual (pupil) and depend on the specific conditions of the organization of everyday life in the institution, communication strategies, features of the city. Reintegration and re-socialization scenarios are a combination of qualitative changes in the life of adolescents that result in inclusion and adaptation in society. The acquisition or restoration of lost social skills and status. Fractures are qualitative changes in life, expansion of life experience and meanings, transformation of values through reflection, comparison with the previous experience. Fractures can be in the direction of identification with stigma and in the direction of completion of criminal career etc. The basic changes are determined by the institution, its features, communication strategy. Background fractures are defined by the urban environment, but can also be coordinated by the institution to some extent. Background fractures depend on the organization of daily life in the city, the processes of exclusion and stigmatization in it, the traditions of culture, the number and quality of public areas, the focus of youth cultures and other features.

8. *The important mechanism for maintaining consistency of practice level of scientific achievement and condition is recognized the need for extensive use of research results as a basis for rational policy in this area.* In condition of rapid and often radical changes in the life style of young people, and in the forms and extent of juvenile crime, society's response to juvenile justice and delinquency is rapidly becoming obsolete and inadequate. The exact definition of the objectives and functions of the justice of their division with those of other systems of the state mechanism are the necessary condition to find reliable criteria for evaluating the quality of justice. Over publicity defined goals of justice does not allow to determine its effectiveness correctly, as in the achievement of these goals involves not only the court, but also other government agencies. Overly narrow definition of justice goals can shift off the court part of the "social burden", which must comply the justice and, therefore, its effectiveness is doubtful. There is need for continuous improvement of methods for the investigation of crimes committed by juveniles, the tactics of investigative actions with their participation and as a fundamental factor of the study of the juvenile offender with his characteristic features of the age and mental.

9. The problem of juvenile delinquency raises the question of the elimination of this negative phenomenon and finds ways out of it, creates a dilemma: either to punish *juvenile offender to the fullest extent of the existing law, or to search for other optimal solutions of the problem of safeguarding the teenager as a legitimate participant in society.* Despite the complexity of the problem, the most effective of the measures undertaken by the State. The most actual in solving this problem might be a decision to create in Kazakhstan the juvenile justice system officials, which can serve as a rallying point for the protection of the rights and freedoms of minors. Juvenile justice would be precisely the universal center,

able to ensure that all services working with children work coordinated and made links in a single system of care for children and protect their rights.

10. **A legal safeguard for minors is a key area of government regulation and an integral part of the legal support of the state juvenile policy. Recognition and enforcement of children's rights community does not violate the authority of the older generation, and does not reduce the responsibility of minors in the family and society. The realities of Kazakhstan really affect social-economic and socio psychological state of children and teenagers in the family and at school. Children have the smallest possible self-defense of their rights and privacy. The future of society at risk, if society does not see the increased needs of children and adolescents in the legal protection and does not provide it. In particularly difficult position minors are left without parents and trustees. Currently, there is a need for more complete and objective notification of the public about the rights of minors.**

REFERENCES

- [1] *Alauhanov E.O. Tutorial: General and special parts.* Almaty: ZhetiZhargy 2008.
- [2] *Basics of juvenility: the experience of complex interdisciplinary research.* Petersburg, 2002.
- [3] *Begaliyev K.A. Control measures of juvenile delinquency.* Legal and organizational questions of the prosecution of juvenile delinquency. Alma-Ata. "Kazakhstan",
- [4] Béhague D. Beyond the simple economics of cesarean section birthing: women's resistance to social inequality. *Culture, Medicine and Psychiatry.* 2002;1–35. [[PubMed](#)]
- [5] Béhague D. Psychiatry and the politicization of youth in Pelotas, Brazil: the equivocal uses of "conduct disorder" and related diagnoses. *Medical Anthropology Quarterly.* 2009;23(4):455–482. [[PMC free article](#)] [[PubMed](#)]
- [6] Béhague D., Gonçalves H. Anthropology and epidemiology: learning epistemological lessons through a collaborative venture. *Ciência&SaúdeColetiva.* 2008;13(6) [[PMC free article](#)][[PubMed](#)]
- [7] Choudhury S. Culturing the adolescent brain: what can neuroscience learn from anthropology? *Social Cognitive and Affective Neuroscience.* 2010;5(2–3):159–167. [[PMC free article](#)][[PubMed](#)]
- [8] Dressler W.W., Balieiro M.C. A prospective study of cultural consonance and depressive symptoms in urban Brazil. *Social Science & Medicine.* 2007;65(10):2058–2069. [[PubMed](#)]
- [9] Dzhakebaev U.S. On the sociopsychological aspects of criminal behavior. Alma-Ata, 1971.
- [10] Geronimus A. Damned if you do: culture, identity, privilege, and teenage childbearing in the United States. *Social Science & Medicine.* 2003;57:881–893. [[PubMed](#)]
- [11] Gonçalves H., Gigante D. Work, schooling, and reproductive health: an ethno-epidemiological study of adolescent women belonging to a birth cohort. *Cadernos de SaúdePública.* 2006;22(7):1459–1469. [[PubMed](#)]
- [12] Guarnaccia P., Lewis-Fernandez R. Ataque de nervios as a marker of social and psychiatric vulnerability: results from the NLAAS. *International Journal of Social Psychiatry.* 2010;56(3):298–309. [[PMC free article](#)] [[PubMed](#)]
- [13] Hacking I. Teen pregnancy: social construction? In: Wong J., Checkland D., editors. *Teen pregnancy and parenting: Social and ethical issues.* University of Toronto Press; Toronto: 1999. pp. 71–81.
- [14] Hillis S., Anda R. The association between adverse childhood experiences and adolescent pregnancy, long-term psychosocial consequences, and fetal death. *Pediatrics.* 2004 Feb;113(2):320–327. [[PubMed](#)]
- [15] Hoffman S. Teenage childbearing is not so bad after all. or is it? A review of the new literature. *Family Planning Perspectives.* 1998;143:236–239. [[PubMed](#)]
- [16] Karimova A., Alekshova L., Yesengulova M., Kulbaeva B., Sarkulov M. (2015) The Social Role Approach of Family Education in Adolescents Development. *European Proceedings of Social & Behavioural Sciences.* doi:10.15405/epsbs.2015.08.2
- [17] Kessler R., Berglund P. Social consequences of psychiatric disorders, II: teenage parenthood. *American Journal of Psychiatry.* 1997;154:1405–1411. [[PubMed](#)]
- [18] Kirmayer L. Beyond the 'new cross-cultural psychiatry': cultural biology, discursive psychology and the ironies of globalization. *Transcultural Psychiatry.* 2006;43(1):126–144. [[PubMed](#)]
- [19] Kramer K., Lancaster J. Teen motherhood in cross-cultural perspective. *Annals of Human Biology.* 2010;37(5):613–628. [[PubMed](#)]
- [20] Krieger N. Commentary: society, biology and the logic of social epidemiology. *International Journal of Epidemiology.* 2001;30:44–46. [[PubMed](#)]
- [21] Lawlor D., Shaw M. Too much too young? Teenage pregnancy is not a public health problem (with responses) *International Journal of Epidemiology.* 2001;31:552–554. [[PubMed](#)]
- [22] Lock M. The tempering of medical anthropology: troubling natural categories. *Medical Anthropology Quarterly.* 2001;15(4):478–492. [[PubMed](#)]
- [23] Lock M., Nguyen V. Blackwell Publishing; West Sussex: 2010. *An anthropology of biomedicine.*
- [24] Luker K. Harvard University Press; Cambridge, MA: 1996. *Dubious conceptions: The politics of teen pregnancy.*
- [25] Males M. Does the adolescent brain make risk taking inevitable?: A skeptical appraisal. *Journal of Adolescent Research.* 2009;24(1):3–20.
- [26] Mari J., Williams P. A validity study of a psychiatric screening questionnaire (SRQ-20) in primary care in the city of São Paulo. *British Journal of Psychiatry.* 1986;148:23–26. [[PubMed](#)]
- [27] *Maulenov G.S. Criminological Research and prevention of juvenile crime.* Karaganda, 1990.

- [28] Maulenov G.S. The main characteristics of crime in the Republic of Kazakhstan Almaty, 1999
- [29] Mollborn S., Morningstar E. Investigating the relationship between teenage childbearing and psychological distress using longitudinal evidence. *Journal of Health and Social Behavior*. 2009;50(3):310–326. [[PMC free article](#)] [[PubMed](#)]
- [30] *Narikbaev M.S. Legal protection of children in the Republic of Kazakhstan*. Almaty: RGZHI "Daur", 1996.
- [31] Naurzalina D., Sutyeyeva A., Alimbekova M, Tuksanbayev S., Uteпов A., (2015) Application of Podlasy technology in the teaching and educational process of the rural school// Annual International Conference on Cognitive - Social, and Behavioural Sciences (icCSBs)- P. 141–146. WOS:000359438100013. doi:10.15405/epsbs.2015.08.14
- [32] Naurzalina D., Tolegenova A., Doszhanova S., Kubiyeва V., Izmagambetova R., Almurzayeva B.. (2015) Portfolio as a form of an assessment of preschool child' personal achievements. Annual International Conference on Cognitive - Social, and Behavioural Sciences (icCSBs)- P. 130-136. doi:10.15405/epsbs.2015.01.15
- [33] Naurzalina, D. Kibatayeva, N. Davletkaliyeva, E., Muldasheva, B., Almurzayeva, B., Sagiyeva, A. (2015) Formation of teacher's professional competence in Kazakhstan School // Annual International Conference on Cognitive - Social, and Behavioural Sciences (icCSBs)- P. 135–140. WOS:000359438100012
- [34] Naurzalina D. et al . (2015) The impact of family style education on high school student's grades. The European Proceedings of Social & Behavioural Sciences eISSN: 2357-1330. doi:10.15405/epsbs.2015.08.21
- [35] Schmidt R., Wiemann C. Moderate to severe depressive symptoms among adolescent mothers followed four years postpartum. *Journal of Adolescent Health*. 2006;38(6):712–718. [[PubMed](#)]
- [36] Sercombe H. The gift and the trap: working the 'teen brain' into our concept of youth. *Journal of Adolescent Research*. 2010;25(1):31–47.
- [37] Spear L. The adolescent brain and age-related behavioral manifestations. *Neuroscience and Biobehavioral Reviews*. 2000;24:417–463. [[PubMed](#)]
- [38] Steinberg L. A social neuroscience perspective on adolescent risk-taking. *Development Review*. 2008 March;28(1):78–106. [[PMC free article](#)] [[PubMed](#)]
- [39] Summers D., Salish S., Karabalina A., Kubiyeва V., Erbulatova A., Almurzayeva B., Nazarova G. Psychological and pedagogical aspects of moral education in Kazakhstan. *Bulletin of national academy of sciences of the republic of Kazakhstan*. ISSN 1991-3494 Volume 3, Number 373 (2018), 121 – 129. doi.org/10.32014/2018.2518-1467
- [40] Trostle J.A. Cambridge University Press; Cambridge: 2005. Epidemiology and culture.
- [41] *The legal status of minors: Collection of normative legal acts*. Almaty: Yurist, 2009.
- [42] Urmurzina B.G., Utemissova G., Uteuova A., Issatayeva B., Gavrina A.V. (2018) Cross-cultural aspects of company's goal-setting system as a form of motivation. *Bulletin of national academy of sciences of the republic of Kazakhstan*. ISSN 1991-3494 Volume 3, Number 373 (2018), 144 – 151. <https://doi.org/10.32014/2018.2518-1467>
- [43] Utemissova G., Summers D., Urmurzina B., Abdirakhmanova Y., Scott Alan Burton Summers. (2018) Psycholinguistic study of suggestive methods in education. *Bulletin of national academy of sciences of the republic of Kazakhstan*. ISSN 1991-3494 Volume 3, Number 373 (2018), 159 – 166. <https://doi.org/10.32014/2018.2518-1467>
- [44] Victora C., Barros F. Cohort profile: the 1982 Pelotas (Brazil) birth cohort study. *International Journal of Epidemiology*. 2006;35(2):237–242. [[PubMed](#)]
- [45] Wilkinson R., Pickett K. Bloomsbury Press; London: 2009. The spirit level: Why greater equality makes societies stronger.
- [46] Whitley R., Kirmayer L.J. Perceived stigmatisation of young mothers: an exploratory study of psychological and social experience. *Social Science & Medicine*. 2008;66(2):339–348. [[PMC free article](#)] [[PubMed](#)]

УДК 376 (077)

М.Н. Есенгулова¹

¹ АРГУ им. К. Жубанова, Актөбе

ПСИХОЛОГИЧЕСКИЕ ОСОБЕННОСТИ РЕАБИЛИТАЦИИ И СОЦИАЛИЗАЦИИ "ТРУДНЫХ ПОДРОСТКОВ" В КАЗАХСТАНЕ

Аннотация. Проблема "трудных" учащихся - одна из центральных психолого-педагогических проблем. Большая общественная важность обсуждаемой проблемы становится особенно очевидной в период построения демократического государства с рыночной экономикой. Тяжелое экономическое положение страны, крушение прежнего мировоззрения и несформированность нового, отсутствие должных знаний и умений жить и работать в условиях конкурентного и высокопроизводительного производства - все это привело наше общество к серьезным трудностям и внутренним конфликтам. Особенно трудно в этот период оказалось подрастающему поколению. Среди молодежи усилился нигилизм, демонстративное и вызывающее по отношению к взрослым поведение, чаще и в крайних формах стали проявляться жестокость и агрессивность. Резко возросла преступность среди молодежи. Рост подростковой преступности увеличивается темпами, заметно опережающими темпы роста правонарушений в других возрастных группах. Причем появляются все новые виды отклоняющегося поведения. Молодежь участвует в военизированных формированиях политических организаций экстремистов, в рэкрете, сотрудничает с мафией, занимается проституцией и сутенерством, совершает экономические преступления. Педагогам важно знать, что число

нигде не учащих подростков возросло среди правонарушителей на 40% с лишним. Уже эти данные свидетельствуют, что молодежь сегодня особенно нуждается в помощи воспитателей и наставников. Но коррегирование поведения современного "трудного" учащегося возможно, если сам педагог хорошо разбирается не только в сущности происходящих общественных процессов, но и в психологии теперешней молодежи. С каждым годом увеличивается количество детей и подростков, для которых характерны те или иные проявления школьной и социальной дезадаптации, проявляющиеся стойкие нарушения поведения. Поэтому проблема "трудных" подростков, организация работы с трудными подростками в стенах школы и за ее пределами является актуальной проблемой данной статьи.

Ключевые слова: "трудные подростки", подростковый возраст, Ювенальная Юстиция.

М.Н. Есенғұлова¹

¹Қ.Жұбановатындағы Ақтөбе өңірлік мемлекеттік университеті, Ақтөбе;

¹АРГУ им. К. Жубанова, Ақтөбе

ҚАЗАҚСТАНДАҒЫ «ҚИЫН БАЛАЛАРДЫ» ОҢАЛТУДЫҢ ЖӘНЕ ӘЛЕУМЕТТЕНДІРУДІҢ ПСИХОЛОГИЯЛЫҚ ЕРЕКШЕЛІКТЕРІ

Аннотация. «Қиын балаларды» оқыту психологиялық-педагогикалық мәселелердің бірі болып табылады. Әңгіме барысында талқыланатын мәселенің үлкен қоғамдық маңызы нарықтық экономикадағы демократиялық мемлекетті құру кезеңінде айқын көрінеді. Елдің күрделі экономикалық жағдайы, бұрынғы дүниетанымның құлдырауы және жаңа формалардың жоқтығы, бәсекеге қабілетті және жоғары өнімді өндірісте өмір сүруі сонымен қатар, жұмыс жасау үшін жеткілікті білім, білік дағдыларының жоқтығы - бұл біздің қоғамның күрделі қиындықтары мен ішкі қақтығыстарына алып келеді. Осы кезеңде жас ұрпаққа ерекше қиын болады. Жастар арасында нигилизм, ересектерге қатысты демонстрациялық және жалған мінез-құлық, қатыгездік пен агрессивтілік жиі кездеседі. Жастар арасында қылмыс деңгейі өте жоғары. Кәмелетке толмаған жасөспірімдер арасында құқық бұзушылықтардың өсуі басқа жастағы топтарға қарағанда айтарлықтай жоғары деңгейде. Девиантты мінез-құлықтың жаңа түрлері пайда болды. Жастар экстремистік саяси ұйымдардың әскерилеріне қатысады, қарақшылық жасайды, мафиямен айналысады, жезөкшелікке барады және оны жасырып қалуға тырысады, экономикалық қылмыстық әрекеттер жасайды. Оқытушыларға мектепте тіркеуде жоқ жасөспірімдердің саны 40% -дан астамы құқық бұзушылардың арасында өсетіні белгілі. Қазірдің өзінде бұл деректер жастардың бүгінгі күнде педагогтар мен тәрбиешілердің көмегіне мұқтаж екенін көрсетеді. Бірақ қазіргі заманғы «қиын балалардың» мінез-құлқын түзету педагогтың қоғамдық процестердің мән-жайын біліп қана қоймай, сонымен қатар бүгінгі жастардың психологиясында жақсы білуі шарт болып отыр. Мектепте әлеуметтік бейімделудің белгілі бір көріністерімен сипатталатын балалар мен жасөспірімдердің саны жыл сайын тұрақты мінез-құлық бұзылыстарын көрсетуде. Сондықтан «қиын» балалардың проблемасы, мектеп ішіндегі және одан тыс қиын балалармен жұмысты ұйымдастыру осы мақаланың өзекті мәселесі болып табылады.

Түйін сөздер: «қиын балалар», жасөспірімдер, кәмелетке толмағандарға қатысты әділет.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.46>

Volume 6, Number 322 (2018), 146 – 150

UDC 631.16

K.M. Zhakisheva, D.T. Zhumanova, G.M. Mukasheva

Kazakh Agrotechnical University. S.Seifullin,
kuralay_zhakisheva@mail.ru, dzhumanova@mail.ru, gulzhan74@mail.ru

**THE ROLE OF MONITORING THE FINANCIAL CONDITION OF
AGRICULTURAL ENTERPRISES IN ENSURING SUSTAINABLE
DEVELOPMENT OF THE AGRARIAN SECTOR OF THE ECONOMY**

Abstract. According to the authors, the financial sustainability of agricultural enterprises only when the level of income of the organization exceeds its level of expenditure. The role of monitoring increases as an organization is capable of allowing unjustified receivables and payables, tax liabilities, does not pay its obligations on time, is able to bear unforeseen losses without any consequences, and does not support the competitiveness of its products in the market. Financial stability is identified with solvency, financial independence, profitability, liquidity. In domestic and foreign literature there is no unequivocal interpretation of the concept of “financial sustainability of an enterprise.” It is interpreted differently. The authors gave their own definition, while examining the points of view of various authors, the financial stability of an organization should be understood as a state of financial resources that ensures self-financing of replicated costs and solvency.

Keywords: agriculture, export, potential, competition, financial monitoring, forecasting, business, sustainable development.

INTRODUCTION

In the context of globalization and the increasing uncertainty of the market environment, the problem of ensuring the sustainability of organizations is of particular relevance. A feature of market relations is fierce competition, inflation, technological changes. In these conditions, an organization faces the problem of rational organization of financial activities for its further prosperity and ensuring the stability of its financial condition.

MAIN PART

So, I.O. Cherkasova believes that the financial stability of an enterprise is determined by the efficient formation, distribution and use of financial resources [1,174 p].

V.A. Rusak and N.A. Rusak write that financial sustainability “is characterized by financial independence, the ability to maneuver with its own means, sufficient financial security for the uninterrupted operation of the main types of activities, and the state of production potential [2,116 p].

V.M. Rodionov and M.A. Fedotov give the following definition: “The financial sustainability of an enterprise is the state of financial resources, their distribution and use, which ensures the development of an enterprise based on the growth of profits and capital while maintaining solvency and creditworthiness, under the conditions of acceptable level of risk ”[3.13 p].

Given the uncertainty of the market environment, the most appropriate definition of the concept was given by A.V. Endovitskaya and L.T. Gilyarovskaya: “The financial sustainability of any business entity is the ability to carry out basic and other activities under conditions of business risk and a changing business environment in order to maximize the welfare of owners , strengthening the competitive advantages of the organization, taking into account the interests of society and the state [4].

Financial sustainability is the key to survival and the basis for the stability of the organization's position [5,187 p.]. On the stability of the organization have, both internal and external factors.

To the internal:

- state and structure of the property;
- structure of products, its share in total effective demand;
- the size and structure of expenses, their ratio to cash incomes;
- material, financial and labor resources of the enterprise.
- competence and professionalism of the managers of the organization, the ability to respond to changes in the internal and external environment, etc.

To external include:

- economic conditions of management;
- prevailing technology and technology in society;
- payment of consumer demand;
- degree of development of insurance and foreign economic relations;
- the adjustment of economic relations with partners
- tax and credit policy of the state;
- industry organization and others.

There are a lot of methods for determining financial stability, there are also a number of indicators on the basis of which one can determine the financial position of an enterprise.

The task of financial stability analysis is to assess the size and structure of assets and liabilities.

The analysis of financial stability on a particular date allows you to answer the question: how well did the organization manage financial resources during the period preceding this date. The state of financial resources must meet the requirements and meet the goals of the organization's development. Insufficient financial stability can lead to insolvency and to the insolvency of the organization, and excessive financial stability impedes the development of the organization, facilitates the freezing of funds and the formation of excess reserves. Therefore, an important task of the analysis is the study of indicators characterizing financial stability [6,136 p].

The indicators characterizing the independence for each element of the assets of the enterprise and for the property as a whole, make it possible to measure whether the company is financially stable enough.

Having studied the points of view of various authors, it can be done that the financial stability of an organization should be understood as a condition of financial resources that ensures self-financing of replicated costs and solvency.

The characteristic of financial stability includes the analysis:

- the composition and distribution of assets of an economic entity;
- dynamics and structure of sources of financial resources;
- availability of own current assets;
- payables; receivables; solvency.

Financial sustainability is estimated based on absolute and relative indicators.

Absolute indicators characterize the degree of security of the sources of their formation.

In the process of the enterprise, its reserves are constantly replenished through the use of working capital and borrowed funds (various loans and borrowings). In order to find out the sources that form the reserves, you need to have information about the availability of your own money from the company, about the availability of sources from which the company takes borrowed funds. It is necessary to take into account the size of the main sources from which the reserves are formed (own sources of financing, shortcomings or excess working capital, the amount of these sources of coverage).

To characterize the sources of formation of stocks determine the three main indicators:

- 1) the presence of own working capital;
- 2) availability of own and long-term borrowed sources of formation of stocks;
- 3) the total value of the main sources of formation of stocks.

In the process of analyzing the sources of formation of assets of an enterprise, it is necessary to establish the actual amount of own and borrowed funds, their share in total capital, analyze the composition and structure of borrowed funds in the context of short-term and long-term sources of formation of assets of an enterprise, analyze the composition and structure of short-term and long-term liabilities.

The three indicators of the availability of sources of formation correspond to three indicators of the availability of stocks and sources of their formation:

- 1) surplus or lack of working capital;
- 2) excess or lack of own and long-term sources of formation of stocks;
- 3) surplus or shortage of the total amount of main sources of formation.

The calculation of these indicators allows you to classify the financial situation of the organization according to the degree of its stability into the following four types:

1. The absolute financial stability of the enterprise is a high solvency, which means that the entire debt of the organization can be covered from working capital, while not dependent on external loans. This situation is not perfect, it makes it clear that the management of enterprises is not able or does not want to use external sources of sources.

2. Normal financial stability of the enterprise is a normal solvency and efficient production activities. In this case, the company uses long-term borrowed funds. This financial stability becomes the most acceptable for the organization.

3. Unsustainable financial situation is a violation of solvency, which with the help of borrowed loans, reducing receivables, increasing inventory turnover, makes it possible to restore the balance.

4. Crisis financial condition means that the enterprise is almost bankrupt. Cash, receivables, other assets do not even cover accounts payable and overdue loans. In accordance with the Law of the Republic of Kazakhstan dated March 7, 2014 No. 176-V "On Rehabilitation and Bankruptcy", bankruptcy is an insolvency of a debtor recognized by a court decision, which is the basis for its liquidation. In order to prevent such a situation, financial stability is determined by the company on an ongoing basis monitoring of financial stability. This is a prerequisite for the life of any enterprise in crisis conditions (both large, medium and small).

Along with the absolute indicators of the stability of the financial situation of the organization is characterized by a system of relative indicators - financial ratios. The analysis of financial ratios consists in comparing their values with basic values, as well as in studying their dynamics over the reporting period and over several years. The main indicators giving material for analysis, in this case are: the coefficients of financing, financial independence. Also, this includes the ratio of security of own funds and the coefficient of their maneuverability, the coefficient of mobility of property, the ratio of investment coverage.

The financing ratio shows the extent to which the assets of the enterprise are formed at the expense of equity, and how independent the organization is from external sources of financing. If the value is less than one, then this may indicate a risk of insolvency.

The financial independence ratio shows the share of an organization's assets, which are covered by its own capital. The higher the ratio, the more likely the organization can pay off debts at its own expense. The higher the score, the more independent the enterprise.

The ratio of own sources of financing shows what part of current assets is financed at the expense of own funds. The recommended value of the coefficient of security with its own sources of financing is greater than 0.6-0.8. The smaller the value of the coefficient, the more unstable the financial condition of the organization.

The basis of financial stability is considered the rational use of working capital. To improve the financial condition of the company, it is necessary to carefully monitor and manage receivables, monitor the quality and ratio.

Receivables acts as a source of repayment of accounts payable of the enterprise. If the company will freeze amounts in settlements with customers and customers, it may feel a shortage of funds, leading to

the formation of payables, late payments to the budget, social insurance and security payments, wage arrears and other payments. This in turn will entail the payment of fines, penalties and forfeits.

CONCLUSION

Late payment for products to suppliers and violation of contractual obligations will lead to loss of business reputation of the company and ultimately to insolvency and illiquidity. Analyzing the liquidity of the balance sheet, they compare the state of liabilities and the state of assets, which makes it possible to assess the degree of the organization's readiness to pay off its debts.

Therefore, to improve the financial condition, an enterprise should monitor the ratio of receivables and payables.

In a narrower sense, the financial stability of an economic entity is its financial condition, in which it has solvency, liquidity and has sufficient funds for normal functioning.

If an enterprise is financially stable, then it has an advantage over other enterprises of the same profile in attracting investments, in obtaining loans, in choosing suppliers and in selecting qualified personnel.

Finally, it does not conflict with the state and society, since it pays taxes to the budget in a timely manner, contributions to social funds, wages to workers and employees, dividends to shareholders, and guarantees banks repayment of loans and interest on them. The higher the stability of the enterprise, the more it is independent of an unexpected change in market conditions and, consequently, the lower the risk of being insolvent.

REFERENCES

- [1] I.Cherkasov I.O. Analysis of economic activity. St. Petersburg: Neva Publishing House, **2003**. 192 p.
- [2] Rusak V.A., Rusak N.A. Financial analysis of business entities: reference book, Graduate School, **1997**. 309 p.
- [3] Rodionova V.M., Fedotova M.A. The financial stability of the enterprise in terms of inflation. M: Publishing house "Perspective", **1995**. 98s.
- [4] Gilyarovskaya L.T., Endovitskaya A.V. Analysis and evaluation of the financial sustainability of commercial organizations - M: UNI-TI-DANA, **2006**. 159 p.
- [5] Fauzer V.V., Bochkova S.V. Analysis of the financial sustainability of the organization: theory questions: Sykt GU, **2007**. 300 p.
- [6] Dyusembaev K.Sh. Analysis of financial statements: Textbook .- Almaty: Economics, **2009**. 366 p.
- [7] Sabirova R.K., The foreign experience features of labor market regulation /. International Journal of Experimental Education / № 4 for 2014 (part 1) pp. 81-82 in English ISSN 1996-3947. RINC -0.048 (In English)
- [8] Zhansagimova A.E. Food Security of Kazakhstan. Reports of NAS RK, No. 2, 2016, p.219. <http://reports-science.kz/index.php/en/archive> DOI <https://doi.org/10.32014/2018.2518-1483>

УДК 631.16

К.М. Жакишева, Д.Т. Жуманова, Г.М. Мукашева

Казахский агротехнический университет им. С.Сейфуллина

РОЛЬ МОНИТОРИНГА ФИНАНСОВОГО СОСТОЯНИЯ СЕЛЬСКОХОЗЯЙСТВЕННЫХ ПРЕДПРИЯТИЙ В ОБЕСПЕЧЕНИИ УСТОЙЧИВОГО РАЗВИТИЯ АГРАРНОГО СЕКТОРА ЭКОНОМИКИ

Аннотация. По мнению авторов, финансовая устойчивость аграрных предприятий только тогда, когда уровень доходов организации превышает уровень ее расходов. Роль мониторинга возрастает так, как организация способна допустить неоправданную дебиторскую и кредиторскую задолженности, задолженности по налоговым обязательствам, не расплачивается по своим обязательствам в срок, в состоянии без каких либо последствий переносить непредвиденные убытки, не поддерживать на рынке конкурентоспособность своей продукции. Финансовую устойчивость отождествляют с платёжеспособностью, финансовой независимостью, прибыльностью, ликвидностью. В отечественной и зарубежной литературе нет однозначного толкования понятия «финансовая устойчивость предприятия» - трактуется по разному. Авторами дано

собственное определение, при этом исследовав точки зрения различных авторов, под финансовой устойчивостью организации следует понимать такое состояние финансовых ресурсов, при котором обеспечиваются самофинансирование воспроизведенных затрат и платежеспособность.

Ключевые слова: сельское хозяйство, экспорт, потенциал, конкуренция, финансовый мониторинг, прогнозирование, бизнес, устойчивое развитие

УДК 631.16

К.М. Жакишева, Д.Т. Жуманова, Г.М. Мукашева

С.Сейфуллин атындағы Қазақ агротехникалық университеті

**ЭКОНОМИКАНЫҢ АГРАРЛЫҚ СЕКТОРЫНЫҢ ТҰРАҚТЫ ДАМУЫНА
АРНАЛҒАН АУЫЛ ШАРУАШЫЛЫҚ КӘСІПОРЫНДАРЫНЫҢ
ҚАРЖЫЛЫҚ ШАРТТАРЫН МОНИТОРИНГІНІҢ РӨЛІ**

Аннотация. Авторлардың пікірінше, ұйымның табыс деңгейі оның шығындар деңгейінен асқан жағдайда ғана ауыл шаруашылық кәсіпорындарының қаржылық тұрақтылығы. Мониторингтің рөлі ұйымның негізсіз дебиторлық және кредиторлық берешектерге, салықтық міндеттемелерге, өз міндеттемелерін уақытында төлеуге, қандай да бір зардаптарсыз күтпеген шығындарға шыдай алатынына және нарықтағы өз өнімдерінің бәсекеге қабілеттілігін қолдауға қабілетсіз болғандықтан, артады. Қаржылық тұрақтылық төлем қабілеттілігі, қаржы тәуелсіздігі, кірістілік, өтімділікпен анықталады. Отандық және шетелдік әдебиеттерде «кәсіпорынның қаржылық тұрақтылығын» тұжырымдамасын біржақты түсіндіру жоқ. Ол әртүрлі түсіндіріледі. Авторлар түрлі авторлардың көзқарастарын қарастыру кезінде өздерінің анықтамасын берді, ұйымның қаржылық тұрақтылығы репликтелген шығындар мен төлем қабілеттілігін өздігінен қаржыландыруды қамтамасыз ететін қаржы ресурстарының жағдайы ретінде түсінуге тиіс.

Түйін сөздер: ауыл шаруашылығы, экспорт, потенциал, бәсекелестік, қаржылық мониторинг, болжау, бизнес, орнықты даму

Information about authors:

Zhakishev Kuralay Muratovna - PhD doctoral student KATHU them. S. Seifullin, Republic of Kazakhstan, Astana city, Pobeda Ave., 62, <https://orcid.org/0000-0002-3857-6860>;

Zhumanova Dametken Tokenovna - candidate of economic Sciences, associate Professor of the Department "Finance" KATU them. S. Seifullin, Republic of Kazakhstan, Astana city, Pobeda Ave., 62, <https://orcid.org/0000-0002-4762-3235>;

Mukasheva Gulzhan Muratbekovna - master of economic Sciences, senior lecturer, Kazakh agrotechnical University. S. Seifullin, Republic of Kazakhstan, Astana city, Pobeda Ave., 62, <https://orcid.org/0000-0002-3020-6144>

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.47>

Volume 6, Number 322 (2018), 151 – 155

UDC 372.8(5Kz)**SRSTI: 16.01.45****B.B.Zhakhina**

doctor of pedagogical sciences, professor of Kokshetau State University named
after Sh. Ualikhanov (Kazakhstan, Kokshetau)
bzhaxina@mail.ru

**PRINCIPLES OF FUNCTIONAL LITERACY FORMATION
OF THE KAZAKH LANGUAGE**

Abstract. The present article is devoted to the investigation of forming functional literacy of the Kazakh language in the context of updated education. The significance of the learning principles are identified in teaching to acquire the norms of the Kazakh language and use communicative skills as a form of functional literacy. Furthermore, above mentioned learning principles proved its effectiveness in formation of functionally literate person who has general and specific competences necessary for communication and social interaction.

Key words: updated content of education, functional literacy, communicative activity, functionally literate person.

In the context of updated education, the Kazakh language has the following main goals:

- to recognize the Kazakh language as the native language, develop the skills of literacy in the form of communicative activities (listening, reading, speaking, writing) for the use in the ‘real world’;
- to form the ability to recognize the Kazakh language on a daily basis, from the means of communication, based on the phenomenon of common factors;
- to recognize language units and their nature of the system of the Kazakh language;
- to recognize language units as the tool of communication, to express thoughts, cognition and information storage functionally-communicative orientation, forming appropriate skills and abilities.

Functional literacy means the acquisition of knowledge gained on every subject taught at school to enable individuals to actively participate in social, cultural, political and economic activities based on the education they receive. The main quality criteria that can be guided here are activity, creativity, self-determination, ability to choose a profession, and be prepared to improve continuing education.

These functional skills should be shaped at school.

In a functional sense, a competent person is a person who has the ability to behave according to the values of society, acting in the interests of the public situation, living in the social environment, communicating, having certain qualitative qualities, and having a general and professional competence.

From this point of view, researchers say that illiteracy of people is the cause of poor education. The training is not aimed at the involvement of students in social and creative life. So there is a theoretical idea and there is no realization. Therefore, the President states, in his annual Address, that education should not be limited to teaching, but rather, adjustment to the process of social adaptation [1].

Then the main task of a modern school is to teach the ability to clarify the sources of knowledge, allowing them to understand the significance of each step to form the intention of learning in all aspects of the student life, in accordance with the content of updated education. In this regard, the National Action Plan for Functional Literacy has been developed by the initiative of the President [2]. Its purpose is to adapt specific types of activities through the development of student literacy. It can also serve as the basis for a radical change in the paradigm of secondary education. It means to advance from a traditional school

model to a racial model, and then to a phenomenal model. The National Plan identifies four main mechanisms of functional literacy formation.

The first is radical change in the teaching methodology and content. The second is to update the system of assessing and evaluating learning outcomes. Introduction of new levels of assessment of learning outcomes in such criteria as functional literacy: knowledge -> comprehension -> application -> analysis and synthesis. Evaluation system is divided into external assessment and internal evaluation. Internal evaluation - diagnostics of teaching quality in a particular subject. External assessment is the result of the student's learning outcomes on completion of each level.

The third is the active involvement of parents in the education and upbringing of children. Scientists recognize that the development environment of the child is divided into natural environment, artificial medium [2]. Parents belong to the natural environment. Parents' debt is to foster in their children a sense of well-being and human values. Parents should work closely with their teachers to develop their functional literacy.

The fourth is the development of an additional education system.

There is a need for a general rule and requirement that is based on the competent management and organization of the learning process. It is the position of teaching. The principle is a leading idea, the basic requirement.

Teaching principles and learning requirements are the basic laws that ensure the learning process is effective and meaningful. Because the system of learning needs to emerge from the competent, effective teaching laws.

The teaching principles of the theory of education and training represent a clear and definite public need.

It is clear that the content of the language sections that are relevant to the learning process and the content of the topic should be substantial, and that the classroom is structured according to the didactic principles.

Principles of teaching consist of known patterns of pedagogical process. For example, there is a sense of training from the law of social dependency on education. It is also important to note that in the teaching of the preservation of the unity of national and universal human treasures, mutual understanding of processes of humanization and democratization, education, upbringing and development, taking into account the individual and age pupils of pupils, the quality of teaching depends on the creative activity and spiritual relationships of students, regardless of the principles of teaching, they should be regarded as the principles of general pedagogy.

Teaching principles relate to all parts of the learning process, ie the content of teaching, teaching methods and teaching forms. And we need to know that these are the basic requirements that guide all of us.

The formation of functional literacy of the Kazakh language can be based on the principles of purposefulness, sciences, intelligence and activity, consistency and consistency, lifelong learning, and solid principles of education.

It is also important to address the social, spiritual changes in the society, as well as the problematic and integrative new approaches in the process of reorganization of the educational process in the education and the school.

The scientific principle of learning is the didactic position, which ensures that students acquire the true scientific knowledge, the formation of their outlook through learning. And one of the requirements for teaching in the theory of education and teaching of pedagogical science. This requirement involves the use of genuine scientific theories, laws, concepts, and data that reveal the current achievements and future development of science in the learning process.

The main direction of the teaching is the formation of students' dialectical-materialist views. This, in turn, will help to develop students' scientific didactic thinking.

This didactic position plays a leading role in other positions. The main content of the training is that the language and methodology should be consistent with the current level of science, focusing on the basic concepts of linguistics and the main ideas, a part of the language, or scientific theories on certain topics, based on specific facts and phenomena, open the wrong theories, and ensure that the teaching of language

is of a great importance, the future of science and technology should be disclosed, the basic learning to be able to understand and use correctly the language of science, language terminology.

Only then the principles and the theory of a certain part of the Kazakh language, ie the definitions of the Kazakh language will be understood. It also will be clear that it has a separate part of the language in linguistic science.

New language materials are explained in the context of the sequence of learning, in the light of past and ongoing language topics. This is principle. Because in the interpretation of the new linguistic material, the subject teacher should always be guided by the pupils' knowledge of existing language proficiency. This approach revives students' work, reminiscent of previous language material, and observes and maintains links between a new language subject and a language theme. These principles are based on simple, complex, easy-to-follow training. The importance of consistency and consistency in the teaching of any language sections and regular language topics in it.

In general, school curricula and typical curricula for each subject should be strictly consistent with sequence and systematic principles. This law is included in the content of the updated education. The linguistic themes are repeated and updated in each class according to the scroll method. And this principle is closely related to the science of teaching.

The logic of each science must be consistent in teaching the subject matter.

In addition, the curriculum and the textbook should be placed systematically, sequentially in accordance with theoretical content. The formation of knowledge, skills and competence on a particular theoretical theme should be consistent and in understanding the content of education should be maintained by the continuity of educational stages.

Even the content of each workshop and the used methods must be consistent.

At the same time, interdependence between disciplines and subjects should be continuous in the learning process.

Students should be trained in a systematic sequence, linking to the other theoretical knowledge with other disciplines, and in this context, consistent requirement should be given a consistent to the students.

Then the principles of sequence and consistency are derived from the teaching objective, as well as the scientific logic of the material that be taught, and the legitimacy of the development of the child's thinking.

K.D. Ushinsky wrote: "... Only the system gives full control of our knowledge. It is like a storehouse where all the things in the head that are full of the best interconnected education are scattered, and the master can not find anything at all"[4, 50]. It is important to take into account the knowledge of the linguistic materials on the regularity of teaching and the principles of the students' activism, the linguistic rules that are common to them, and the ability to understand the students in a fluent way.

In order to understand the linguistic theme is students' motivation to learn. They are taught to use the theoretical principles in practice, in the speech practice, to comprehend the material independently and to be able to express their own ideas and attitudes in their own words.

Then, the principle of increasing the sense of activity and the activity of students is aimed at a thorough understanding of the phenomena that are being investigated, pouring them into creative thinking, and applying them accordingly. This is the principle of teaching the functional literacy of the learner who opens the linguistic basis of the linguistic theme. And knowledge of learning is the most important condition of memorization. Only conscious learning allows to add to the knowledge and understanding of previous knowledge, to group them, to control the interdisciplinary and interdisciplinary connections.

In order to be able to base the principle of learning and sense of pupils' behavior, students are trained to focus on the course of their thoughts, listen to someone's words, see the changes around them, compare different things and phenomena, and find similarities and differences between them.

In the process of humanization, trusting the child, taking into account his / her personality qualities, can create favorable conditions and opportunities for successful learning activities.

M. Zhumabayev explains the idea of humanization in the "Pedagogy" textbook: "The idea that something is useful for a person is always called goodness. Striving for goodness and being free of evil is

something in the human being itself. Anyone who loves himself, his relatives, his country, and especially the entire human race, is called a good man. For a person to be truly human, it is essential to love oneself and to be content with the love of the whole humanity"[5, 56 p.]. Thus, love, affection and enthusiasm are formed through their good relationships. The culture also develop proper communication skills.

Humanization of society is a requirement of civilizational development of the XXI century, which is connected with the achievement of effective forms of social relations organization. And in the organization of these relationships, the world's handle the man must be very cautious. Therefore every single student will be the key to the technology of humanizing the formation of a person with a cognitive culture, regarded as a mentor who can preserve national culture, actively engage in any environment.

Sh.A. Amonashvili's view is to respect the individual's personality in all aspects of the learning process should be taken into consideration in teaching human beings. [6] Methodist scientist Zh.U. Kobdikova's work, humanism is reflected in the relationship between teacher and student: "Its main task is to create a personality for each individual with its own self-esteem, its freedom to work creatively" [7, 95], defines the importance of humanization technology. The scientist Z.T. Seilova "Humanization of education is the personality of the student, his spirituality, ability, tendency, interest. It involves the elimination of students' isolation from the knowledge and culture of the teacher and the school "[8, p. 77].

Learning the linguistic basis of a linguistic theme without developing a self-paced and abstract thinking of the individual does not lead to problematic teaching.

We know that the problematic approach requires that the content, methods, and organization of the learning process are problematic. Problematic learning is focused on the development of students' quest, autonomy, creative thinking, without the knowledge of the subject. The problematic approach is based on the psychology of the students' thinking process. After all, the beginning of thinking begins with a problem, in other words, thinking begins with a problem question or task. In this context, the teaching of a specific chapter of the language differs from other branches of the language, such as the specificity of linguistic themes, the differences in language analysis, the system of definitions given in the textbook, its refinement, on this basis.

The principle of integration is one of the most important principles that can be taken into account when defining educational content, writing curricula and textbooks. The integration involves the consideration of basic principles and regularities in various disciplines in a close dialectical unity.

In addition, content can be guided by deepening the knowledge of the linguistic sections and the themes, the links between the language material and the content. In this regard, the role of integrated disciplines, lessons is unique.

Teaching principles are closely interconnected. The unity of teaching principles in practice provides the most effective learning outcomes of the main components of the learning process.

REFERENCES

- [1] The President of the Republic of Kazakhstan - the President of the Republic of Kazakhstan Address of the Kazakh President to the people of Kazakhstan "Socio-economic modernization - main vector of development of Kazakhstan" (27.01.2012). Astana, 2012.
- [2] National Plan of Action for the Development of Functional Literacy of School Students for 2012-2016 / Approved by Resolution No. 832 of 06.06.
- [3] Gvozdev A. N. Formation of children's grammar in Russian language. 1, 2. M.: 1991. 197 p.
- [4] Ushinskiy K. D. Selected pedagogical works. - Moscow, O. K. B. 1984, 400 p.
- [5] Zhumabayev M. Pedagogy. Almaty: native language, 1992, 160 p.
- [6] Amonashvili S. A. Appreciative and educational functions of the students of the school. Moscow, 1989.
- [7] Kobdikova Z.U. Technologicalization of the Curriculum - School "Akzhelken". Almaty, 1999.
- [8] Seilova Z. T. Methodical features of studying the mathematics course in the basic school. Candidate dissert on ped. sciences. Almaty, 2004. 190 p.

Б.Б.Жахина

педагогика ғылымдарының докторы, профессор
Ш.Уәлиханов атындағы Көкшетау мемлекеттік университеті
(Қазақстан, Көкшетау қ.)

ҚАЗАҚ ТІЛІНЕН ФУНКЦИОНАЛДЫҚ САУАТТЫЛЫҚТЫ ҚАЛЫПТАСТЫРУДЫҢ ҰСТАНЫМДАРЫ

Аннотация. Мақалада жаңартылған білім мазмұнына сай қазақ тілінен оқушының функционалды сауаттылығын қалыптастыру мәселесі сөз болады. Жеке тұлғаның қазақ тіл ғылымын меңгере отырып, оны коммуникативтік әрекеттер түрінде сауаттылықпен қолдана алуға үйретуде оқыту принциптерінің маңыздылығы айқындалады. Әрі аталған оқыту ұстанымдарының қоғамдық ортада өмір сүріп, тіл табыса білетін жалпы және пәндік құзыреттілікті меңгерген функционалды сауатты тұлғаны қалыптастырудағы тиімділігі көрсетіледі.

Түйін сөздер: жаңартылған білім мазмұны, функционалды сауаттылық, коммуникативтік әрекет, функционалды сауатты тұлға

Б.Б.Жахина

доктор педагогических наук, профессор
Кокшетауский государственный университет
им. Ш.Уалиханова, (Казахстан, Кокшетау)

ПРИНЦИПЫ ФОРМИРОВАНИЯ ФУНКЦИОНАЛЬНОЙ ГРАМОТНОСТИ КАЗАХСКОГО ЯЗЫКА

Аннотация. В статье рассматривается проблема формирования функциональной грамотности казахского языка школьника в рамках обновленного содержания образования. Определяется значимость принципов обучения грамотному применению навыков научного казахского языка личностью в процессе коммуникативной деятельности. Эффективность применения данных принципов обучения в формировании функционально грамотной и социально-коммуникативной личности, освоившей общие и предметные компетенции.

Ключевые слова: обновленное содержание образования, функциональная грамотность, коммуникативная деятельность, функционально грамотная личность.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.48>

Volume 6, Number 322 (2018), 156 – 159

UDC 334.98

U.Kh. Idresova, Z.Zh. Saduahasova, A.T. Mukhanova

Atyrau State University named after Kh.Dosmukhamedov
adema1986@mail.ru

CRIMINALISTICS

Abstract. Forensic science as an applied legal science, has its own laws acting on special techniques, methods and means used during the investigation for the prevention, detection and investigation of crimes, as well as in criminal cases in courts. According to the authors, all crimes are committed by specific individuals under the conditions of reality in the relationship of facts and phenomena occurring in the world. Traditional tactical methods and means of obtaining reliable information are not always effective, and therefore forensic science has an important task of finding new methods that differ from traditional ones that are adequate to detect lies and misconceptions. The article presents the problems of forensics and the main methods of investigation used in forensics of various types of crimes.

Keywords: criminalistics, law, methods, means, crime, facts, phenomena, investigation.

INTRODUCTION

Forensic methodology is associated with the development of the theory of forensic evidence and the conduct of the reform of the entire judicial system in 1864. In this connection, with which there has been a steady trend towards an increase in methodological recommendations, both in quantitative and qualitative terms. The transformation of the existing system of evidence contributed to the expansion of the range of permissible material evidence ("dumb witnesses"), the development and use in the investigation of crimes of means and methods for their collection and research.

Despite the increased level of forensic work at that time, in general, the baggage of pre-revolutionary forensic science was clearly not enough to be able to speak of it as an independent science. Moreover, there were no sufficient grounds for separating a separate section within the criminal equipment - the methods for investigating specific types of crimes. A huge work on the formation of the theoretical foundations of criminology, the justification of their content and place in the system of scientific knowledge and the development of scientific and practical recommendations of a technical, tactical and methodical nature.

These problems of criminology especially needed to be solved in the years of the First World War and in the post-revolutionary period, when crime reached its true apogee. However, the socio-political and economic events that took place in the second decade of the 20th century. and in subsequent years significantly slowed the process of the formation of forensic science. The needs of the practice of combating crime were satisfied mainly by publishing transferable forensic literature of Western European countries. Among the works of this kind were the works of A. Helwig "Modern Forensic Science (Methods of Investigating Crimes)" (1925), G. Schnekert "The Secret of the Criminal and the Path to Solving It" (1925), E. Annushat "The Art of Disclosing Crimes and the Laws of Logic" 1927).

MAIN PART

The substantiation of the existence of a crime investigation methodology led to the fact that in the first university textbook, published in 1936, the investigation technique is considered as one of the three independent sections of criminology along with criminal technology and criminal tactics.

In the book of the second specified textbook, specific private techniques are described for investigating certain types of crimes, the sequence of work of the investigator in drawing up an investigation plan is determined. Structurally, the private methodologies combined only the statement of the initial investigative actions. At the same time, there was an erroneous recommendation to put forward

investigative versions and draw up an investigation plan only after the initial investigative actions were taken.

All crimes are committed in the face of reality, by specific individuals and by virtue of the universal law of knowledge and the interrelationship of facts and phenomena of the material world, which is in some way connected with the environment and displayed in it. The consequences of actions, actions of all participants in the incident (suspects, victims, witnesses, etc.) are reflected in each other and the surrounding material environment, forming numerous and diverse traces, including traces of crime (visible and invisible). These traces as carriers of information about the crime itself and its participants create for the investigator and the court the opportunity to establish objective truth in a particular case.

However, the traces of the crime must be collected, investigated and evaluated by the persons conducting the criminal process (Article 121-127 of the Criminal Procedural Code of the Republic of Kazakhstan) in a certain order, and only after that they can be recognized as evidence [1].

Forensic science, based on scientific recommendations, develops tools and methods for detecting, fixing, removing and preserving various traces of crime. She is forced to do this, as G.A. Zorin: "... if war causes the development of the military industry, then crime causes the need for criminalistics opposition from society" [2, p.24].

Forensic tactics are currently experiencing a new stage of recovery and development, caused by the need to further improve the methods of investigation. There was a need for theoretical substantiation of some tactical recommendations, the formation of tactical combinations and tactical operations, scientific, legal and moral foundations of investigative tactics are being developed, the problems of judicial investigation tactics are being resolved.

It seems that in order of posing the problem it is time to talk about the development of new branches of forensic science of strategic areas that have the right to their own methodology, goals and objectives. These include: the science of odors (odorology); methods of fixing the psychophysiological state of the suspect (forensic polygraph); entomological examination (examination of life forms and products of insects); examination of the method of DNA (gene fingerprinting); methods of compiling the psychological image of "portrait" (forensic mental model (image) of a wanted criminal, witness, victim); forensic hypnology (the use of hypnosis in the investigation of crimes); background-videoscopic (vocalographic) examination (identification of a person by his voice by the spectral method of research).

Forensic odorology is the study of odors in order to establish identity. It is based on the assumption that each person has his own individual smell, caused by a number of physiological processes. The individual smell of a person is preserved in the atmosphere of the room, on objects, clothing, traces, documents. In the process of operational-search activity and during the conduct of investigative actions, odor is collected in order to obtain and preserve odor information. The smell can be preserved with the help of special devices and then used to identify the person, serves as the scientific basis of the odorological examination. However, the attitude to odorology in forensic science and the criminal process is ambiguous: for operational purposes, its use is not disputed, but the use in proof evokes objections, since, due to the lack of a generally accepted theory of odor, it is impossible to verify the results of the odorological sampling.

Forensic polygraphology is the use of a multichannel oscilloscope for simultaneous recording (recording) of several (from 4 to 16) physiological processes (respiration, blood pressure, biocurrents of the brain, heart, skeletal and smooth muscles, etc.) associated with the occurrence of the emotional state of the subject when exposed to him verbal irritant.

In a number of countries (Europe, America), the method is used to establish whether the subject has certain information about the event under investigation. Professor of the Moscow State University A.Luria first put the idea of a polygraph forward in 1926. In 1928, a US citizen Keeler received a patent for the first polygraph. Journalists gave the device the sensational name "Laydetektor" (lie debater), although it does not correspond to this name [3]. The use of the polygraph is practiced in many countries, the results are considered either as evidence or as operational, orienting information. In the domestic judicial, investigative and investigative practice, a predominantly negative attitude towards the polygraph and its results [4].

The applied significance of polygraph tests is determined not only by the device itself, but by the ways (methods) of its use in monitoring and evaluating human reactions in a specially organized procedure.

Entomological examination is the study of life forms and products of insects. Their objects are promising for establishing the temporal and spatial characteristics of a crime event based on a study of the signs of their staged development. When death turns a body into a corpse, hundreds of insect species flock to it at different times. Studying this phenomenon, the entomologists came to the conclusion that beetles, spiders, flies may well be witnesses of mysterious crimes. Flies help to restore even some of the circumstances of the killings, whether it was done indoors or outdoors, day or night, in warm or cold weather, in the sun or in the shade, etc. [5].

There is a chance that there will be a number of cases for experts.

So, according to N.A. Selivanova, “the investigation technique is a system of interrelated and interdependent investigative actions, determined by the subject of proof, carried out in the best order to establish all the necessary circumstances of the case and to prove, based on planning and investigative versions, taking into account typical methods of committing crimes of this type and investigations into the use of tactics and scientific and technical means” [6].

Thus, the above definition emphasizes the close connection of the investigation technique with the specifics of the commission of crimes, in particular with the methods of their commission. I.F. Krylov [7] indicates this circumstance.

Such an approach to defining an investigation methodology seems to be quite justified.

Investigative practice shows that the traces of the crime, the mechanism of their formation, on the basis of which the system of scientific provisions is developed and the methodological recommendations of the investigation are directly related to the particular methods of perpetration, the identity of the perpetrator, the motives of the crimes and other circumstances of the criminal offense.

In the method of investigating certain types of criminal offenses, recommendations for determining the main directions of investigation depending on the investigative situations that are emerging at the beginning of the investigation are of great importance. These situations are typical.

The nature of typical investigative situations at a later stage of the investigation is mainly determined by the results of the initial investigative actions [8].

In some cases, the focus of the investigation is to search for the already established criminal, in others it is still not established, and thirdly, the direction to gather additional factual data exposing the already detained criminal, etc.

Typical are situations in which, in the presence of convincing and very complete evidence of guilt, the defendants partially or fully do not admit their guilt. In such cases, the main direction of further investigation is associated with the verification and clarification of additional circumstances and possible new charges or the fulfillment of requirements related to the end of the investigation [9].

The question of establishing the truth and making the right decisions when investigating crimes in modern conditions is becoming increasingly problematic for a number of reasons. The main reason for this is the growing shortage of reliable, truthful information every day. In the conditions of lack of faith, uncertainty, legal insecurity, naked visible lies, intimidated people are less and less willing to make contact with the investigator and the court; at any stage of the investigation, one can expect a refusal to obtain truthful testimony.

Currently, in the field of forensic technology on the basis of the wide use of achievements of natural and technical sciences, their creative adaptation for the purposes of legal proceedings, processes of differentiation and specialization of research tools are actively taking place, which results in the creation of new equipment and tools adapted for solving problems of all kinds and forensic expertise, and within the species - for the study of certain categories of objects. New objects are included in the orbit of the judicial research, evidentiary properties that were previously unavailable for investigation and trial.

CONCLUSION

Traditional tactical methods and tools used to obtain reliable information from its carrier, are increasingly failing. Therefore, forensic science is faced with the main task of finding new, and sometimes unconventional, methods of overcoming lies and delusions that are adequate to the current situation. Today, many forensic experts refer to such an unconventional method as yet we have not officially recognized, not a legalized method of obtaining personal information after introducing a data carrier into a hypnotic state, i.e. use of the hypnosis method in investigating crimes. Today, in practice, it can be traced how the criminal element uses hypnosis for its own purposes. In particular, on sex crimes, in perjury, in

forgery of documents, etc. On the other hand, the police of a number of countries use hypnosis in practice to obtain additional information from witnesses and victims.

REFERENCES

- [1] Civil Code of the Republic of Kazakhstan. Art. 2. Almaty (in Rus.).
- [2] Zorin G.A. The theoretical foundations of criminology. M., p.24.
- [3] Belkin R.S. Forensics. Brief encyclopedia. M., p.57.
- [4] Forensics / Under. ed. prof. R.S. Belkin M., pp. 390-392.
- [5] Forensics / Under. Ed. Prof.V.A. Obraztsova M., p. 301.
- [6] Big medical encyclopedia. M., T. 7. P 63-70.
- [7] Samples V.A. Forensics. M, C 312.
- [8] Povreznyuk G.I. Forensic examination. Preparation and appointment. Almaty, C 94-97.
- [9] Uvarova I.A. Practical basics of forensic investigation of traces: study guide / I.A. Uvarova; Moscow University them. S.Y. Witte. Kaf. criminal law and process. [Electronic edition]. M. : ed. "MU them. S.Y. Witte, 2015. 192 p.
- [10] B. Zh. Rakhmetulin¹, B.S. Rakhmetulina², Winston P. Nagan. THE PROBLEMS OF THE CONSTITUTIONAL CONTROL IN THE REPUBLIC OF KAZAKHSTAN. Bulletin of the National Academy of Sciences of the Republic of Kazakhstan №4, 2018 p. 180-184. site address <http://www.bulletin-science.kz/index.php/en/ahive>. <https://doi.org/10.32014/2018.2518-1467>

УДК 334.98

У.Х. Идресова, З.Ж. Садуахасова, А.Т. Муханова

Атырауский Государственный университет им. Х.Досмухамедова

КРИМИНАЛИСТИКА

Аннотация. Криминалистика как прикладная юридическая наука, имеет свои закономерности действующая по специальным приёмам, методам и средствам применяемых в ходе расследования для предупреждения, раскрытия и расследования преступлений, а также при рассмотрении уголовных дел в судах. По мнению авторов, все преступления совершаются конкретными лицами в условиях реальной действительности во взаимосвязи фактов и явлений, происходящих в мире. Традиционные тактические методы и средства, позволяющие получить достоверную информацию не всегда эффективны, в связи с чем перед криминалистикой стоит важная задача поиск новых методов, которые отличаются от традиционных, являются адекватными для выявления лжи и заблуждений. В статье представлены проблемы криминалистики и основные методы расследования применяемые в криминалистике различных видов преступлений.

Ключевые слова: криминалистика, закон, приемы, методы, средства, преступление, факты, явления, расследование.

УДК 334.98

У.Х. Идресова, З.Ж. Садуахасова, А.Т. Муханова

Х.Досмухамедов атындағы Атырау мемлекеттік университеті

КРИМИНАЛИСТИКА

Аннотация. Сот-құқық ғылымы қолданыстағы заң ғылымы ретінде, қылмыстарды алдын-алу, анықтау және тергеу барысында, сондай-ақ соттарда қылмыстық істер бойынша тергеу барысында пайдаланылатын арнайы әдістер, әдістер мен құралдар бойынша әрекет ететін өз заңдарымен жұмыс жасайды. Авторлардың пікірі бойынша, барлық қылмыстар әлемде орын алған фактілер мен құбылыстардың өзара байланысында шындық жағдайында белгілі бір адамдар жасайды. Дәстүрлі тактикалық әдістер мен сенімді ақпарат алу құралдары үнемі тиімді болмайды, сондықтан сот медицинасы жалған және қате түсініктерді анықтауға барабар дәстүрлі айырмашылығы бар жаңа әдістерді табудың маңызды міндетіне ие. Мақалада сот сараптамасы мен қылмыстың әртүрлі түрлерінің сот сараптамасында қолданылатын тергеудің негізгі әдістері қарастырылады.

Түйін сөздер: криминалистика, құқық, әдістер, әдістер, құралдар, қылмыс, фактілер, құбылыстар, тергеу.

Information about authors:

Idrisova Usdoc Kamiina - Candidate of Historical Sciences, Senior lecturer of Atyrau state University named H. Dosmukhamedov, Atyrau, Kazakhstan, ORCID <https://orcid.org/0000-0002-9396-660X>

Saduakhasova Zauresh Zhetkerbaevna-M. Yu.n. Senior lecturer, Atyrau state University named after Kh. Dosmukhamedov, Atyrau, Kazakhstan, ORCID <https://orcid.org/0000-0002-0580-3879>

Mukhanov Ademi Turkmenbasy - M. Yu.N. The teacher of Atyrau state University named H. Dosmukhamedov, Atyrau, Kazakhstan, ORCID <https://orcid.org/0000-0002-3973-7339>

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.49>

Volume 6, Number 322 (2018), 160 – 164

V.V. Savelyeva

student of the 3rd course PhD
Eurasian Technological University
yika-sova@mail.ru

HISTORICAL AND PEDAGOGICAL BASES OF FORMATION AND DEVELOPMENT OF CREDIT TECHNOLOGY IN KAZAKHSTAN

Abstract. The article analyzes the historical and pedagogical basis of the formation and development of credit technology in Kazakhstan, identifying its stages. The relevance of the topic of the article is due to changes in the education system in Kazakhstan, the development of credit technology, as well as the introduction of a three-stage model in higher education, the development of mobility, which will enable future graduates to become qualified and competitive specialists in the world market.

Article purpose – to prove the efficiency of formation and development of credit technology in Kazakhstan, to define features and stages of its formation and development.

Keywords: modern training, credit technology of training, credit, stage, bachelor, efficiency, model, mobility, competitiveness.

Modern integration processes in the educational systems of various countries have brought development and use of adequate and equivalent tools and measuring instruments of training to life. They are directed to achievement of the international transparency of the existing national educational systems and their compatibility with the all-European and international standards. Today Kazakhstan is among those states, that fill the educational policy with the corresponding content reflecting such today's global trends as systematics, the academic freedom, alternativeness, mobility of curricula. Now more and more obvious is a fact that the organization of educational process exists within decades and has an inheritance from former command system when the teacher was a getter and the transmitter of knowledge, and the student — a passive object. With transition of economy of RK to market system, there is a demand for the expert who would be free in the solution of the tasks, resolute, responsible and independent. And more importantly- qualified and demanded in labor market. In these conditions the Ministry of Education and Science of the Republic of Kazakhstan has headed for introduction in HIGHER EDUCATION INSTITUTIONS of such most democratic form which has gained universal recognition and distribution in the world as credit technology of the organization of educational process [1]. The solution of this task is promoted by credit technology which represents the educational system directed to increase the level of self-education and creative development of knowledge by students on the basis of individualization, selectivity of a trajectory of training within a regulation of educational process and accounting of knowledge of students in the type of credit. The word "credit" is translated from Latin (credit) as trust, and respectively this system is built on the basis of the mutual trust between the trainer and trained person.

Each student in this educational technology already participates personally in formation of the individual curriculum, that is an educational trajectory for the entire period of education. Before him opens the freedom of choice of the disciplines given in the curriculum. Accounting of labor input of study is carried out not in time parameters (class periods), but in the volume of the taught material (credits). The credit technology is made with a new method, not similar to our traditional model of education. In the West it has arisen in the USA about 30 years ago, and then has extended also in Europe, it was to some extent a consequence of broad democratization of educational process at the western universities [2]. This

educational technology is focused on what forces the person to study independently and to constantly update knowledge.

In Kazakhstan the urgent need for convertibility of High school diplomas, codifications, unification, cataloging of training courses and programs is the converting of introduction of credit technology that, certainly, will allow to remove barriers between the universities of the different countries. And it means that realization at least main actions will involve serious financial and material costs, revision of all system of educational and methodical work in HIGHER EDUCATION INSTITUTION. We cannot do it anymore because Kazakhstan has supported recognition of the Lisbon convention (1997) and the Bologna declaration (1999) which are intended not to create and not to invent new reforms or educational systems, but to unify educational standards and training programs taking into account global trends. The credit technology takes root step by step in the Republic of Kazakhstan. Since 2003-2004 academic years, the credit system of training began to be applied on economic specialties of separate higher educational institutions in the experiment mode. At the same time each higher education institution applies "conventions in establishment of the credits on subject matters or programs that are the principle of the organization and creation of a training course changes. The teacher will be obliged to provide to students distributing material, a package of documents, and they come to audience prepared. The lecture is under construction in the form of dialogue, "round tables", seminars, and students work in team, solving the given problem. Not only students, but also teachers will be forced to keep up to date. And undoubted advantage of new system is granted wide freedom of choice. Students are given an opportunity to construct own trajectory of training, to define additional disciplines for specialization in specific industry by the consultant. Visit of these occupations is individual; everyone takes examinations in the scheme, depending on the chosen training trajectory [3].

The student builds the educational program under the direction of an advisor (the teacher of the releasing department provide functions of the mentor of the student on the corresponding specialty, rendering assistance in the choice of a trajectory of training (formation of IUP) and development of the educational program during training). Matters formation of institute of tutors (the teacher conducting studies) is recommended for assistance to students in development of subject.

Thus reforms in education are aimed at the social and economic, spiritual and moral development of society and achievement of the academic and professional mobility of young Kazakhstan citizens in a wide context of the globalized world. They are designed to provide through expansion of access for future experts to resources of a modern civilization optimum balance in accounting of needs of the person, society and the country.

The systems of the credits existing and used worldwide differ not only in the basic purpose, but also in approach to a concept and definition of "credit". For the first time, the credit and hour system has arisen in the USA. In 1869 the President of Harvard University Charles Eliot has entered the concept "credit system", and in 1870 - 80 the system according to which the volume of discipline was measured in the credits has been introduced. Since 1892 the stage of broad application "credit system" and its development has begun. For receiving degree, it is necessary to gain the set quantity "credit hours", so-called test units. In the American USCS system (US Credit system) - the credit hour - this measure is based on training time. In the USA the number of the disciplines studied during a semester is usually 4-5, normal loading of a course – about 15 credit hours. It means that students will spend in the audience about 15 hours weekly. The student who has gathered the specified number the credit hours can receive a certain degree. The credit hour and degree are interconnected. In the USA for receiving bachelor degree it is required on average the 120 credit hours, the master - from 30 to 35 credit hours, graduate students – from 6 to 12 credit hours each semester [4].

The American credits – USCS are easily transferred to the European credits – ECTS and the Asia-Pacific credits - UCTS. 1 American credit hour is equal to 1 Chinese credit. One American credit hour is equal to 1 Japanese test unit. 1 American credit hour is equal to 2 European credits. 1 American credit hour is equal to 2 Asia-Pacific credits; 1 American credit hour is equal to 4 British credits.

In a bachelor degree 1 credit hour is equal to 1 class period of classroom work of the student a week throughout a semester in Kazakhstan, and each class period of a lecture and practical training is followed by 2 hours (100 minutes) of independent work of the student. Thus, studying of this or that discipline "weighing" 1 credit in (1+2) hours a week for a semester (15 weeks) requires 45 hours.

In Europe there is another system - ECTS (European Credit Transfer's System) which has arisen as the pilot ERASMUS project and undergone experimental testing within 6 years (from 1989/90 to 1994-95 academic year). In its 145 higher education institutions participated in the countries of Europe. Creation of the European higher education area is defined in the Sorbonne and Bologna declaration. It is directly specified in the Bologna declaration on creation "the systems of the credits – such as ECTS". Also it is specified: "The credits can be utilized within the education which is not the highest including education during all life on condition of recognition of the appropriate educational programs by the universities".

Today it is possible to tell with confidence that development of a modern national education system on the basis relies on application of the international standards. Now many Kazakhstan universities actively work and make use of foreign experience of modernization of the education system. In the Republic of Kazakhstan 46 higher education institutions have introduced the credit system of training [5]. Studying and the analysis of introduction of credit technology of training show that worldwide it has the specific features. Nevertheless, the efficiency and expediency of credit technology of training are confirmed by its increasing distribution in an education system of many countries of the world as orientation of educational programs on development in students of skills of independent work which will allow to increase the level of creative activity and self-stimulation in development of knowledge, so and improvement of quality of education that will undoubtedly affect competitively ability of future Kazakhstan experts.

Overestimating all parties of credit system of training it is possible to tell everything with bigger confidence about her as about the instrument of improvement of quality of education. This system makes positive impact on all parties of educational activity. Credit technology of training obliges higher education institution to create the most favorable conditions for study of students: to provide them with textbooks and other information sources, to create conditions for self-preparation, reading rooms, Internet connection, work on computers, etc., to provide educational process by teachers of high skill level, the high-quality teaching, various training programs relevant for labor market.

Thus, introduction of credit technology of training causes high requirements and to personnel structure, educational methodically to providing, material and technical resources and the most important to the student and to his responsible attitude to study. At credit technology requirements to independent work of students as performance of homework is also surely estimated amplify (at linear system to student's homework's weren't given, performance of independent work was uncontrolled from the teacher and well the principle "from a session prior to a session" worked). This technology assumes free access to all complex of tutorials, including as traditional (the laboratory equipment, devices, computers, video, a slide projector, an audio equipment), and multimedia, virtual trending complexes, etc. Besides, at credit technology of training is reached unification of volume of knowledge, democratic character of the academic strategy of higher education institution [6]. An important component of credit technology of training is as well reoffer of the mastered credits in other higher education institutions also the accumulative character, guaranteeing the academic recognition abroad. Due to the transparency of borders of labor market on competitive environment domestic experts not only abroad, but also within the country get. It is caused, at least, by two circumstances. First, inflow of foreign labor annually increases. Secondly, our many citizens get higher education at the known foreign universities, and return home. It places more great demands on the domestic system of training which have to be competitive among foreign experts whose diplomas are converted, and the educational program is completely measured in the credits. The conventional advantages of credit technology of training are compliance to the international educational standards and a solution of the problem of recognition of documents on education, standardization of educational programs taking into account global trends, the sequence, step-by-step educational activity of students, the academic freedom and variability of training programs. Advantage of credit technology of training is also that it demands constant improvement of pedagogical skill, professional development of organizers of educational process, exchange of the best practices. Our students have free access to all levels of university education in foreign countries, the right of graduates of a bachelor degree and magistracy for employment in any country. Besides, it is met requirements of employers, foreign investors to professional recognition of qualifications at employment of graduates. Higher education institutions of the republic where the credit technology of training has been introduced, have come to a conclusion that the academic freedom is one of the main advantages of credit technology of training: students have an

opportunity both to choose teachers, and to form the educational trajectory. Along with standard and working curricula, it takes root individual curricula of studying (IUP), the formations determining content and the organization of their training.

For the purpose of combination of flexibility of planning with requirements of educational standards and also ensuring variability of training, along with obligatory disciplines, is entered disciplines for choice - elective. Self-record of students on elective disciplines is carried out upon completion of studying of obligatory prerequisites. At the same time results of the chosen trajectory of training are reflected in individual curricula. In this regard higher educational institutions should create models of experts of new generation [7].

However, along with positive aspects of credit system she has the following shortcomings:

- big load of the faculty and also the structural sub separate serving educational process as training is carried out in parallel to: traditional system and credit technology;
- the considerable additional expenses connected with introduction of innovative technologies of training and their further improvement;
- increase in educational and methodical and temporary loading of a professorial structure which is connected with need of preparation by each teacher of distributing materials, syllabuses and methodical instructions on independent work of students that involves increase in each class period for 10 minutes;
- complexity of adaptation of some teachers to new requirements and new technique of a conducting of occupations;
- the difficulties connected with uncertainty of a method of calculation of an academic load of professorial teachers, insufficient readiness of students of 1 course for independent work and personal responsibility for the educational achievements (we will notice that it is especially notable at the initial stage, i.e. at the beginning of a semester);
- unpreparedness of parents to the fact that the first-year student is busy with study throughout all the day.

The lack of flexibility of an educational trajectory, educational load of students, brevity of the periods of training, separation from production — all this negatively affects the quality of the higher education in general and at the level of readiness of experts in particular. Development of remote forms will help to make training in higher education institution the most convenient and attractive. According to experts, remote education will enter in the 21st century as one of the most effective (and perspective) systems of training of specialists. It will cause growth of professional motivation of teachers and increase in effectiveness of their scientific and pedagogical activity.

Thus, introduction of credit technology of training allows not only to enter world educational space, but also it is essential to intensify process of training of students in a higher educational institution. The credit technology of training assumes a competition — students choose the teacher at whom they will be engaged. Some have taken painfully the fact that they were chosen. But first-year students don't know yet who is who. There can be also such costs: the high quality, but tough teacher risks to be left without students too. But in about three one or four years everything will rise on the places — will go to the one who demands, but also prepares better.

In the conditions of formation in Kazakhstan of competitive system of generation, distribution and use of knowledge introduction of credit system of training will allow to solve a necessary problem — to turn high school education into process not only educational and educational, but also scientific and informative. His component — training of students ("the thinking labor" in the future) not only to scientific knowledge per se, but also methodology of their receiving and application to impart him ability to continuous self-education and professional growth in the conditions of systematical transformation of the society. Only following it, it will be possible to speak about self-sufficiency of education as social institute and its qualities.

REFERENCES

- [1] Vulfson B.L. The strategy of development of education in the West on the dawn of the 21st century. Moscow: URAO publishing house, **2009**. 236 pages.
- [2] Bases of credit system of training in Kazakhstan. / Under a general edition of Zh.A. Kulekeev, G.N. Gamarnik, B.S. Abdrasilov. Almaty: I Cossack. University i, **2014**. 100 pages.

[3] Scherbakov N.P. Bologna Process: from Paris to Bergen: information state-of-the-art review. Barnaul: Altai GTU, 2004.

[4] The state program of development of education in the Republic of Kazakhstan for 2005-2010. education.kz

[5] Bases of credit system of training in the Republic of Kazakhstan, Zh.A. Kulekeeva, G.N. Gamarnika, B.S. Abdrasilova, Almaty, "The Cossack universiteti", 2004.

[6] Asanov N.A., Kaldiyarov D.A., Minazheva of G.S. Organization of educational process on the basis of credit technology. Almaty: Cossack universiteti, 2014.

[7] DadebayevZh. D., Isaeva Z.A., etc. Scientific bases of development of model of development of the higher professional (university) education. In сб. scientific works "The higher school: time of changes" Under a general edition of T.S. Sadykov. Almaty: КазНПУ of Abay, 2004. Page 98-151.

В.В. Савельева

PhD докторантурасының 3 курс студенті
Еуразия технологиялық университеті

ҚАЗАҚСТАНДАҒЫ КРЕДИТ ТЕХНОЛОГИЯСЫН ПАЙДАЛАНУ ЖӘНЕ ДАМУЫНЫҢ ТАРИХИ ЖӘНЕ ПЕДАГОГИКАЛЫҚ БАЗАСЫ

Аннотация. Мақалада Қазақстандағы кредиттік технология дамуының тарихи-педагогикалық негіздері талданады, және оның дамыту кезеңдері анықталды. Мақала тақырыбының өзектілігі. Қазақстандағы білім беру жүйесіндегі өзгерістерге, кредиттік технологияны дамытуға, сондай-ақ жоғары білім берудегі үш деңгейлі модельді енгізудегі ұтқырлықты дамытуға байланысты, өйткені бұл болашақ түлектердің білікті мамандануға және әлемдік нарықта бәсекеге қабілетті болуына байланысты.

Мақаланың мақсаты - Қазақстандағы кредиттік технологияны құрудың және дамытудың тиімділігін негіздеу, оны дамыту ерекшеліктері мен кезеңдерін анықтау.

Түйін сөздер: қазіргі заманғы білім, кредиттік оқыту технологиясы, несие, кезеңдер, бакалавр, тиімділік, модель, ұтқырлық, бәсекеге қабілеттілік.

В.В. Савельева

студент 3 курса PhD
Евразийский технологический университет

ИСТОРИЧЕСКИЕ И ПЕДАГОГИЧЕСКИЕ ОСНОВЫ ФОРМИРОВАНИЯ И РАЗРАБОТКИ КРЕДИТНОЙ ТЕХНОЛОГИИ В КАЗАХСТАНЕ

Аннотация. В статье проанализированы историко-педагогические основы становления и развития кредитной технологии в Казахстане, определены ее этапы. Актуальность темы статьи обусловлена изменениями системы образования в Казахстане, становлением кредитной технологии, а также внедрение трехступенчатой модели в высшей школе, развитием мобильности, что даст возможность будущим выпускникам стать квалифицированными специалистами и конкурентоспособными на мировом рынке.

Цель статьи – обосновать эффективность становления и развития кредитной технологии в Казахстане, определить особенности и этапы ее становления и развития.

Ключевые слова: современное обучение, кредитная технология обучения, кредит, этап, бакалавр, эффективность, модель, мобильность, конкурентоспособность.

Information about authors:

Savelyeva V.V. - student of the 3rd course PhD, Eurasian Technological University.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.50>

Volume 6, Number 322 (2018), 165 – 175

УДК 330

T.M. Kaliyeva¹, L.M. Sembiyeva²

¹PhD Candidate of Economy Sciences, Eurasian National University named after Gumilev L.N., Scientific consultant of RSE “Centre for Financial Violations Research”, Astana, Republic of Kazakhstan;

²Professor of the department «Finance», Eurasian National University named after Gumilev L.N., Doctor of Economic Sciences, Astana, Republic of Kazakhstan
Talantkaliyeva@gmail.com; sembiyeva@mail.ru

NATIONAL RESOURCES AND NATIONAL WEALTH

Abstract. Wealth of a nation is one of the themes discussed often in last years but less estimated. Wealth is impossible without resources: wealth of a nation is a result of activity with national resources. Researches on resources are mainly about natural resources focus on what is often reinforced due to problems of human dependence on ecosystem. Human resources, used to define an unemployment rate, are often mentioned now within discussion of inequality issue. The terms “financial resources”, “information resources”, etc. may be met in publications, official documents, textbooks and so on. The article is attempting to ground a definition of national resources, to clarify use and meaning of the terms “capital” and “assets”. The latter is “monetization” of the result of activity with resources and helps to value the wealth. The article reflects the issues of the national wealth estimation of the Republic of Kazakhstan what is attempted applying the existing definition per the System of National Accounts with a brief high-level analysis of the national economy indicators of the country. The work includes comparison of some economic performance indicators of the nation with similar indicators of other countries.

Keywords: national resources, natural resources, human resources, national wealth, capital, assets, investments.

The problem of wealth was an issue that has been analyzed by scientists and philosophers in old times. When it comes to the wealth of each country, a historical, geographic, natural and climatic (and other features) are discussed [1]. Analysis of the last decades does usually separate developed and developing countries and includes discussions on dynamically developing countries. Information on resources of a country is investigated for better understanding the factors of its current and future development. The development is measured through different indicators to capture altogether economic, social and environmental impacts of policies. The concept of sustainable growth is the main core for almost all the development strategies while an implementation of projects and programs followed from those strategies are not always satisfactory.

Income inequality is considered as one of the main challenges of the century and “reducing inequality within and among countries” is included in 17 Sustainable Development Goals (SDGs) adopted in 2015 [2]. Resource-rich countries development is sometimes considered from the point of view if it is an advantage or the issue for a country to be rich in resources. Some researchers list “the resource-rich, resource-dependant” countries and pay attention to the fact that “growing number of newly resource-rich countries are low-income and lower-middle income countries” [3]. Some authors study a correlation between “economic growth per capita” and “natural resource dependence as measured by the share of natural capital in national wealth” and make point that “natural abundance may... blunt incentives to save and invest and thereby reduce economic growth” [4].

Study of inequality in wealth allocation demonstrated that “In 2014, the richest 1% of people in the world owned 48% of global wealth, leaving just 52% to be shared between the other 99% of adults on the planet” [5]. Natural resource management may be studied from the point of view of benefits for local communities [6]. Wealth research and analysis do often discuss the country's (if it is a case) so called Sovereign Wealth Fund (SWF) or Natural Resource Fund (NRF) foundation, size and management for

various reasons [7,8]. The matter is of persistent interest of researchers keeping in mind the use of natural resources what mostly is the main source of formation of the funds and the meaning of sustainable development: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Sovereign Wealth Fund or Natural Resource Fund is a monetary indicator accumulating the result of the use of natural resources and may be treated as a source of the benefits of future generation if properly invested and managed by the present generation.

National Resource Governance Institute’s definition of NRF states: “A natural resource fund—a type of sovereign wealth fund—is a special-purpose investment vehicle owned by a government whose principal source of financing is revenue derived from oil, gas or mineral sales. Natural resource funds serve at least one of the following macroeconomic or governance objectives: saving for future generations, covering unexpected budget deficits, sterilizing capital inflows, earmarking resource revenues for specific expenditure items, and ring-fencing resource revenues. They employ a set of investment strategies that includes investing in foreign financial assets” [9]. International Forum of Sovereign Wealth Funds (IFSWF) annual review refers to the annual meetings of the World Bank and the International Monetary Fund in 2008, when representatives from the founder members of IFSWF formulated the following definition of sovereign wealth funds: “Special-purpose investment funds or arrangements that are owned by the general government. Created by the general government for macroeconomic purposes, SWFs hold, manage, or administer assets to achieve financial objectives, and employ a set of investment strategies that include investing in foreign financial assets” and clarifies that “this definition excludes foreign currency reserves held by central banks for balance of payments or monetary policy purposes. It also excludes state-owned enterprises, government-employee pension funds and assets managed for the benefit of individuals”. But the following pages of the report discusses on “the more recently established sovereign wealth funds are strategic funds, such as Kazakhstan’s Samruk-Kazyna...” [10]. Definitions of those funds might wash away the boundaries of these funds but one thing is clear: these funds are a part of a national wealth.

Analysis of the staff of the World Bank presented in “The Changing Wealth of Nations 2018” shows that “global wealth grew significantly between 1995 and 2014”. One of key findings made in this analysis states that “A country’s level of economic development is strongly related to the composition of its national wealth” [11].

Studies may mention the terms “resources”, “capital”, “assets”, “wealth” interchangeably sometimes confusing due to different names of the same things what can be traced through the article. This paper intends to define and line up use of each term for their scope of application but approximately equal to different sciences. “Resources” are mainly used for things what exist but not valued from the point of future benefits. “Capital” is used in economics meaning “assets” in accounting terms and may be used in accounting (“share capital”) meaning “equity”. Then “wealth” is the measure of assets after clearing all the liabilities at a specific moment of time.

All “capital”, “assets”, “wealth” is originated from “resources”. National wealth is created in the result of the actions with and participation of the national resources: labor force applied to develop or process natural resources can be transformed into the different types of assets – financial; property, plant and equipment or long-term assets; inventory/commodities/stock, etc. – what, in its turn, may be used as resources in further processes of developing or producing final goods and services.

Two main resources – human resources and natural resources – generally may be defined as those resources what are existing in or caused by nature and deservedly called national:

- both are resources as their value cannot be easily defined and depends on many factors mainly including a high degree of uncertainty,
- both pertain to the land identified by the territory of the nation (country) and are under the jurisdiction of the nation.

The size of a national wealth may be interest of citizens, government, scientists and researchers but the difficulty is in “monetizing” the result of estimation where estimation, in its turn, is complicated due to the methodology issues and a poor quality of data. The article is the first ever attempt of estimation of the national wealth of the Republic of Kazakhstan based on publicly available data. The causal analysis and the factors analysis are not a subject and beyond of the topic of this work. Results of analysis provided in

the article might differ from similar analysis results due to the discrepancies in the data used. All the data with regard to GDP, export amount and volume, investments into assets, budget income and expenditures may be referred to the official statistical site while the financial sector data and external debt are in accordance with the National Bank's report if otherwise is not stated. Data on other countries' economic indicators may be referred respectively. All the tables and pictures in the article are created by the authors using the relevant data of the references, except Table 5 what is identical to the one provided in the source.

The Republic of Kazakhstan is one of the "top 3" countries with regard to the land plot per capita being the third in the whole list of world countries after Australia and Canada. Moreover, its 272,5mln ha land is rich for natural resources and the country manages itself this wealth for the last 26 years.

"National wealth" or "wealth of a nation" is the result of economic activity including production, consumption, domestic and international trade, borrowing, investments and savings as of a specific date, such as the end of the calendar year. According to the System of Nations Accounts (SNA), wealth of a nation is defined as financial assets plus non-financial assets minus liabilities where the terms should be treated as commonly used in accounting [12]. Financial assets include those as it is treated in accounting terms (securities, shares, receivables, etc.) and the reserves (gold and currency, pension, etc) while the non-financial relate to the assets used in production and/or other activity ("produced assets") and includes so called, in accordance with the SNA classification, "non-produced assets" (land, subsoil assets, biological resources, water resources and intangible non-produced assets). Thus,

National wealth = financial assets + nonfinancial assets – liabilities.

The result of annual economic activity of a nation, called as an output, may be used between the economy sectors (intermediate consumption) and the remaining part, i.e. output – intermediate consumption) is the Gross Domestic Product (GDP). Despite of its limitations, economic analysis refers to this indicator as the one easy to understand. Thus, GDP per a specific year is an income of a nation earned that year and may be consumed, traded, saved and invested, i.e. represents an economic performance of a nation for a specific year. Accordingly, total GDP for a specific period may be treated as a total income for that period and may be used for an analysis of (consumption, trading, savings, investments) performance of a nation for that period.

Per the official statistical data of the Ministry of National Economy, from the date of its sovereignty, 1991, to 2017 including, the nation produced almost 390 trillion tenge ("tenge" is the national currency) or slightly more than 2,2 trillion USD:

Table 1 - Kazakhstan: GDP, annually and total for the period of sovereignty

	1991	1992	1993	1994	...	2015	2016	2017	1991-2017
GDP									100%
mlntenge	85,9	1217,7	29 423	423 469	...	40 884 134	46 193 381	53 101 282	389 056 975
mln USD	-	-	11 404	11 882	...	184 387	135 005	162 887	2 241 939

The period 1991-2017 was full of different events in the economy of the world, of the neighbor countries and business partners of the country. More than 80% of the GDP in tenge (70% in USD) was produced by the nation in the 2009-2017 period despite of a slowdown in economic growth and the national currency devaluation (the influence of the latter is reflected in the indicators expressed in USD).

Table 2 - The nation's total income (GDP) for different periods

	1991-2017	1997-2017	2002-2017	2009-2017
TotalGDP	100%	99,3%	96,4%	80,4%
mlntenge	389 056 975	386172839	374 900482	313935057
mln USD	2 241 939	2 180977	2079360	1 604 319

Kazakhstan is often referred as one of natural resources rich countries what is supported by considerable mineral reserves. With regard to some of minerals the country is in the front row of the resource-rich countries list: chrome (1st), uranium (2nd), silver (5th), zinc (7th), coal (8th), crude oil (12th), copper (13th) [13].

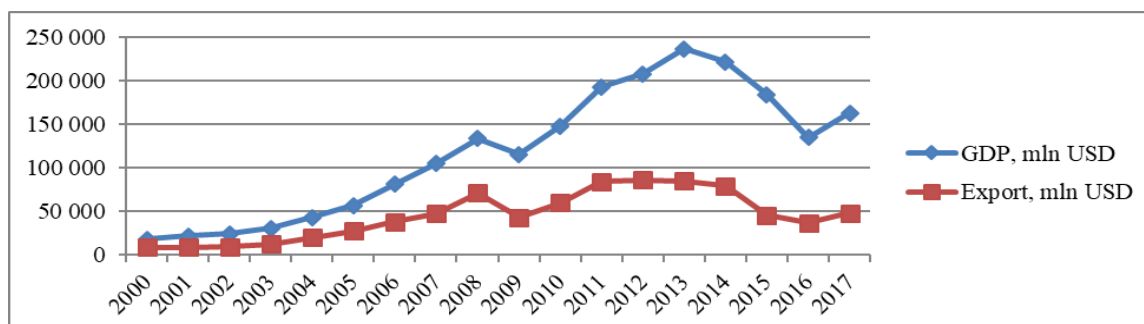
Table 3 - Kazakhstan, Australia and Canada in reserves by country list [14-16]

Minerals	Kazakhstan	Australia	Canada
chrome	1		
uranium	2	1	4
silver	5	2	9
zinc	7	2	4
coal	8	5	15
crudeoil	12	36	3
copper	13	2	11

The tables above show the amount of the nation’s production and the mineral resource base of the national economy. One of local scholar mentions an estimation of the gross value of the mineral resource base of the country being to be equal to 3 trillion USD [17], the value might be less or more due to disputes in estimation. This work is focused on the results of the resources’ use comparing some indicators given by the overall review and analysis of the country’s macroeconomic time series data. Calculation of the wealth of the nation is attempted based on the data from publicly available sources with comments on possible discrepancies due to terms used and/or data sources. The work includes comparison of “the wealth per adult” with the GDP per capita what may indicate the trend of transformation of resources into wealth. Few performance indicators – gross capital formation, GDP per capita and “the wealth per adult” – are considered for all three nations mentioned above.

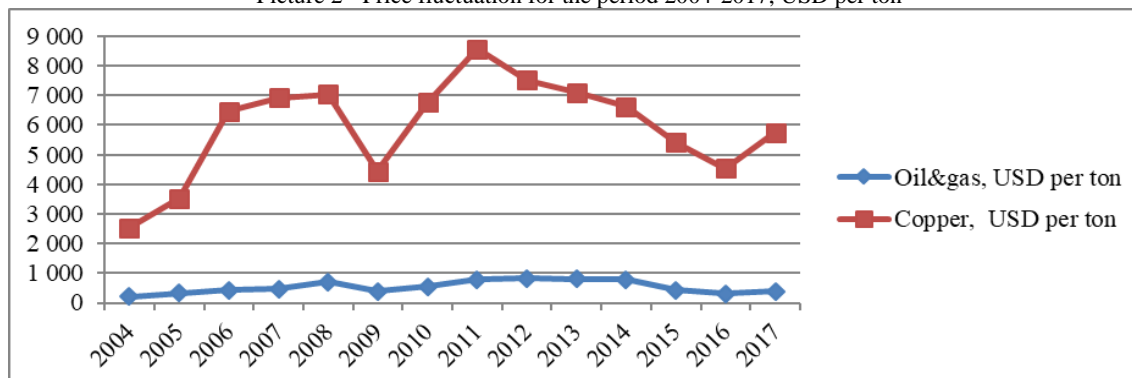
Export of goods and services composed around of 40% of the country’s GDP during the first decade of 2000th but the trend is declining being around of 30% the last 5-6 years, mostly because of the significant price fluctuations of minerals.

Picture 1 - GDP and export, mln USD



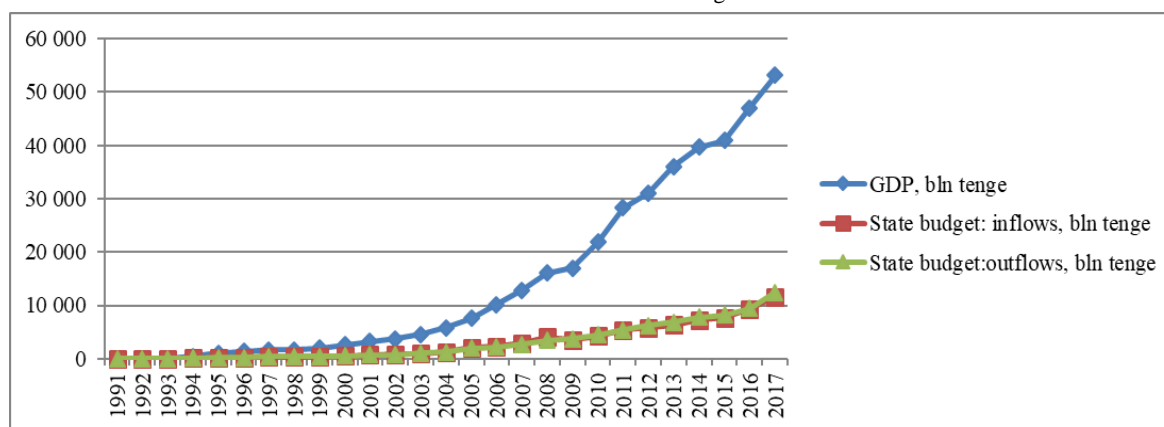
The country earns about 70% of the total export from trade of two minerals – crude oil (including gas condensate) and copper – 66-67% and 4%, respectively, during the period considered. Annual volume of oil fluctuated between 57 mln and 69 mln ton in the period 2004-2017 while copper exported annually in the range 259 – 408 thousand ton. Fluctuation of prices of these minerals is presented in the picture below.

Picture 2 - Price fluctuation for the period 2004-2017, USD per ton



The government maintained the 20% of GDP level for public expenditure more than 50% of which is expensed for education (7-8%), health care (9-10%), transport (6-7%), police and related services(7-9%),social security (21-22%).

Picture 3 - GDP and the budget



But the support of public expenditure is significantly (more than 30%) relied to the transfer from the National Fund (Sovereign Wealth Fund) of the Republic of Kazakhstan and the matter is one of questions from the public onperformance result of the government spending.

Per the official statistical data about 20% of GDP is invested into the “main capital” (the term used in the official statistics of the country and refers to only the fixed assets)what is a type of non-financial assets (“produced assets” per the SNA classification).

Table 4 - Investments into “main capital”

	1991	1992	1993	1994	...	2015	2016	2017	1991-2017
mlntenge	47	601	7 266	113 224	...	7 024 709	7 762 303	8 770 572	75 783 423
mln USD	-	-	1 381	3 177	...	31 681	22 686	26 904	447 117

“Gross capital formation”, per the World Bank data, (formerly “gross domestic investment”) “consists of outlays on additions to the fixed assets of the economy plus net changes in the level of inventories”. Thus there is a difference between “main capital” and “gross capital formation”: in calculation of the wealth the latter should be used whatapproximates to 600 bln USD.Fixed assets include land improvements (fences, ditches, drains, and so on); plant, machinery, and equipment purchases; and the construction of roads, railways, and the like, including schools, offices, hospitals, private residential dwellings, and commercial and industrial buildings. Inventories are stocks of goods held by firms to meet temporary or unexpected fluctuations in production or sales, and "work in progress." According to the 1993 SNA, net acquisitions of valuables are also considered capital formation.

The current value of the“produced assets”could be calculated as follows:

The produced assets as of today

- = *opening, (i.e.1991 year in this case)balanceof the produced assets*
- + *additions (investments: purchase, construction, improvement,i.e.capital expenditures)*
- *disposals (amortization&depreciation, impairment, write-off due to damage, etc.).*

If to assume that 1) the opening balance is insignificant, 2) long-term assets are depreciated at 4% annually in average and 3) the data above is reliable and complete then the estimated value of produced assets is slightly more than 500 bln USD.

As the National Bank of the Republic of Kazakhstan states, as of the end of 2017the external debt was equal to 167 485mln USD and the financial assets, what is assumed tocomprise the National (Resources) Fund and other reserves gives the number equal to 127 707 mln USD [18].

The further analysis is impossible due to lack of the data in order to estimate the national wealth, for example on “intangibles” or “households’ non-financial assets”.If to assume their balance insignificant, putting the numbers above into the formula of the national wealth gives about 3,5trillion USD. The most

reliable estimation of the national wealth and conclusion on if the result is good or not or what factors may strengthen the nation’s sustainable growth may be made based on additional detailed analysis of all components of the national wealth.

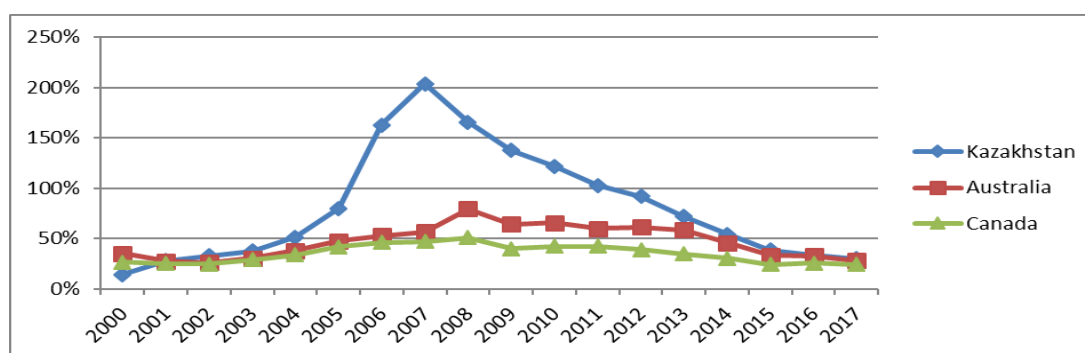
Some of indicators discussed below are the result of analysis of the additional data gathered from various sources depending on availability of time series data used and may differ from the results of other studies: for example, the external debt of countries.

Table 5 - External debt to GDP (external debt/GDP), %

externaldebt/GDP, %	Kazakhstan	Australia	Canada
Year 2015 estimation	83%		
Year 2016 estimation	119%	127%	91%
Year 2017 estimation	105%	134%	89%

High level of external debt might be explained by a trend of share of investments in GDP calculated as gross capital formation to GDP.

Picture 4 - Gross capital formation/USD, %



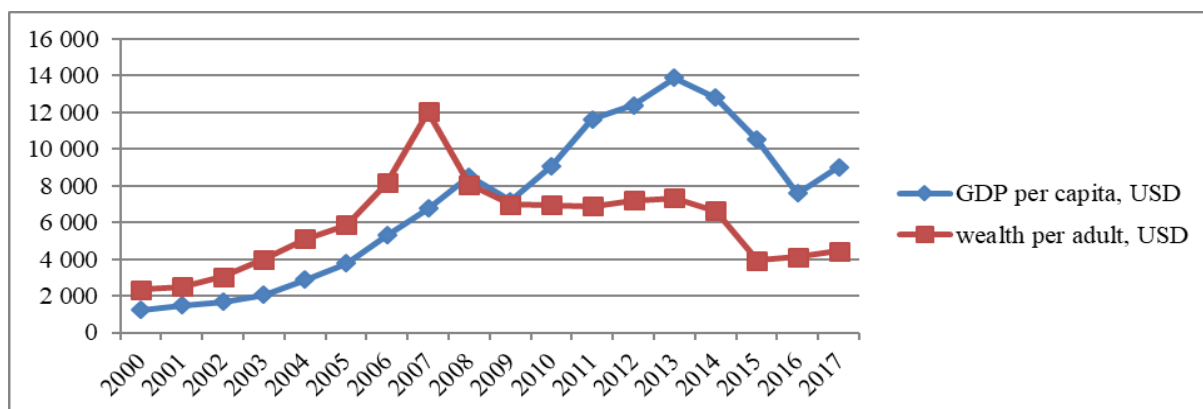
Kazakhstan is defined as a country with “upper middle income” with GNI per capita in a range \$4,036–\$12,475 according to World Bank estimates [19]. Different indicators may be calculated and analyzed in order to estimate an increase in quality of life style and a sustainable development. Within the article subject “the wealth per adult”, defined as the marketable value of financial assets + nonfinancial assets – debt where “nonfinancial assets” principally comprise housing and land, was learnt [20]. Per theCredit Suisse Global Wealth databook 2017,debt of the adult («individuals aged 20 or above») of the country is increasing and exceed 20% of the total – financial and nonfinancial – assets during last 5-6 years.

Table 4 - Wealthperadult, 2004-2017

USD	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
wealthperadult	5 116	5 884	8 155	12 036	8 052	6 979	6 937	6 879	7 196	7 339	6 645	3 934	4 117	4 441
financial	1 428	1 784	2 667	4 669	2 501	2 842	2 790	2 771	2 771	2 756	2 336	1 216	1 218	1 302
non-financial	4 050	4 617	6 452	9 003	6 461	5 057	5 424	5 735	6 316	6 742	6 450	4 077	4 068	4 314
Debt	363	518	963	1 636	910	920	1 277	1 627	1 891	2 159	2 141	1 359	1 169	1 175

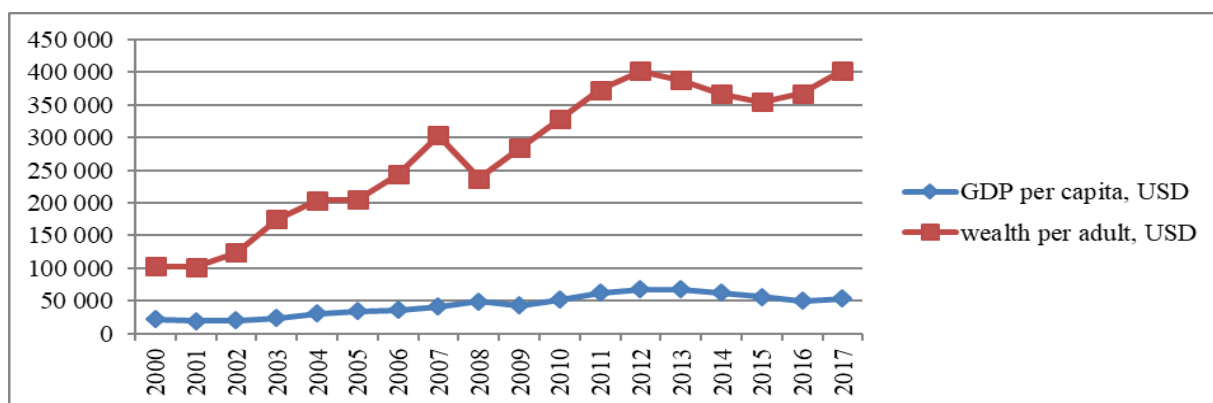
The data given above shows a decrease of the wealth per adult for the last years. Credit Suisse Global Wealth databook states on limitations in accurate picture provision and dependence of the indicator on the data used in estimation referring, for example, “poorness” of “wealth data quality” in Kazakhstan. Comparison of “GDP per capita” and “wealth per adult” is shown in the following picture.

Picture 5 - Kazakhstan: GDP per capita and “wealth per adult”

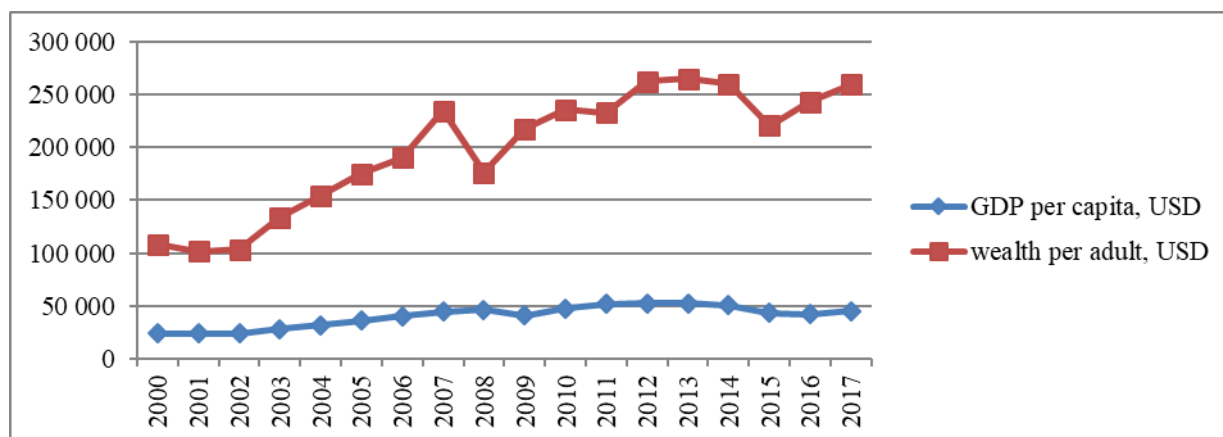


Wealth per adult and GDP per capita of the two other nations mentioned above are given below.

Picture 6 - Australia: GDP per capita and “wealth per adult”, USD

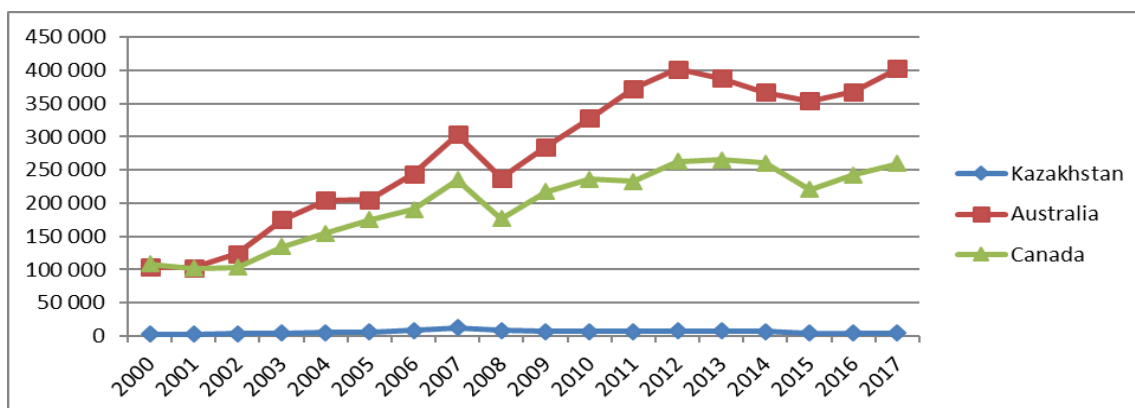


Picture 7. Canada: GDP per capita and “wealth per adult”, USD

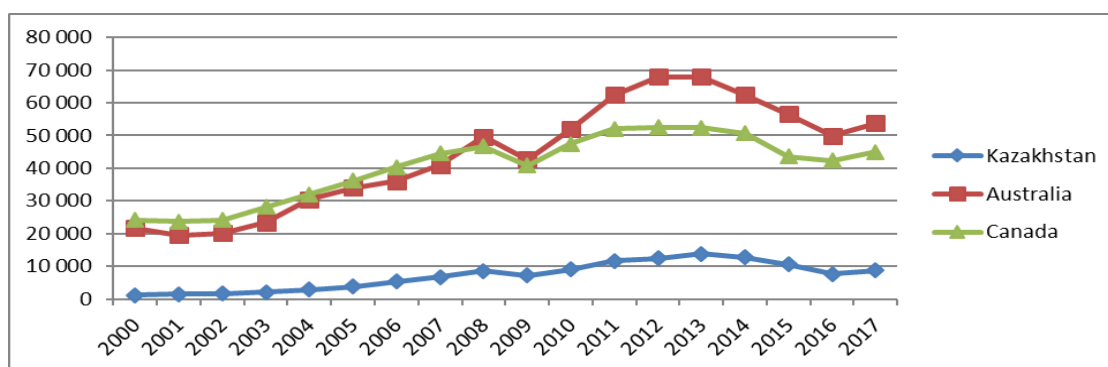


The indicators - wealth per adult and GDP per capita –by country are as follows.

Picture 8 - Wealth per adult, USD



Picture 9 - GDP per capita, USD



“Transformation” of the national resources to the national wealth may be measured as a sum of “produced capital”, “natural capital”, “human capital” and “net foreign assets”. This way of estimation requires a through study and analysis of additional areas, such as human resources, what deserve a separate discussion.

The World Bank Group measured for the first time human capital wealth in the work “The Changing Wealth of Nations 2018” what accounts 64% of total wealth and expects the rising trend of the share of human capital in total wealth as “a skilled labor force appears to be the key to future development in an increasingly globalized economy”. The work concludes on significant growth of global wealth between 1995 and 2014: 66% or from 690 trillion to 1,143 trillion USD while per capita wealth did not. The authors draw attention to renewable resources – agricultural land and forests – what can produce benefits in perpetuity if managed sustainably and note challenges for carbon-rich nations what arise from the future uncertainty of the carbon wealth – oil, gas, and coal.

World Bank calculations of global wealth by type of assets is presented below.

Table 5 - Global Wealth (in constant 2014 USD at market exchange rates), by type of asset, 1995 and 2014

	1995		2014	
	billion USD	%	billion USD	%
Produced capital	164 781	24%	303 548	27%
Natural capital	52 458	8%	107 428	9%
Forests and protected areas	14 515	2%	18 290	2%
Agricultural land	25 859	4%	39 890	3%
Energy resources	11 087	2%	39 094	3%
Metals and minerals	997	0%	10 154	1%
Human capital	475 594	69%	736 854	64%
Net foreign assets	-2 890	<1%	-4 581	<1%
Total wealth	689 943	100%	1 143 249	100%

The authors believe that the SNA measure of wealth is much narrower than what is presented in their report mainly due to human capital. In the meantime, the World Bank Group warns on sensible caution, what the wealth interpretation must be made with, due to limitations in natural capital presentation, undervaluation of important ecosystem services, great uncertainties with regard to changes in natural systems, etc. Despite of a great progress made in estimating wealth much work remains to be done and the methodology can be improved in future for assessing economic performance and sustainability.

12th edition (2018) of The Wealth Report points on Professor Niall Ferguson's (Senior Fellow of Hoover Institution at Stanford University, "who accurately predicted the 2008 global financial crisis") concern on unsustainable level of government debt, among others, in his exclusive interview: "it is very, very hard to get out from under the nasty, fiscal arithmetic debt... This is extraordinarily difficult question in political economy, because it's about generational imbalances... The real issue now is, who pays? Is it going to be granddaddy, dad or the kid? The solution is clearly to try to strike a balance between the interests of generations, but that must involve some elements of increased taxation, and some elements of wealth reform. These are two difficult things." [21]

International Debt Statistics 2018 of the World Bank Group, "designed to respond to user demand for timely, comprehensive data on trends in external debt in low- and middle-income countries" states on 4.1% rise in 2016 of the total external debt outstanding and the composition of external long-term debt stock with public and publicly guaranteed debt accounting for 51% and private non-guaranteed debt 49%, a consistent pattern over the past five years. [22]

Thrifty and smart approach to use and development of resources is crucial in any society today. Methods and indicators used globally or in other countries may also have aspects that are not consistent with the country's development policy, economic structure, or developmental stages of different economic sectors. The study allows to make the following conclusions and recommendations what are relevant and consistent with the nation's strategy set with regard to natural resources and human capital.

1. All-round research to discuss the methods of national wealth assessment and the results will be justified to determine the comprehensive indicators of economic, social and environmental issues for the purpose of improving the living standards of the modern society and the next generation. Economic development analysis would not be exhaustive without adequate estimation of the national wealth.

2. National resources, as resources being a property and/or right of a nation and as a base of a national wealth, are recommended to be accounted and monitored in the official reports of the government in compliance with transparency and accountability principles of public administration. The data and the sources, the reporting system and the privacy principles could be widely discussed and applied to ensure thrifty consumption, rational use and effective management of two key resources highlighted in the article in purpose of overall sustainable development.

3. As a significant part of the national wealth base, human resources should be investigated not only from economic performance, labour cost and labour productivity, but from the long-term perspective in alignment with social, cultural and other aspects of the nation's development.

4. "Wealth per adult" analysis may indicate to income inequality issue as well as the monetary policy what reflect the national currency fluctuation, consequently, influencing the wealth of citizens. Regular analysis of those influences separating external factors' risks and the measures taken to mitigate those risks are necessary in order to perform a course of reforms and/or policy.

5. Trend in external debt and in investments can be further investigated for understanding of the effect of additional borrowing to the nation's economy. One more note with regard to the external debt concerns the measure what is often used by the representatives of business and government. The measure compares this indicator with the GDP: the measure may not be indicative due to the character and nature of the factors applied in calculation, for example, «external debt» is «the balance sheet» item being the result of borrowing during the several previous years, while the annual GDP is the change in particular year and is "income" per nature.

The terms used in economics, accounting and other related sciences are suggested to be reviewed and standardized for a purpose of their harmonization. In addition to discussed above, the term "investment" is widely used but may mean "asset" being a balance sheet item or "cash inflow or outflow" being a cash flow statement item. The quality and terms of investment is another aspect of future analysis what could be carried out in the context of programs/projects financing, economic growth and impact evaluation.

Investments are vital within a sustainable development strategy but the performance depends on investment management. The result of investment management should be communicated as a part of public administration in order to strengthen a trust of a society to the government policy and motivate businesses and households to invest more. Decision on investment should be based on the national wealth estimation focusing separately on current and long-term needs of the society development with a thorough investigation of key factors what requires an extensive reliable database. Estimation of the national wealth may facilitate to eliminate irregularities in both terms and approaches being an exercise to monitor interrelation of assets, income and cash flows.

REFERENCES

- [1] David Landes, The wealth and poverty of nations, 1998. ISBN 0-393-04017-8
- [2] http://www.undp.org/content/dam/undp/library/corporate/brochure/SDGs_Booklet_Web_En.pdf
- [3] Evelyn Dietsche, Samantha Dodd, Dan Haglund, Mark Henstridge, Maja Jakobsen, Esméralda Sindou and Caroline Slaven, September 2013. Extractive industries, development and the role of donors. ECONOMIC AND PRIVATE SECTOR, PROFESSIONAL EVIDENCE AND APPLIED KNOWLEDGE SERVICES Oxford Policy Management,
- [4] Thorvaldur Gylfason and Gylfi Zoega, Natural Resources and Economic Growth: The Role of Investment, 2001
- [5] Wealth: having it all and wanting more, January 2015. www.oxfam.org
- [6] Devolution and community-based natural resource management: creating space for local people to participate and benefit, Shoena Shackleton, Bruce Campbell, Eva Wollenberg & David Edmunds, Overseas Development Institute, 2002
- [7] Who holds the wealth of nations? Andrew Rozanov, Senior Manager, Official Institutions Group, August 2005
- [8] How do Sovereign Wealth Funds invest? A glance at SWF asset allocation, December 2015. Elliot Hentov, PhD, Head of Policy & Research, Official Institutions Group
- [9] <https://resourcegovernance.org/natural-resource-funds>
- [10] Dealing with Disruption: IFSWF Annual Review 2017
- [11] Lange, Glenn-Marie, Quentin Wodon, and Kevin Carey, eds. 2018. The Changing Wealth of Nations 2018: Building a Sustainable Future. Washington, DC: World Bank. doi:10.1596/978-1-4648-1046-6. License: Creative Commons Attribution CC BY 3.0 IGO,
- [12] Handbook of National Accounting. Department of Economic and Social Affairs Statistics Division, UN, New York, 2003
- [13] “Eldi aumaqtyq-kenistiktedamytudyn 2020 zhylyga deyingi bolzhamdy schemasyn bekitu turaly”, Kazakhstan Respublikasy Presidentining 2011 zhylygy shildedegi № 118 Zharlygy
- [14] <https://www.mapsofworld.com/minerals/world-chromium-producers.html>
- [15] <https://www.statista.com/statistics/273637/copper-reserves-by-country/>
- [16] Canadian Reserves of Selected Major Metals and Recent Production Decisions, <http://www.nrcan.gc.ca/mining-materials>
- [17] Upushev E.M. akademik Mezhdunarodnoi akademii nauk vysshei shkoly, doctor ekonomicheskikh nauk, Vestnik KazEU, №6
- [18] Kazakhstan Respublikasy Ultyq bankinin 2017 zhylygy esebi
- [19] World Bank. 2017. World Development Indicators 2017. Washington, DC: World Bank. License: Creative Commons Attribution CC BY 3.0 IGO
- [20] Credit Suisse Global Wealth databook 2017, Research Institute, Credit Suisse
- [21] Knight Frank Research, The Wealth Report, 2018
- [22] World Bank group, International Debt Statistics 2018
- [23] Sabirova R.K. Adietova, EM, Utalieva, RS, Bisembieva, Zh.K., Mugauina, RU. Development of the labor market of the Republic of Kazakhstan in an innovative economy. "Bulletin of the National Academy of Sciences of the Republic of Kazakhstan." issn 2518-1467 (online), issn 1991-3494 (print)
- [24] P.94-99 number 2 2018 G. site address <http://www.bulletin-science.kz/index.php/en/arhive>. DOI <https://doi.org/10.32014/2018.2518-1467>

Т.М. Қалиева, Л.М. Сембиева

¹Л.Н.Гумилев атындағы Евразия Ұлттық Университетінің 6D 052100-Мемлекеттік аудит мамандығының 2-курс докторанты, Республикалық бюджеттің атқарылуын бақылау жөніндегі Есеп комитетінің «Қаржылық бұзушылықтарды зерттеу орталығы» РМК ғылыми консультанты, Астана қаласы, Қазақстан Республикасы;
2Л.Н.Гумилев атындағы Евразия Ұлттық Университетінің «Қаржы» кафедрасының профессоры, э.ғ.д., Астана қаласы, Қазақстан Республикасы

ҰЛТТЫҚ РЕСУРСТАР ЖӘНЕ ҰЛТ БАЙЛЫҒЫ

Аннотация. Ұлт байлығы соңғы жылдары жиі сөз болады, дегенмен бағалануы баяу болып жүрген мәселелердің бірі. Байлық ресурстық мүмкін емес: ұлт байлығы сол елдің ресурстары әрекетінің жемісі.

Ресурстар туралы зерттеулер көбіне табиғи ресурстарды талдап, адамзаттың экосистемамен байланысына көңіл бөліну тұрғысынан қарастырумен шектеледі. Еңбек ресурстары жұмыссыздық деңгейін есептеу үшін қолданылуымен қатар, соңғы жылдары белең алған теңсіздік мәселесі тұрғысында еске алынады. «Қаржылық ресурстар», «ақпараттық ресурстар», т.б. тіркестер оқулықтарда, басылымдарда кездесіп қалады. Осы мақала арқылы авторлар «ұлттық ресурстар» туралы ойын оларды анықтаумен түйіндейді және кең қолданылып жүрген «капитал», «актив» деген ұғымдардан айырмашылығын атап өтеді. Соңғысы ресурстарға қатысты әрекеттердің нәтижесін «ақшалай» межелеу болғандықтан байлықты өлшеуде қолданылады. Авторлар Қазақстан Республикасының ұлт байлығын мөлшерлеуде бірінші қадам жасап, оның әдістеріне және әр әдістің ерекшеліктеріне тоқталады. Әдістерді қолдану мен ұлт байлығын есептеудегі мәселелерді қозғайды. Экономикалық көрсеткіштер басқа жер байлығы жағынан ұқсас елдермен салыстылыра беріледі.

Түйін сөздер: ұлттық ресурстар, табиғи ресурстар, еңбек ресурстары, ұлттық байлық, капитал, активтер, инвестиция

Т.М. Калиева, Л.М. Сембиева

¹Докторант 2-го курса специальности 6D 052100-Государственный аудит
Евразийского национального университета имени Л.Н.Гумилева,

Научный консультант РГП «Центр по исследованию финансовых нарушений» Счетного Комитета по контролю за исполнением республиканского бюджета, Астана, Республика Казахстан;

²Д.э.н., профессор кафедры «Финансы» Евразийского национального университета имени Л.Н.Гумилева, Астана, Республика Казахстан

НАЦИОНАЛЬНЫЕ РЕСУРСЫ И БОГАТСТВО НАЦИИ

Аннотация. Национальное богатство является одной из часто обсуждаемых тем последние годы, но его оценка вызывает много вопросов. Богатство невозможно без ресурсов: богатство нации является результатом действий, совершенных с национальными ресурсами. Исследования ресурсов в основном касаются использования природных ресурсов, что часто рассматривается из-за проблем человеческой зависимости от экосистемы. Человеческие ресурсы, используемые для определения уровня безработицы, часто упоминаются в настоящее время в рамках обсуждения проблемы неравенства. Термины «финансовые ресурсы», «информационные ресурсы» и другие могут встречаться в публикациях, официальных документах, учебниках и т. д. В статье делается попытка обосновать определение национальных ресурсов, уточнить использование и смысл терминов «капитал» и «активы». Последнее является «монетизацией» результата деятельности с использованием ресурсов и помогает оценить богатство. В статье отражены вопросы оценки национального богатства Республики Казахстан, в которой используется существующее определение в соответствии с Системой национальных счетов с кратким анализом показателей национальной экономики страны. Работа включает сравнение некоторых экономических показателей Республики Казахстан с аналогичными показателями других стран.

Ключевые слова: национальные ресурсы, природные ресурсы, человеческие ресурсы, национальное богатство, капитал, активы, инвестиции.

Information about authors:

Kaliyeva T.M. - PhD Candidate of Economy Sciences, Eurasian National University named after Gumilev L.N., Scientific consultant of RSE "Centre for Financial Violations Research", Astana, Republic of Kazakhstan, Talantkaliyeva@gmail.com;

Sembiyeva L.M. - Professor of the department «Finance», Eurasian National University named after Gumilev L.N., Doctor of Economic Sciences, Astana, Republic of Kazakhstan, sembiyeva@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.51>

Volume 6, Number 322 (2018), 176 – 184

Risalat Karimova, Gulzhakhan Hajiyeva

R.B. Suleimenov Institute of Oriental Studies of the National Academy
of Sciences of the Republic of Kazakhstan, Almaty, Kazakhstan,

Turan University, Almaty, Kazakhstan

E-mail: risalat.karimova@mail.ru, khajiyeva@mail.ru

**EXAMINING ETHNO-POLITICAL AND SOCIO-ECONOMIC
TRANSFORMATION OF THE XINJIANG UYGHUR AUTONOMOUS
REGION IN THE CONTEXT OF THE PRC NATIONAL POLICIES**

Abstract. Politically and economically, the Xinjiang Uygur Autonomous Region holds a special significance for the PRC. Its existence not only demonstrates to the world the efficiency of China's national policy, but also ensures successful development of the country and allows for active interaction with the Central Asian countries and Russia. Consolidation of Chinese positions and its advance into Central Asia is only possible with successful development of Xinjiang as an integral part of the PRC. In this regard, China's policy on consolidating of positions in this troubled region through substantiating historical rights to sovereignty over these territories and successful state policy aimed at accelerated development of this region is of particular interest.

Formation of the multi-ethnic character of the Eastern Turkestan region (modern Xinjiang Uygur Autonomous Region of the PRC – hereinafter XUAR) is a long process, traced by scientists from the period of antiquity. This article considers the processes that have radically changed the fate of the region and turned it into a conflict zone of the present. The authors attempted to identify the internal and external causes that determine the special role of this national region for Chinese regional policies and analyze the economic and social consequences of its large-scale development. Historical, systemic, comparative (diachronic and synchronous), formal-legal methods, content analysis of publications in Uighur, Chinese, English and other languages were applied to study the modern development of the XUAR of the PRC and the role of the region in the multi-vector foreign policy of the Republic of Kazakhstan and other Central Asian countries. This allowed to identify the specifics of the region, the prerequisites for the emergence of challenges to national (Chinese), regional and international security, identify balances and imbalances of forces and threats.

Civilizational and historical approaches allowed to uncover contradictions between the culture of a conquered country and the culture of conquerors, the ineradicable striving of the local population for self-determination, and, as a consequence, to separatism, extremism and terrorism. The system-structural approach allowed to explore changes in the ethno-demographic structure of the population of the national district. In the course of the study of socio-economic results of the accelerated modernization of the XUAR, the authors applied various techniques including diagnostic method based on the principle of consistency of goal setting, formulation of a scientific hypothesis, comprehensive study of the features and consequences of Chinese regional policy, as well as methods of economic and statistical analysis.

Key words: East Turkistan, Xinjiang, XUAR of China, national policy, separatism, regional disproportions, large-scale development, modernization.

Applicant Yao Wang, who defended thesis "Xinjiang Uygur Autonomous Region and China's Policy in the Context of Contemporary Challenges for International Security" in 2015 at the Lomonosov Moscow State University, substantiated the relevance of his theme by the fact that for the People's Republic of China the challenges posed by globalization are emerging in the Xinjiang Uygur Autonomous Region. He writes: "XUAR is one of the five autonomous regions most exposed to threats of international terrorism and religious extremism, which are also associated with manifestations of Uyghur separatism" [1, p. 3].

What are the reasons behind these challenges and threats? One of the main reasons for the Uyghur separatism in the XUAR is, in our view, sinification of the region, which was implemented in a single generation. Ethnic assimilation go hand in hand with a cultural one and these factors irritate the local population.

To study this situation it is necessary to look into the period of history when the risk of sinification first endangered Eastern Turkestan during the conquest by the Manchu-Chinese Ch'ing Empire in the 1760s (in this article we refer to the Eastern Turkestan as the historical and geographical region of Central Asia, corresponding to the modern XUAR of the PRC, that is, during the period of its conquest by the Qing Empire consisted of Dzungaria and Kashgariya – K.R).

Ethno-political transformation of the region. The Qing troops, having seized Dzungaria in 1757, first cleared the province eliminating almost the entire Oirat population. Researchers give horrific figures, which testify to complete devastation of the region [2, p. 462]. After that Qings initiated the reform of their own military command system in the region. The Qing governor *jiangjun* and three of his assistants (chief administrators) *jianzan dachen* were assigned to govern the region. They had several commanders of the Manchu garrisons *lindui dachenei* and managers *banshee dachene* [3, p. 164-165] in their submission. Once a foothold has been established in Dzungaria, the Qing troops began to conquer Kashgariya.

From ancient times in the conquest of new territories China has been guided by the strategy of "roasting meat in its own fat" or "ruling barbarians with the hands of barbarians", i.e., to sow a state of conflict in the enemy and solve problems with enemies hands. Preparing for expansion into Eastern Turkestan, the Qing authorities successfully achieve disengagement of the enemy forces. They isolated the Kyrgyz of Kashgar who were frightened by the bloody repressions in Dzungaria, from the Khoja and the Uighur population of the Yarkend Khanate. Some Kyrgyz feudal leaders of Kashgaria strived to establish peaceful relations with the Qing government. To this end, they sent their representatives to Beijing. As a result, the Qing authorities used some Kyrgyz feudal lords in military operations in Eastern Turkestan, which not only weakened the unity of the anti-Qing forces in the region, but also aggravated the disagreement between the Uighurs and the Kyrgyz [3, p. 169].

In 1759 the Manchu-Chinese troops, having broken down the desperate resistance of the local population, completed the seizure of Kashgariya. Part of the population, fearing reprisal, fled to Badakhshan and Kokand. Brutally cracking down the Khojas, the former rulers of the country, and the peaceful population of Kashgariya, the Qing significantly expanded the boundaries of their empire, adding a vast territory with rich natural resources.

The conquest of the conquered territory began with its colonization. Colonization was carried out by the Qing army since the mid-18th century starting from the territory of the former Dzungaria. It has expanded through building settlements and was based on different forms of land ownership, including *bintuan* (military settlements of Chinese soldiers), *jiantun* (exile settlements), *citun* (Manchu settlements), *heitun* (settlements of Uighurs sent from Kashgariya), *huyetun* (settlements of civil migrants from China). The state created favorable conditions for the transfer of soldiers from military service to farming, they were given land and at first provided with tax relief. Additionally, the state bought grain from Chinese farmers at favorable prices. To speed up the Chinese colonization, the authorities transferred the lands to retired soldiers and their relatives, immigrants from China proper, who were heterogeneous in social status and included peasants, artisans, exiles, criminals etc. However, despite the creation of favorable conditions for settlers, provincial agriculture developed slowly [4, p. 123-124].

In 1884, the Ili district became part of the new military administrative district – Xinjiang. Xinjiang in Chinese means "New Possession" or "New Territory" [5, p. 223; 3, p. 171]. Over time, the name "Xinjiang" was entrenched over the entire Eastern Turkestan region.

The former Kashgariya was divided into a number of separate cities: 4 big (Yarkend, Kashgar, Aksu, Khotan), 4 medium (Uchturfan, Yangigisar, Kuchar, Pichan) and 23 small (Shayar, Sairam, Bai, Kurla, Yugur, etc.) cities. In the big cities, the main governors were the *banshee dachens*, *lindui dachens* or the garrison commanders were appointed as the middle ones, they were subordinated to *tsantszan dachen*, assistant to the Ili *jianjun* [3, p. 171-172].

It is important to mention that the Qing conquest has changed the ethnic composition of the region and the internal structure of Eastern Turkestan cities. In many cities there appeared a new Chinese part that lived its own life, different from the native parts of the city. Some cities were divided into three parts now including the new Manchu city. Nevertheless, for the number of objective reasons no significant changes happened in the ethnic composition of Xinjiang during the given period and up to the second half of the 20th century.

After the conquest a powerful liberation movement of the local population began in the region. In 1760, a year after the conquest of Kashgariya, the local people's struggle against the conquerors in the former Yarkand khanate broke out again, in 1765-1767 – in Uchturfan. The number of insurgents rose up everywhere, rebellions occurred in the region one after another. The largest of them were: the uprising under the leadership of Jahangir in 1822 and 1825-1828, the uprising of seven Khojas in 1847, the rebellion led by Valikhan Tore in 1857. All these uprisings were brutally suppressed, participants executed. However, in 1864 the struggle for liberation resumed with an unprecedented scale. Kuchar was the first to rise on July 4, July 15 – Urumqi, July 17 – Manas, July 26 – Yarkand, then in August – Khotan and Turfan, in October – Komul, Barkul and Kulja, in November – Kashgar and in January 1865 – Chuguchak [6, с. 13-19; 3, p. 178-190]. As a result, the Manchu-Chinese government in Xinjiang was destroyed. There emerged five independent states – Kucha, Kashgar and Khotan in Kashgariya, Urumchi and Kulja in Dzungaria. Four states, except Kulja, were subsequently united in a single state Yettishar, which existed until 1880.

The early 20th century was marked by the Uighur uprising in Kagarlyk, Yarkend and Khotan. Serious uprisings took place in Komul in 1912-1913. Another powerful Uighur uprising broke out in Komul in 1931 finally spreading to other parts of the province. In November 1933 Sabit Damolla established a short-lived "Islamic Republic of the Eastern Turkistan" in Kashgar. 1937 saw a new Uighur uprising. In 1944-1949 years there was a landmark event - the establishment of the Eastern Turkestan Republic in three districts neighboring Soviet Kazakhstan - Ili, Tarbagatay and Altai. The republic was eliminated after the arrival of the Communists in 1949.

In such extreme conditions, when the insurgent people of Xinjiang were fighting against the invaders, the Chinese population in the region could not increase significantly and over the course of two centuries it did not exceed 5-7% [7].

An important reason for non-acceptance of the Han presence by the local population lied in civilizational differences. The local population has historically developed in the Central Asian civilizational space (under Central Asia we are considering Central Asia and Kazakhstan – K. R.). The Uighurs are ethnically and culturally linked with the peoples of Central Asia, share common historical roots. An important focus of our research is religion. Uyghurs are Muslims, due to religious differences, Chinese culture is alien and undesirable for Uighurs.

The ethno-political situation in Xinjiang began to change noticeably from the mid-twentieth century, when the region once again became a hostage to the interests of the major states of the PRC and the Soviet Union, becoming a victim of political collusion between them. Despite the pro-Soviet orientation of the local population of Xinjiang, which raised the rebellion against the Kuomintang and formed the East Turkestan Republic and participation of the National Army of the ETR in the battles against the Kuomintang, Xinjiang did not gain political independence and was included in the PRC on the rights of national autonomy. On October 1, 1955, the Xinjiang Uyghur Autonomous Republic was established.

The Communist Party of China gradually entered into force with its purpose and objectives changing in accordance with its possibilities. In particular, the CPC policy on the national issue has undergone several qualitative changes. In the formation of the concept of the national policy of the CPC, K. L. Syroezhkin defines several stages [8, p. 161-183; 9] which were generally completed by the end of the 1970s. Briefly, these changes were characterized by a gradual refusal to the national provinces of the right to self-determination and its replacement by the right to self-government. Autonomous regions were recognized as an integral part of the territory of the PRC. The main objective of the CPC in this regard is to keep the national territories within the borders of the PRC. The fourth period differs from the previous ones in that the CCP no longer needs to be camouflaged, and it is possible to openly turn to the implementation of a policy aimed at "the final elimination of any kind of national identity with complete subordination of national territories to a single centralized leadership" [8, p. 166]. Non-Han ethnic groups, in particular, the Uighurs did not want to enter the "single Chinese nation" and the national policy of socialist China became a background for the development of national separatism at a new stage of development.

The geopolitical importance of Xinjiang for China. Ethnopolitical changes in the region reflect China's state policy. As Beijing took certain political steps towards the region, the resistance of the local population increased. Change in the status of the Eastern Turkestan, increased colonization of Xinjiang by

ethnic Han, huge gap in the standards of living between the Chinese and the indigenous population, the violation of rights of the indigenous non-Chinese population, the use of military force caused sharp discontent and aggravation of national contradictions and turned the region into a conflict zone of modernity.

Analyzing the data of the population census of 1953, 1964, 1982, 1990, 2000, 2010, it is possible to make a conclusion about the changes in the ethnic composition of the XUAR of China. It should be noted, however, that we use official data, which is tied to the purpose and objectives of China's national policy. The data of various sources are divergent in huge numbers.

It should also be taken into account that CCP deployed significant number of special paramilitary forces in the XUAR. It is still an open questions whether these units are included in the XUAR population by the censuses. Otherwise, their numbers will significantly change the data given in the tables. For example, a special unit of an administrative and territorial nature is the Xinjiang industrial and building corps, which includes many agricultural regiments, industrial, construction, transport, trade enterprises and even educational institutions. It has more than 2.2 million people, mostly Han Chinese, and only 0.3 million of these militiamen are represented by other nationalities [9, p. 120; 14].

In accordance with the first census of 1953 the population of Xinjiang included: Uyghur – 3 million 600 thousand people, i.e. even according to official data, they accounted for 74% of the region's population. In 2010, the latest sixth census was carried out, according to which the number of Uighurs rose up to 10 001 302, Han Chinese – 8 829 954, Kazakhs – 1 418 273. The Hans in 2010 amounted to 40.48%, but if to take into account the number of Hui-Tzu-Dungan, the Chinese-speaking ethnic group close to the Han, then in total in 2000 their number in the XUAR have reached 8 329 856 people and almost equaled the number Uighurs – 8,345,622 people [10; eleven]. By 1978, by the beginning of "reform and opening up", the population of the XUAR had reached 12.3 million people, including 5.5 million Uighurs, 5.1 million Chinese and 821 thousand Kazakhs. If to compare the changes in the ethnic composition of the province's population during 1952-1976: the number of Uighurs and Kazakhs increased almost equally by 1.6 times, and that of the Chinese by almost 16 times [14, p. 52]. Can such numbers leave indifferent the local population?

The article in the "Studies in Ethnicity and Nationalism" published by American researchers from the University of Texas in October 2017, assesses the economic effect of the Chinese "Great Leap Forward to the West" for Xinjiang. In 1999, the Chinese government launched the "Great Leap to the West" – an ambitious economic program to develop China's western border. The strategy of the "leap" was to use the growing welfare of the country to mitigate the historic ethnic tensions. However, the result of the "leap" was ambiguous: while provinces such as Xinjiang really experienced impressive economic growth, relations between Beijing and Uighurs in Xinjiang remained unchanged if not deteriorated. There are different hypotheses that explain such an outcome. In our opinion, the more appropriate to the actual situation is the hypothesis that the growing wealth primarily benefited the Han migrants. For the Uighurs, the "Great Leap to the West", despite economic growth, above all indicates continuing colonialism. The authors of the article conclude that the largest source of discontent among the Uighurs is the large-scale migration of Han population to Xinjiang. Every day thousands of ethnic Han come from the impoverished Chinese regions to Xinjiang in search of work. In 1949, Uighurs accounted for more than 75% of the total population of the region; Han people – only 7%. Today, although the Uighurs are still the largest group in Xinjiang, they make up only about 46% of the total population [7].

The discontent of the local population of the XUAR is provoked by the state's birth control policy, which affected national minorities, whose numbers do not really affect the Chinese population, where in 2010 Han amounted to about 92% of the country's population or 1 billion 370 million people, whereas Uighurs only to 0.66%.

In December 1982, family planning was enshrined in the Constitution of the PRC. In 2002, the 9th Congress of the People's Democratic Republic of China adopted the "Regulations on Population and Birth Control in the Xinjiang Uygur Autonomous Region." In Art. 15 the regulation states: spouses of Han ethnicity residing in cities can raise one child; spouses - representatives of national minorities can have up to two children; spouses of Han ethnicity who are farming can have two children; representatives of national minorities can have up to three children [15]. If we consider that Eastern Turkestan has

historically been called a country of cities, it turns out that the local population is doomed to simple reproduction and, of course, it is impossible to overlook the discrimination of non-Han ethnic groups.

Thus, the problem of separatism, extremism and terrorism in the Eastern Turkestan existed in China from the period of the forcible annexation of the region by the Qing Empire at the end of the 18th century, which has been gradually losing its power and control over the provinces.

Socio-economic aspects of modernization of XUAR. The problem of imbalance in the level of development of the regions becomes particularly complex and acute in China, where nations and nationalities are at various stages of socioeconomic and political development, in conditions when one of nation surpasses the others in economic development, exceeds in many times their number, historically occupies dominant position in society. First of all, the western regions, especially the XUAR, are regarded as the most backward regions of the PRC, where the problems of the socioeconomic backlog are exacerbated by the ethnic factor.

So, if in the late 1980s in China out of 592 poor areas 257 (43.4%) were western regions, then in the early 2000s. 90% of the most backward regions were in the west of the country. Of the 80 million poor people in the country, 35 million are non-Han people. In other words, although the number of national minorities is only 8.4% of China's population, but their share among the poor is 43.75% [16, p. 43].

Realizing that uneven regional development can become not only an economic, but also an acute socio-political problem, the Chinese leadership has come to a decision of a radical change in the country's regional policy. Therefore, the deviation in the strategy of regional development has gradually shifted from the eastern to the western regions.

Xinjiang as a "region with a vast territory, a small population, endless natural resources and, most importantly, as a place with an important strategic significance" always attracted the attention of the Chinese authorities. (17, p. 97) However, despite the fact that the task of mastering Xinjiang was repeatedly raised, the Chinese leadership was able to approach it closely only at the beginning of the 21st century. At the Fourth Plenum of the 15th Central Committee of the Communist Party of China on September 22, 1999, the "Strategy for the Large-scale Development of the Western Regions" was officially proclaimed.

The practical implementation of the long-term comprehensive program is designed for 50 years and includes the following main directions: socio-economic alignment of the regions, accelerated exploitation of the rich natural resources of the western regions, solution of the demographic problem of China through mass migration from demographically tense regions to the western ones, and expansion of China's geopolitical interests.

First of all, the pragmatic interest of the Chinese leadership in the XUAR is related to the prospect of using the natural resources of Xinjiang, which is mainly used outside the national autonomous region. This is due to extreme uneven distribution of oil and gas resources, a large part (about 80%) is located in the western and central regions of the PRC.

As shown by geological exploration, in XUAR on an area of 950 thousand square meters. km there are underground layers of sedimentary rocks, promising from the point of view of the occurrence of oil. Also XUAR is the richest gas-bearing area. In recent years, the XUAR has discovered more than 30 basins, the proven oil reserves of which exceed 2 billion tons, natural gas - 700 billion cubic meters. [18, p. 61]. Therefore, currently the task of the XUAR is to expand the potential opportunities and guarantees for a stable growth in oil and gas production, the transfer of Western oil and gas resources to the East of China, and the congestion of pipelines.

In the future, the XUAR should become the "second Chinese Daqing". To achieve this goal, the Central Government annually increases funding for the exploration and development of hydrocarbon deposits in the territory of the XUAR. Credits of international financial organizations and foreign governments are also actively used. More than 120 billion yuan was invested at the initial stage of the project to supply natural gas from the western to the eastern regions [19, p. 446].

In this regard, the well-known political scientist K.L. Syroezhkin noted that the legal owners of the natural wealth of Xinjiang, according to the "Law of the PRC on the regional-national autonomy" are the local state government. However, he adds further: "... an impartial analysis shows that in the early years of its existence, as well as at present, the XUAR, despite its immense wealth, continues to" live in debt. Therefore, when the question of the so-called "looting of the natural wealth of Xinjiang" by China raises,

in most cases it shows the desire of the local bureaucracy to secure conditions for uncontrolled possession of natural resources wealth, retaining the center's subsidies" [8, p. 215-216].

The last statement, in our opinion, is not indisputable. It is quite possible that if the autonomous region were given the opportunity, in accordance with its legally fixed status, to independently manage at least part of its natural resources and generate considerable revenues from them to raise the economy of the XUAR, then the need for subsidies for the region would disappear.

At the same time, it should be noted that the environmental system of XUAR is extremely fragile, with extremely limited environmental sustainability to external impact. Oasis is only 5% of the entire territory of the region. Intensive development of the natural resources of the XUAR can significantly worsen the environmental situation in the area. In recent years, especially since 2010, the XUAR has made great efforts to protect and restore its ecological systems, balancing the interests of economic growth and nature conservation [20, p. 4].

It is equally important for the Chinese leadership to mitigate the demographic problem in the interior and coastal provinces of the country by relocating their surplus population to a sparsely populated, by Chinese measure, XUAR. This region is the largest administrative unit among the autonomous regions of China, it occupies 1/6 of the total area of the country, while its population is only 1.5% of the country's population [21, p. 79]. The justification of forced resettlement is explained by the need to professional staff, the implementation of the strategic project, and the incapability of the western regions to fulfill such grandiose tasks on their own.

It so happened that the western region is experiencing a huge shortage of qualified personnel, especially scientific and technical personnel. At the beginning of implementation of the strategy, 75% of specialists of the highest category of the country concentrated in the coastal areas, 21% in the central regions and only 4% in the western ones. In the eastern regions, out of 10,000 workers, 885 people had vocational education, while in the western regions there were only 92. If the eastern regions had 415 higher educational establishments, in the western regions there were only 142, most of them in the areas where they live mainly Han Chinese [22, p. 130]. Therefore, over a number of years, the deficit of specialists in the western regions is covered by their mass transfer from the eastern regions of China. Since the foundation of the XUAR before the reforms and opening up, the state through the allocation and transfer of jobs encouraged intellectuals and technical experts to go to work in Xinjiang. It invited young people, urban educated youth and workers to travel to the interior of the country to support the development of border areas and encouraged demobilized soldiers to travel to Xinjiang for permanent residence, providing them with jobs there, thus forming a generation of workers to settle in the border areas.

K. Syroezhkin, speaking of the unpreparedness of the western regions to carry out such grandiose tasks on their own, emphasizes the need to attract additional specialists from the eastern regions. At the same time, he notes that in the 1980s and 1990s, there is a tendency of reemigration of the most qualified and able-bodied personnel who arrived in the XUAR in the 1950s-1960s. The loss of such personnel is not replenished, as the new wave of migrants is represented mainly by excessive unskilled rural labor or low-skilled workers. That is, the principle of attracting qualified specialists to the western regions from the eastern and central regions, laid as one of the main ones in the strategy of "large-scale development of the West," does not yet work. In any case, with respect to Xinjiang. [23, p. 142]. In addition, "... replaced today, for example from XUAR, workers who have lived here for decades, largely mastered the local culture and traditions, tolerant of local ethnic groups "comes a new generation of cadres for whom the principle of tolerance and political expediency is of secondary importance" [24, p. 35]. These statements convincingly confirm the futility and even the negativity of such assistance.

The attraction of additional labor resources from other regions of the country can not continue indefinitely, since this has radically changed the ethnic composition of the population of the national regions, significantly increased the demographic burden on the territory of the XUAR and created the ground for ethnic conflicts. In our opinion, the more promising way to provide western regions with specialists is to raise the level of education and science at the local level, the formation of their own professional cadres from the indigenous population, and the improvement of the structure of local labor resources.

Of course, more than a decade will be required to implement a strategic plan that is aimed to reduce the gap in the level of economic development between the eastern and western regions, ensure economic prosperity, social progress and the stability of the backward regions. The achievement of this difficult task will depend, first of all, on how China will develop as a whole, whether it will be able to maintain high rates of economic growth. And most importantly, will the PRC government implement a strategic project aimed at establishing equal and mutually beneficial relations that will not only strengthen the position of highly developed regions, but also ensure adequate socio-economic and ethno-cultural development of national autonomies.

It is quite obvious that the Program for the Development of the Western Regions needs to be clarified: in clearly defining the role of the state and the powers of local governments, in adopting additional policies clarifying specific areas of work. We need a balanced approach to the decision of the labor policy, which will not violate the ethno-social balance of the autonomous regions.

REFERENCES

- [1] Jao Van. Sin'czjan-Ujgurskij avtonomnyj rajon i politika KNR v kontekste sovremennyh vyzovov mezhdunarodnoj bezopasnosti. Avtoreferat dissertacii na soiskanie uchenoj stepeni kandidata politicheskikh nauk. M. 2015. 30 s. (In Russian).
- [2] Zlatkin I.Ja. Istorija Dzhungarskogo hanstva (1635–1758). M.: Nauka, 1964. 482 s. (In Russian).
- [3] Hodzhaev A. Zahvat cinskim Kitaem Dzhungarii i Vostochnogo Turkestana. Bor'ba protiv zavoevatelej. Kitaj i sosedi v novoe i novejshee vremja. M.: Nauka, 1982. S. 153-203. (In Russian).
- [4] Zaharova I. V. Material'naja kul'tura ujgurov Sovetskogo Sojuza: Sredneaziatskij jetnograficheskij sbornik. – M.: Nauka, 1959. T. 2. S. 215-258. (In Russian).
- [5] Duman L.I. Agrarnaja politika cinskogo(man'chzhurskogo) pravitel'stva v Sin'czjane v konce XVIII veka. – M.-L.: Izd-vo Akademii nauk SSSR, 1936. 256 s. (In Russian).
- [6] Isiev A.D. Ujgurskoe gosudarstvo Jjettishar. M.: Nauka, 1981. 92 s. (In Russian).
- [7] <http://centralasiaprogram.org/initiatives/uyghur-studies>
- [8] Syroezhkin K.L. Mify i real'nost' jetnicheskogo cepapatizma v Kitae i bezopasnost' v Central'noj Azii. Almaty: Dajk-Press. – 2003. – 736 s. ISBN: 9965-441-93-6 (In Russian).
- [9] Syroezhkin K.L. Jevoljucija formirovanija i osnovnye cherty koncepcii nacional'noj politiki KPK. – Almaty: Kisi, 1998 (In Russian).
- [10] Naselenie Kitaja po nacional'nyh gruppam 1953–2010. https://yellow.ml/אר/ru/Naselenie_Kitaja/8acebb98353f430885a3052a3f8d14fe55d7744a (In Russian).
- [11] Jetnicheskij sostav naselenija provincij Kitaja. https://ru.wikipedia.org/wiki/Jetnicheskij_sostav_naselenija_administrativnyh_obrazovanij_KNR (In Russian).
- [12] Hess St. From the Arab Spring to the Chinese Winter: the Institutional Sources of Authoritarian Vulnerability and Resilience in Egypt, Tunisia, and China // International Political Science Review. 2013. Vol. 34, № 3. P. 254 (in Eng).
- [13] Syroezhkin K.L. Kitaj: voennaja bezopasnost'. Almaty: Kazahstan. in-t strateg. issled. pri Prezidente Resp. Kazahstan, 2008. 268 s. (In Russian).
- [14] Xinjiang tongji nianjian, 1998, e 57, cit. po Gel'bras V.G. Kitaj. Chem nedovol'nyj ujugury. Protivorechivye itogi razvitija Sin'czjana (In Russian)
- [15] Jao Van, Kapicyan V.M. // Ars administrandi. Iskusstvo upravlenija. 2013. № 3. S. 107–117. (In Russian).
- [16] Dilmurat Oshur, Akram Ibragim. O masshtabnom osvoenii zapadnogo regiona i obshhem rascvete vseh nacional'nostej // Nauchnyj zhurnal Sin'czjanskogo universiteta. 2002. № 4. S. 42-47 (In Uighur).
- [17] Vostochnyj Turkestan v civilizacionnyh processah Central'noj Azii: Mat. mezhdunar. nauch. konf., posvjashhennoj pamjati K.T. Talipova (g. Almaty, Kazahstan, 23 nojabrja 2007 g.) / Otv. red.: A.K. Muminov, R.U. Karimova, A.K. Kamalov. Almaty: Mir. 2010. 456 s. ISBN: 978-601-7013-96-7 (In Russian).
- [18] Matveev V.A. Jenergeticheskaja politika Kitaja: vybor novyh prioritetov // Kitaj: poisk garmonii. K 75-letiju akademika M.L. Titarenko. M.: ID «FORUM», 2009. 656 s. ISBN: 978-5-8199-0406-0 (In Russian).
- [19] Preobrazovannyj Kitaj. Desjat' pjatiletnih kitajskih planov / Pod red. Jao Kajczjajia, Chjen' Junsjunja. Pekin: Kit. jekon. izd., 2002. – 486 s. ISBN: 7-5017-5543-4 (In Chinese).
- [20] The State Council Information Office of the People's Republic of China. Historical Witness to Ethnic Equality, Unity and Development in Xinjiang. - Beijing: Foreign Languages Press, 2015. 56 c. (in Eng).
- [21] Talipov K.T. Sin'czjan-Ujgurskij avtonomnyj rajon – glavnoe zveno v masshtabnom osvoenii zapadnyh rajonov Kitaja // Shygys. Almaty, 2004, №1. S. 76-81 (In Russian).
- [22] Kalbinur Kasim. O regulirovanii kadrovoj politiki v hode osvoenii zapadnyh rajonov // Nauchnyj zhurnal Sin'czjanskogo universiteta. 2002. № 6. S. 130-132 ((In Uighur).
- [23] Syroezhkin K.L. Problemy sovremennogo Kitaja i bezopasnost' v Central'noj Azii: Monografija. – Almaty: KISI pri Prezidente RK, 2006. – 299 s. ISBN: 9965-454-44-8 (In Russian).
- [24] Syroezhkin K. Novoe puteshestvie na zapad // Kontinent, 2005. 23 fevralja - 8 marta. – S. 34-35 (In Russian).

Р.У. Каримова, Г.У. Хаджиева

ҚР БҒМ ҒК «Р.Б.Сүлейменов атындағы Шығыстану институты», Алматы, Қазақстан,
«Тұран» университеті, Алматы, Қазақстан

ҚХР ҰЛТТЫҚ САЯСАТЫ КОНТЕКСІНДЕГІ ШҰАА-НЫҢ ЭТНОСАЯСИ ЖӘНЕ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ТРАНСФОРМАЦИЯСЫ МӘСЕЛЕСІ

Аннотация. Шыңжаң Ұйғыр автономиялық ауданы саяси және экономикалық жағынан ҚХР үшін ерекше маңызға ие. Оның болуы бүкіл әлемге тек қана Қытайдың ұлттық саясатының орнықтылығын ғана көрсетіп қана қоймай, жалпы алғанда, елдің табысты дамуы үшін, атап айтқанда, Орталық Азия және Ресей елдерімен белсенді қарым-қатынас жасау үшін қажет. Қытайдың Орталық Азияға енуі және осы бағытта өз ұстанымдарын нығайту Шыңжаңдың ҚХР-ның ажырамас бөлігі ретінде табысты дамуымен ғана мүмкін. Осыған байланысты Қытайдың бұл проблемалы аймақта өз ұстанымдарын нығайтуға, оның аумағына тарихи құқықтарын негіздеуге және оны игеруге бағытталған табысты мемлекеттік саясаты ерекше қызығушылық тудырады.

Шығыс Түркістан аймағында (қазіргі Шыңжаң Ұйғыр автономиялық ауданы - ШҰАА) полиэтникалық қоғамдың қалыптасуы - бұл ғалымдар тарапынан ежелгі дәуірден байқалатын ұзақ процесс. Ұсынылған мақалада аймақтың тағдырын түбегейлі өзгертіп, оны қазіргі заманның қақтығыс аймағына айналдырған үдерістер қаралды. Авторлар тарапынан қытайдың аймақтық саясатында зерттелетін ұлттық аймақтың ерекше рөлін анықтайтын ішкі және сыртқы себептер анықталып, оны ауқымды игерудің экономикалық және әлеуметтік салдарлары талданды. ҚХР ШҰАА-ның қазіргі дамуын және аймақтың ерекшеліктерін анықтауға мүмкіндік беретін Қазақстан Республикасының және басқа да Орталық Азия елдерінің көпвекторлы сыртқы саясатындағы аймақтың ролін, қытайлықтар үшін қиындықтардың пайда болуының алғышарттарын зерттеу, халықаралық қауіпсіздік, күштер мен қауіптердің баланстары мен тепе-теңсіздіктерін анықтау үшін тарихи, жүйелі, салыстырмалы (диахроникалық және синхронды), ресми-құқықтық әдістер пайдаланылды. Өркениеттік және тарихи көзқарастар жаулапалынған ел мәдениеті мен жеңіп шыққан ел мәдениет арасындағы қайшылықты, жергілікті тұрғындардың өзін-өзі анықтауға ұмтылуына, сепаратизмге, экстремизмге және терроризмге қатысты мәселелерді айқындауға мүмкіндік береді. Жүйелік-құрылымдық тәсіл ұлттық аудан тұрғындарының этномәдени құрылымындағы өзгерістерді зерттеуге мүмкіндік берді. ШҰАА-нын жедел жетілдірудің әлеуметтік-экономикалық нәтижелерін зерттеу барысында мақсатты белгілеу принципін негізге ала отырып диагностикалық әдіс, ғылыми гипотезаны қалыптастыру, қытай аймақтық саясатының ерекшеліктері мен салдарын жан-жақты зерттеу, сондай-ақ экономикалық және статистикалық талдау әдістері пайдаланылды.

Түйін сөздер: Шығыс Түркістан, Шыңжаң, ҚХР ШҰАА, ұлттық саясат, сепаратизм, аймақтық үйлесімсіздік, ауқымды даму, жаңғырту.

УДК (323.15+338.2) (510)

Р.У. Каримова, Г.У. Хаджиева

РГКП «Институт востоковедения им. Р.Б. Сулейменова» КН МОН РК, Алматы, Казахстан,
Университет «Тұран», Алматы, Казахстан

К ВОПРОСУ ОБ ЭТНО-ПОЛИТИЧЕСКОЙ И СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ ТРАНСФОРМАЦИИ СУАР В КОНТЕКСТЕ НАЦИОНАЛЬНОЙ ПОЛИТИКИ КНР

Аннотация. В политическом и экономическом плане Синьцзян-Уйгурский автономный район имеет для КНР особое значение. Его существование не только демонстрирует миру состоятельность национальной политики Китая, оно необходимо в целом для успешного развития страны, в частности, для активного взаимодействия со странами Центральной Азии, Россией. Продвижение Китая вглубь Центральной Азии, упрочение его позиций в этом направлении возможно только при успешном развитии Синьцзяна как неотъемлемой части КНР. В этой связи представляет особый интерес политика Китая, направленная на закрепление любой ценой своих позиций в этом беспокойном регионе, попытки обоснования своих исторических прав на его территорию и весьма успешная государственная политика по его освоению.

Формирование полиэтничности восточнотуркестанского региона (современный Синьцзян-Уйгурский автономный район КНР – далее СУАР) процесс длительный, прослеживаемый учеными с периода древности.

В представленной статье рассматриваются процессы, кардинальным образом изменившие судьбу региона и превратившие его в конфликтногенную зону современности. Авторами выявлены внутренние и внешние причины, определяющие особую роль исследуемого национального района в китайской региональной политике, проанализированы экономические и социальные последствия его масштабного освоения. Для изучения современного развития СУАР КНР и роли региона в многовекторной внешней политике Республики Казахстан и других стран Центральной Азии были использованы исторический, системный, компаративный (диахронный и синхронный), формально-юридический методы, позволяющие выявить специфику региона, предпосылки возникновения вызовов национальной (китайской), региональной и международной безопасности, определить балансы и дисбалансы сил и угроз. Цивилизационный и исторический подходы дают возможность вскрыть противоречия между культурой покоренной страны и культурой завоевателей, неискоренимого стремления местного населения к самоопределению, и, как следствие, к сепаратизму, экстремизму и терроризму. Системно-структурный подход позволил изучить изменения в этно-демографической структуре населения национального района. В ходе исследования социально-экономических результатов ускоренной модернизации СУАР использованы диагностический метод, основанный на принципе последовательности постановки цели, формулировки научной гипотезы, комплексного изучения особенностей и последствий китайской региональной политики, а также методы экономическо-статистического анализа.

Ключевые слова: Восточный Туркестан, Синьцзян, СУАР КНР, национальная политика, сепаратизм, региональные диспропорции, масштабное освоение, модернизация.

Information about authors:

Karimova Risalat Usmanovna - chief Researcher, Institute of Oriental Studies, named after Ramazan B. Suleimenov SC MES RK, Professor of "Turan" University, doctor of historical Sciences, associate Professor, risalat.karimova@mail.ru;

Khajieva Gulzhahan Usmanovna - leading Researcher of the Institute of Oriental Studies named after Ramadan B. Suleimenov SC MES RK, professor of the University «Turan», Doctorate (PhD) in Economy, Associate Professor, khajieva@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.52>

Volume 6, Number 322 (2018), 185 – 194

UDC 336.225

G.Kerimbek¹, L.Moldashbayeva¹, K.Jrauova², A. Azhmukhamedova¹, A.Misanova¹¹L.N.Gumilyov Eurasian National University Astana;²Korkyt Ata Kyzylorda State University, Kyzylordakerimbek2009@mail.ru, moldashbayeva_lp@enu.kz, 75zhkyra@mail.ru,azhmuxamedova@mail.ru, mizanova707@mail.ru**ANALYSIS AND EVALUATION OF REDUCTION
OF TAX RECOVERY OF THE REPUBLIC OF KAZAKHSTAN
ON THE BUDGET OF THE REPUBLIC OF KAZAKHSTAN**

Abstract: The direction of «Taxation of tax administration» consists of four initiatives: electronic invoices and information labeling systems, increased tax collection through the administration of VAT by using blocktechnology, as well as consolidating the database of different sources. The «Electronic invoices» information platform has been recently created to add functionality related to controlling the convenience of the interface and the movement of goods. «The number of users of the system is increasing day by day, and today it has more than 158 thousand, with more than 65 million ISFs». The information labeling system «Goods Marking» provides for the labeling of products made of leather and the EAEU framework. Finally, as a result of digitization of the taxation system, it is planned to collect GDP by approximately 9% by 2025 without increasing the tax burden and size.

Keywords: taxes, budget, investments, income, expenses, tax administration, customs, electronic invoice.

The state budget is the central link of the financial system of the Republic of Kazakhstan, as in any other country. The budget is an essential part of the state and an essential part of its sovereignty. The republican budget is the centralized financial resources of the state to finance accumulated funds and sources of tax and other sources of income and to finance the republican important programs and activities [1-2].

In recent years, the republic has been focusing on regional economics, regional development, namely, the economic growth, social status, financial position of the population, welfare of the population, attraction of domestic and foreign investments and its effective utilization, industry, agriculture, as well as the development of small and medium-sized businesses, the special attention is paid to the solution of such issues. The place where the tax system is a special place. About 70% of state budget revenues are tax revenues [3-5].

The system of tax system of the Republic of Kazakhstan is assigned to the President, the Parliament, the Government and the Ministry of Finance under the Constitution of the Republic of Kazakhstan.

The budget system of the Republic of Kazakhstan includes budgets of different levels oriented at economic relations and corresponding legal norms. The republican and local budgets forming the state budget, depending on the different levels of the budget, are envisaged [6-9].

The republican budget is a part of the budgetary system, the basic level of the state budgetary system, the centralized management apparatus. It is an important economic sector that provides funding for all measures of economic, social and credit development in general [10-13].

Incomes of the republican budget in 2016 will amount to 7662,2 bln. and in 2017 – 9691.8 billion tenge. The growth rate is 126.5%. Including tax receipts: 2016 – 4275.9 billion tenge, in 2017 – 4848.0 billion tenge, growth rate – 113.4%. Non-tax revenues: 298.2 billion tenge in 2016, 159.9 billion tenge in 2017, growth rate – 53.6, see Table 1.

Table 1 - Revenues of the republican budget, bln. tenge

Title	2016	% share	To GDP by%	2017	% share	To GDP by%	Growth Rate%
Revenues all	7 662,2	100,0	16,3	9 691,8	100,0	18,5	126,5
Income	4 581,9	50,8	9,8	5 012,3	51,7	9,6	109,4
Tax receipts, including:	4 275,9	93,3	9,1	4 848,0	96,7	9,3	113,4
Corporate income tax	1 437,4	33,6	3,1	1 538,8	31,7	2,9	107,1
VAT on goods of domestic manufacture	634,9	14,8	1,4	646,8	13,3	1,2	101,9
VAT on imported goods	860,8	20,1	1,8	1 017,9	21,0	1,9	118,2
Production of mineral resources	159,3	3,7	0,3	259,2	5,3	0,5	162,7
Tax imposed	242,9	5,7	0,5	269,6	5,6	0,5	111,0
Import customs duties	639,0	14,9	1,4	854,5	17,6	1,6	133,7
RES to crude oil	298,2	6,5	0,6	159,9	3,2	0,3	53,6
Non-tax receipts	7,8	0,2		4,3	0,1		55,8
Receipts from sale of fixed capital	3 080,3	40,2	6,6	4 679,5	48,3	8,9	151,9
Transfers, including:	2 110,0	68,5	4,5	2 880,0	61,5	5,5	136,5
Guaranteed Transfer from NF	745,6	24,2	1,6	1 534,3	32,8	2,9	205,8
Target transfer from NC	224,7	7,3	0,5	265,2	5,7	0,5	118,0
Transfers from lower government agencies	46 971,2			52 394,5			

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

At the same time, 96.7% of tax revenues on net income of the republican budget, and 3.2% nontax (Figure 1).

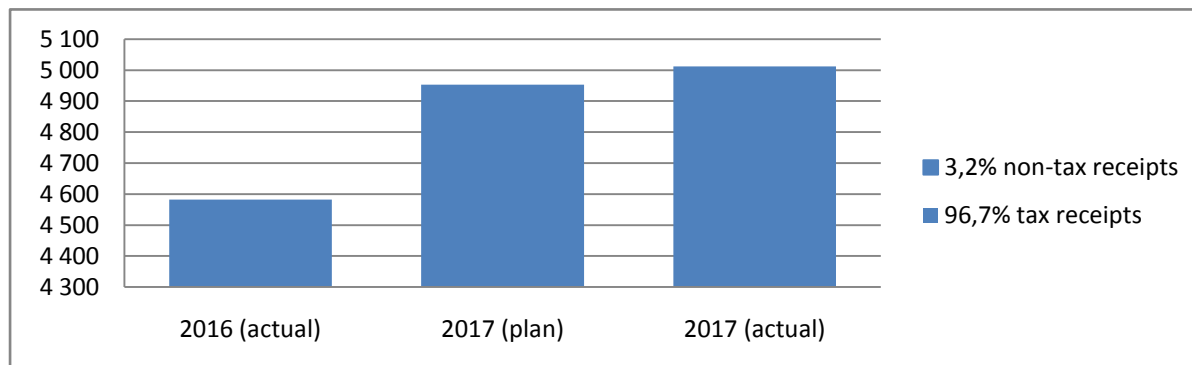


Figure 1 – Revenues from net income of the republican budget

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

Net revenues of the national budget in 2017 were fulfilled at 59 billion tenge, or 101.2%, as shown in Figure 2.

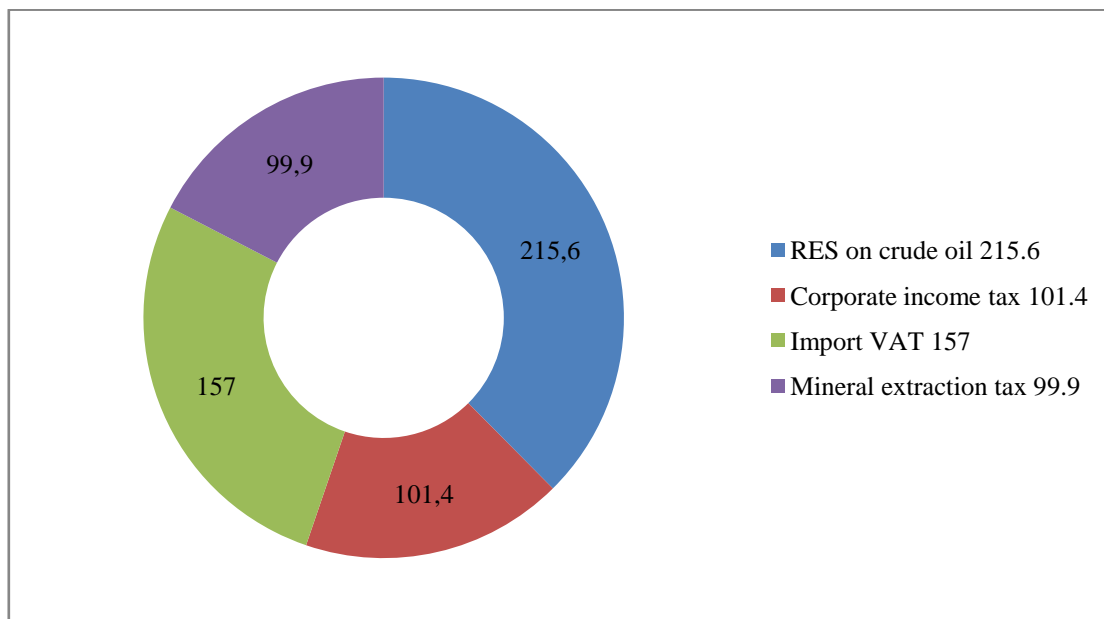


Figure 2 – Revenues from net income of the national budget

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

Growth factors:

- rise in metal prices;
- increase in the rate and the cost of the RES on crude oil (assumed to be 50 US dollars, almost \$ 52.4 in 2017);
- increase of imports and change of tenge exchange rate to Russian rubles;
- improvement of administration;
- one-off receipts (from Corporation «Kazakhmys» LLP).

The larger the specific weight of the herd:

- 35.6% – corporate income tax;
- 38.4% – receives value-added tax (Figure 3).

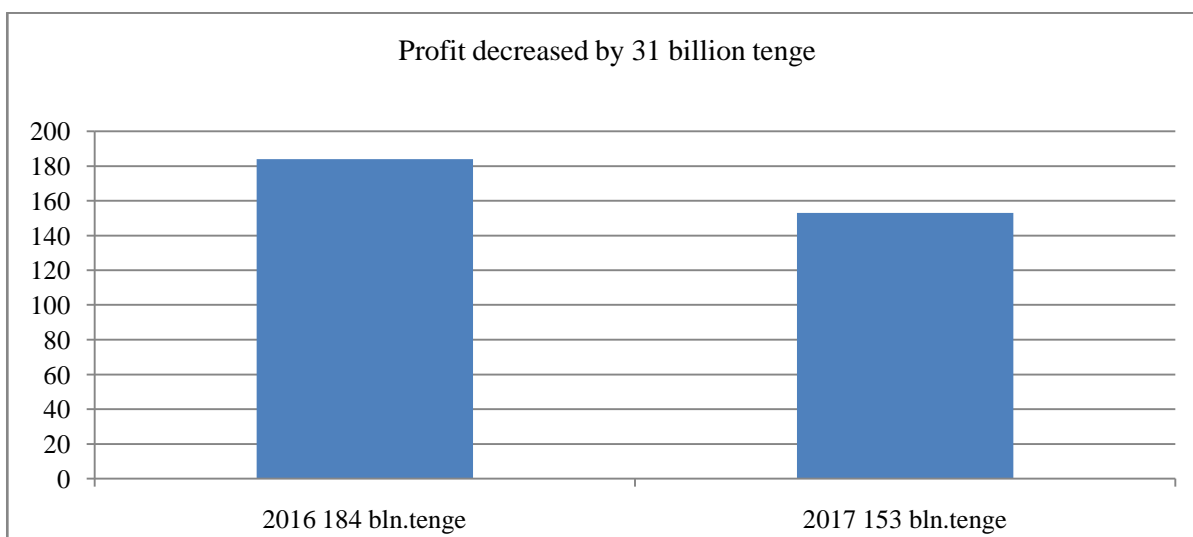


Figure 3 – Contributions to the national budget

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

The distribution by category is shown in Figure 4.

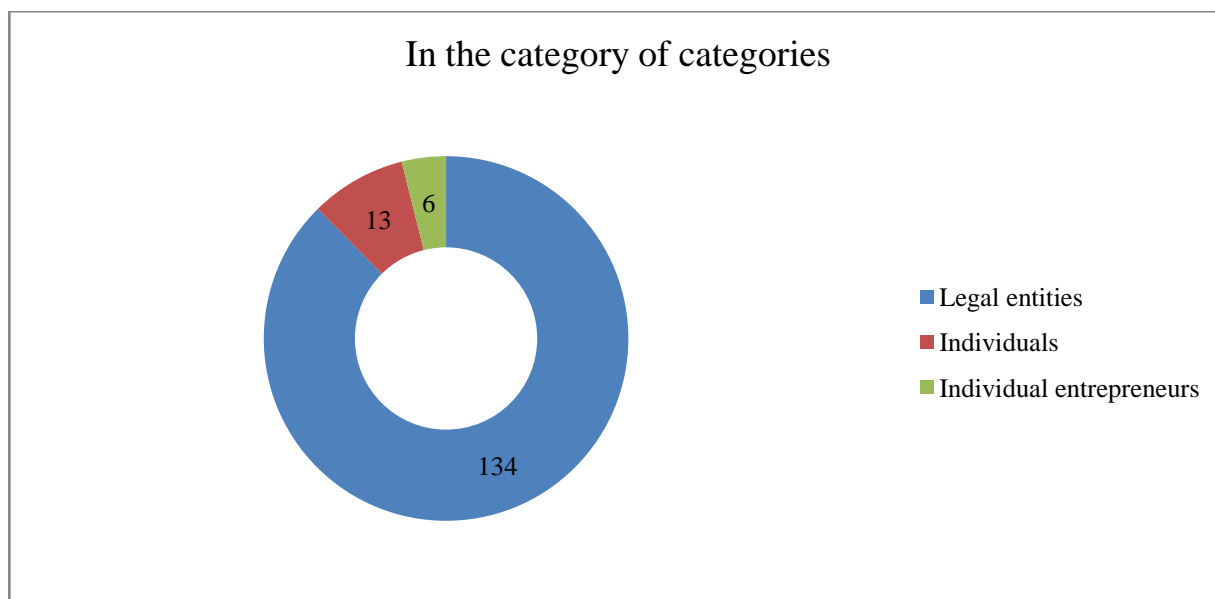


Figure 4 – Classification of funds by categories to the national budget

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

In the category of above categories we see the indicators of legal entities and individuals and individual entrepreneurs.

Decreased by:

- cash withdrawal;
- recognizing debtor bankrupt;
- submission of additional tax returns;
- other reasons (minimized by verification report, complaint reports, etc.).

The parameters of the national budget for 2017 are presented in Table 2.

Table 2 - Parameters of the republican budget for 2017

Income			Earnings
Plan	Actual		
4 953	5 012 101,2% to 59 billion tenge	+	4,680 Transfers from the National Fund 107 Disbursement of budget loans 9 799
Expenses		Deficit	99.8% done
Plan	Actual		
11 177	11 56	-Plan 1 486 -1 357 Actual	

Parameters of the republican budget in 2017 are planned and actual indicators of income and expenditure.

Economic Development:

- Nurly zhol – 696 billion tenge. The volume of transit cargo within the territory of Kazakhstan is 18.1 mln. tons (Table 16.9). The second track in Almaty 1 – Shu was introduced, the capacity of the site was increased from 17 pairs of freight trains to 68 pairs per day, freight trains increased by 1.5 times (from 27.8 km / s to 40 km / h), Almaty and the number of freight traffic between Shu stations decreased by 3.5 hours. 05.6 thousand jobs were created (in the plan – 75.3 thousand), including 14.4 thousand permanent jobs.

- Development of agro-industrial complex – 386 billion tenge. In the amount of 231.8 billion Tenge, 197 applications of subjects of agrarian and industrial complex were subsidized, 7532 of the Investors' Agenda 21 priority. 1816 subjects of AIC (1500 in the plan) were financed for spring sowing and harvesting, 3 mln. ha was covered.

- Development of regions – 248 billion tenge. Heat supply – 314.8 km, power supply – 6493.2 km, gas supply – 2086.2 km. 93.8% of the urban population has access to centralized water supply 57.4% of the rural population.

Entrepreneurship Support:

Business Road Map 2020 – 47 billion tenge:

- 2287 projects worth 36.1 billion tenge subsidized;
- 1064 projects worth 15 billion tenge were guaranteed;
- Grant was awarded to 276 projects for 490.3 million tenge;
- 772 microcredit were issued for KZT 4.3 billion;
- 113,393 clients received 237,8 thousand consultations and services.

Effective employment – 79 billion tenge

- 7227 micro credits. 4,123 individuals have already started their business

Employment centers employed 315.5 thousand people

Improving people's livelihoods

Nurly zhol – 171 billion tenge. 341.7 thousand square meters. rental and commercial housing was put into operation. For socially vulnerable groups of the population 288 thousand square meters without the right to purchase. (5376 apartments) was started.

Education development – 444 billion tenge. 90.5% of children aged 3-6 are enrolled in up-to-date education (87.5% of the plan). 86.7% of graduates of state educational institutions were employed in the first year after their graduation.

Health – 176 billion tenge:

- Early detection of new malignant neoplasms (stage 1-2) was 59.2% (plan 58.2%);
- In the regions additional 10 stroke centers were opened.

The implementation of budget programs is shown in Figure 5.

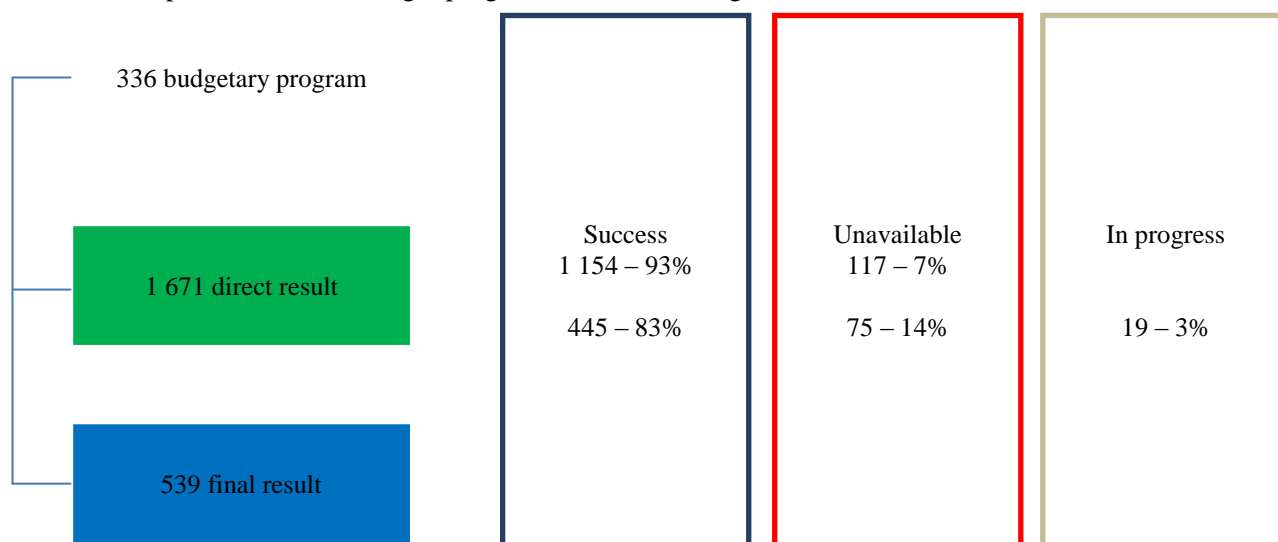


Figure 5 – Measures to implement budget programs

Note – from the source of the Ministry of Finance of the Republic of Kazakhstan

It is estimated that 21.1 billion tenge, ie 0.2% of the total expenditure, can be found in Table 3.

Table 3 - The results of implementation of budget programs

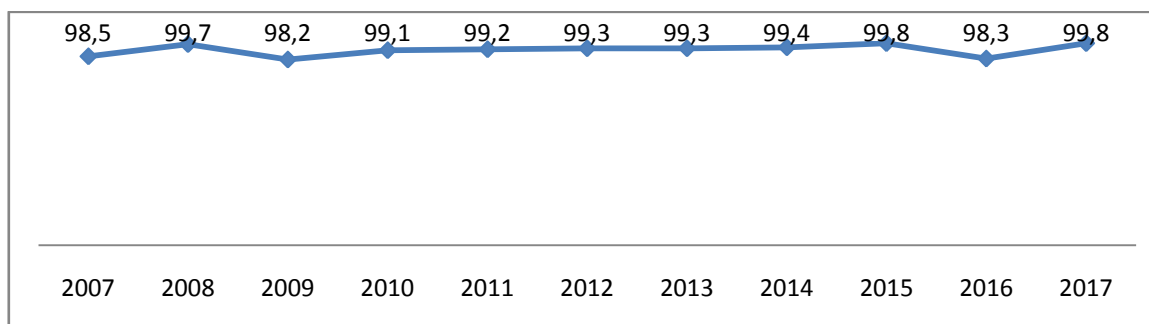
	2016	2017	change
Execution	8 501	11 156	+ 1.3 times
Eliminate	34,3	2,6	- 13 times
Retained earnings	75,6	3,4	- 22 times
Not worked	36	15	- 2.4 times

Note - from the source of the Ministry of Finance of the Republic of Kazakhstan

The greatest disintegration was formed by:

- 4.1 – Ministry of Health;
- 3,2 – Ministry of Education and Science;
- 1,7 – Ministry of Agriculture
- 1,7 – Ministry of Defense;
- 1,4 - State Security Committee

High performance of the republican budget expenditures

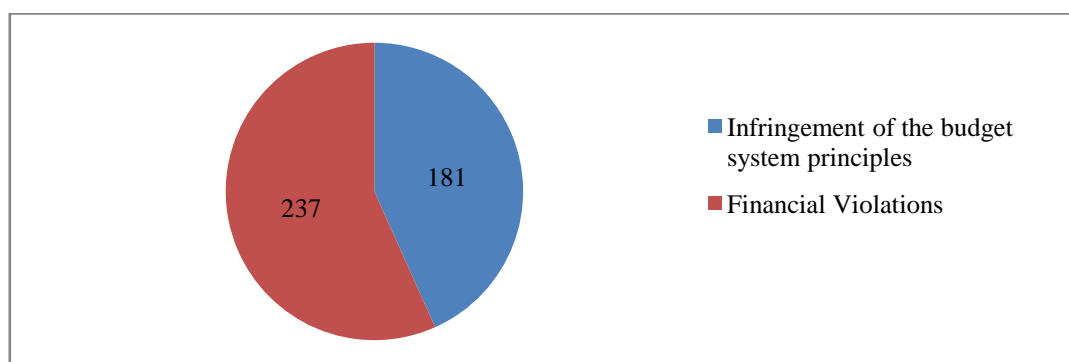


Improper performance is 508 billion dollars. Tenge

Failure to implement budget programs for 89 billion tenge:

- unsuccessful – 15 billion tenge;
- return of unreasonably low paid IT and budget credits – 1,7 billion tenge;
- return of non-utilized NT in 2016 – 20.6 billion tenge;
- return of unused budget credits allocated from the RB – 7.1 billion tenge;
- the balance of unused profits in the CPS RK – 45 billion tenge.

413 billion On the audit control materials:



* billion tenge

Indicators of violations in the budget system. By 2017, all violations were damaged in the total amount of 418 billion tenge.

We know that land is the property of individuals and legal entities as the main source of income for private entrepreneurship. So today, the size of land and property tax paid by individuals and legal entities

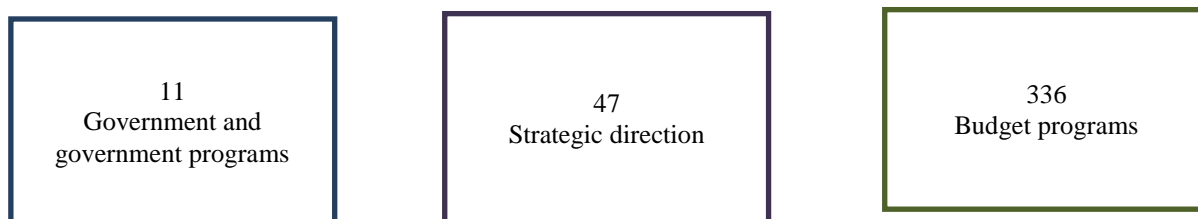
does not meet the requirements of market economy. The main disadvantage here is the market value of land value in globalization and its role is ignored:

- improvement of tax and customs administration;
- increased revenue collection project. The share of revenues of the consolidated budget in GDP in 2017 will be 16.8% (15.8%), the republican budget – 9.3%;
- the checks are reduced by 45%. To accelerate the management of the taxpayer's voluntary commitment;
- tax collection has increased. In 2017 reached 123 billion dollars. or 34% more than in 2016.

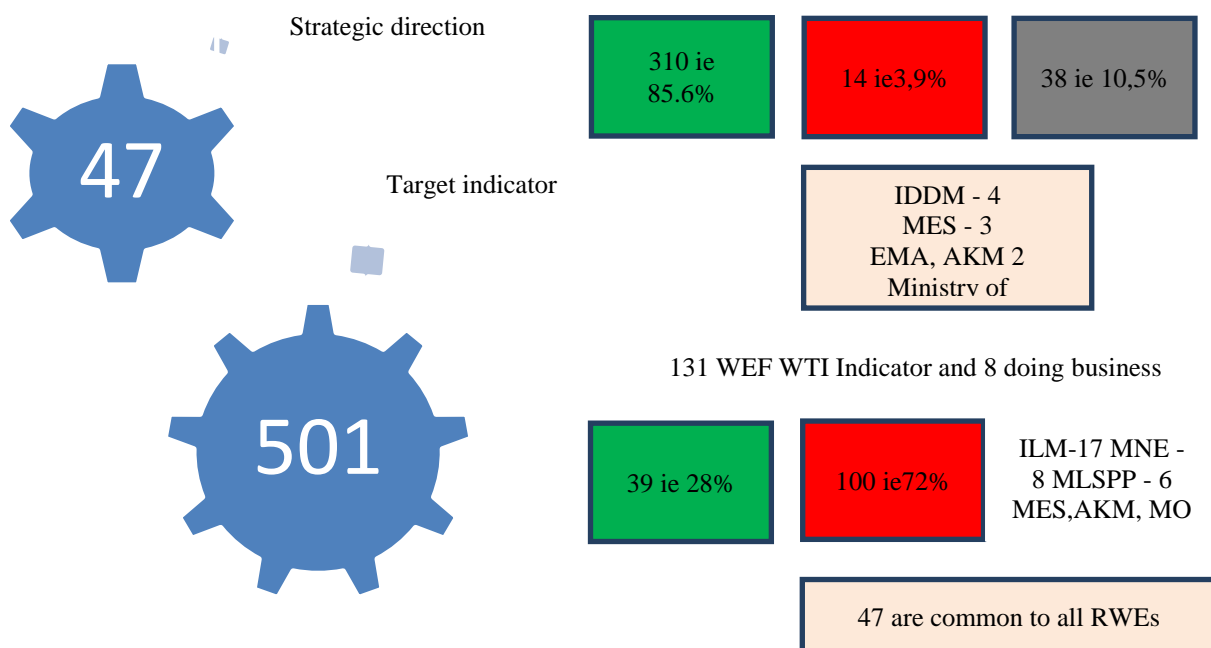
In the plan:

- customs and customs administration within the Digital Kazakhstan program will increase from 15.2% of GDP in 2016 to 25% by 2025. The share of revenues in GDP in 2018 is 17%;
- launch of «Astana-1» will reduce the time from 18 times to import (from 1.5 to 5 minutes);
- use of block technologies in the administration of indirect taxes;
- by the end of 2019 a cycle will be added to added value control: from the boundary (manufacturer) to the end user.

11 156 were directed to:



Implementation of strategic directions



14 target indicators are not available
IDM-4:

- Growth of investment in fixed assets in the processing industry made 104.7% (plan 105.3%) due to decrease in capital investments;

- 65.9% of regional and district roads are good and satisfactory due to previous spring floods (66% plan);

- the rolling stock due to overhaul of OJSC «KTZh»: freight – 46.8% (43% discount), passenger – 45.9%.

MES-3:

- 0.6% of the school is emergency (plan 0%);

- 0.8% of the schools were shifted in three shifts (plan%);

- No PPP project on PPP project «Life Center of Testing and Pedagogical Qualifications».

DMM-2:

- maternal mortality – 12% per 100,000 live births (plan 11.4%) causes obstetric complications;

- resident or Passport Health (Plan 2%), for example, the project WB does not correspond to the graphics procurement platform.

AKM-2:

- 81.8% of the population is covered by coded tele-radio broadcasting (87% of the plan) due to the prolonged and complexity of tender procedures (failure of contractor LLP «UshSat» to comply with the contractual terms of RTS infrastructure construction);

- the State Commission for Citizens provides 65% of services in electronic format (no less than 66%), measures have been taken to organize the interaction of IP in order to prevent citizens' electronic inquiries within the framework of the RK tasks, which contributed to the reduction.

MLSPP – 1:

- among those applying for employment centers, 62.8% of employed people were employed (75% of the plan), which is due to revision of employment indicators for unemployed and self-employed.

Measures to ensure the effectiveness of budget expenditures:

- waste minimization mechanisms have been developed in the legal framework of the CPS Waste – to return waste to budget revenues or to allow them to be used in other quasi-public sector projects;

- the external borrowing mechanism of the quasi-public sector entities has been settled legally – by agreeing with the Government;

- procedures for planning PPP projects and control over contingent liabilities of the state were simplified – 133 contracts worth 90.4 billion tenge were registered in the CU;

- reduction of accounts receivable – long-term investment. payment of advance only after full repayment of previously paid amounts on projects.

Planning:

- introduction of a single system of public procurement on the principle of centralized service in the new law on public procurement, transfer of all quasi-public procurement to electronic format;

- introduction of professional certification system of public accountants. to start from the beginning.

It is necessary to revise the periodicity of budget formation, to consider draft strategic plans before the formation of limits and to reduce the situation with adjustments to strategic plans [14-17].

The Ministry of Finance is actively digitizing tax and customs procedures, and is simplifying business operations. Minister of Finance Bakhyt Sultanov said at the Government meeting that «a new strategic model on the basis of the digitalization project» is to form a successful budget base on the platform of interaction between the state and business, without interfering in the functioning of honest business. «During the transition to the improvement of customs administration and electronic customs declaration, the work will be carried out in two ways, ie the e-window on export-import operations will be created on the basis of the ASTANA information system. Information system «ASTANA-1» is a multifunctional and complex system that allows for the creation of favorable conditions for the participants of the FEA and allows automated implementation of control before the release of goods from the moment of preliminary notification of all customs clearance». Information system «ASTANA-1» will be launched in step-by-step mode. Since October 1, 2017, there is a subsidized «Customs transit» system. The main difference of the new system from the existing system is the ability to reduce the number of information systems, to declare paperless production of goods, vehicles and cars. Starting from January 1, 2018, the rest of the ASTANA-1 IS has been commissioned. From January 1, 2018, a mechanism to operate on nine permissive documents has been launched within one window. Also, in 2018, the state database «E-Licensing» will be

submitted electronically with the information on 42 permits issued by the state bodies through the integration of the ASTANA-1 information system.

The direction of «Taxation of tax administration» consists of four initiatives: electronic invoices and information labeling systems, increased tax collection through the administration of VAT by using block technology, as well as consolidating the database of different sources. The «Electronic invoices» information platform has been recently created to add functionality related to controlling the convenience of the interface and the movement of goods. «The number of users of the system is increasing day by day, and today it has more than 158 thousand, with more than 65 million ISFs». The information labeling system «Goods Marking» provides for the labeling of products made of leather and the EAEU framework.

On November 27 this project was launched in our country. The Minister said that about 20 companies were added to the system within three days and 60 product labels had been completed. «Next year, the list of goods will be expanded according to the results of this project. It should be noted that we are implementing this initiative in close cooperation with our partners in the Eurasian Economic Union. Implementation of these initiatives will be a barrier to non-commodity transactions accompanied by a copy of false documents». According to the Ministry, VAT administration through block technology will facilitate the creation of a personalized database that will allow the taxpayers to monitor the financial transaction chain immediately and implement the guarantees for VAT refund.

The tax administration of the European Union states that it is considering introducing block technology. In Kazakhstan, the integration of block technology (IBM Hyperledger Fabric) and the Intelligent Intelligence (IBM Watson) with the integration of the Ministry of Finance and the ITP Autonomous Cluster Fund was launched. «The blockage application will ensure the simplicity of reporting and reporting for the elimination of irregularities, administering indirect taxes, and taxpayers. It is planned to introduce the project in the form of the state assignment with the PF «ATP». The system prototype is August, «he said. Increasing tax collection by combining a database of different sources will be implemented by the Ministry of Finance through the creation of Big Data for tax administration purposes.

He also noted that, based on international experience, «the implementation of modern tax administration is based on the information obtained from business for tax purposes». For example, data on the volume of transport (rail and air), as well as information on the use of water and electricity from enterprises, are compared with the income of the counterparties in the tax return. We aimed to create such a base». Overall, all digitalization measures should «significantly reduce the amount of shadow economy and increase the tax burden on the budget». Prime Minister of Kazakhstan Bakytzhan Sagintayev said that information systems should be implemented as soon as possible. «We say that information systems are not ready, and that there are many obstacles. As it runs, it gets broken quickly. It looks like there is no interference with a person. Because bureaucracy are effective. It will lead to corruption. Especially customs and tax authorities. All projects should be launched immediately», said the Prime Minister [18].

Finally, as a result of digitization of the taxation system, it is planned to collect GDP by approximately 9% by 2025 without increasing the tax burden and size.

REFERENCES

- [1] S. Qulıbaev, Vladimir Melnikov Tractatus de nulla, consequat. Almaty: LEM, 2009.
- [2] AD Ümbetaliyev, Ğ.E.Kerimbek "tax vectigalibus ac". oqwlıq- Almaty: Economics, 2011.
- [3] M. A. Serikova , L. M. Sembiyeva , A. O. Zhagyparova , J. Jasaitis «The tax potential and its evaluation in innovative development of the republic of Kazakhstan». The Bulletin of the National academy of sciences of the Republic of Kazakhstan. 2018. № 4. P. 121. <https://doi.org/10.32014/2018.2518-1467>
- [4] Shalkibayeva Zh. A., Uteyev B.Zh. «Methodical toolkit of regional tax potential assesment». Reports of the National academy of sciences of the Republic of Kazakhstan.2018.№2. P. 79. <https://doi.org/10.32014/2018.2518-1483>
- [5] Ğ.E.Kerimbek "Nalogı et nalogooblojenıe". Russkoye T-Latina slovar. 1. Almaty, Economics, 2012.
- [6] Ğ.E.Kerimbek "Nalogı et nalogooblojenıe". Russkoye T-Latina slovar. 2. Almaty, Economics, 2012.
- [7] "Reipublicae Kazakhstan" De pecuniae vectigales, cetera debitum ad budget solutiones, inter huiusmodi animadversiones expanse ad tax code (CIC). January I, 2018. Astana.
- [8] A. D Ümbetaliyev, Ğ.E.Kerimbek "tax vectigalibus ac". C. I: doceo / culi., Terminals. 3 bas.- Almaty: Economics: 2013.
- [9] Ğ.E.Kerimbek "Nalogı et nalogooblojenıe". Russkoye-Latina slovar.2 izdanıe. C. 1. Almaty, Economics, 2015.
- [10] Ğ.E.Kerimbek "Nalogı et nalogooblojenıe". Russkoye-English dictionary. T. II izdanıe 2. Almaty, Economics, 2015.
- [11] N.K.Kwçwkova, Ğ.E.Kerimbek "fiscal consilio". Textbook. Almaty, Economics, 2016.
- [12] Umbetaliev A.D. "Taxation theory: history of development and stages of formation". Monograph. Almaty: Economics, 2017.-476 p.

[13] Kerimbek Ğ.E. "Tax vectigalibus ac". Almaty textbook: Economics, 2016.

[14] Annual report, Ministry of Finance of the Republic of Kazakhstan, 2016.

[15] Annual report Ministry of Finance of the Republic of Kazakhstan, 2017.

[16] Report on the execution of the republican budget, Accounts committee for control over execution of the Republican Budget, 2016.

[17] Report on the execution of the republican budget, Accounts committee for control over execution of the Republican Budget, 2017.

[18] <http://abctv.kz/kz/news/blokchejn-salyk-zhinauga-komektesedi>.

Ғ.Керімбек¹, Л.Молдашбаева¹, Қ.Джрауова², А.Ажмухамедова¹ А.Мизанова¹

¹Л.Н.Гумилев ат. Евразия ұлттық университеті, Астана қ.;

²Қорқыт Ата ат. Қызылорда мемлекеттік университеті, Қызылорда қ.

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ РЕСПУБЛИКАЛЫҚ БЮДЖЕТІНЕ ТҮСЕТІН САЛЫҚ ТҮСІМДЕРІНІҢ КӨРСЕТКІШТЕРІН ТАЛДАУ ЖӘНЕ БАҒАЛАУ

Аннотация. Мақалада «Салықтық әкімшіліктендіруді цифрландыру» бағыты төрт бастамадан тұрады: яғни «Электронды шот-фактуралар» және «Тауарларды таңбалау» ақпараттық жүйесі, блокчейн технология-сын қолдану арқылы ҚҚС-ны әкімшілендіру, сонымен қатар әр түрлі дереккөздерінің мәлімет базасын біріктіру арқылы салық жинауды арттыру мәселелері қарастырылған. «Электронды шот-фактуралар» ақпараттық платформасы таяуда құрылғанын, «интерфейстің қолайлығы мен тауарларды алып өтуді бақылауға қатысты функционалды құруға қатысты» толықтырылуда. «Жүйені қолданушылар саны күн санап артып келеді, бүгінгі күні оның саны 158 мыңнан артық, оларға 65 млн-нан артық ЭШФ берілген». «Тауарларды таңбалау» ақпараттық жүйесі теріден жасалған өнімдерді таңбалау және ЕАЭО аясы бойынша қанат қакты жобаны қарастырады. Қорыта келгенде, салық салу жүйесін цифрландыру нәтижесінде, 2025 жылға қарай салық жүктемесі мен мөлшерін ұлғайтпай-ақ ЖІӨ-ні шамамен 9%-ға арттыру арқылы жинауды жоспарлауға болады.

Түйін сөздер: салық, бюджет, инвестиция, кіріс, шығыс, салықтық әкімшіліктендіру, кеден, электронды шот-фактура

Ғ.Керімбек¹, Л.Молдашбаева¹, Қ.Джрауова², А.Ажмухамедова¹ А. Мизанова¹

¹Евразийский национальный университет им.Л.Н.Гумилева, г. Астана;

²Кызылординский государственный университет им. Коркыт Ата, г.Кызылорда

АНАЛИЗ И ОЦЕНКА ПОКАЗАТЕЛЕЙ НАЛОГОВЫХ ПОСТУПЛЕНИЙ В РЕСПУБЛИКАНСКИЙ БЮДЖЕТ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Направление «цифровизация налогового администрирования» включает четыре инициативы: информационная система «Электронные счета-фактуры» и «Маркировка товаров», администрирование НДС с применением технологии блокчейн, а также увеличение сбора налогов посредством объединения базы данных из различных источников. Недавно была создана информационная платформа «Электронные счета-фактуры», дополняется относительно «удобства интерфейса и создания функциональных возможностей для контроля за перемещением товаров». «Количество пользователей системы растет с каждым днем, на сегодняшний день их количество составляет более 158 тысяч, которым выдано более 65 млн ЭСФ». Информационная система «Маркировка товаров» предусматривает маркировку продукции из кожи и актуальные проекты в рамках ЕАЭС. Таким образом, в результате цифровизации системы налогообложения, к 2025 году без увеличения налоговой нагрузки и размера можно планировать увеличение сбора ВВП примерно на 9%.

Ключевые слова: налоги, бюджет, инвестиции, доходы, расходы, налоговое администрирование, таможня, электронная счета-фактура.

Information about authors:

Galymzhan Yeskarauly Kerimbek – candidate of economic sciences, docent, head of the department «Finance», Eurasian national university of L.N. Gumilyov. E-mail: kerimbek2009@mail.ru;

Moldashbayeva Luiza Polathanovna – candidate of economic sciences, Associate Professor of the Department «Accounting, audit and analysis», The Eurasian National University after L.N. Gumilev. E-mail: moldashbayeva_lp@enu.kz;

Jraouva Kuralay Serikovna – candidate of economic sciences, Acting Associate Professor of the Department «Finance», The Korkyt Ata Kyzylorda State University. E-mail: 75zhkyra@mail.ru;

Azhmukhamedova Assem Askarovna – candidate of economic sciences, Senior lecturer of the Department «Finance», The Eurasian National University after L.N. Gumilev. E-mail: azhmuxamedova@mail.ru;

Misanova Ainur Berikkyzy – master student, The Eurasian National University after L.N. Gumilev. E-mail: ainur.mizanova@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.53>

Volume 6, Number 322 (2018), 195 – 202

UDC 376

IRSTI 14.29.01

S.A. Zholdasbekova¹, P.Zh. Parmankulova¹, K. Assanaliyev²¹M.Auezov South Kazakhstan State University, Shymkent, Kazakhstan;²I.Razzakov Kyrgyz State Technical University, Bishkek, Kyrgyzstan**FOLK GAMES IN THE EDUCATION OF CHILDREN WITH PHYSICAL, MENTAL AND SENSORY DISTURBANCES**

Annotation. The article contains the results of theoretical analysis of pedagogical, psychological and medical literature in the field of inclusion, development and education of children with physical, mental, sensory impairments and mental illnesses. The analysis was carried out in the context of pedagogical literature concerning the upbringing of the younger generation, in particular, the education of children with various physical, mental or psychological disabilities. In the child development, in the strengthening of his/her health, in mental and physical qualities development, the motor activity plays an important role. Children express their motor activity in games.

The purpose of our study is education of children with physical, mental and sensory impairments with the help of folk games since they are of great importance in the physical and mental development of the child, the formation of social skills and abilities, the development of the child sensory sphere, the development of thinking and self-reliance. As a result of the study, there is a conclusion that the use of Kazakh folk games in work with children with physical, mental, sensory impairments is one of the corrective action means. Folk games together with other educational tools are the basis of the initial stage formation of a harmoniously developed and active personality that combined both physical and spiritual health.

Key words: inclusion, physical and mental disorders, developmental disorders, sensory disturbances, folk games.

Introduction. A theoretical analysis of the pedagogical, psychological and medical literature was conducted, the normative and methodological documents on the problem were studied and the advanced pedagogical experience was generalized.

The implementation of the ideas and principles of inclusion is conditioned by normative documents: “On Combating Discrimination in Education” (1960) [1], “On the Rights of the Child” (1989) [2], “World Declaration on Education for All” (1990) [3], “Standard Rules of equal rights provision for invalids” (1993) [4], the “Salaman Declaration on Principles, Policies and Practices in the Education of Persons with Special Educational Needs” (1994) [5], “Education for All” (2000) [6], “On the Rights of Invalids”(2006) [7].

To denote inclusion, the following terms were used: in medicine – “correction work”, “rehabilitation”, “disability”, in education – “joint education”, “included training”, “special educational needs”, “inclusive education”, in the society – “children with disabilities”, “children with mental and physical development shortages”, “children with special educational needs”, “children with developmental disabilities”, “children-invalids” and so on.

Unfortunately, there are always been people in the society with physical, mental, sensory impairments and mental illnesses: speech disturbance, hearing impairment, visual impairment, intellectual disability, mental retardation, musculoskeletal disorders, emotional and volitional disorders, etc.

In the Republic of Kazakhstan there are laws and regulations that create the necessary conditions for correcting the developmental disability, as well as for social adaptation, for the formation and development of the individual on the basis of national and universal values.

The legal framework for the inclusive education implementation in the Republic of Kazakhstan is constituted by legislative acts establishing constitutional human rights, regulatory legal acts in the field of medical and social protection of persons with disabilities and in the field of education. Regulatory support for the implementation of inclusive education can be grouped into the following levels: international, governmental, departmental and regional [11].

And how was it before? How did the Kazakh people raise children with various physical, mental or mental disabilities?

Research methodology. The methodology of the study includes theoretical methods: analysis of the problem study degree and theoretical analysis.

A theoretical analysis of the pedagogical literature concerning the upbringing of the younger generation, in particular, the problem of educating the children of the Kazakh people with any disabilities was carried out.

It is known that in the primitive communal system the boys studied and helped to hunt, the girls were engaged in housekeeping, sewed clothes, etc. Saki and Hun brought up children to be smart, brave. In the 6th-9th centuries, during the reign of the Turk Kaganate, Bilge Kagan, Kultegin, Tonykok, Korkyt ata made their contribution to the upbringing of children. In the X-XV centuries in the education of the younger generation a special role played the works of scientists. Abu Nasyr al-Farabi points out that “only a person who combines 12 innate qualities and 6 acquired ones can become a real educator, the head of a virtuous people: he must have good mental and physical qualities, especially memory, have a clever intellect and perspicacious; to be able to state with complete clarity all that he conceives; have a love of learning and knowledge; be restrained in everything, avoid games and be disgusted with the pleasures arising from it; to love the truth and its proponents, to hate lies and those who resort to it; have a proud soul and cherish honor, strive for deeds sublime, despise luxury and wealth, hate injustice and those from whom they emanate; be fair to everyone, but not stubborn, do not show self-will and not persist in the face of justice, but be absolutely adamant about all injustice and baseness, show decision, be brave and courageous. Do not know fear”. Yu. Balasagun notes that in the child it is necessary to bring up honesty, truthfulness, kindness, diligence, humanity and fidelity. He condemns evil, hypocrisy, laziness, drunkenness, debauchery; he calls for moderation and restraint. “Kutadgu bilig” is a didactic poem that tells about the customs, traditions of the Kazakh people, on training, education of the younger generation. Mahmud Kashgari condemns greed, cowardice, meanness, courage, nobility, benevolence is preached. In the XV-XVII centuries, during the period of the Kazakh Khanate, Asan kaigy, Shalkiiz, Zhiembet, Bukhar zhyrau devoted their works to the upbringing of the younger generation. For example, Asan Kaigi called on people to improve themselves: intellectually, morally and physically. In the XIX century Ybyrai Altynsarin, Abay Kunanbayev, Shokan Valikhanov, in the 20th century Ahmet Baitursynov, Mirzhakyp Dulatov, Magzhan Zhumabayev, Mukhtar Auezov had a great influence on the upbringing of the younger generation. During the years of the Independence of the Republic, scholars K. Zharykbayev, S. Kaliev, A. Tabyldiev, S. Uzakbayeva, M. Orazayev, M. Smailova studied the history of education of the younger generation [13-18].

The Kazakh people always attached special importance to customs and traditions in the education of the younger generation, tried to cultivate a full-fledged personality that respected their parents, customs and traditions of their people, and strove to raise a healthy, physically strong generation. The Kazakhs always cared for the health of the child, about his/her normal physical development. In the folk epics and tales, the physically courageous and strong hero-batyr was always glorified.

The people paid special attention to the education of the younger generation. From an early age instilled in them a sense of patriotism, love of country, respect for elders, support juniors [19].

Results and discussions. A special place in the physical development of the child is inheritance in the genetic program of man and transmitted from parents to children. Heredity also affects the mental health of the child. Therefore, when the young man and young women married, the Kazakh people were interested in the genus and origin of young people in order to continue their healthy offspring. It was necessary to observe certain restrictions related to exogamous, social, class, national and religious norms when bride groom and bride wanted to marry. The Kazakh exogamous barrier is limited to the 7th generation. In our time, modern Kazakhs are trying to adhere to this norm, since the exogamous barrier regulates the birth of a physically and mentally healthy offspring- the successor of the genus [23].

Means of the people's education were fairy tales, proverbs, sayings, riddles, songs, legends, cuies, dastans, arts and crafts, folk art craft and folk games.

We decided to focus on folk games since the game is an integral part of a person's life and performs cognitive, developing, entertaining, diagnosing, correcting and educational functions, and is also used for the upbringing and physical development of the younger generation.

The child must grow and develop. The active movements, walking, running and climbing games are need and very useful for child since the motor activity plays a big role in strengthening his/her health, contributes to the development of mental and physical qualities. The child develops from movement and emotion to the word. Games help the child to be liberated and learn the possibilities of his/her body, develop the motor ability, plastic expressiveness, help reduce fear, anxiety and improve mood. In the game, the body performs physiologically important movements which contribute to the correct growth and development of the child.

Games are of great importance in the physical and mental development of the child, the formation of basic social habits and skills, the development of the sensory sphere of the child, the development of thinking and the independence of action. Children games with running and climbing is very useful and necessary. In the development of the child, in the strengthening of his health, the development of mental and physical qualities, motor activity plays an important role. It is known that in the case of a motor activity lack in children, metabolic processes in the brain tissues decrease, the work of internal organs and the general state of the organism worsen. In the game, the child's body performs a number of movements, which largely contributes to the correct growth and development of the child [24].

The game requires the participation of various organs and mental processes, evokes a variety of emotional experiences, teaches the ability to treat peers, overcome negative emotions, affect the education of mind, character and will, develops moral feelings and physically strengthens the child.

The folk game trains, develops, educates, socializes, entertains, embraces folk traditions. In games, children receive necessary knowledge on the surrounding world, social phenomena of life, on the relationships between people, learn traditions and the history of their native land. Different directions of folk educational games are considering in scientific works (Table 1.) [25-30].

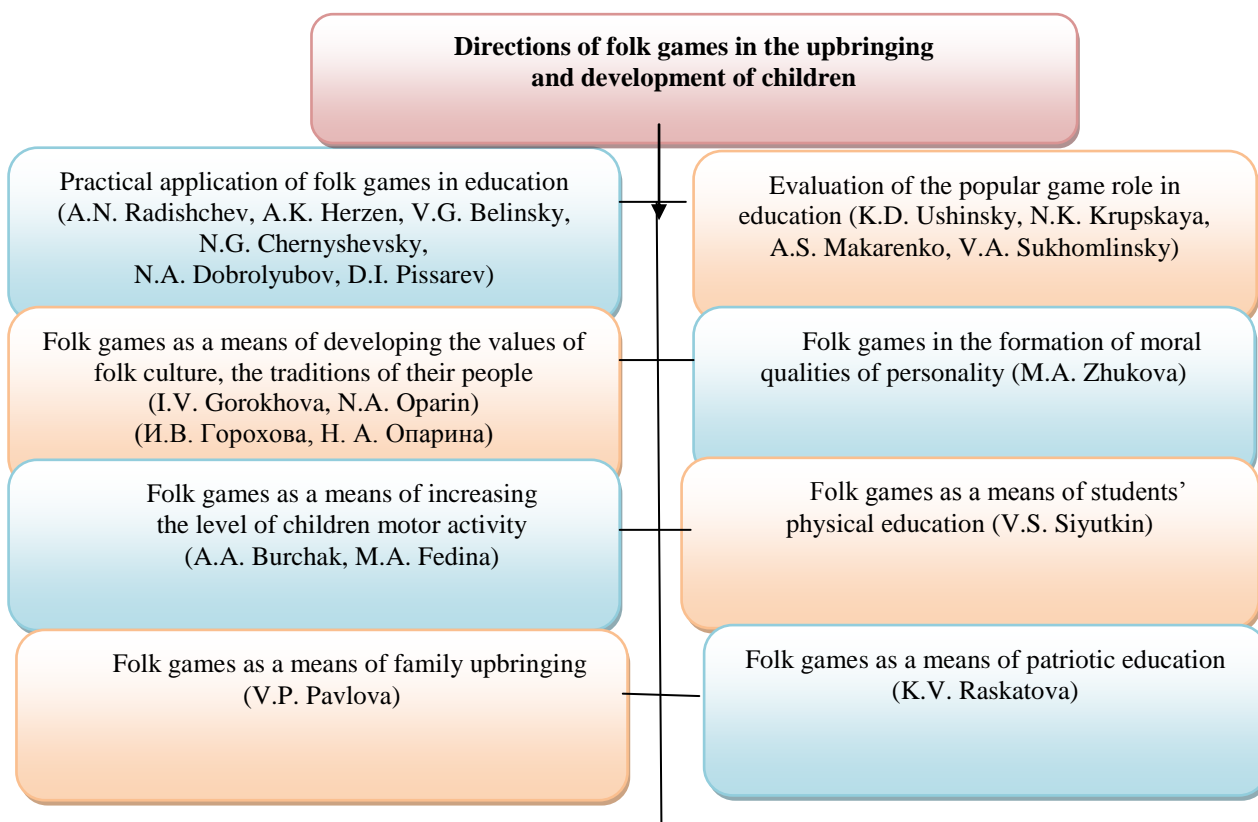


Table 1. Directions of folk games in the upbringing and development of children

Folk games are a vivid expression of the people's life, a reflection of the ethnos in general and in the history of its development. From the point of view of pedagogy and psychology, folk games are a means of upbringing and education of children.

Kazakh folk games were first systematized by ethnographer A.A. Divayev.

Казахские народные игры впервые систематизированы этнографом А.А. Диваевым. In his work "How Kyrgyz entertain their children" A.A. Divayev divided folk games on 3 groups according to the age:

- 1) from 1 up to 7 years old - narasyda (infants);
- 2) from 7 up to 15 years old - bolbala (young men);
- 3) from 15 up to 30 years old - Dzhigit (young men).

For example, the above-described "sokur-teke" game refers to games of the age of "narasyda", that is, children of the age from 1 to 7 years old play this game. Older children, from 7 to 15 years old, play other games, for example, "Horde", "Tumalak-Agash", "Takyya-Tobek", and others [40].

From the 80s of the XX century Kazakh folk games began to be studied as one of the upbringing means. Features of national games were reflected in the scientific works of M.T. Tanikeyev, B.O. Totenayev, Zh. Tulegenov, Ye. Sagyndykov, and others. K. Nurgalieva notes the influence of the Kazakh national game on the mental development of children. M. Nurmedov, R.A. Yuldasheva considers folk games as methods of moral, speech, aesthetic and physical development of children [42-45].

The theoretical analysis of pedagogical literature carried out by us has shown that the issue of education of the younger generation, in particular, raising children with any physical and mental disabilities has been little studied.

For the development of children with physical, mental and sensory impairments or mental illness (speech disturbance, hearing disorder, visual impairment, intellectual disability, mental retardation, musculoskeletal disorders, and emotional-volitional disorders) folk games can be widely used.

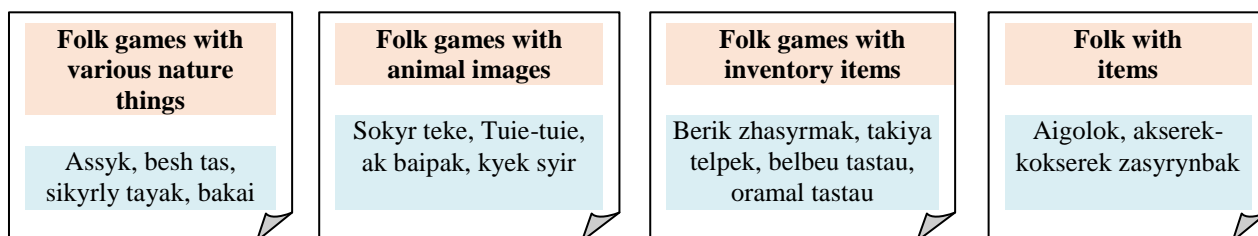
When selecting games that contribute to the physical and mental development of children, it is advisable to focus on the game content features: the plot, topic, rules and motor actions.

Folk games are diverse in content and organization. Games were held outdoors, which contributed to the health of children. Folk games strengthen different muscle groups, train the vestibular apparatus, improve posture, promote the health of weakened children, create a child's state of special psychological comfort and emotional recovery, rejuvenate the child, develops physical qualities, savvy, resourcefulness, creative fiction, educates courage, masculinity, dexterity, endurance, and the desire for victory.

Folk outdoor games can be attributed to the category of health as they strengthen various muscle groups, trains the vestibular apparatus, improves posture, promotes the recovery of weakened children, create a child's state of special psychological comfort and emotional recovery.

The development of the child comes from movement, emotion so it is easier for children to feel the possibilities of their body, relieve tension from separate groups of muscles and the whole body and develop motor ability and plastic expressiveness.

Four types of games were widely spread among people (pic. 2):








For example, folk games associated with various types of play with asyk (bone) "Khan alshy", "Ompy", "Bugynai", "Bes tas", etc. develop logical thinking, attentiveness and concentration, sensory abilities, form the thought process.

They develop the speed of action, sleight of hand; form a sense of collectivism, witty folk games such as "Sokyr teke", "Zhapalak pen Karlygash", "Ak suiyeq", "Zhaiau kokpar", "Tuiylgen oramal", "Kara siyr".

Games "Oramal", "Balapandar", "Takiya tastamak", "Aigelek" develop accuracy and dexterity.

“Sanamak”, “Kuyp-kuyp-kuymash”, “Zhanuarlar”, “Anshylar” activate thinking, memory, attention.
For example:

Бас бармақ Қазан түбін жалап Үйде жат		Bas barmak Kazan tubin zhalap, Uide zhat
Балалы үйрек		Balaly uirek
Ортаң терек		Ortan térek
Шүлдір шүмек		Shuldir shymek
Кішкене бөбек		Kishkene bobek

Folk games cause the active work of thought, contribute to the expansion of the outlook, clarify the ideas about the surrounding world, improve all mental processes, form physical skills, stimulate the transition of the child's organism to a higher stage of development.

During games, the child shows activity and gets rich impressions. Therefore, it is necessary to use games for the development of the child. The healing effect achieved during mobile games is closely related to the positive emotions of children arising in the process of playing activity and beneficially influencing the psyche of the child.

Conclusion. As a result of our studies, we came to the conclusion that the use of Kazakh folk games in working with children with physical, mental, sensory impairments is one of the means of corrective action, physical recovery and development of the child.

Consequently, the pedagogical potential of the folk game is great, since the children's views expand in the game, an emotional value attitude to folk creativity is formed, and the character of the child's behavior towards the small homeland, family, native nature, and traditions is formed and improved.

Thus, folk games in combination with other educational tools are the basis of the initial stage of the formation of a harmoniously developed, active personality, combining physical and spiritual health.

Thus, folk game is an effective means of personal development. There is a rich experience in the use of folk games in various aspects of the upbringing and development of the child's personality. Among them studies that consider folk games as a unique heritage of folk pedagogy as a means of development of the folk culture values, the traditions of their own people; as a means of formation of the individual moral qualities; as a means of children motor activity level increasing; as a means of physical education; as a means of family education; as a means of patriotic education.

The possibilities of the folk game as a means of developing the values of national culture, traditions of their own people are enormous. The folk game, performing various educational functions, serves as a natural and effective means of familiarizing children with folk culture and communication skills development.

REFERENCES

[1] Konventsiya o bor'be s diskriminatsiyey v oblasti obrazovaniya [Convention against Discrimination in Education] Adopted on 14 December 1960 by the General Conference of the United Nations Educational, Scientific and Cultural Organization at its eleventh session.

[2] Konventsiya o pravakh rebenka [Convention on the Rights of the Child]. General Assembly resolution 44/25 of 20 November 1989.

[3] Vsemirnaya deklaratsiya ob obrazovanii dlya vsekh i ramki deystviy dlya udovletvoreniya bazovykh obrazovatel'nykh potrebnostey [The World Declaration on Education for All and the framework for action to meet basic educational needs]. Jomtien, Thailand, 5-9 March 1990.

[4] Standartnyye pravila obespecheniya ravnykh vozmozhnostey dlya invalidov [Standard Rules for the Equalization of Opportunities for Persons with Disabilities], UN General Assembly Resolution 48/96 of 20 December 1993.

[5] Salamanskaya deklaratsiya i ramki deystviy po obrazovaniyu lits s osobymi potrebnostyami «O printsipakh, politike i prakticheskoy deyatel'nosti v sfere obrazovaniya lits s osobymi potrebnostyami» [Salaman Declaration and Framework for Action on Education for Persons with Special Needs "On Principles, Policies and Practices in the Education of Persons with Special Needs"]. World Conference on the Education of Persons with Special Abilities: Access and Quality. Salamanca, Spain, 7-10 June 1994.

[6] Dakarskiye ramki deystviy: «Obrazovaniye dlya vsekh vpolneniye nashikh kollektivnykh obyazatel'stv» [The Dakar Framework for Action: "Education for all fulfilling our collective obligations"]. World Education Forum. Dakar, Senegal, 26-28 April 2000.

[7] Konventsiya o pravakh invalidov [Convention on the Rights of Persons with Disabilities]. General Assembly resolution 61/106 of 13 December 2006.

[8] Zakon Respubliki Kazakhstan «O pravakh rebenka v Respublike Kazakhstan» [The Law of the Republic of Kazakhstan "On the Rights of the Child in the Republic of Kazakhstan"] of August 8, 2002 No. 345-II (with amendments and additions as of April 9, 2016).

[9] Zakon Respubliki Kazakhstan «O sotsial'noy zashchite invalidov v Respublike Kazakhstan» [The Law of the Republic of Kazakhstan "On Social Protection of Persons with Disabilities in the Republic of Kazakhstan"]. No. 39-III ZRK (with amendments and additions as of December 3, 2015).

[10] Zakon Respubliki Kazakhstan «O sotsial'noy i mediko-pedagogicheskoy korrektsionnoy podderzhke detey s ogranichennymi vozmozhnostyami» [The Law of the Republic of Kazakhstan "On Social and Medical Pedagogical Corrective Support for Children with Disabilities"] of 11 July 2002 No. 343-II (as amended and supplemented as of 03.12.2015).

[11] Shuiinshina SH. M., Mukhamedkhanova A.K. *Normativno-pravovoye obespecheniye osushchestvleniya inklyuzivnogo obrazovaniya v Respublike Kazakhstan* [Support for the implementation of inclusive education in the Republic of Kazakhstan]. *Izvestiya Natsional'noy Akademii Nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk.* ISSN 2224-5294 No.6 (316). 2017., Pp. 228-233. <https://doi.org/10.32014/2018.2224-5294>.

[12] Salgarayeva G.I., Bazayeva .B. *Tendentsii razvitiya spetsial'nogo i inklyuzivnogo obrazovaniya v Kazakhstane* [Trends in the development of special and inclusive education in Kazakhstan]. *Izvestiya Natsional'noy Akademii Nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk* ISSN 2224-5294. N 3 (301). 2015., Pp. 279-284. <https://doi.org/10.32014/2018.2224-5294>.

[13] Karimova A. T., Yesengulova M.N., Togaybayeva A.K., Tolegenova A.A. *Kognitivnoye razvitiye doshkol'nikov s rechevymi i yazykovymi narusheniyami* [Cognitive development of preschool children with speech and language disorders]. *Izvestiya Natsional'noy Akademii Nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk.* ISSN 2224-5294 No.1. 2018., Pp.26-35. <https://doi.org/10.32014/2018.2224-5294>.

[14] Kaliyev S., Ayubay K. *Antologiya pedagogicheskoy mysli* [Anthology of pedagogical thought]. Almaty: TOO "Sozdik-Slovar", 2004. 400 p. ISBN 978-9965-82294-0.

[15] Barlybayeva G.G. *Dukhovnoye naslediyе kazakhskikh prosvetiteley kak kvintessentsiya kazakhskoy filosofii* [The spiritual heritage of the Kazakh enlighteners as the quintessence of Kazakh philosophy]. *Izvestiya Natsional'noy Akademii nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk* ISSN 2224-5294. No.1(305). 2016., Pp.40-45 <https://doi.org/10.32014/2018.2224-5294>.

- [16] Zhanakova N.T. Vklad deyateley Alashskogo dvizheniya v natsional'nyuyu kul'turu [The contribution of the leaders of the Alash movement in the national culture]. *Izvestiya Natsional'noy Akademii nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk*. ISSN 2224-5294, No. 6 (316), 2017., Pp.143-147. <https://doi.org/10.32014/2018.2224-5294>.
- [17] Akynzhanov M. Kazakhstan tegi turaly [About the Kazakh name]. Almaty, Kazmembass, 1957. ISBN 978-601-7007-60-3.
- [18] Zharykbayev K., Kaliev S. Kazak talim-tarbiesy (Oku kuraly) [Teaching Kazakh. (Study Guide)]. Almaty: Sanat, 1995. 352 p. ISBN 5-7090-0100-7.
- [19] Syzdykov K. A. *Sushchnost' etnopedagogiki i yego vospitatel'noye znachenie* [The essence of ethnopedagogy and its educational value]. *Izvestiya Natsional'noy Akademii nauk Respubliki Kazakhstan. Seriya obshchestvennykh i gumanitarnykh nauk*. ISSN 2224-5294. No.3(307). 2016., Pp. 329-332. <https://doi.org/10.32014/2018.2224-5294>
- [20] Zhakhan Zh.Zh. Narodnoye vospitaniye i preymstvennost' pokoleniy kazakhskogo naroda [The national hospitality and the attribute of the Kazakh people]. [ER]. Access regime: <http://www.rusnauka.com /16 NTP 2008/ Psihologia/34050.doc.htm>
- [21] Uzakbaeva S.A. Tamyry teren tarbie [Root profound education]. Almaty: "Almatykitap" JSC, 2004. 32 p. ISBN 9965-14-490-7.
- [22] Izmailov A.O. Narodnaya pedagogika: pedagogicheskiye vozzreniya narodov Sredney Azii i Kazakhstana [Folk pedagogy: pedagogical preferences of peoples in Central Asia and Kazakhstan]. M.: Pedagogika, 1991. 252 p. ISBN 5-7155-0366-3.
- [23] Orta Asia men Kazakstannyn uly galymdary (IX-XIX gasyrlar) [The great scientists of Central Asia and Kazakhstan (IX-XIX centuries)]. - Almaty: Kazmembas, 1964. 302 p. ISBN 5-7667-8446-5.
- [24] Adizbaeva D.Zh., Kusbayeva A.N., Amanbayeva E.A., Tlenbaeva A., Shoybekova A.Zh. *Etnopedagogika zhane Kazak etnopedagogikasyndagy negizgi adister men amaldar* [Ethnopedagogy and basic methods and approaches in Kazakh ethnopedagogics]. *News of the National Academy of Sciences of the Republic of Kazakhstan. A series of social sciences and humanities* ISSN 2224-5294. No. 5 (303). 2015., Pp. 203-206. <https://doi.org/10.32014/2018.2224-5294>
- [25] Gorokhova, I.V. Narodnaya igra kak vid igrovoy deyatelnosti doshkol'nika [Folk game as a kind of gaming activity preschooler]/ I.V. Gorokhova, O.A. Shkol'nikova, L.M. Novikova // *Molodoy uchenyy*. 2015. No.13 (93). P. 613 – 616.
- [26] Burchak, A.A. Povysheniye urovnya dvigatel'noy aktivnosti doshkol'nikov starshego vozrasta posredstvom russkikh narodnykh podvizhnykh igr [Increase of the level of motor activity of preschool children of the elderly by means of Russian folk games] / A.A. Burchak, M.A. Fedina // *The young scientist*. 2015. No. 21 (101). P. 525-526.
- [27] Zhukova, M.A. Formirovaniye нравstvennykh kachestv u doshkol'nikov v protsesse ispol'zovaniya russkikh narodnykh igr [Formation of moral qualities in preschool children in the process of using Russian folk games] / M.A. Zhukova // *Obucheniye i vospitaniye : metodika i praktika*. 2013. No. 3. P. 112-116.
- [28] Oparina, N. A. Igra kak unikal'noye naslednoye narodnoye pedagogiki [The game as a unique legacy of folk pedagogy]/ N. A. Oparina // *Vestnik Chelyabinskoy gosudarstvennoy akademii kul'tury i iskusstv*. 2014. No. 3(39). P. 60 – 63.
- [29] Pavlova, V.P. Narodnyye igry kak sredstvo semeynogo vospitaniya [Folk games as a means of family upbringing]/ V.P. Pavlova // *Pedagogicheskoye masterstvo (II): materialy mezhdunar. zaoch. nauch. konf. (g. Moskva, dekabr' 2012 g.)*. M.: Buki-Vedi, 2012. – P. 245-247.
- [30] Raskatova, K.V. Detskiye narodnyye podvizhnyye igry kak sredstvo patrioticheskogo vospitaniya [Children's popular outdoor games as a means of patriotic education]/ K.V. Raskatova // *Aktual'nyye zadachi pedagogiki: materialy VII Mezhdunar. nauch. konf. (g. Chita, aprel' 2016 g.)*. Chita: Molodoy uchenyy, 2016. P. 56 – 58.
- [31] Divayev A.A. Kak kirgizy razvlekayut detey [How Kyrgyz entertain children]. *Etnograficheskoye obozreniye*. M., 1908. No.1-2. 151 p. ISBN 5-8066-0408-kh.
- [32] Strebelova Ye.A., Mishina G.A. Igy i zanyatiya s det'mi rannego vozrasta s psikhicheskimi narusheniyami [Games and activities with young children with mental disorders]. M.: Ekzamen, 2006. 158 p. ISBN 5-472-00953-7.
- [33] Totenayev.B. Kazakh ultyk oiynary [Kazakh National Games]. Almaty: Kainar, 1994. 144 p. ISBN 5-620-00728-6.
- [34] Sagyndykov Ye. Kazaktyn ultyn oiynary [Kazakh national games]. Almaty, Rauan, 1992. 176 p. ISBN5-625-01063-3.

УДК 376

МРНТИ 14.29.01

С.А. Жолдасбекова¹, П.Ж. Парманкулова¹, М.К. Асаналиев²¹Южно-Казахстанский государственный университет им. М. Ауэзова, Шымкент, Казахстан;²Кыргызский государственный технический университет им. И.Раззакова Бишкек, Кыргызстан**НАРОДНЫЕ ИГРЫ В РАЗВИТИИ ДЕТЕЙ С ОРГАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ**

Аннотация. Статья содержит результаты теоретического анализа педагогической, психологической и медицинской литературы в области инклюзии, развития и воспитания детей с физическими, умственными, сенсорными нарушениями и психическими заболеваниями. Анализ проведен в контексте педагогической литературы касательно воспитания подрастающего поколения, в частности, воспитание детей с различными физическими, умственными или психическими нарушениями. В развитии ребенка, в укреплении его

здоровья, в развитии умственных и физических качеств большую роль играет двигательная активность. Дети свою двигательную активность выражают в играх.

Целью нашего исследования является, развитие детей с физическими, умственными и сенсорными нарушениями с помощью народных игр, так как народные игры имеют большое значение в физическом и умственном развитии ребенка, формировании социальных навыков и умений, развитии сенсорной сферы ребенка, развитии мышления и самостоятельности действий. В результате проведенных нами исследований мы пришли к выводу, что применение казахских народных игр в работе с детьми, имеющими физические, умственные, сенсорные нарушения, являются одним из средств коррекционного воздействия. Народные игры совместно с другими воспитательными средствами представляют собой основу начального этапа формирования гармонически развитой, активной личности, сочетающей в себе физическое и духовное здоровье.

Ключевые слова: инклюзия, физические и умственные нарушения, нарушения в развитии, сенсорные нарушения, народные игры.

С.А. Жолдасбекова¹, П.Ж. Парманкулова¹, М.К. Асаналиев²

¹М. Әуезов атындағы Оңтүстік Қазақстан мемлекеттік университеті, Шымкент, Қазақстан;

²И.Раззаков атындағы Қырғыз мемлекеттік техникалық университеті, Бішкек, Қырғызстан

МУМКІНДІГІ ШЕКТЕУЛІ БАЛАЛАРДЫ ДАМУДАҒЫ ҰЛТТЫҚ ОЙЫНДАР

Аннотация. Мақалада инклюзия саласындағы, дене бітімінде, ақыл-ойы мен сенсорлық дамуында мүкестігі бар және психикалық аурулармен ауыратын балаларды дамыту мен тәрбиелеу саласындағы педагогикалық, психологиялық және медициналық әдебиеттерге жасалған теориялық талдаудың нәтижелері берілген. Талдау жұмысы өскелең ұрпақты, атап айтқанда, түрлі физикалық, ақыл-ой немесе психикалық бұзылыстары бар балаларды тәрбиелеуге қатысты педагогикалық әдебиеттерге жасалды. Бала дамуында, оның денсаулығын нығайтуда, ақыл-ой және дене сапаларын дамытуда қозғалыс белсенділігі үлкен рөл атқарады. Балалар өздерінің қозғалыс белсенділігін ойын арқылы көрсетеді.

Біздің зерттеуіміздің мақсаты ұлттық ойындар арқылы дене бітімінде, ақыл-ойында және сенсорлық бұзылыстары бар балаларды дамыту, себебі баланың дене бітімі мен ақыл-ойын дамытуда, әлеуметтік іскерліктері мен дағдыларын қалыптастыруда, баланың сенсорлық саласын дамытуда, ойлау қабілеті мен іс-әрекет еркіндігін дамытуда ұлттық ойындардың атқаратын рөлі зор. Жүргізілген зерттеу нәтижесінде біз түрлі физикалық, ақыл-ой, сенсорлық бұзылыстары бар балалармен жұмыс жасауда қазақ ұлттық ойындарын қолдану түзету құралдарының бірі болып табылады деген қорытындыға келдік. Ұлттық ойындар өзге де тәрбие құралдарымен қатар өз бойында физикалық және рухани саулықты біріктіре білген, үйлесімді дамыған, белсенді тұлғаны қалыптастырудың бастапқы кезеңінің негізін құрайды.

Түйін сөздер: инклюзия, физикалық және ақыл-ой бұзылыстары, дамуындағы бұзылыстар, сенсорлық бұзылыстар, ұлттық ойындар.

Information about authors:

Zholdasbekova Saule Abdrazahovna - Doctor of Pedagogical Sciences, professor of the “Vocational training” department of the M. Auezov South Kazakhstan State University, e-mail: saulez.63@mail.ru;

Parmankulova Perizat Zhaksylykovna - PhD doctoral student of the “Professional Training” department of the M. Auezov South Kazakhstan State University, e-mail: perizatpa11@mail.ru;

Asanaliyev Mels Kozykeevich - doctor of pedagogical sciences, professor of the I.Razzakov Kyrgyz State Technical University. melis.kozykeevich@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.54>

Volume 6, Number 322 (2018), 203 – 208

UDC 332.146

E.K. Moldakenova, K.K. Baygabulova, B.T. OnaevaEurasian National University named after L.N.Gumilyov
erke_totai_77@mail.ru, K.Baygabulova@mail.ru, baldurgan81@mail.ru**WAYS OF DEVELOPMENT OF THE SYSTEM OF THE REGIONAL ASPECT OF MANAGING INNOVATIVE PROCESSES IN THE APC**

Abstract. Ways of development of the regional aspect of the management of innovation processes in the agro-industrial complex is a very topical issue. The innovation process is reflected in the implementation of strategic objectives in the development of agriculture, such as stimulating the growth of agricultural labor productivity, participation in ensuring the country's food security and effective regulation of the domestic food market, with the aim of promoting the development and realization of the export potential of the agricultural sector. According to the authors, one of the ways of innovative development is an agricultural cooperative is a legal entity in the organizational and legal form of a cooperative created on the basis of membership by voluntary association of individuals and (or) legal entities for the implementation of joint production and (or) other economic activities in order to meet their socio-economic needs in the production, processing, marketing, storage of agricultural products, aquaculture products (fish farming), sleep by means of production and material and technical resources, crediting, water supply or other services of cooperative members.

Keywords: agriculture, innovation, export, agriculture, business, sustainable development, cooperative.

INTRODUCTION

Also, the development of affordable financial, industrial and service infrastructure of the agro-industrial complex, which is to provide the domestic market with affordable high-quality agricultural products, occupying leading positions in foreign markets, the state pursues a systematic institutional policy. To implement the state policy, a national asset management holding company, Kazagro, was created, which has subsidiaries operating in the agricultural sector, in particular, KazAgroFinance JSC; JSC Food Contract Corporation; Agrarian Credit Corporation JSC; JSC Fund for Financial Support of Agriculture; “Mal Onimderikorporatsiyasy” JSC; Kazagromarketing JSC; JSC "Fund guaranteeing the fulfillment of obligations for grain receipts." The state program provides for the unification of personal subsidiary farms into agricultural cooperatives for the purpose of centralized organization of activities in the production and marketing of agricultural products through:

- creation of a network of milk receiving points;
- creation of family feedlots.

In addition, the established agricultural cooperatives may additionally engage in the harvesting of wool and hides, fruit and vegetable crops, beekeeping, family poultry farming, commercial fish farming, etc.

MAIN PART

In order to strengthen measures to involve small farms and private farms in cooperatives, the Ministry of Agriculture of the Republic of Kazakhstan has taken the following steps:

- concluded tripartite plans between the Ministry of Agriculture, the Ministry of Labor and Social Protection and akimats with specific indicators in the context of regions. In particular, it is planned to create 467 agricultural cooperatives by the end of 2017;

- Subsidies are provided for a unit of milk sold (10 tenge per liter) and for the livestock delivered for slaughter (fattening of gobies 20 thousand tenge per head, fattening of lambs 1,500 tenge per head), as well as reducing the cost of purchased feeds and reducing prices to 50 % of the cost of equipment and equipment (milk receiving stations from 1 ton per day, slaughter points from 5 heads of slaughter per day, incubator stations, cellular equipment, feed production shop, items for harvesting fruits and vegetables, refrigerators and milk tankers);

- new credit products of the development institutions of KazAgro Holding, aimed at additional financing the development of cooperatives, were approved. In particular, such as “Yntymak” - the development of cooperatives, “Igilik” - breeding of agricultural animals, “Bereke” and “Yrys” - creating family feedlots and dairy commodity farms; “Eginzhay” - for spring field and harvesting, “Kasipker” - lending to other agricultural and non-agricultural activities.

In order to ensure the availability of microcredit, the loan size has been increased to 18 million tenge and the loan period to 7 years.

- A scheme has been developed for the acquisition of modular milk receiving and slaughter stations without a down payment by leasing them through subsidiaries of KazAgro Holding. At the same time, it is foreseen that the initial payment will be an investment subsidy (50%) and the purchased equipment will be taken as a pledge. For this purpose, in the current year, KZT 52 billion was allocated to support agricultural cooperation, including KZT 27 billion under the Productive Employment Program and KZT 25 billion at the expense of the authorized capital of the Fund for Financial Support of Agriculture JSC;

- in order to solve the problems, on the security of the issued microcredits, measures are envisaged for their partial guaranteeing up to 85% for start-up entrepreneurs and up to 50% for existing ones. For this purpose, the budget of 2017 provides for 2.8 billion tenge, which allows to guarantee microcredits in the amount of about 11 billion tenge;

- among the rural population is actively carried out explanatory work on the principles and mechanisms of cooperation. To organize this work, a working group was formed from the staff of the Ministry of Agriculture of the Republic of Kazakhstan, a free single Call Center and an farmers.kz portal were created for consultations on cooperation issues, an expert group was trained on the basis of LLP “Center of Competence” NPP RK Atameken, information materials were prepared, booklets, videos for training in the regions.

As a result of the explanatory work on the organization of agricultural cooperatives in the Akmola region for agricultural producers and employees of local and regional authorities (akims) for the period 2016-2017. identified positive and negative directions for the development of agricultural cooperation, as well as the main risks and measures to reduce them.

Target indicators of the program “Agribusiness 2020” [2]:

- increase in the volume of state support for agriculture due to subsidizing of agribusiness entities by 4.5 times in 2020;

- the volume of non-state credit funds raised in the agro-industrial sector through measures to increase the availability of loans and leasing up to 2 trillion. tenge for 2013–2020;

- prolongation of the debt burden of the subjects of the agro-industrial complex due to refinancing and restructuring of loans for at least 8 years for a total amount of 300 billion tenge;

- the share of public services converted to electronic format is 62% in 2015;

- coefficient of the threat of spread of quarantine and especially dangerous pests 0.88 in 2020;

- share of food products subject to monitoring laboratory research 0.4% in 2020.

Today, it can be said that a new stage of creation and development of agricultural cooperatives is taking place, so according to the Yntymak, Bereke, Yrys, Yntymak Crediting Programs, financing is provided to agricultural producers for the following conditions (Table 5)

Table 5 - Crediting Programs

Options	Bereke	Birlik	Yntymak	Yrys
Special purpose	- the purchase of livestock of cattle, small cattle, horses, other agricultural animals and birds, with the aim of fattening and obtaining agricultural products; - purchase of feed	- purchase of equipment for milk receiving points and / or milk tanker; - replenishment of working capital in the total amount of not more than 20% of the loan amount	the purchase of equipment and / or equipment for service-procuring organizations for meat, dairy and horticultural products; - replenishment of working capital	- acquisition of mongrel breeding stock - replenishment of working capital in the amount of not more than 15% of the loan / credit line for the purchase of feed
Maximum loan amount	- individuals, farm, farm, entrepreneur - 4 000 000 tenge - Legal entities, farm, farm, IP - from 4,000,001 tenge to 40,000,000 tenge	- no more than 4 000 000 tenge - no more than 5 500 00 tenge for the purchase of a modular milk receiving station	50 000 000 tenge	- up to 20 heads of cattle - 5 000 000 tg From 21 to 49 heads of cattle - 13 000 000 tg
Interest rate	6% per annum	6% per annum	6% per annum	6% per annum
Loan terms	The main debt, remuneration - no more than 6 months.	No more than 54 months	Up to 84 (eighty-four) months for the purchase of equipment or / and equipment; Up to 60 (sixty) months for working capital replenishment	No more than 84 months
Grace period	The main debt, remuneration - no more than 6 months.	The main debt - no more than 12 months. Reward - no more than 6 months .	The main debt is not more than 9 months. Remuneration - no more than 6 months.	The main debt is not more than 24 months. Remuneration - no more than 12 months.
Compiled by the author based on data from the Ministry of Agriculture of the Republic of Kazakhstan				

According to the table, we see that the lending rate for all types of loans is 6%, and has a livestock bias, which indicates support for farming in Kazakhstan. The innovation course is implemented in investment projects under the state programs "Business Road Map 2020", "Agribusiness 2020", the state program of accelerated industrial and innovative development (SPIIDI) in order to implement the strategic objectives of the development of the agro-industrial complex of Kazakhstan.

Directions of state support of cooperatives:

- product subsidies
- investment subsidies

The following national companies are external investors of the cooperatives: KazAgro National Holding, JSC Fund for Financial Support of Agriculture, JSC KazAgroFinance, JSC Agrarian Credit Corporation, JSC KazAgroGarant, JSC KazAgroMarketing, JSC Entrepreneurship Development Fund "Damu", second-tier banks.

Today, without high-performance equipment, new technologies, a new system of economic relations, it is impossible to ensure the effectiveness and competitiveness of agricultural producers. This requires a lot of investment. However, agriculture is not an attractive industry for investors. In the total investment volume, its share does not exceed 2.3%. While in developed countries, 50–90% of GDP growth is provided by technological progress and innovation.

To conduct explanatory work in the regions of Kazakhstan on the introduction of agricultural cooperation and the implementation of measures to ensure the effectiveness of rural employment and use the potential of personal subsidiary farms, in January this year, a week-long seminar was held in the Ministry of Agriculture for experts, research institutes and universities.

And so, the role of the state in the development of agricultural cooperatives and the competence of the authorized and local authorities in order to stimulate the creation of agricultural cooperatives, the implementation of information, consulting, methodological assistance, creating favorable tax, financial and credit, investment policies, assistance in training, retraining, conducting research, organizing regional exhibitions, fairs with the provision of agricultural operatives and their members on favorable conditions on municipal markets and others.

Thus, special attention in the Rural Development Programs is paid to the creation of large commodity farms based on cooperation. It is planned to unite more than 500 thousand personal subsidiary farms into cooperatives. For this purpose, new measures of state support for the development of agricultural cooperatives are being introduced, in particular, financing of family dairy commodity farms, feedlots, service and procurement centers.

Thus, at the moment, development is proceeding at a slow pace, as a result of which agricultural producers, regardless of the form of ownership and management, while remaining in the role of suppliers of raw materials, lose up to 30-35% of the profits from the sale of the finished product, which accumulates in working enterprises, in wholesale trade and at numerous intermediaries. That is why the economic situation has led both agricultural producers and processing and service enterprises to realize the need to create vertically integrated formations.

1 - Positive and negative directions of development of agricultural cooperation in Kazakhstan

Positive Directions:	Negative Directions:
<ul style="list-style-type: none"> - incentives were created to merge small businesses through the priority provision of SCC to state support in the form of subsidies, investment subsidies, concessional lending and taxation, etc.; - the role of state executive and local bodies, public organizations, scientific and educational institutions in conducting explanatory work on the organization of the SCC was activated; - the legislative base for the development of agricultural cooperation has been improved; - pilot projects of SCC were organized in various industries and regions of the Republic of Kazakhstan with the participation of various forms of management (LLP, PC, KH, LPH, etc.); - conditions for the development of infrastructure for the procurement, storage, processing and marketing of agricultural products on a cooperative basis; - the number of SCCs of different activities (production, marketing, processing, supply, multi-field, the number of their members has increased; - The attitude of SHTP to the process of cooperation has changed, there appeared a trust, a desire to unite with the aim of joint cooperation and protection of their interests, opening their own business. 	<ul style="list-style-type: none"> - insufficient funding allocated for state support of SCC in the form of concessional lending through the Federal Financial and Stock Market Association, investment subsidies for agricultural equipment, etc.; - Insufficient awareness of agricultural producers of the benefits of cooperation, their state support, the mechanism of creation and operation, the main provisions of the new Law "On Agricultural Cooperatives"; - incorrect informing of the district judicial authorities about the re-registration procedure and their deadlines for the previously operating SEC and PCOS, which led to the delay in re-registration and the need to liquidate these cooperatives, and as a result create real estate problems (with land, etc.); - the lack of awareness and their untimeliness in matters of state registration of the SCC led to the deprivation of their use of the special tax regime (-70%); - the lack of control, regulatory bodies for the creation process led to a violation of cooperative principles, when the intermediary enterprise, using the status of anchor enterprise, purchases agricultural products from a farmer at a low price, sells at a higher price, thereby appropriating the producer's income, while earning an additional income Agricultural harvesting services (agro technical, veterinary, etc.); - lack of coordinating, regulatory bodies in the form of unions, associations of agricultural cooperatives at the district, regional and republican levels protecting their interests, as well as supervisory bodies on the compliance of agricultural cooperatives with cooperative principles, their financial activities in the form of audit unions of agricultural cooperatives, which leads to violation of the principles of cooperation, distribution of income among members of the cooperative, their incorrect registration, accounting, etc.; - lack of consistency, complexity in the organization of agricultural cooperatives, currently organizing pilot projects of agricultural cooperatives are carried out by various bodies (Atameken National Chamber of Entrepreneurs, Ministry of Agriculture, regional and district authorities (Akimats and Agriculture Management), research institutes and universities, private legal organizations, etc.), which leads to a variety of approaches (not always right) to explain the principles of cooperation, the mechanism of their functioning, the development of stray documents and, accordingly, their incorrect registration, repetition of previously made mistakes with the creation of a SelPK, deprivation of land, etc.

CONCLUSION

Studying the experience of developing a co-operation in foreign countries has shown that cooperative structures that unite in their composition all the links from the production of agricultural products to their realization to final consumers are more effective, adapted to the conditions of a market economy and competitive. The effectiveness of the functioning of cooperative structures also depends on the choice of the optimal way of cooperation between agrarian and processing enterprises.

REFERENCES

- [1] Kovalevsky, A. Group method / A. Kovalevsky // Business Journal. **2008**. №4. p. 12-14.
- [2] Kochetkov, GB Franchising: the organization of small business / G. B. Kochetkov // USA, Canada: Economics - Politics - Culture. - 2000. - № 4. - p. 102-118.
- [3] Lapitskaya, L. The franchising model of business organization / L. Lapitskaya, E. Chemodanova // Marketing. **2000**. № 3 (52). p. 105-115.
- [4] Lents, E. Brand or format: the problem of choice / E. Lents // Business Journal. **2007**. № 10. p. 28-31.
- [5] Lents, E. Gastronomic franchise / E. Lents // Business magazine. **2007**. № 22. S. 28-31.
- [6] Sabirov R.K., Kurmasheva S.O. Profiles of the regional development of the agrarian sector. Proceedings of the National Academy of Sciences of the Republic of Kazakhstan. ISSN 2224-526X, a series of agricultural sciences. № 1 2018, p.52-56 site address <http://agricultural.kz/index.php/en/arhiv>. <https://doi.org/10.32014/2018.2224-526X>
- [7] Sabirova R.K., Baymuhasheva M.K., Utepkalieva K.M., Dingaziyeva M.D., Sanalieva L.K. Intellectual potential of the Republic of Kazakhstan. "Bulletin of the National Academy of Sciences of the Republic of Kazakhstan." ISSN 1991-3494 No. 3. 2018 P.192-197 website address <http://www.bulletin-science.kz/index.php/en/arhive>. DOI <https://doi.org/10.32014/2018.2518-1467>

УДК 332.146

Е.К. Молдакенова, К.К. Байгабулова, Б.Т. Онаева

Евразийский национальный университет имени Л.Н.Гумилева

ПУТИ РАЗВИТИЯ СИСТЕМЫ РЕГИОНАЛЬНОГО АСПЕКТА УПРАВЛЕНИЯ ИННОВАЦИОННЫМИ ПРОЦЕССАМИ В АПК

Аннотация. Пути развития системы регионального аспекта управления инновационными процессами в АПК является весьма актуальной темой. Инновационный процесс отражается в реализации стратегических задач в развитии сельского хозяйства, таких как стимулирование роста производительности труда АПК, участие в обеспечении продовольственной безопасности страны и эффективного регулирования внутреннего продовольственного рынка, с целью содействие развитию и реализации экспортного потенциала АПК. По мнению авторов, один из путей инновационного развития является сельскохозяйственный кооператив является юридическим лицом в организационно-правовой форме кооператива, создаваемым на основе членства путем добровольного объединения физических и (или) юридических лиц для осуществления совместной производственной и (или) иной хозяйственной деятельности в целях удовлетворения их социально-экономических потребностей в производстве, переработке, сбыте, хранении сельскохозяйственной продукции, продукции аквакультуры (рыбоводства), снабжении средствами производства и материально-техническими ресурсами, кредитовании, водообеспечении или другом сервисном обслуживании членов кооператива.

Ключевые слова: сельское хозяйство, инновации, экспорт, АПК, бизнес, устойчивое развитие, кооператив

Е.К. Молдакенова, К.К. Байгабулова, Б.Т. Онаева

Л.Н.Гумилев атындағы Еуразия ұлттық университеті

**БҚО-ДА ИННОВАЦИЯЛЫҚ ҮРДІСТЕРДІ БАСҚАРУДЫҢ
АЙМАҚТЫҚ АСПЕКТІЛІГІ ЖҮЙЕСІНІҢ ДАМУДЫҢ ЖОЛДАРЫ**

Аннотация. Агроөнеркәсіптік кешендегі инновациялық процестерді басқарудың өңірлік аспектісін дамыту жолдары өте өзекті мәселе болып табылады. Инновациялық үдеріс аграрлық сектордың экспорттық әлеуетін дамыту мен іске асыруға жәрдемдесу мақсатында ауыл шаруашылығының еңбек өнімділігінің өсуін ынталандыру, елдің азық-түлік қауіпсіздігін қамтамасыз етуге және отандық азық-түлік нарығын тиімді реттеуге қатысу сияқты ауыл шаруашылығын дамытудың стратегиялық мақсаттарын іске асыруда көрініс табады. Авторлардың пікірінше, инновациялық даму жолдарының бірі ауылшаруашылық кооперативі - жеке және (немесе) заңды тұлғалардың бірлескен өндіріс және (немесе) өзге де шаруашылық қызметті жүзеге асыру үшін ерікті қауымдастығының мүшелігі негізінде құрылған кооперативтің ұйымдық-құқықтық нысанындағы заңды тұлға болып табылады. ауылшаруашылық өнімдерін өндіру, өңдеу, маркетинг, сақтау, аквакультура өнімдерін (балық шаруашылығы), ұйқының әлеуметтік-экономикалық қажеттіліктерін өндірістік және материалдық-техникалық ресурстар, несие беру, сумен қамтамасыз ету немесе кооператив мүшелерінің басқа қызметтері арқылы жүзеге асырылады.

Түйін сөздер: ауыл шаруашылығы, инновация, экспорт, ауыл шаруашылығы, бизнес, тұрақты даму, кооператив.

Information about authors:

Moldakenova Yerkezhan Koksegenovna - Senior Lecturer of the Department "Management", ENU L.N.Gumileva, 0000-0003-4753-2672;

Baygabulova Kulyash Kasymzhanovna - Ph.D., Acting Professor of the Department "Management", ENU L.N.Gumileva, 0000-0002-9398-0583;

Onewa Baldyrgan Talgatovna - senior lecturer of the Department "Management", ENU of L. N. Gumilev, 0000-0003-4645-8706

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.55>

Volume 6, Number 322 (2018), 209 – 213

УДК 371.31

G.K. Muratova¹, A.G. Shaushenova², C.D. Zhumasseitova³, M.B. Ongarbayeva⁴^{1,2,3}Kazakh Agrotechnical University named after S.Seifullin;⁴Taraz University of Innovation and Humanitiesmugk@mail.ru, shaushenova_78@mail.ru, samaljumaseitova@mail.ru, Ongarbaevam@mail.ru**APPLICATION OF CLOUD TECHNOLOGIES
IN THE EDUCATIONAL PROCESS**

Abstract. The classical form of education implies a close relationship of the teacher with the students. In the difficult and noble teacher's work, at the present stage, more and more, help modern information and communication technologies. Digital literacy training is carried out in educational institutions in accordance with the generally compulsory educational standards of the respective educational levels, local executive bodies conduct courses to improve the digital literacy level of the population, as well as to continuously promote electronic services. At the same time, the initiative to learn computer skills, work on the Internet, and e-commerce is also supported by non-governmental organizations. Stimulating the growth of competitiveness of the population and business by improving their skills, competence and creativity through digital technologies.

Keywords: professional education, educational technologies, information, communication technologies, cloud technologies, training of specialists, the Internet.

INTRODUCTION

One of the promising directions for the development of modern information technologies is cloud technologies. Cloud technologies (eng. Cloud combinations) are technologies of distributed data processing in which computer resources and capacities are provided to the user as an Internet service.

The US National Institute of Standards and Technology has defined cloud computing as a model for providing ubiquitous and convenient network access (as needed) to a common pool of configurable computing resources (such as networks, servers, storage systems, applications and services) that can be quickly provided and released. with minimal management effort and the need to interact with the service provider. [1].

MAIN PART

There are several approaches to the organization of cloud services [2]:

- Software as a service (Software as a Service (SaaS)) is a remote software use model in which an application is hosted by a provider or in the cloud. At the same time, acceptable scalability can be achieved, and payment is made according to the number of service users. The user of such a service is exempt from system support for the health of applications running on the cloud structure; he only uses applications that are located in the cloud. Users access ready-made applications via a web browser from any mobile device.;

- platform as a service (Platform as a Service (PaaS)) - a model that provides the ability to remotely use the operating system and services, which allows you to create and deploy your own services based on the leased platform;

- Infrastructure as a service (Infrastructure as a Service, IaaS) is a model that provides the possibility of logical expansion of the enterprise information space by leasing hardware resources,

including servers and data storage devices. At the same time, the consumer has complete freedom to install the required software and services. Users get access to a remote virtual computer created for them with an installed operating system and pre-installed software.;

- Desktop as a service (Desktop as a Service (DaaS)), when as a service the user receives not a specific application, but a completely ready workplace with the necessary set of software. Such a desktop will be accessible from any device connected to a local network or the Internet.

- Database as a service (Database as a Service (DBaaS)), a model based on SaaS, in which the consumer is provided with a database of the required configuration.

The “cloud” is not always a product of condensation of water vapor floating through the sky. Surely, everyone has heard this modern phrase - "cloud technology" [3].

Not so long ago electronic textbooks appeared in the field of education. An electronic textbook is an electronic learning tool that can be a regular book support in digital format. No longer needed to carry around bulky textbooks, it was enough to have an electronic textbook on hand on any mobile media (cell phone, laptop, PC, etc.).

The electronic textbook has a number of advantages in comparison with usual books. Perhaps the most important advantage is the ability to place a large amount of educational material in a rather small format. Since all information is stored on a PC or any other mobile devices. Now, electronic textbooks are replacing more and more books. Having animations, charts, and diagrams allows students to more easily understand the learning material. The teacher can combine live communication with students and the use of electronic textbooks, which allows you to choose an individual approach to each of the students. There are practically no age limits for students. Any child who has computer skills can easily use an electronic textbook.

– For many educational institutions, the first step in using cloud computing was to send them email support (outsourcing) for their students. E-mail is a basic, well-standardized service that can be easily maintained externally and is not key to the operation of an educational institution. Both Google and Microsoft in many countries provide email to educational institutions for free. [4].

– Both of these companies include e-mail in a larger software package, which, as a rule, students access along with e-mail. Google Apps for Education and Microsoft Live @ education have communications support in the form of instant messaging programs along with an address book and a task scheduler. There are also applications for creating documents that allow you to work with texts, spreadsheets and presentations, as well as create websites. These documents can be edited with other users. Users get a lot of storage space for documents of all types, which they can use even after graduating from an educational institution.

Stimulating the growth of competitiveness of the population and business by improving their skills, competence and creativity through digital technologies will be implemented in the following areas:

1. Increasing digital literacy;
2. Training specialists for the digital economy;
3. Creating an ecosystem for nurturing startups.

Secondary education

- Adaptation of educational programs for STEM-EDUCATION;
- Opening interschool STEMLAB - university-based centers;
- Conducting industry Olympiads on ICT (software, robotics, Internet of things, etc.);
- Continuous professional development of schoolteachers.
- Technical and vocational education
- Actualization of educational programs of technical and vocational education in ICT specialties on the basis of professional standards;
- Increase academic freedom for technical colleges in ICT specialties.
- Higher, postgraduate education [5]
- Development of professional ICT standards;

- Improvement and accreditation of educational programs in the field of ICT in accordance with the request of production and in accordance with professional standards;
- Implementation of the project "Undergraduate Production Line" in pilot universities of the Republic of Kazakhstan and further transmission of experience to other technical universities.
 - The science
 - Creation of the Consortium of Kazakhstan supercomputer technologies.
 - Digital literacy
 - Developing a digital literacy training program in categories and priority sectors (medicine, mining and metallurgy, etc.);
 - Digital literacy training.
 - Other initiatives
- Development and approval of national standards of the Republic of Kazakhstan in the field of ICT;
 - Creation of professional standards in the field of ICT;
 - With the direct participation of the National Chamber of Entrepreneurs of the Republic of Kazakhstan, industry associations of employers and industry associations of workers, the development of professional standards that meet the modern requirements of the economy and aimed at improving the quality of training;
 - Initiation of partnership programs between universities and businesses for the needs of Digital Kazakhstan.

The number of organizations using the Internet in Kazakhstan is growing inexorably, as Table 1 shows the growth dynamics over the past 5 years.

Table 1 - Number of organizations using the Internet [6]

	2012	2013	2014	2015	2016	2017	Change over 5 years of 2017/2012
The Republic of Kazakhstan	49 853	58456	52630	65186	75779	79658	59,79
Akmola	2 203	2 659	2 818	2 782	2 906	3 008	36,54
Aktobe	3 300	3 581	3 165	3 721	3 484	3 714	12,55
Almaty	1 830	2 637	2 551	2 911	3 121	3 434	87,65
Atyrau	1 647	2 042	1 741	2 455	2 303	2 346	42,44
West Kazakhstan	1 440	1 957	1 743	1 769	2 418	2 352	63,33
Zhambyl	1 320	1 653	1 543	1 947	1 838	1 930	46,21
Karagandy	3 900	4 493	4 639	5 732	6 321	6 896	76,82
Kostanay	2 737	3 057	3 339	3 238	3 601	3 939	43,92
Kyzylorda	1 227	1 235	1 385	1 719	1 695	1 635	33,25
Mangystau	2 182	3 124	1 979	2 079	1 744	2 667	22,23
South Kazakhstan	3 698	3 904	2 949	3 869	4 321	4 512	22,01
Pavlodar	2 284	2 761	2 805	2 979	3 691	3 770	65,06
North Kazakhstan	1 762	2 226	2 266	2 294	2 500	2 852	61,86
East Kazakhstan	3 988	4 249	4 135	4 148	4 452	4 940	23,87
Astana city	3 907	4 202	4 862	5 855	9 000	10225	161,71
Almaty city	12428	14676	10710	17688	22384	21438	72,50

In general, the number of organizations using the Internet by almost 60% has increased in Kazakhstan, but the leaders were enterprises of Astana 161.71% increased their number in comparison with all areas. The most lagging behind in this development are Aktobe, South Kazakhstan Mangystau regions, so the number of organizations using the Internet barely exceeds 20%.

Cloud technologies have become possible due to the rapid development of hardware: the power of processors are growing day by day, developing a multi-core architecture and the amount of hard drives. Moreover, the Internet channels have become much wider and faster.

CONCLUSION

Thus, the cloud is not the Internet itself, but the entire set of hardware and software that ensures the processing and execution of client requests. By the way, even such a simple action as a page request for a site is an example of cloud computing.

Cloud technologies come to the rescue, because with their help, it is no longer necessary to carry around with you a USB flash drive or cable to connect to a smartphone. Now your files can be stored remotely in cloud storage [7].

Paola Mazzucchi, chair of the Foundation, comments: "This expansion is great news and puts the IDF in an excellent position to move to the next stage of its development. We now have two new roles, in line with our aim for continuity planning, and two new brilliant people, with strong backgrounds and expertise in all the key areas of our activity. We are also delighted that Norman has agreed to continue to provide advice to the Board from his long experience with the DOI System, and welcome Jonathan and Paul in the team. [8]"

Everything around us is changing. Time inexorably requires us to new and new steps. It is no secret that the future of any state lies precisely in the younger generation. Therefore, it is necessary to do everything possible to ensure that the younger generation is educated, tolerant and competitive.

REFERENCES

- [1] HEWWIT C. ORGs for Scalable, Robust, Privacy-Friendly Client Cloud Computing // IEEE Internet Computing. Vol. 12, no. 5. NY, USA, Sep. Oct. 2008
- [2] Bazhenova I.Yu. "The use of cloud technologies in distance learning programming languages" Vestnik MGLU, vol. № 13 (699) / 2014
- [3] Sclater, N. (2010). eLearning in the Cloud, International Journal of Personal Environments, Vol 1, No 1, 10-19, IGI Global.
- [4] Dyachenko E. Yu. The use of ICT technologies in mathematics lessons in elementary school.URL: "Social network of educators"
- [5] Emelyanova O. A. The use of cloud technologies in education [Text] / O. A. Emelyanova // Young Scientist. 2014. №3. p. 90.
- [6] [Electronic resource] .- Access mode: <http://www.stat.kz> (in russian)
- [7] Andreev A. Pedagogical aspects when training at the MEP. E-learning world / URL: <http://www.elw.ru/reviews/detail/6271/>
- [8] *Tuyakova A.E.* Formation of patriotism in the framework of the program " Ruhani zhangyru " as a historical factor of the development of Kazakhstan. REPORTS OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN. <http://reports-science.kz/index.php/en/archive>. DOI <https://doi.org/10.32014/2018.2518-1483>

Г.К. Муратова¹, А.Г. Шаушенова², С.Д. Жумасеитова³, М.Б. Онгарбаева⁴

^{1,2,3}Казахский агротехнический университет им.С.Сейфуллина;

⁴Таразский инновационно-гуманитарный университет

ПРИМЕНЕНИЕ ОБЛАЧНЫХ ТЕХНОЛОГИЙ В ОБРАЗОВАТЕЛЬНОМ ПРОЦЕССЕ

Аннотация. Классическая форма обучения подразумевает собой тесную взаимосвязь учителя с учениками. В тяжелом и благородном учительском труде, на современном этапе все больше и больше, оказывают помощь современные информационно-коммуникационные технологии. Обучение населения навыкам цифровой грамотности проводится в образовательных учреждениях в соответствии с общеобязательными стандартами образования соответствующих уровней образования, местными исполнительными органами проводятся курсы по повышению уровня цифровой грамотности населения, а также непрерывно ведется работа по популяризации электронных услуг. Вместе с тем, инициатива обучения основам владения компьютером, работы в Интернете, электронной коммерции поддержана и неправительственными организациями. Стимулирование роста конкурентоспособности населения и бизнеса путем повышения их квалификации, компетенции и креативности через цифровые технологии.

Ключевые слова: профессиональное образование, образовательные технологии, информация, коммуникационные технологии, облачные технологии, подготовка специалистов, интернет

Г.К. Мұратова¹, А.Г. Шаушенова², С.Д. Жумасейтова³, М.Б. Оңғарбаева⁴

^{1,2,3}С.Сейфуллин атындағы Қазақ агротехникалық университеті;

⁴Тараз инновациялық гуманитарлық университеті

БІЛІМ БЕРУ ҮРДІСІНДЕ БҰЛТТЫҚ ТЕХНОЛОГИЯЛАРЫН ҚОЛДАНУ

Аннотация. Классикалық білім беру түрі мұғалімнің оқушылармен тығыз қарым-қатынасын білдіреді. Қиын және адал мұғалімнің жұмысында қазіргі кезеңде көбірек заманауи ақпараттық-коммуникациялық технологияларға көмектеседі. Сандық сауаттылықты оқыту оқу орындарында жалпы білім беру стандарттарына сәйкес жалпы білім беру стандарттарына сәйкес жүзеге асырылады, жергілікті атқарушы органдар халықтың санитарлық сауаттылығын жақсарту курстарын жүргізеді, сондай-ақ электрондық қызметтерді үздіксіз көтермелейді. Сонымен қатар, компьютерлік дағдыларды үйрену, Интернет желісінде жұмыс істеу және электрондық коммерция туралы бастаманы үкіметтік емес ұйымдар да қолдайды. Цифрлы технологиялар арқылы олардың біліктілігін, құзыреттілігін және шығармашылығын арттыру арқылы халықтың және бизнестің бәсекеге қабілеттілігінің өсуін ынталандыру.

Түйін сөздер: кәсіби білім, білім беру технологиялары, ақпарат, коммуникациялық технологиялар, бұлтты технологиялар, мамандарды дайындау, Интернет.

Information about authors:

Muratova Gulzhan Klychovna - Candidate of Physical and Mathematical Sciences, S.Seifullin Kazakh Agrotechnical University. ORCID 0000-0001-7131-577X;

Anargul Shaushenova - Candidate of Technical Sciences, S.Seifullin Kazakh Agrotechnical University, ORCID 0000-0002-3164-3688;

Zhumaseitova Samal Duysenbaevna - Master of Technical Sciences, S.Seifullin Kazakh Agrotechnical University, ORCID 0000-0003-4911-209X;

Ongarbaeva Maral Burkitbaevna - Candidate of Pedagogical Sciences, Taraz University of Innovation and Humanities, ORCID 0000-0003-0698-666X

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.56>

Volume 6, Number 322 (2018), 214 – 219

MPHTI 06.81.12

UDC 330.131.7

Ye. N. Nesipbekov¹, G.N.Appakova²

¹ Almaty Technological University, Almaty, Republic of Kazakhstan;

² Narxoz University, Almaty, Republic of Kazakhstan,

e-mail: nesipbekov@mail.ru ganek310@mail.ru

**THEORETICAL ASPECTS
OF THE ENTERPRISE INVESTMENT PORTFOLIO SET-UP**

Abstract. Present article is aimed to reveal the main theoretical aspects and practical methods for the enterprise portfolio set-up. General scientific principles constitute the methodological basis of the study; principle of the consciousness and activity unity; subjectivity principle; consistency principle; principle of development, as well as the main provisions of the investment portfolio set-up.

Three fundamental theories of the investment portfolio set-up are described in the study, including their significance and negative aspects, the method of investment portfolio set-up is analyzed as well as phased description. The article is focused on the ratio of such indicators as investment risks and investment returns, investment returns and investment liquidity. It is noted that the balance of these indicators makes fundamental principle for the investment portfolio set-up. At the end of the article, the authors concluded that existing paradigm of the stability investment portfolio analysis via the risk probabilities determination is not efficient enough and shall be supplemented with stability analysis even at low risks.

The main findings of the study may be used as methodological basis for the further deepening research on this matter.

Keywords: investment portfolio, investment strategy, models of the investment portfolios set-up, investment projects.

Introduction

Currently, significant changes are noted in the approaches to determine the risks and riskiness of various enterprises. The growing uncertainty of the external environment is noted in respect of enterprise, that complicates to predict possible negative events. In this condition, set-up of the investment portfolio for the enterprise becomes an opportunity to minimize the losses from the negative probabilities meanwhile keeping the ability to allocate capital in the promising projects that would enable the company's long-term plans implementation.

There are several reasons why the company seeks to optimize the process of investment portfolio set-up to the maximum:

First, the portfolio with synergistic properties improves the enterprise investment attractiveness for the third party investors. That brings the enterprise value increase. Second, investment portfolio becomes the tool to identify the hidden value of assets owned by the company. Third, investment portfolios are highly optional - that is, in fact, the effective tool for the management of uncertainties and risks associated, among other, to the external environment of enterprise.

In addition, the use of portfolio investment enables the company to enter the new markets, upload idle production facilities and redirect cash flows to the more productive direction.

Results and discussion

The enterprise investment portfolio set-up is one of the main stages in the company's long-term investment strategy formation. Meanwhile it is necessary to keep in mind a set of factors in this process: interests of shareholders, mutual influence and co-dependency of projects within the single portfolio, emergence of synergies, portfolio balance as a whole.

The enterprise investment portfolio is a combination of various investment projects. The investment project is the action plan related to capital investments, their investment and the subsequent generation of profits. Each investment project has its own aim and that shall help to achieve the goal of the investment portfolio the project belongs to. At the same time, projects may be linked both by the common process chain and potential synergistic effects [1].

Significant amount of theoretical works is devoted to the problems of the enterprise investment portfolio set-up. G. Markowitz was one of the first researchers engaged in the investment and expected returns, who developed the Markowitz theory of the investment portfolio set-up. This theory provides the enterprise motivation to form the least risky portfolio, and obtain the additional profit for additional risk. The model assumes the investor to be guided with two factors only while making decisions.

- 1) average and expected returns from the portfolio;
- 2) risk measured by standard deviation or variance [2].

The Markowitz model is one of the most significant one in the modern financial theory, but it has a number of drawbacks. First, the methods used for pricing the profitability and risks may bring significant inaccuracies or a range of probabilities, that embarrasses the decision making, and second, the model considers only risky assets.

Another common theory is the “capital asset pricing model”. A number of scientists including W. Sharp, G. Alexander, J. Bailey further developing the Markowitz theory segregated the risks in the investment portfolio into market (systematic) and own (non-systematic). An important contribution of the theory is that the portfolio diversification reduces its overall risk. This is due to decrease in the portfolio’s own risk, since fluctuations cycles of the risks and profitability in each project portfolio do not coincide. At the same time, the investor shall not take into account all the portfolio related risks now (according to Markowitz), but only his own risk, since he is not able to affect the market. However, this model also has a drawback – set-up of portfolio using the risk-free assets it poorly analyzed.

R. Ross additionally studied this matter. He proposed another theory called the arbitration pricing model (APM). Within this model, the concept of arbitration was introduced - a situation when enterprise may invest without risk and earn more than under risk-free rate. The main assumption of this model is that investors take the opportunity to make a profit on the price difference without taking any risk [3].

While portfolio set-up, any company pursues the main goal - to increase the business value keeping the investments reliability and profitability [4]. At the same time, operating activity shall not be affected by the investment activity of the enterprise - it is a matter of the funds liquidity. The main goal of the portfolio set-up includes the following subgoals:

1. Ensuring the capital growth rate via inclusion of real and financial investment, the value of which may increase in the investment portfolio.
2. High liquidity of the part of portfolio assets for quick reinvestment in case of market situation changes and other difficulties inside the company.
3. Ensuring the growth rate of investment income including the investments with high interest and dividends payable in the portfolio.
4. Ensuring the low level of investment risks via the portfolio leveling including the various unrelated projects.

These sub-goals of the company's investment portfolio set-up are closely intertwined.

In general, the following principles of the portfolio set-up can be distinguished:

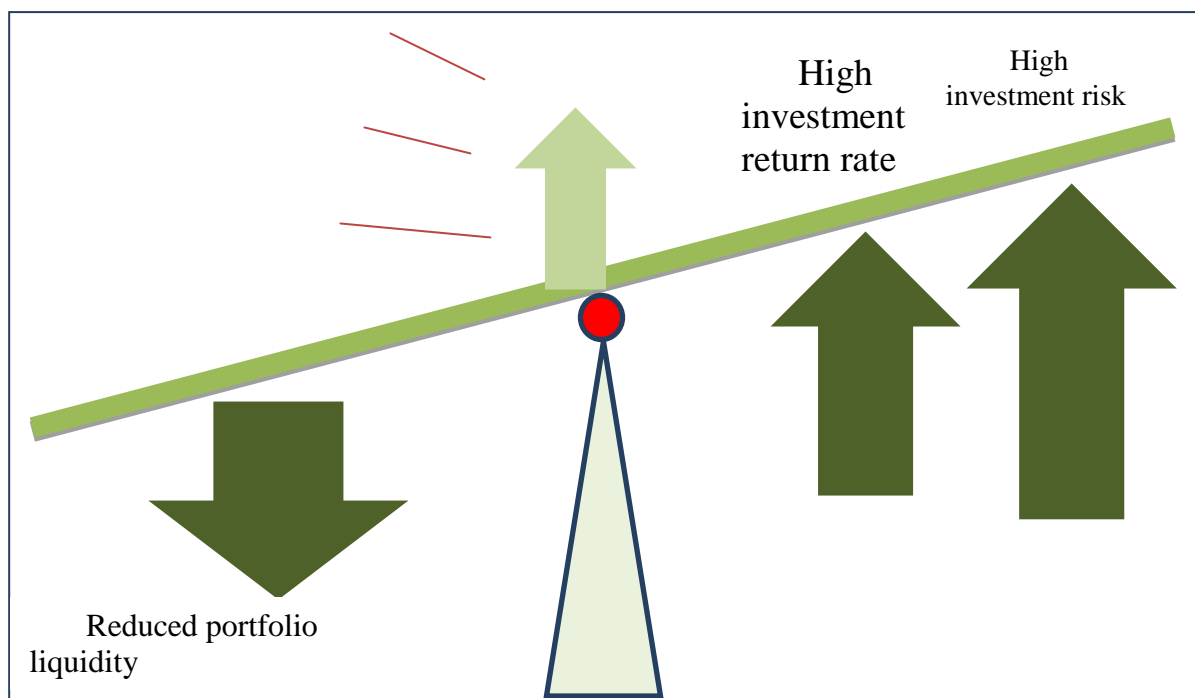
- portfolio compliance with the funds available for investment;
- implementation of the investment strategy;
- optimal ratio of profitability and liquidity;
- optimal ratio of profitability and risk;
- ongoing monitoring of the investment portfolio;
- portfolio manageability.

Compliance with the risk and return ratio is an important principle of the investment portfolio set-up. The risks of investment project are subject to unsuccessful marketing strategy and other internal factors, as

well as changes to legislation, restrictions related to the industry activities implementation and economic situation in the country. Therefore, each company shall periodically develop countermeasures to risk events and develop different event scenarios.

The matter of the optimal ratio of investment return and liquidity has always been relevant for the enterprises. Thus, in addition to high-risk projects, high-yield investments include real estate, equipment, etc., the market price of which may increase. However, investment in the fixed assets may reduce the enterprise liquidity - its ability to pay off operating expenses quickly.

For example, the increase in the securities rate of return entails the increase in investment risk. And real investments are quite high-yielding, but at the same time low-liquid. Therefore, while setting up the investment portfolio, enterprises shall monitor their balance of indicators (Fig. 1).



Note - compiled by the authors

Figure 1 – Status of the investment portfolio indicators

As for the practical methods of the enterprise investment portfolio set-up, there is an algorithm of the enterprise investment portfolio set-up, consisting of seven stages [5]:

1) Selection of the projects for investment portfolio - so-called formation of the bank of projects. At this stage, the most promising options are searched in terms of implementation. Business plan is made for each project as well as the main technological, environmental, social and economic parameters of the projects are calculated and checked for their compliance with the minimum requirements of the enterprise. Significant economic parameters are return on investments ROIC, return index (PI), Internal Rate of Return (IRR), Payback Period (PP), Discounted Payback Period (DPP) that is, relative indicators that determine the project efficiency, for which the enterprise, as a rule, sets threshold values. Next, the most suitable projects for the enterprise are selected from the bank (both from the economic point of view and image).

2) Assessment of the project implementation interaction separately and enterprise strategy; ranking projects depending on the impact to the strategic goals implementation. Finally, the projects are listed from the larger to the smaller one depending on their investment attractiveness.

3) Calculation of the project rating based on the second stage analysis. Depending on the project requirements, rating calculation complexity, necessary information, and time required for analysis may vary. The most common and universal estimation methods are given by the scientists M. Ehrhart and Y.

Brigham [6]. At this stage of the investment portfolio set-up, it is necessary to analyze not only the economic aspects of the investment project implementation, but image, social, environmental aspects as well. In addition, it is necessary to check the project adequacy to the rest entire project.

Herewith the formula for the rating calculation:

$$(1). R = \sqrt{\sum_{i=1}^n p_i (1 - \omega)^2}$$

where R – rating of the project investment attractiveness; ω – normalized i-value:

$$(2). \omega = 1 - \frac{x}{x_n}, \text{ - for standardized ratio,}$$

$$(3). \omega = 1 - \frac{x_n}{x}, \text{ - for indicators representing the opposite effect.}$$

x_n – target value;

ω – rated indicator value

p_i – i-score weight

The final rating of the investment attractiveness indicates the degree of the key indicators approximation to the target (ideal) value. The closer the rating to 1, the more attractive the project for investment.

4) Additional stage of selection, when preliminary plans of the investment portfolio set-up are considered subject to the projects selected upon the rating. It is necessary to correlate selected projects with existing ones in order to exclude duplicates, and those that do not meet the enterprise requirements in terms of its development stage adequacy at that point of time.

5) Feasibility verification of the projects from the point of resource intensity. The capital budget amount is the most frequent limitation of the project resource intensity. If there are several projects, then other criteria are added to the verification, i.e. the most resource-intensive project is not necessarily the most important, and vice versa — the least resource-intensive project is the least important.

6) At this stage, the interests of the shareholders or equity stakes of the company are assessed. It is necessary to keep in mind the holders' interests consistency factor, since even if there are high indicators of formal criteria at the early stages, the project inconsistent to the holders' interests is most likely ineffective.

The main categories of stakeholders are described in the article of Anikina I.D. [5]:

a) capable to impact directly to the decision of the investment project selection: shareholders, creditors, and other investors. The acceptance or rejection of the project depends on them.

б) capable to impact only indirectly: employees of the enterprise, members of their families, municipal and republican authorities, business partners of the enterprise. The effectiveness of the project implementation and its investment attractiveness depend on them.

The interests of such huge number of heterogeneous groups associated with the project may differ significantly, therefore, the nature of their decision regarding the project implementation may be different.

7) Assessment of the investment portfolio as a whole, as one single project, when investment projects make its integral parts. At this stage, the time factor is of the utmost importance - the timeliness of the portfolio goals achievement, optimization of the capital investments via timely redirection of free funds to the necessary projects, time matching the end of one project to the start of another one. Based on necessity to assess the portfolio, the entire calculation is made in two stages - first, the value of enterprise is calculated without the entire portfolio, and then including the portfolio, also entirely including the synergistic effects that arise, changes in risks and favorable probabilities. All this enables us to assess the portfolio as a whole, but not as the sum of incoming investment projects. Whereas the synergistic effects may occur in six different directions, such as innovations (gaining know-how from the excessive funding), operational (changing operating leverage due to changes in cost structure), marketing (entering new markets, increasing the share of the existing markets), financial (increase in financial flexibility and stability of the portfolio), competence (improvement of the management quality, optimization of the organizational chart) and speculative (investment in the projects with high potential cost growth) [7].

The above stages enable us to analyze all key aspects of the investment portfolio set up consistently, from the smallest to the largest, taking into account the most significant groups of factors in the enterprise

long-term strategy implementation. In addition, they provide a methodological basis for the analysis of similar investment projects making minor adjustments, that means they are not highly specialized and can be used by the enterprise in a number of similar tasks.

Conclusion

Modern theoretical models of the investment portfolios set-up devote most attention to the risk prediction, its probabilities, while even an unlikely risk under sufficiently enough consequences, if it occurs may destroy any long-term plan and bring the company to the losses or collapse. Consequently, while the investment portfolio set-up, more attention shall be devoted not to the probability of the event occurrence (keeping this aspect in mind), but to the consequences of this event and possibilities to decrease possible impact. This gives us qualitatively different approach for the investment portfolio set-up - not forecasting the probability of risks, but forecasting the enterprise sustainability with the worst possible outcome.

REFERENCES

- [1] Gibson R. (2008) Formirovanie investicionnogo portfelja: upravlenie finansovymi riskami: per. s angl. – M. : Al'pina Biznes Buks, 20 p.
- [2] Popkova K. A., Pokataeva E. P., Jakovleva E.A. Formirovanie investicionnogo portfelja predpriyatija v mezhdunarodnoj srede. *Lesotekhnicheskij zhurnal*. 2013. №2 (10). P.193-197
- [3] Jakovleva E., Chernyshev A. Regional'nye modeli razvitiya kooperacii i integracii v reformiruемом APK. *APK: Jekonomika, upravlenie*. 2005. №5. P.39-46
- [4] Benko, K. (2007) Upravlenie portfeljami proektov: sootvetstvie proektov strategicheskim celjam kompanii: per. s angl.. M.: ООО «I.D. Vil'jams», 240 p.
- [5] Anikina I. D. Formirovanie investicionnogo portfelja predpriyatija: metodicheskie aspekty. *Vestnik VolGU. Serija 3: Jekonomika. Jekologija*. 2011. №1. P.145-153
- [6] Brigham Ju.(2007) Finansovyj menedzhment. Ju. Brigham, M. Jerhart; per. s angl. pod red. k.je.n. E.A. Dorofeeva. 10-e izd. SPb.: Piter, 960 p.
- [7] A.A. Nurpeisova , I.Yu. Rey, D.T. Bizhanov, D.A.Tleuzhanova. Main elements of managing the process of creating innovation production // *News of the National Academy of Sciences of the Republic of Kazakhstan series of social and human sciences*. 2018. Volume 5, Number 321. P. 53 – 56. <https://doi.org/10.32014/2018.2224-5294.9>

Е. Н. Несіпбеков¹, Г.Н. Аппакова²

¹Алматы технологиялық университеті, Алматы, Қазақстан;

²Нархоз Университеті, Алматы, Қазақстан

КӘСІПОРЫННЫҢ ИНВЕСТИЦИЯЛЫҚ ПОРТФЕЛІН ҚАЛЫПТАСТЫРУДЫҢ ТЕОРИЯЛЫҚ АСПЕКТІЛЕРІ

Аннотация. Мақаланың мақсаты – кәсіпорынның инвестициялық қоржынын қалыптастырудың негізгі теориялық аспектілерін және тәжірибелік әдістерін қарастыру. Зерттеудің әдістемелік негізін танымның жалпы ғылыми қағидалары; сана мен қызметтің бірегейлігі қағидасы; субъективтілік, жүйелік, даму қағидалары, сонымен қатар инвестициялық портфельді қалыптастырудың негізгі жайттары құрады.

Зерттеуде инвестициялық саясатты қалыптастырудың негізін қалаған үш теорияға сипаттама берілген, олардың маңыздылығы мен кемшіліктері көрсетілген. Мақалада инвестициялық тәуекелдер және инвестициялардың табыстылығы, инвестициялардың табыстылығы мен тез арада өтелуі сияқты көрсеткіштердің өзара байланыстылығына аса көңіл бөлінген. Мақаланың соңында авторлар келген ұйғарымға сәйкес, қолданыстағы тәуекелдер ықтималдығын анықтау арқылы инвестициялық қоржынның тұрақтылығын талдау парадигмасының тиімділігі мардымсыз, сондықтан тәуекелдер деңгейі төмен болған жағдайда да тұрақтылықты талдаумен толықтырылуы тиіс.

Зерттеудің негізгі түйіндемелері осы мәселені әрі қарай зерттеу үшін әдістемелік негіз ретінде қолданылуы мүмкін.

Түйін сөздер: инвестициялық қоржын, инвестициялық стратегия, инвестициялық қоржынды қалыптастыру үлгілері, инвестициялық жобалар.

Е.Н. Несипбеков¹, Г.Н. Аппакова²

¹Алматинский технологический университет, Алматы, Республика Казахстан;

²Университет Нархоз, Алматы, Республика Казахстан,

ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ФОРМИРОВАНИЯ ИНВЕСТИЦИОННОГО ПОРТФЕЛЯ ПРЕДПРИЯТИЯ

Аннотация. Цель статьи – раскрытие основных теоретических аспектов и практических методов формирования инвестиционного портфеля предприятия. Методологическую основу исследования составили общенаучные принципы познания; принцип единства сознания и деятельности; принцип субъектности; принцип системности; принцип развития, а также основные положения формирования инвестиционного портфеля.

В исследовании дано описание трёх основополагающим теориям формирования инвестиционного портфеля, показаны их значимость и отрицательные стороны, проанализирован метод формирования инвестиционного портфеля с поэтапным описанием. В статье особое внимание уделено взаимосвязи таких показателей, как инвестиционные риски и доходность инвестиций, доходность инвестиций и ликвидность вложений. Отмечено, что соблюдение баланса между этими показателями является основополагающим принципом формирования инвестиционного портфеля. В конце статьи авторы приходят к выводу, что существующая парадигма анализа устойчивости инвестиционного портфеля через определение вероятностей рисков недостаточна эффективна и должна быть дополнена анализом устойчивости даже при низких рисках.

Основные выводы исследования могут быть использованы в качестве методической основы для дальнейшего углубления исследований по данной проблеме.

Ключевые слова: инвестиционный портфель, инвестиционная стратегия, модели формирования инвестиционных портфелей, инвестиционные проекты.

Information about authors:

Nesipbekov E.N. - Almaty Technological University, associate professor, nesipbekov @ mail;

Appakova G.N. - University Narhoz, professor, ruganek310@mail.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.57>

Volume 6, Number 322 (2018), 220 – 223

UDK 637.02(571.1)

M.N. Nurgabylov¹, E.K. Barlikov², S.M. Egemberdieva³

Taraz Innovation and Humanitarian University;
Eurasian National University named after L.N.Gumilyov
kazatumag@mail.ru, saule_8@mail.ru, erbolat_barlykov@mail.ru

**TRENDS OF MANAGEMENT DEVELOPMENT
OF MEAT PROCESSING INDUSTRY IN RK**

Abstract. The authors of the article presented the development trend of the meat-processing industry for the prospects of its development. Currently, within the framework of the program "Agrobusiness 2020" in all regions of Kazakhstan, a systematic work is being done to cross the domestic breeding stock of cattle with imported high-yielding bulls-producers of milk and meat. The dynamics of growth is observed in all regions of Kazakhstan, thanks to this state program. In particular, within the framework of the program for the reproduction of the livestock sector, mechanisms are being implemented to develop livestock breeding, to subsidize productivity and improve the quality of livestock products. However, the processing industry of agriculture develops at a slow pace, which causes difficulties, since breeding of pedigree cattle in remote areas where there are no meat processing plants, dairy and other processing enterprises makes farming unprofitable.

Keywords: efficiency, cattle breeding, meat industry, agriculture.

INTRODUCTION

Kazakhstan needs to more effectively use its competitive advantages, especially in the production of environmentally friendly products. Much attention is now being paid not only to increasing the volume of production, but also to increasing its level of efficiency and profitability.

In Kazakhstan, now produces 939.4 thousand tons of meat per year, per person - 57 kg, at a rate of 67 kg. for a year. The disadvantage is, of course, insubstantial, but with reduced production the country cannot export the products. As for prices, they grow every year. The reason for this is still the same deficit of livestock. Many farmers simply have to make a mark-up from 100% to 200%, because otherwise their work simply does not pay off. Beef takes the very first place in import, the main countries that export meat to us are Poland, Australia and Argentina, whose total volume makes up almost 74% of all meat delivered.

MAIN PART

Many experts predict that by 2020 the country may face a deficit of beef, and the demand for it will increase by 1.8%. Lamb is the second most expensive meat in the country. The reason for this is a low priority level. The share of its production is only 14% of the total volume of meat. In order to increase the production of mutton, it will be necessary at least to allocate funds for the creation of sheep breeding complexes. At the moment, the main financed funds are still aimed at the development of beef production. The allocation of money in the same amount in sheep breeding will ensure the growth of production by 15-20% per year, as well as reduce the cost of this product. In order to preserve the uterine livestock, the state allocated about KZT 200 million for the purchase of 10,000 sheep on leasing terms.

As we can see, according to Table 2, the leader in the number of cattle is 993.3 thousand head of the South Kazakhstan region, slightly less in the Almaty region of 965.8 thousand heads and 911.9 thousand heads in the East Kazakhstan region. Sheep and goats in terms of the number of livestock the greatest number is cultivated in the South-Kazakhstan region 4 082,8 thousand heads, further Almaty region 3,399,1 thousand heads and the third of leaders Zhambyl oblast completes 2 609,7 thousand heads. Horses are growing the largest number in the East Kazakhstan region 319.4 thousand heads, 302.9 thousand heads

in the South Kazakhstan region and 293.6 thousand heads in the Almaty region. The number of pigs is 161.2 thousand in Kostanai oblast, 147.3 thousand in North Kazakhstan oblast and 117.9 thousand in Akmola oblast. According to the number of camels, Mangistau Oblast has 58.4 thousand heads, in Kyzylorda oblast - 41.9 thousand heads and 30.1 thousand in Atyrau oblast. In terms of the number of birds grown, the share in the Almaty region is 9,183.2 thousand kurei, the second place is occupied by the Akmola region 5,830.4 thousand chickens, and the North Kazakhstan region is 4,355.3 thousand chicken.

Table 1 - Comparative table of the number of livestock of agricultural animals in the context of the regions of Kazakhstan at the beginning of 2018

	Cattle	sheep and goats	horses	pigs	camels	bird
The Republic of Kazakhstan	6 838,1	18 298,5	2 373,7	834,0	191,1	40 051,7
Akmola	421,6	521,5	169,0	117,9	0,1	5 830,4
Aktobe	424,7	1 044,1	111,0	52,7	16,8	1 344,1
Almaty	965,8	3 399,1	293,6	72,6	7,2	9 183,2
Atyray	153,9	534,2	71,2	0,4	30,1	429,2
West Kazakhstan	543,7	1 167,8	165,4	21,4	2,5	1 166,3
Zhambyl	361,1	2 609,7	113,3	18,8	6,0	1 300,5
Karaganda	520,8	943,0	271,7	84,8	1,4	3 941,7
Kostanay	444,8	444,0	109,0	161,2	0,2	4 117,6
Kyzylorda	310,1	575,3	118,9	2,2	41,9	111,9
Mangistau	17,7	367,0	69,3	0,1	58,4	56,8
South Kazakhstan	993,3	4 082,8	302,9	21,0	25,7	2 764,3
Pavlodar	404,6	542,0	145,1	65,0	0,1	1 395,7
North-Kazakhstan	361,0	378,6	112,8	147,3	0,0	4 355,3
East Kazakhstan	911,9	1 684,6	319,4	68,6	0,6	4 048,0
Astana city	0,5	2,5	0,3	0,0	-	1,4
Almaty city	2,7	2,0		0,2	0,0	5,5

The main breeds of dairy cattle breeding in Kazakhstan are the Alatau, Schwitz, Black-motley and Ayrshire, in the cattle breeding of Santa Gertruda, Kazakh white-headed, Auliekol, Galloway, Hereford, sheep breeding Kazakh fine-fleeced, Kazakh semi-fine-ruffled, Kazakh semi-coarse-grained, Akhramomerinos, Degheres, Edelbay, Saryarkinsky, Kazakh kurdjuchny, Hampshire, horse breeding Kazakh type "Jaba", Mugalzarskoy, Thoroughbred horse, Arab, Don, Russian trotter, pig large white, camel breeding e Kazakh Kazakh Bactrian, Aruana, poultry farming Black African ostriches, Titanic, High Line, Lohmann and Ross-308 crosses.

Table 2 - Number of agricultural units in the Republic of Kazakhstan for 2017

Type of enterprise	Name	Total	in t h		Households of the population
			agricultural enterprises	Collective farm	
Registered formations	количество	197794	13186	184608	1608754
	%	2,7	11,6	2,0	7,6
in t h, effective	quantity	186385	8089	177576	

In 2017 it was planned to create 467 cooperatives, but 182 (39%) were created, including 62 cooperative societies with a milk receiving point, 58 cooperatives for the production and procurement of meat.

Also, family feeding grounds with the cattle stock were created - 9,290 heads.

At the same time, production of crop production remained at the level of the previous year (KZT14.4 bn.). The acreage under fodder crops of the Republic of Kazakhstan in 2016 and 2017 amounted to 3,485.2 thousand hectares and decreased by 5.1% compared to 2015.

Kazakhstan has huge areas of agricultural land, including those necessary for providing livestock with feed. The main sources of livestock and poultry supply in the republic are pastures, natural and sown

hayfields, arable land for growing fodder crops. The area of pastures in the republic is 182.0 million hectares, natural and sowing hayfields - 4.8 million hectares, the area of arable land used for the production of feeds is 2.5 million hectares.

Large poultry farms own poultry farms, so the production of chicken eggs in the specific weight is 73%. Nevertheless, in the transition to market relations, agricultural enterprises actually transferred to the ownership of the company all the active part of the basic production funds, livestock and other property, and the workers were transferred to the status of wage earners, land shares were also transferred to the contract ledge. Loans provided by integrators are mainly directed to the acquisition of fuels and lubricants, spare parts, chemicals, seeds and wages for workers of agricultural enterprises. At the same time, capital investments are not made for the development of agricultural production, which leads to depletion of their material and production resources. And the entire additional product created by the whole system - from production to the realization of finished products - is concentrated in the parent company.

In the country's agricultural market, the farmer faces the monopoly of private markets, processing and storage of agricultural products. As a result, all products produced by commodity producers are sold at a low price. It is difficult to breed cattle in remote areas, where there are no meat processing plants, dairy and other processing enterprises. The absence of factories for the processing of wool makes it unprofitable to engage in sheep breeding.

In developed countries the most stable are large cooperatives, including the production, processing and marketing of agricultural products. That is why in economically developed countries there is a high degree of monopolization and centralization of the processing industry of a few large firms that control the bulk of the processing of agricultural products of the country with the exclusive activity of industrial firms in establishing integration ties with agricultural producers.

Thus, at the moment, development is proceeding at a slow pace, in which agricultural producers, regardless of their forms of ownership and management, remain as suppliers of raw materials, they lose up to 30-35% of the profit from the sale of the finished product, which settles in the after- processing enterprises, wholesale trade and numerous intermediaries. That is why the economic situation has brought both agricultural producers and processors and service enterprises to the awareness of the need for creating vertically integrated units.

The importance of ensuring technological, economic and organizational unity of production, processing, procurement and sale of agricultural products determines the need for the development of cooperatives. However, the formation of associations in the form of cooperatives in agriculture develops rather slowly, and not all opportunities for obtaining benefits from joint action are provided.

CONCLUSION

"The plan of the nation" 100 specific steps "to attract at least ten TNCs to the processing sector, it is planned to build plants for processing oilseeds by such transnational companies as EFCO Group and Xian Eijun. According to the second project, the Kazakhstani company Totalimpex LLP is a partner. Similar intentions have domestic manufacturers - LLP "MEZ-SKO" and JSC "Eurasian Foods Corporation".

Thus, the economic analysis of the state of activity of subjects of small business shows their importance in the agricultural business and the need to strengthen food security at this level.

Kazakhstan has real opportunities to occupy a worthy niche among the world's exporters of meat and processed products - these are vast pasture lands that allow to maximally reduce the cost of production, the presence in the neighborhood of a capacious Russian market (which is in a single customs space) and, finally, existing national traditions of keeping beef cattle.

REFERENCES

- [1] State program for the development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2021, approved by the Decree of the President of the Republic of Kazakhstan dated February 14, 2017. N 420, the agro-industrial complex (In russian).
- [2] Borovskaya M., Morozova T., Fedosova T. Main trends in the management of innovation-oriented interaction of economic actors: world experience // pp.tti.sfedu.ru/files/doc/statya3.pdf ISBN 978-5-8327-0360-2 (In russian).
- [3] Increasing the competitiveness of human capital in the Republic of Kazakhstan. - Almaty: Institute of Economics, 2010 - 49s. (In russian).

- [4] Kuznetsova, A. Modern problems of the social development of the village / A. Kuznetsova // International Agricultural Journal. 2006. № 1. P.22-23. (In russian).
- [5] Regions of Kazakhstan in 2016. Statistical collection. Ed. A.Smailov. Astana, 2017. 428 p. (In russian).
- [6] Kuznetsova, A. Ensuring food security of the Republic of Bashkortostan / A. Kuznetsova, L. Mabetov, G. Valiev, E. Kadyrov // International Agricultural Journal. 2014. №6. P.49-53. ISBN 978-5-9906896-4-0 (In russian).
- [7] Akhmetov R. Perfection of state regulation of development of agrarian sphere of agroindustrial complex // International Agricultural Journal. 2002., №6. from. 20-25. ISBN 5-17-016296-0 (In russian).
- [8] Zhansagimova A.E. Monitoring the development of rural areas of the Republic of Kazakhstan. XX International Scientific and Practical Conference "Agrarian Science - Agricultural Production of Siberia, Kazakhstan, Mongolia, Belarus and Bulgaria" (Novosibirsk, October 4-6, 2017) p.366-370 ISBN 978-5-94477-211-4 (In Russian).
- [9] Sabirov R.K., Kurmasheva S.O. Profiles of the regional development of the agrarian sector. Proceedings of the National Academy of Sciences of the Republic of Kazakhstan. ISSN 2224-526X, a series of agricultural sciences. № 1 2018, p.52-56 site address <http://agricultural.kz/index.php/en/arhiv>. <https://doi.org/10.32014/2018.2224-526X>.

УДК 637.02(571.1)

М.Н. Нургабылов¹, Е.К. Барлыков², С.М. Егембердиева³

¹Таразский инновационно-гуманитарный университет,
^{2,3} Евразийский национальный университет имени Л.Н.Гумилева

ТЕНДЕНЦИИ УПРАВЛЕНИЯ РАЗВИТИЕМ МЯСОПЕРЕРАБАТЫВАЮЩЕЙ ОТРАСЛИ В РК

Аннотация. Авторы статьи представили тенденцию развития мясоперерабатывающей промышленности перспективы ее развития. В настоящее время в рамках программы «Агробизнес-2020» во всех регионах Казахстана наблюдается системная работа по скрещиванию отечественного маточного поголовья КРС с импортируемыми высокопроизводительными быками-производителями молочно-мясного направления. Динамика роста наблюдается по всем регионам Казахстана, именно благодаря данной государственной программе. В частности, в рамках программы по воспроизводству отрасли животноводства реализуются механизмы по развитию племенного животноводства, субсидированию продуктивности и повышения качества продукции животноводства. Однако, перерабатывающая промышленность сельского хозяйства развивается медленными темпами, что вызывает затруднение, так как разведение племенного скота в отдаленных районах, где нет мясокомбинатов, молочных и других перерабатывающих предприятий делает невыгодным занятие фермерством.

Ключевые слова: эффективность, скотоводство, мясная отрасль, сельское хозяйство.

УДК 637.02(571.1)

М.Н. Нургабылов¹, Е.К. Барлыков², С.М. Егембердиева³

¹Тараз инновациялық гуманитарлық университеті;
^{2,3} Л.Н.Гумилев атындағы Еуразия ұлттық университеті

ҚР ЕСЕП ӨНЕРКӘСІБІНІҢ ДАМУЫНЫҢ БАСҚАРУЫНЫҢ ТРЕНДСІ

Аннотация. Мақаланың авторлары ет өндеу өнеркәсібінің перспективаларын дамыту үрдісін ұсынды. Қазіргі уақытта «Агробизнес-2020» бағдарламасы аясында Қазақстанның барлық өңірлерінде сиыр еті импортталатын жоғары сапалы бычшалар өндіретін ірі қара малдың отандық асыл тұқымды малдан өтуі бойынша жүйелі жұмыс жүргізілуде. Бұл мемлекеттік бағдарламаның арқасында Қазақстанның барлық өңірлерінде өсу динамикасы байқалады. Атап айтқанда, мал шаруашылығын жаңғырту бағдарламасы мал шаруашылығын дамыту, өнімділікті субсидиялау және мал шаруашылығы өнімдерінің сапасын арттыру механизмдерін жүзеге асырады. Дегенмен, ауыл шаруашылығының өндеу өнеркәсібі баяу қарқынмен дамып келеді, бұл күрделі болып табылады, өйткені ет өндеу зауыттары жоқ, шалғайдағы жерлерде асыл тұқымды мал, сүт және басқа да қайта өндеуші кәсіпорындар ауыл шаруашылығының пайдасыздығын қамтамасыз етеді.

Түйін сөздер: тиімділігі, мал шаруашылығы, ет өнеркәсібі, ауыл шаруашылығы.

Information about authors:

Нургабылов Мурат Нуридинович - Таразский инновационно-гуманитарный университет, г.Тараз, Казахстан, dokphd.unikum@mail.ru, ORCID 0000-0002-7424-1515

Егембердиева Сауле Мейрбековна - д.э.н., профессор, Евразийский национальный университет имени Л.Н.Гумилева, ORCID 0000-0003-0703-3078

Барлыков Ерболат Копсекпаевич - к.э.н., и.о. профессора кафедры "Менеджмент", Евразийский национальный университет имени Л.Н.Гумилева, ORCID 0000-0002-7418-1292

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.58>

Volume 6, Number 322 (2018), 224 – 232

UDK 330.36:(574)

**T.Ya.Nurymbetov¹, A.U. Abishova¹, G.Zh.Urazbaeva¹,
Z.Sh.Kydyrova¹, P.T. Baineeva¹, N.U.Abishov²**

¹M.Auezov South Kazakhstan State University, Shymkent, Kazakhstan;

²A.Yassawi International Kazakh-Turkish University, Turkestan, Kazakhstan
altuka07@mail.ru

**PRIORITIES OF SOCIAL SUPPORT OF THE POPULATION
OF REPUBLIC OF KAZAKHSTAN IN THE CONDITIONS
OF MODERNIZATION**

Abstract. The government of RK in its activity defines social tasks as priority. The social sphere is one of the key directions of acquiring these priorities. Development of the social sphere is organically combined with all forms and types of the public relations and activity of people, affects all parties of the society.

Questions of social support of employees as from the state, and employers of various forms of ownership can be a part of the agreements signed at the enterprises. Social support of disabled is a form of the help, which along with payments of pensions and benefits at the level not below a living wage, can be complemented with a set of measures to creation of system of the relevant institutions and services capable to render the free help to persons in need. In all these directions of social policy of the state, it is important to observe the following fundamental principle: social support of the population was directed to create the conditions of equal starting opportunities for all able-bodied members of society and the address help for disabled.

Thus, social support of the population is one of decisive components of the macroeconomic mechanism of development and regulation of social processes in society. On the one hand, it is designed to compensate costs of market economy, while on the other hand it has to stimulate its development and give it socially oriented character.

Key words: social support of the population, labor resources, social sphere, population, the concept of human capital, labor potential, labor force, employment, social infrastructure.

1. Introduction. The socially oriented market economy formed in Kazakhstan assumes a purposeful regulation of the free market relations in the interests of man and society as a whole on the basis of development and realization of system of social support of the population.

Questions of social support of the population constantly held a specific place in state programs of social and economic development. In the conditions of cardinal transformation of the economy of Kazakhstan the contradictory nature of this process has appeared which is shown by the emergence of new positive forms of social and economic development as freedom of enterprise, the competition, labor markets, goods, the capital, and the negative phenomena accompanying them – decline in production at crisis, inflation, sharp falling of the standard of living, unemployment and another.

Entry of RK into the list of 30 most competitive countries - one of the main tasks assumes fight against the poverty and prevention of social stratification. At the same time, one of the priority tasks should be the increase of the welfare of life and services of the population at the level of developed countries. The problem of poverty turned out to be difficult not only because of the scale of its spread, but also because of the complexity of its identification.

Market reforms demand formation of such system of social support which would be compatible to the created market structures, and the effects emanating from it would not interfere with necessary economic changes and development. This should be ensured with presence of accurate orient and tasks of strategic and tactical character. Formation of such system is connected with revision of social policy and, first of

all, with redistribution of functions between subjects of social support. Perfection of regional system of social support of the village has to be the main direction of social reforms as only at the level of the region their social and economic, natural, demographic, ecological and other features can be most fully taken into account which is impossible to accomplish by developing all satisfying unified approaches and recommendations. The presence of peculiarities, transfer of the center of gravity of social support from the state level to the regions requires the increase in a role of regional policy. In this regard, the research of the developing tendencies convinces of necessity of development of methodical recommendations about formation and improvement of the system of social support of the village at the level of regions that it, undoubtedly, can yield optimum results. Despite considerable activization of social functions of the state and acceptance in recent years of the defined measures for support, the situation in social policy of the population does not lose its problematic meaning. In this regard, the problem of studying priorities of social support of the population of RK in the conditions of modernization of economy is represented as important and relevant.

The aim of the research is the theoretical substantiation of the improvement of social support of the population in modern conditions and the development of its mechanism.

To achieve this goal it is necessary to solve the following problems:

- to study theoretical bases of formation of the system of social support of the population, to reveal intrinsic characteristics of separate categories as components of activity of people;
- to analyze the existing techniques and approaches of assessment of social support of the population and a way of its realization in the region;
- to justify, from the standpoint of increasing the role of entrepreneurship, the formation of a model of social support aimed at reducing poverty in the Republic of Kazakhstan;
- to prove the necessity of the state support in the development of infrastructure of life support of settlements on the basis of the state program of development of territories.

The object of the research is social support of the population of the Republic of Kazakhstan.

The subject of research is the economic relations in the system of social support of the population.

The materials and research methods have served the concepts and positions presented and substantiated in the classical and modern works of foreign and domestic scientists, economists in the field of the theory and practice of social problems of the population. During the development of the problem, legislative acts, presidential message to the people of Kazakhstan, government regulations of the Republic of Kazakhstan, recommendations of the agro-industrial complex in the field of social support of the population were used. The data bases of the Republic of Kazakhstan, periodical materials were used as the information base of the work. In work the following methods, doctrines, approaches were applied: author's assessment of various economic concepts of social support of the most vulnerable segments of the population; complex analysis of a condition of social support of rural population and mechanism of its improvement; priorities of business, infrastructure, model, concept and factors of social living conditions of the population.

The research was constructed by general scientific methods: abstract and logical, settlement and constructive, forecasting, statistical groups, synthesis and analysis.

In the conditions of economic transformations social support is found in a stage of judgment and formation. Works of foreign scientists are devoted to problems of basic researches of social functions of market economy: M. Blauga, A. Gorelov, V. Leontyev, K. Marx, U. Petty, V. Rayzin, S.A. Rubenstein, A. Smith, S.G. Strumilin, F. Engels, Yu. Yaremenko and others. The economic and social processes happening in the country were analyzed by native scientists: Ya.A. Aubakirov, E.Zh. Babakumarov, H.B. Zharekeshev, M.I. Zhiyenbayev, R.K. Zholamanov, T. Zhumasultanov, Zh.K. Korgasbayev, R.Yu. Kuvatov, Sh.K. Kupeshev, A.A. Morozov, B.S. Myrzaliyev, T.Ya. Nurumbetov, N.A. Omarov, A.A. Pyagaya, O.S. Sabden's works are most known. However, despite the available scientific developments on studying of social living conditions of the population, the mechanism of improvement of its social support is still insufficiently studied; there is no deep analysis of their reasons. Relevance of a problem, degree of its scientific readiness and the importance of the solution of questions of social support defined the choice of a subject, purpose and problem of scientific research.

Review of literature. The research of theoretical aspects of economically active population gave the chance to formulate a conclusion that they represent economically active population and includes: full-

time and part-time workers performing hired labor for remuneration and the workers who are temporarily absent from work because of a disease, maternity leaves, training and also those who independently provide themselves with work. The situation developing in the market of manpower as well as in all domestic economy continues to keep contradictory character. Against the background of the outlined steady positive tendencies connected with revival of business activity and decrease in the rate of inflation there is a low standard of living of the busy population of the republic, i.e. the ratio of supply and demand on republican worsens and the regional markets of a manpower, growth of voluntary unemployment in the open and hidden forms is observed, indicators of the outlined tendency of use of a highly skilled manpower in low-skilled workplaces accrue.

Growth of economy of RK, its effective development in the conditions of a market mechanism of managing in many respects depends on the solution of problems of the population, effective use of labor capacity of the region, increase in level and quality of life of its population in general.

Having set the course for building a social market economy, our state has determined the main goal of the reforms being carried out - increasing the welfare of the population. The main priorities that need support and further improvement are the labor market, the livelihood of people who, due to various circumstances, cannot provide themselves with everything necessary for life, housing, etc. For this, government measures are taken on employment, reduction of unemployment and poverty, social support of the population. Kazakhstan is a social state that guarantees a decent quality of life to its citizens.

The basis of any state is its population. In this regard, let us dwell on the questions about the nature and meaning of such interrelated concepts as "labor resources, labor potential, labor force, employment, social sphere, social infrastructure, etc." Labor power is the ability to work, and labor resources are living carriers, that is, the owners of this ability. The "labor potential" of a society is understood as the totality of the demographic, social and spiritual characteristics of labor of the economically active population, which has already been realized or can be realized, in the conditions of the achieved level of development of productive forces and production relations.

Studying and generalization of domestic literature on social support of the population, showed that a manpower, employment, unemployment, the standard of living, represent the social and economic category expressing degree of satisfaction of physical, spiritual and social needs of people. For determination of welfare of the population such concepts as: poverty, income, expenses, division of the population on income, the address social help and others. The main categories needing support are low-competitive faces, the unemployed. The state measures for employment, decline in unemployment and poverty, social support of the population are for this purpose taken. The provided short analysis of various theoretical approaches gives the chance to define economically active and inactive population.

Labor resources can realize their ability to work only when they are employed in this or that sphere of socially useful labor. This gives the rise for the definition of the concept of "employment". Employment is an economic relationship that characterizes the way in which labor power joins the sphere of its application for carrying out socially useful activities, which, as a rule, bring them wages (income). The able-bodied population consists of 2 groups: economically active and economically inactive. The ratio between them depends on the historical, socio-economic, demographic and cultural and living conditions.

Results and reasonings. The social sphere is a set of the branches, enterprises, organizations directly connected and defining an image and the standard of living of people, their welfare, and consumption. To ensure the normal standard of living of the population, we offer the system of indicators of social development.

The system of indicators of social development includes three groups: determining, fixing, final and the complex of indicators corresponding to them. The determining indicators and indicators characterize resource ensuring social development and the characteristic of a social status. The fixing indicators give the developed characteristic of social processes and the phenomena. Final indicators are their qualitative result, i.e. indicators kind of squeeze the extensive quantitative information put in the determining and fixing indicators and indicators, and will transform it to the compact qualitative characteristic of a social situation.

So, in all these directions of social policy of the state it is important to observe the fundamental principle – social support of the population, that is creation of the conditions equal to starting opportunities for all able-bodied members of society and the address help for disabled. Despite crisis,

today a social status of the country stable and conditions of development are favorable; there is reason to claim about the further rate of development of the real sector of economy.

Many foreign countries already passed a way of reforming from non-market economy to market economy and have the wide experience useful to Kazakhstan. At all differences between the countries concerning not only concrete methods of the state intervention, but also the key principles on which it is based it would be unreasonable to ignore the experience which is saved up by them quite often at the price of tests and mistakes especially as in the process of transition of our republic to the market economy the range similar with developed and developing countries of problems becomes more and more wide. The main goal of modern policy of employment of developed and developing countries was and is an increase in the employment of all population by identification of unused abilities, involvement of cumulative labor in more effective and comprehensive system of division of labor.

Globally, there is a rapprochement between the size of the labor force and the number of people of working age. This is observed in the USA, France, Sweden and other countries. The formation of a socio-economic model of employment is one of the main ways of raising the living standards of the population and stabilizing the economy with further growth.

In different countries, employment patterns manifest themselves in different ways. There is a concept of economic transformation - one of the new directions of scientific research, actively developed in recent years. Social justice in economic theory is considered as a problem of an acceptable degree of inequality in income distribution. The most well-known concepts of justice or equitable distribution of income are: egalitarian, utilitarian, Rousian and market.

1. The egalitarian concept considers equitable income distribution to be fair. The logic of the reasoning here is: if you want to divide a certain amount of benefits between people, i.e. split equally between equally deserving of it.

2. The utilitarian concept is an ethical concept, t.i. "Good and avail":

a) the same for all people (the possibility of interpersonal comparison);

b) different for different members of society (t.i., utility functions of different members of society).

To compare the rich person has usefulness from their income (monetary or natural) always more than the poor person. Thus, the rich remain rich, and the poor remains poor.

3. The Rousian concept is based on such distribution which is directed to welfare and improvement of the poorest members of society. Public welfare on Rousia improves only if the welfare of the poorest individual increases.

4. The market concept is a fair distribution of income based on the free play of market prices, a competitive mechanism of supply and demand for factors of production.

The concept of justice sets us thinking again on whether the state should interfere with process of redistribution of income if the benefits in free market economy get only to those who possess "monetary voices".

The main goal of the concept is to decrease the poverty by creation of conditions for economic growth, productive employment and increase in income of the population, ensuring access of the poor to services of health care and education, improvement of targeted social support and increase in efficiency of public administration with involvement of public authorities in decision-making. The concentrated expression of all these processes, which are economically interconnected among themselves, is the standard of living measured by the index of human development (IHD).

Thus, considering the concept of human capital, it should be emphasized that the size of pensions and benefits does not always cover the cost of the subsistence minimum and, therefore, these categories of people need government support.

In the market conditions, in recent years, most people are engaged in self-employment. The Law of the Republic of Kazakhstan "On State Support of Small Business" was adopted. The state provides assistance to all small businesses in all areas. It is entrepreneurs who are the driving force of economic modernization.

In studies related to the provision of social support to the population, we developed a model. Social support models have their own structure, i.e. a set of stable links ensuring its integrity and identity to itself. Principle elements are the principles and subjects of social support, the relations between which are determined by the type of political regime, values prevailing in society, and living standards.

On the basis of the above-named certain factors the mechanisms of social support which are implemented through set of means (resources and institutes) and in various forms for the purpose of achievement of economic and political stability of public system are developed.

For achievement of big efficiency from actions of social support, it is expedient to unite all bodies in uniform structure at the level of the region, the area or the city. The similar structure will allow uniting financial and material resources and also shots of experts of a different profile and more effectively to use the available opportunities for satisfaction of needs of the population.

In our model of social support, the main role should be played by the principles of subsidiarity, prevention, insurance, cost participation and self-government. On this basis, the value, adaptive and stimulating functions should prevail. It is necessary to establish standards and norms officially.

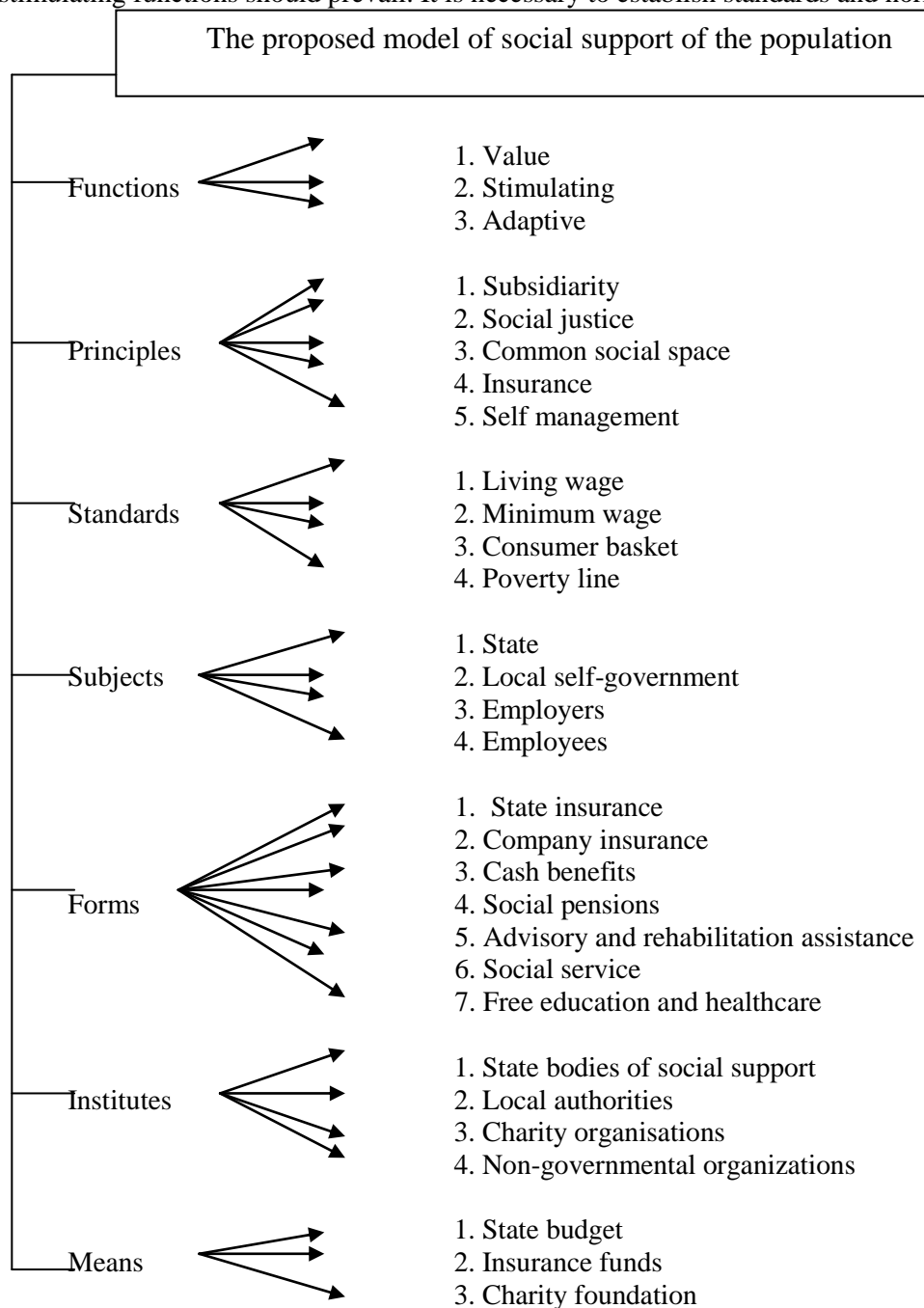


Figure 1 - Model of social support of the population
 Note - Grouped by the author based on the sources of the formation of the Kazakhstan model

The proposed model of social support allows to define the criteria for selecting a social support object and a set of measures to improve the family's standard of living to the minimum established value.

In order to substantiate the proposed model, we made calculations for 2010-2012 for the number of beneficiaries and the size of pensions and benefits, the necessary funds for their security in the unstable economic situation.

For this purpose, the number of recipients of social support was calculated on the basis of the data of the branch of the SKRP of the Ministry of Labor and Social Protection. The number of recipients was determined using the extrapolation method, the essence of which is that the average annual rate of change in the number of recipients is distributed in future years. According to this method, the number of recipients can be determined by applying the formula:

$$P_i = P_{i-1} \cdot (1 + R/100 \cdot T) \quad (1)$$

Where, P_i – the number of the planned year; P_{i-1} – number of previous year; R – growth rate (decrease) of number of recipients; T – the term on which this indicator is defined.

On the basis of this formula the number of recipients was determined by different types of benefits, as it is presented in table 1. Proceeding from data of table 1 where the mortality rate in 2016-2020 was reduced by 5,7%, i.e. average annual decline in mortality makes 1,14%. When calculating number receiving benefits on loss of the supporter accepted annual decrease of 1%.

Table 1 - Number of recipients of social support and average size of its population of RK

Types of social support	Number of recipients, people					2020/2016 y.y. in %	Average amount of social support, tenge					2020/2016 y.y.
	2016y. fact.	2017y plan.	2018y plan.	2019y prognos	2020y prognos		2016r fact.	2017r. plan.	2018r. prognos	2019r. prognos	2020r. prognos	
Pensions	2061,7	2080,0	2098,5	2117,2	2136,0	101	42476	53095	66369	82961	103701	2.4 times
Benefits for the loss of the breadwinner	262,8	259,9	257,1	254,3	251,5	96	25867	32334	40417	50521	63152	2.4 times
Benefits by age	3,4	3,43	3,46	3,49	3,5	103	11887	14859	18573	23217	29021	2.4 times
Disability benefit	817,5	522,2	526,9	531,6	536,4	104	29677	37096	46370	57963	72453	2.4 times
State social benefits	785,4	792,4	799,5	806,6	813,8	104	28651	35814	44766	55958	69946	2.4 times

Note - Calculated by the author on the basis of data from the Ministry of National Economy of the Republic of Kazakhstan, Committee on Statistics

Social support of the population is an institution of a market economy, where subjects of market relations have different economic interests and opportunities and therefore the state should be involved in the immediate material support of the disabled.

The market economy, in addition to public funds, provides other opportunities to increase the degree of social support for the population. For this, the role of labor market actors should be enhanced: employers and workers in social support.

Thus, our proposed model of social support by the state will ensure compliance with the functions, principles, standards, forms, and means of supporting the vulnerable segments of the population.

As a result of the study of the problems of social support of the population, the following conclusions were reached.

Conclusion. The basis of the economic condition and development of the economy of any region is not only the availability of raw materials and equipment, but also the people who set in motion these funds and produce various types of goods and services. In this regard, the theoretical aspects of the economically active population were studied, which made it possible to formulate the conclusion that they constitute the economically active population and includes: workers performing employment for a fee on a full or part-

time basis, and workers temporarily absent at work due to illness, maternity leave, training and also those who independently provide themselves with work. The situation developing in the labor market, as well as in all domestic economy, continues to keep contradictory character. Against the background of the outlined steady positive tendencies connected with revival of business activity and decrease in the rate of inflation there is a low standard of living of the busy population of the republic, that is the ratio of supply and demand on republican and the regional markets labor markets worsens.

The existing various models of labor markets and social security show that in different countries there is a different approach to the social security of the unemployed. There are both passive and active measures of it. At the moment, passive measures, which are expressed in the payment of funds (unemployment benefits, assistance to the unemployed, etc.), are used to a greater extent.

At the present stage of development of the economy of Kazakhstan, the most suitable concept is Raulsian. Considering the concept of human capital, it should be emphasized that in the field of economic theory there is a parallel process of developing new ideas that have different paradigms. In our opinion, it is rightly considered that the amount of wages, which does not cover at least half of the cost of the subsistence minimum, is an indicator characterizing the degree of deprivation of the population of the opportunity to receive income from the employment.

The study of the influence of socio-demographic processes on the policy of social support of the population showed that the population size and reproduction processes are characterized by a systematic tendency to increase these indicators. The growth of the birth rate and natural increase was influenced by the concept of a social program to promote birth rate: the introduction of a system of paying benefits that stimulate childbirth, targeted assistance to families, state guarantees for social benefits, etc. In the course of the study, we studied the social factors that determine the dynamics of the level and quality of life of the population, analyzed the degree of their influence on the human development index, identified various approaches to the definition of indicators characterizing the standard of living of the population. On the basis of foreign experience in Kazakhstan, the poverty line has been established - 40% of the subsistence minimum for each family member. In addition to the poverty line, a general indicator of the socio-economic status of members of society (IHD) is established. In determining it, three indices are accepted: literacy, life expectancy, and per capita income. The calculations made showed that it is at a low level. To improve the work on social support of the population, we propose a model that allows to define criteria for selecting an object of social support, a set of measures to improve the living standards of the rural population. The structure and mechanism for the implementation of the proposed model of support for the rural population at the stage of modernization are closely dependent on the socio-economic development of the state.

REFERENCES

- [1] Makroekonomicheskoye obespecheniye sotsial'no-ekonomicheskogo razvitiya Kazakhstana v usloviyakh modernizatsii. Vestnik Natsional'noy Akademii Nauk Respubliki Kazakhstan. ISSN 1991-3494. Vypusk 6, №358, Almaty, **2015**, S.179-185. (Mergenbayeva A.T., Urazbayeva G.ZH., Abishova A.U.) <https://doi.org/10.32014/2018.2518-1467>
- [2] Sistemnaya diagnostika malogo goroda Arys i predlozheniye po yego dal'neyshemu razvitiyu. Vestnik Natsional'noy akademii nauk RK. ISSN 1991-3494. Almaty. №6, Noyabr, 2017. Str. 190-195. (Onlasynov Ye.Z., Kydyrova ZH.SH., Shadiyeva A.A., Abishova A.U.) <https://doi.org/10.32014/2018.2518-1467>
- [3] Ways of improvement of strategic management of region economy. Izvestiya Natsional'noy Akademii Nauk RK. Seriya obshchestvennykh i gumanitarnykh nauk. ISSN 2224-5294. Almaty. NAN RK №1 (317), **2018**. Str. 56-63. (Onlasynov Ye.Z., Kydyrova ZH.SH., Urazbayeva G.ZH., Abishova A.U.) <https://doi.org/10.32014/2018.2224-5294>
- [4] Analysis of social development in southern – kazakhstan area. News of the National Academy of Sciences of the Kazakhstan Series of Social and human Sciences. ISSN 2224-5294. ALMATY, NAS RK .Volume 3, Number 319 (**2018**). P. 93-99. (P.T. Baineeva, A.S.Tulemetova, Abishova A.U.) <https://doi.org/10.32014/2018.2224-5294>
- [5] Innovatsionnyye priorityety sotsial'noy podderzhki sel'skogo naseleniya v usloviyakh modernizatsii ekonomiki // Materialy mezhdunarodnoy nauchno-prakticheskoy konferentsii, posvyashchennoy k 10-letiyu Strategii «Kazakhstan - 2030» na temu «Vsestoronnyaya uskorennyaya modernizatsiya ekonomiki Kazakhstana i Sredney Azii: sovremennost' i perspektivy». Almaty: KazNU imeni al'-Farabi, **2007**. S. 43-46.
- [6] Povysheniye roli predprinimatel'stva // Materialy Mezhdunarodnoy nauchno-prakticheskoy konferentsii. Samarkand: Samarkandskiy institut ekonomiki i servisa, **2008**. S. 30-35 (v soavtorstve).

- [7] Faktory i usloviya sotsial'nogo razvitiya sel'skogo naseleniya // Materialy mezhdunarodnoy nauchno-prakticheskoy konferentsii «Valikhanovskiye chteniya-13». Kokchetav: Kokchetavskiy universitet im. SH.Ualikhanova, 2008. S. 117-120 (v soavtorstve).
- [8] Gosudarstvennyye mery po ukrepleniyu sotsial'noy podderzhki sel'skogo naseleniya // Vestnik MKTU imeni KH.A.Yasavi. 2008. №3 (63). S. 185-192 (v soavtorstve).
- [10] Sotsial'naya model' razvitiya sel'skogo naseleniya // Vestnik MKTU imeni KH.A.Yasavi. 2008. №3 (63). S. 171-177 (v soavtorstve).
- [11] Kontsepsiya sotsial'no-ekonomicheskogo razvitiya sel'skogo naseleniya // Poisk: Seriya gumanitarnykh nauk. 2009. – №1. – S. 47-52 (v soavtorstve).
- [12] Model' sotsial'noy podderzhki naseleniya Kazakhstana // Materialy mezhdunarodnoy nauchno-teoreticheskoy konferentsii «Problemy industrial'no-innovatsionnogo razvitiya regional'noy ekonomiki». –Shymkent: MKTU imeni KH.A.Yasavi, 2009. S. 99-102 (v soavtorstve).
- [13] Rol' ipotechnogo kreditovaniya v razvitii rynka zhil'ya // Vestnik MKTU imeni KH.A.Yasavi. – 2009. – №1 (64). – S. 141-147 (v soavtorstve).
- [14] Auylynfrak urylymyn damytuda byudzhety k, orlarynan paydalanu // Vestnik MKTU imeni KH.A.Yasavi. – 2009. – №1 (64). S.164-166 (v soavtorstve).
- [15] Organizatsionno-ekonomicheskiye aspekty sotsial'noy podderzhki naseleniya // Problemy ekologii, aridnogo kormoproizvodstva i zhivotnovodstva v Kazakhstane: Trudy KHII-y mezhdunarodnoy nauchno-prakticheskoy konferentsii / Yugo-Zapadnyy nauchno-issledovatel'skiy institut zhivotnovodstva i rasteniyevodstva, AO «KazAgroInnovatsiya». – Shymkent, 2009. S. 575-577.
- [16] Analiz sostoyaniya sotsial'no-ekonomicheskikh pokazateley YUKO i osnovnyye problemy naseleniya // Poisk. Seriya gumanitarnykh nauk. 2009. № 2(2). S. 73-78.
- [17] Osnovnyye napravleniya realizatsii sotsial'noy podderzhki // Materialy mezhdunarodnoy nauchno-prakticheskoy konf. «Chteniya Dulati VI», posvyashchennoy 510- letiyu Dulati M.KH. Taraz: TarGU imeni M.KH.Dulati, 2009. S. 263-266 (v soavtorstve).

**Т.Я.Нурымбетов¹, А.У. Абишова¹, Г.Ж.Уразбаева¹,
Ж.Ш.Кыдырова¹, П.Т.Байнсева¹, Н.У.Абишов²**

¹Южно-Казахстанский государственный университет им.М.Ауэзова, Шымкент, Казахстан;

²Международный казахско-турецкий университет имени Х.А.Яссави, Туркестан, Казахстан

ПРИОРИТЕТЫ СОЦИАЛЬНОЙ ПОДДЕРЖКИ НАСЕЛЕНИЯ РК В УСЛОВИЯХ МОДЕРНИЗАЦИИ

Аннотация. Правительство РК в своей деятельности определяет социальные задачи приоритетными. Сельская социальная сфера – это одно из ключевых направлений обретения этих приоритетов. Развитие социальной сферы органически сочетается со всеми формами и видами общественных отношений и деятельности людей, затрагивает все стороны общества.

Вопросы социальной поддержки работников, как со стороны государства, так и работодателей различных форм собственности могут быть частью договоров, заключаемых на предприятиях. Социальная поддержка нетрудоспособных – это такая форма помощи, которая наряду с выплатами пенсий и пособий на уровне не ниже прожиточного минимума, может дополняться комплексом мер по созданию системы соответствующих учреждений и служб, способных оказывать бесплатную помощь нуждающимся. Во всех этих направлениях социальной политики государства важно соблюдение следующего основополагающего принципа: социальная поддержка населения была направлена на создание условий равных стартовых возможностей для всех трудоспособных членов общества и адресную помощь для нетрудоспособных.

Таким образом, социальная поддержка населения является одной из решающих составляющих макроэкономического механизма развития и регулирования социальных процессов в обществе. Если, с одной стороны, она призвана компенсировать издержки рыночной экономики, то, с другой, должна стимулировать ее развитие, придать ей социально-ориентированный характер.

Ключевые слова: социальная поддержка населения, трудовые ресурсы, социальная сфера, население, концепция человеческого капитала, трудовые ресурсы, рабочая сила, занятость, социальная инфраструктура.

Т.Я.Нурымбетов¹, А.У. Абишова¹, Г.Ж.Уразбаева¹,
Ж.Ш.Кыдырова¹, П.Т.Байнешева¹, Н.У.Абишов²

¹Южно-Казахстанский государственный университет им.М.Ауэзова, Шымкент, Казахстан;

²Международный казахско-турецкий университет имени Х.А.Яссави, Туркестан, Казахстан

МОДЕРНИЗАЦИЯЛЫҚ ЖАҒДАЙЫНДАҒЫ ҚР ХАЛҚЫН ӘЛЕУМЕТТІК ҚОЛДАУЫНЫҢ БАСЫМДЫҚТАРЫ

Аннотация. Қазақстан Республикасының Үкіметі өз қызметінде әлеуметтік басымдықтарды айқындайды. Ауылдағы әлеуметтік сала бұл басымдықтарды игерудің негізгі бағыттарының бірі болып табылады. Әлеуметтік саланы дамыту әлеуметтік қарым-қатынастың барлық нысандарымен және түрлерімен органикалық түрде араласып, қоғамның барлық аспектілеріне әсер етеді.

Мемлекет тарапынан да, меншік нысандарының жұмыс берушілеріне де кәсіпорындарда жасалған келісімшарттардың бір бөлігі әлеуметтік қолдауды көрсету мәселелері болуы мүмкін. Мүгедектердің әлеуметтік қолдауы - зейнетақылар мен жәрдемақылардың ең төменгі күнкөріс деңгейінен төмен емес деңгейде төленетінін және оған қоса, қажетті мекемелер мен қызметтер жүйесін құру үшін қажет мұқтаж адамдарға тегін көмек көрсетуге болатын шаралар жиынтығы болып табылады.

Мемлекеттік әлеуметтік саясаттың барлық бағыттарында келесі негізгі қағидатты сақтау маңызды: халықты әлеуметтік қолдау мүмкіндігі барлық еңбекке жарамды қоғам мүшелеріне және мүгедектерге мақсатты көмекке тең мүмкіндіктер жасау үшін жағдай жасауға бағытталған.

Осылайша, халықты әлеуметтік қолдау - қоғамдағы әлеуметтік процестерді дамыту мен реттеудің макроэкономикалық тетігінің шешуші компоненттерінің бірі. Егер бір жағынан, ол нарықтық экономиканың шығындарын өтеуге арналған болса, онда екінші жағынан, оны дамытуға ынталандыруы және оны әлеуметтік бағдарлау сипаты болуы керек.

Түйін сөздер: халықты әлеуметтік қолдау, еңбек ресурстары, әлеуметтік сала, халық, адам капиталының тұжырымдамасы, еңбек әлеуеті, жұмыс күші, жұмыспен қамту, әлеуметтік инфрақұрылым.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.59>

Volume 6, Number 322 (2018), 233 – 240

UDK: 338.2 (574)

S. A. Rakhimova¹, M. M. Turgumbekova²¹S.Toraighyrov Pavlodar State University, Pavlodar, Republic of Kazakhstan;²S.Toraighyrov Pavlodar State University, Pavlodar, Republic of KazakhstanE-mail: saulesha_rakhimova@mail.ru, basket_madina96@bk.ru**PROGRAMS OF GOVERNMENT SUPPORT FOR SME
IN THE REPUBLIC OF KAZAKHSTAN AND MEASURES
TO ENHANCE THEIR EFFICIENCY**

Abstract. The article reveals the programs of government support for SMEs in the Republic of Kazakhstan and measures to enhance their efficiency. The dynamics of SMEs in the Republic of Kazakhstan was analyzed. The programs of government support of small and medium enterprises (SMEs) are shown to accelerate its development in Kazakhstan. A number of factors have been identified that negatively affect and hinder the development of small and medium enterprises in the Republic of Kazakhstan, and measures for their elimination were proposed.

Key words: small and medium enterprises, government support for SMEs, business development programs, Business road map-2020, SWOT analysis, PEST analysis.

Introduction

Small and medium enterprises (SMEs) contribute to the development of an optimal economic structure, the development and implementation of a flexible market strategy, the weakening of monopoly positions in the market, the high quality and efficiency of managerial decisions, the development of a strong competition as a form of economic competitiveness. In addition, world experience shows that structural changes and technological progress in small business are more effective than in large production structures.

The relevance of the study is due to the fact that government support for small and medium-sized enterprises (hereinafter - SMEs) as the determining factor of quantitative growth of the economy is of paramount importance for the Republic of Kazakhstan. In his Address to the People of Kazakhstan "New Kazakhstan in a New World", the Head of State N.A. Nazarbayev set the following task before the Government: national holding companies, playing an important role in diversification of economy, should involve and encourage Kazakhstan's small and medium-sized enterprises in this process. Kazakhstan adopts the successful experience of developed countries, because the improvement of government support mechanisms for small and medium-sized enterprises is constantly at the centre of Government's attention.

Methods

The study was carried out with the help of theoretical analysis, which made it possible to single out and consider the problems of government support programs for SMEs in the Republic of Kazakhstan.

A variety of modern analytical, complex-factor, abstract-logical, economic-statistical analyses, a systematic approach, analog approach, economic-mathematical, comparative and expert assessments, as well as statistical data processing had been incorporated as a methodological basis of the research.

Results

In the President's Address to the people of Kazakhstan it was noted that the government support for small and medium-sized enterprises is represented in the Business Road Map-2020 program, developed and launched this year [1]. The content of this program corresponds to the tasks of increasing the competitiveness of the national

economy, accelerated diversification and development of export-oriented industries. Accordingly, all programs of government support for small and medium-sized enterprises in Kazakhstan are developed and implemented within the framework of the “Damu” Entrepreneurship Development Fund:

- Programs of conditional use of funds in regulated banks for subsequent lending to small and medium-sized enterprises;
- Financing program of private enterprises involved in services in Astana and Almaty;
- “Damu-Komek” program to help disabled entrepreneurs;
- "Damu-Ondiris" program to support private entrepreneurs engaged in the manufacturing industry;
- Program for financing leasing deals of small and medium-sized enterprises engaged in the manufacturing industry through regulated banks and leasing companies;
- Program of regional financing of small and medium enterprises;
- Program for leasing deal financing of small and medium enterprises;
- Program for the development of single-industry towns for 2012-2020.

According to the "Kazakhstan-2050" Strategy, the percentage of SMEs contribution to the country's GDP should be at least 50% by 2050 [2].

The contribution of small and medium-sized enterprises to the economy is growing - according to the results of 2017, the amount of gross value added generated by small enterprises to Kazakhstan's GDP was 26.8%.

As of the beginning of 2017, the number of active SMEs in Kazakhstan amounted to more than 1 186 thousand units, most of which were individual entrepreneurs and peasant (farm) households. 2,362 operating legal entities were included in big businesses. Of these, 994 are public, and more than 100 are affiliated with the government (Figure 1).

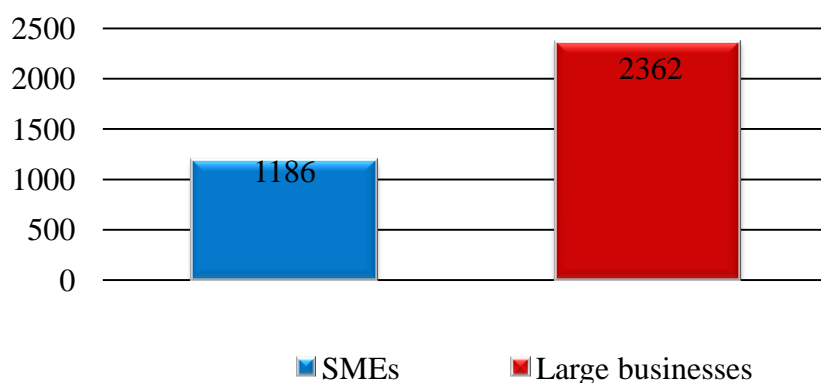


Figure 1 – Number of actors

Thus, 99.8% of all business entities are small and medium enterprises. In 2016, the number of working SMEs decreased by almost 56,000 units, or by 4%. This decline was due to a reduction in the number of individual entrepreneurs by 69,000. At the same time, the number of acting legal businesses increased by almost 14,000 units, the structure is presented in Table 1.

Table 1 - Dynamics of SME structures

	The number of actors	
	Share for 01.02.2017	To the equivalent period of the previous year
Overall	100,0	94,0
Legal entities of small business	16,3	107,9
Legal entities of medium business	0,2	92,3
Individual entrepreneurship	68,1	90,1
Peasant and farm households	15,4	99,7

Let us consider the indicators of small and medium-sized enterprises development in the context of oblasts in Table 2.

Table 2 – Indicators of small and medium-sized enterprises development in the context of oblasts

Indicator	Number of active SMEs, people	Number of employees, people	Output of products by SMEs in January-December 2017, million tenge
Akmola	41 719	127 221	648 141
Aktobe	50 209	134 662	722 782
Almaty	109 877	235 764	1 112 698
Atyrau	42 897	126 893	1 733 952
West Kazakhstan	37 111	112 862	1 404 870
Zhambyl	58 692	118 534	414 929
Karagandy	79 276	230 174	984 628
Kostanay	48 237	152 606	723 111
Kyzylorda	37 450	84 250	302 185
Mangistau	47 015	115 605	750 172
South Kazakhstan	177 411	330 279	1 115 922
Pavlodar	41 311	128 419	701 265
North Kazakhstan	27 587	100 454	472 486
East Kazakhstan	79 966	225 875	760 892
The city of Astana	97 251	326 485	4 001 669
The city of Almaty	169 985	594 617	5 297 856

From the data in Table 2, it can be concluded that most actively small and medium-sized enterprises are developing in Almaty, Astana, Almaty and South Kazakhstan oblasts. Reduction of development indicators of small and medium-sized enterprises is observed in North Kazakhstan, West Kazakhstan and Kyzylorda oblasts.

As of the end of 2017, South Kazakhstan and Almaty oblasts, as well as the cities of Almaty and Astana, are traditionally the leading SMEs. Together, these regions account for 47% of all SMEs in the country. The smallest number of operating SMEs is in the North-Kazakhstan, Kyzylorda and West-Kazakhstan oblasts.

Analyzing the bank's participation in lending to small and medium-sized enterprises in the banking system of Kazakhstan in general, by spring the regulated banks of the RK slowed down the lending to legal entities: the volume of loans to businesses amounted to 8.01 trillion tenge, which is 0.2% less than in January of this year, and immediately by 4.1% less than a year earlier [3]. The share of legal entities loans amounted to only 63.8% of the loan portfolio of Kazakhstan's regulated banks. In contrast, in the same period last year, the weight number of legal entities in the total volume of loans in the banking sector reached 67.5%.

Lending to small businesses, after rapid growth in past years, also reduces. Thus, according to the results of February 2018, the volume of loans to small businesses amounted to 2.72 trillion tenge, which is by 2.1% less than a month earlier, and immediately by 9.6% less than a year ago. The share of loans to small businesses in the loan portfolio of Kazakhstan's regulated banks is only 21.7%, against 24.3% a year earlier, dynamics is shown in Figure 2.

The top ten largest loan portfolio of regulated banks covers 85% of the total loan market. However, of the TOP-10 banks only 8 are ready to support small and medium-sized enterprises with loans. It is more profitable for small and medium-sized enterprises to be credited to ATF Bank - here is the lowest effective annual rate for SME loans: from 13.2%. Next comes Halyk Bank - from 13.5%, ForteBank is on the 3rd place - from 16.3%. In contrast, the average effective rate in the segment is from 17.8%.

It is also necessary to understand the pros and cons of SMEs development in the RK, they can be illustrated with SWOT analysis in Table 3.

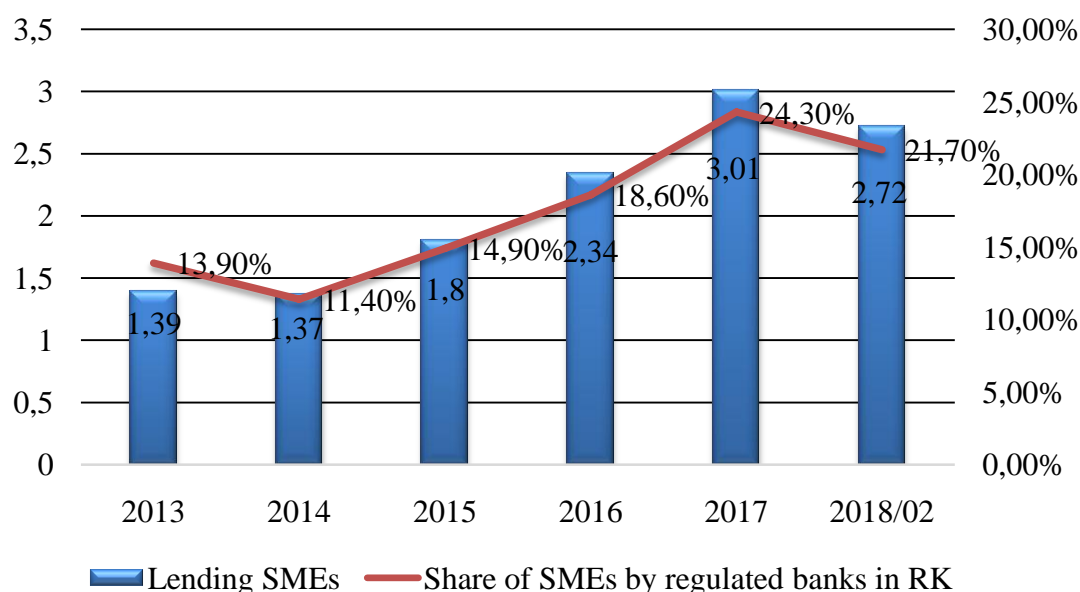


Figure 2 - Dynamics of lending to SMEs by regulated banks

Table 3 - SWOT - analysis of SME development

S – Strengths	W – Weaknesses
<ul style="list-style-type: none"> - small-scale seed capital; - ease of penetration to the market; - quick response to changing market conditions; - a wide range of support measures for SMEs; - support, transparency in their implementation. 	<ul style="list-style-type: none"> - limited-local market; - limited resources for developing production and attracting specialists; - vulnerability to various kinds of economic crises and dependence on effective demand; - problems of access to financial sources (lack of seed capital, effective collateral and insurance mechanism); - lack of an effective mechanism for cooperation with large enterprises, conditions for the development of franchising.
O – Opportunities	T – Threats
<ul style="list-style-type: none"> development of new types of products; - high turnover of capital; - growth to the level of "large" Expansion of partnership relations with similar organizations of the countries of the world.	<ul style="list-style-type: none"> - short life cycle; - low level of entrepreneurs qualification in the sphere of business; - a high level of competition between foreign and domestic companies in the background of Kazakhstan's integration into the international community.

The SWOT analysis of the small business sector shows that the weaknesses have not almost changed since 1997, when the Development Strategy of the Republic of Kazakhstan for the period until 2030 was being prepared.

Table 4 illustrates PEST - analysis – it is the marketing tool intended for revealing Political, Economic, Social and Technological aspects of an environment which influence the development of SMEs in the Republic of Kazakhstan.

The main problems of SMEs development are:

- Inaccessibility of financial and credit resources for small enterprises, on conditions acceptable to them. The credit policy of banks in relation to small enterprises is focused mainly on financing trade and procurement activities. Regulated banks provide loans at a high rate. In addition, banks require collateral, which most start-up entrepreneurs do not have, as a rule, the cost of collateral is two times more expensive than the loan received. Insufficient development of an additional segment of the financial market is microfinance, which is the most important branch of the world economic system;
- reluctance of banks to work with increased production risks;

- the lack of patent protection of domestic developments, especially those that are created on the basis of high technology of conversion enterprises.

Thus, it can be concluded that it is necessary to improve the mechanisms for implementing the policy of improving the business environment for SMEs in the Republic of Kazakhstan [4, p. 44]

Table 4 - PEST - analysis of the external environment aspects that affect the development of SMEs in the Republic of Kazakhstan

PEST - analysis	Open opportunities	Pose threat
P – Political and legal factors	purposeful policy of the Government on developing private entrepreneurship and enhancing its role in the economy; - interaction with the Holding development institutions.	– changes in legislation in the field of business support; - tightening of banking legislation.
E – Economic factors	the emergence of new SME support tools; - Kazakhstan's ability to attract funding from international development institutions (ADB, EBRD, etc.); - the functioning of the Customs Union and the Common Economic Space with the Russian Federation and the Republic of Belarus.	- reduction of credit ratings of regulated banks partners; - low rates of SMEs development in the industrial sector and innovation; - lack of mechanisms, conditions and motivation for the transformation of small enterprises into medium-sized enterprises; - reduction of domestic demand for domestic goods; - limitedness of internal market and remoteness from world markets; - the possibility of the global economic crisis recurrence.
S – Social factors	involvement of wider population in entrepreneurial activities; - growth of population incomes engaged in private business; - resolving employment issues.	low level of incomes and creditworthiness of entrepreneurs at the district level; - low level of entrepreneurs qualification; - low interest of young people in doing business.
T – Technological and technical factors	implementation of computerization and enterprise development programs on the basis of modern IT, e-commerce system; - the emergence of modern production technologies and highly efficient equipment for entrepreneurs.	absence of demand for modern information technologies among the target audience.

The main area of SME support in the Republic of Kazakhstan is the Business Road Map - 2020 program. The single program of business support and development "Business Road Map 2020" is developed:

- in order to implement the Address of the President of the Republic of Kazakhstan to the people of Kazakhstan "New Decade – New Economic Recovery – New Opportunities for Kazakhstan" and the National Development Plan for Kazakhstan until 2020;

- is aimed at achieving the goal of the Addresses of the President of the Republic of Kazakhstan to the people of Kazakhstan "Strategy" Kazakhstan - 2030 "and" Kazakhstan's way - 2050: common aim, common interests, common future ";

– in order to combine some of the pre-existing sectoral business support and development programs in Kazakhstan (including the Business Road Map - 2020) aimed at improving the business climate in the country.

In 2018, within the framework of BRM, 38.8 billion tenge was provided. To subsidize, guarantee loans and award state grants 30 billion tenge will be allocated. Moreover, to meet the business need for new projects, the Ministry prepared a budget request for the amount of 12.2 billion tenge for 10 regions. At the same time, a significant addition to the already working tools of the Business Road Map - 2020 program were measures to develop productive employment and mass entrepreneurship, targeting the unemployed and self-employed population. As of January 5, 2018, projects worth 10.1 billion tenge were funded, approved and were under consideration (593 borrowers for the amount of 6.6 billion tenge were financed and approved, 289 borrowers for the amount of 3.5 billion tenge are under consideration).

The following information is the execution of the "Digital Kazakhstan" state program for the development of small and medium-sized enterprises (hereinafter - SMEs) [5].

An important factor in the digitization of SMEs is the creation of the “Single Window” portal on government support for SMEs.

Within this framework, the ministries of the national economy, agriculture, investment and development of the Republic of Kazakhstan compiled a list of 52 support instruments to be optimized and automated.

The Interagency committee on the selection of public services to be provided through the State Corporation "Government for Citizens" (hereinafter - the IAC) approved optimization and automation approaches for 46 government support instruments, 6 support instruments were excluded from the list of government support measures.

At the moment, 15 measures of government support have been fully automated (6 measures of JSC “NMH“KazAgro”, 6 measures of JSC “NMH“Baiterek”, 2 measures of “Damu” Entrepreneurship Development Fund” JSC, and 1 measure of the Ministry of Agriculture), and the remaining 31 will be automated until October 2018 .

At the same time, the work on optimization and automation of government support measures is aimed at solving 4 key tasks:

- translation of required documents into a declarative form, thereby proposing to refuse from requesting documents in favor of filling out the prescribed forms.
- replacement of the work of various expert groups and commissions for automated processes that will allow to exclude the practice of making decisions on the basis of subjective opinions of members of expert groups and commissions;
- reduction of more than 50% of the number of documents, pad fields and the period of consideration.
- creation of a unified register of entrepreneurs to assess the effectiveness of all government support instruments and exclude the practice of providing support to the same entrepreneurs.

These measures will make it possible to increase the availability of government support measures for SMEs by optimizing and automating them with the "SingleWindow" on the portal of the National Chamber of Entrepreneurs of the RK "Atameken" [6].

In addition, in order to ensure the widespread use of digitalization opportunities, it is proposed to digitize the work of all service centers of entrepreneurs established in cities and regional centers under the Single Business Support and Development Program "Business Road Map -2020".

In all 25 Centers for Entrepreneurs in cities and 189 Entrepreneurship Support Centers in regional centers and monotowns, self-service zones will be established that, with the help of consultants, will provide access to government electronic services and government support measures, for categories of entrepreneurs who do not have direct access to the Internet .

To increase the competency of entrepreneurs, who carry out activities especially in rural areas, since this year a training program on increasing digital literacy has been launched.

Over 15 thousand entrepreneurs will be trained annually.

Since the second half of this year, the National Chamber of Entrepreneurs in the pilot mode is planning to fully put the work of the entrepreneurs service centre in Astana and Almaty in electronic format.

Automation will reduce the budget for providing non-financial support to businesses, increase coverage areas, reduce flow of documents, and optimize the number of consultants.

Systemic work in this area already this year will allow reducing the time for providing government support and the number of required documents by 50%, which in 2018 will reduce business costs by 1.6 billion tenge, by the end of 2022 - by 8.4 billion tenge.

Implementation of the opportunities of the Open Digital Platform for SMEs and annual training in digital skills will allow to digitize the activity of more than 300 thousand entrepreneurs by 2022.

Digitalization of SMEs will be a new impetus in the development of entrepreneurship.

Furthermore, in order to increase the effectiveness of the BRM-2020 program, we propose to optimize the procedure for evaluating and making decisions on financing projects by the Regional Coordination Councils, since it is at this stage that decisions are taken on approving or refusing the projects. The procedures for the acceptance, analysis, evaluation, selection and approval of projects are a key factor that directly affects the quality and volume of the government entrepreneurship support programs implementation in the Republic of Kazakhstan. The Regional Coordination Council (hereinafter

referred to as the RCC) is a consultative and advisory body set up and headed by akims of oblasts, cities, with the participation of the business community representatives at least 50% of the total number [7].

This procedure has a number of shortcomings that do not allow to make decisions fully and objectively, thereby reducing the effectiveness of the Program.

The first problem is the insufficiently detailed study of the project by the RCC members, who only in the course of the meeting are acquainted with the main provisions of the projects, which can give only a superficial understanding.

The second problem lies in the procedure for summarizing and voting on the project. Thus, the Chairman of the Regional Coordination Council, who is the first person of the respective region, perorates and is the first to vote, and the other members of the commission, one way or another, are his subordinates.

In order to eliminate the above shortcomings, we propose to optimize the procedure for taking decisions by the Regional Coordination Councils:

Stage 1: Presentation of the project by the author, by showing slides with key indicators and expected results, in order to focus the attention of the commission members on any aspects of the project;

Stage 2: The Chairman of the RCC and members of the commission ask questions arising on the project under discussion;

Stage 3: The Chairman summarizes the discussion. Voting involves the process of announcing the reviews of each commission member. The decision is made based on the results of counting positive and negative reviews. In case of a change in the review conclusions based on the results of the materials presentation and answers to the applicant's questions, the commission member can reasonably change the summary of the previously issued review;

Stage 4: Making a decision on this project.

As a result of the implementation of the proposed scheme for the procedure of adopting and considering the business projects by the Regional Coordination Councils, we not only solve the problems raised above, but also receive additional positive results:

- we increase the quality of studying projects submitted to the commission, through mandatory preliminary study and review of the project materials by the Council members;

- we anticipate the human factor in decision-making, since voting on the project is carried out by counting positive conclusions in the submitted reviews;

- we exclude the possibility of influencing the authority of the Council Chairman, with an open vote, directly on the Council;

- we increase the transparency of the decision-making procedures of the RCC, thus increasing the level of confidence of potential applicants and the population;

- we assist in the fight against corruption in the echelons of government.

Conclusion

In general, it can be noted that government support for small and medium-sized enterprises in the Republic of Kazakhstan is multilevel: government support programs for various areas of SMEs activity are being implemented; measures are being taken to reduce the tax burden; legalization of property and assets is conducted; a set of measures to facilitate access to credit resources is being implemented; administrative procedures and permits are simplified; regional centers for supporting small and medium-sized enterprises are organized in both cities and rural areas.

Nevertheless, small and medium-sized enterprises in Kazakhstan continue to experience serious difficulties, for the overcoming of which it is necessary to consistently work, first of all, to further optimize the programs of entrepreneurship government support, through improving legislation, SME financial support, improving the efficiency of regional programs for the development of small and medium-sized enterprises, on elimination of administrative barriers and overcoming of corruption.

REFERENCES

[1] Programmyi «Fonda «Damu» [Elektronnyiy resurs] / Elektron. tekstovyye dannyye. Sayt Fonda razvitiya biznesa «Damu». 2016 URL: <http://www.damu.kz/68> (data obrascheniya 02.03.2016).

[2] Strategiya «Kazakhstan-2050» – [Elektronnyy resurs] / Elektron. tekstovyye dannyye. Poslanie Prezidenta Kazahstana N. A. Nazarbaeva narodu Kazahstana, 2017 URL: http://www.akorda.kz/ru/official_documents/strategies_and_programs (data obrascheniya 14.12.2012).

[3] Ofitsialnaya informatsiya [Elektronnyy kurs] Elektron. tekstovyye dannyye 2018 URL: <http://www.zakon.kz/4913970-obzor-kreditovaniya-msb-za-aprel-2018.html>.

[4] Kantarbaeva A. K. «Bareryi pered kazahstanskim predprinimatelstvom i puti ih preodoleniya»: A.: Raritet, 2017. s. 125 (in Russ).

[5] Ofitsialnaya informatsiya Doklad Ministra natsionalnoy ekonomiki RK na Zasedanii Pravitelstva po voprosu tsifrovizatsii malogo i srednego biznesa [Elektronnyy kurs] Elektron. tekstovyye dannyye URL: <http://www.zakon.kz/4923973-doklad-ministra-natsionalnoy-ekonomiki.html> (data obrascheniya 12.06.2018).

[6] Ofitsialnaya informatsiya Ministra natsionalnoy ekonomiki RK [Elektronnyy kurs] Elektron. tekstovyye dannyye URL: <http://www.zakon.kz/4923973-doklad-ministra-natsionalnoy-ekonomiki.htm> [lhttp://www.atameken.net/](http://www.atameken.net/) (data obrascheniya 12.06.2018).

[7] Zakon SSSR «Ob individualnoy trudovoy deyatelnosti» ot 19 noyabrya 1986 g. (in Russ).

[8] Fukuyama Social Capital and the Global Economy // Foreign Affairs. **1995**. # 74 (5). R. 97-98.

[9] Shumpeter I. Teoriya ekonomicheskogo razvitiya. M., **1982**. s. 184-194.

[10] Hizrich R., Pitera M. Predprinimatelstvo ili kak zavesti sobstvennoe delo i dobitya uspeha. M.: Progress-Univers, **1991**. s. 160.

[11] Schumpeter J. The Theory of Economic Development. Cambridge, Massachusetts: Harvard Univ. Press, 1934. p.137-146.

[12] Porter M.E., Ketels C.H.M. Uk Competitiveness: Moving to the Next Stage// DTI. Economics Paper, **2003**. N 3.

С. А. Рахимова¹, М. М. Тургумбекова²

¹С.Торайғыров атындағы Павлодар мемлекеттік университеті, Павлодар қ., Қазақстан;

²С.Торайғыров атындағы Павлодар мемлекеттік университеті, Павлодар қ., Қазақстан,

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ШАҒЫН ЖӘНЕ ОРТА БИЗНЕСТІҢ МЕМЛЕКЕТТІК ҚОЛДАУ БАҒДАРЛАМАЛАРЫ ЖӘНЕ ОЛАРДЫҢ ТИІМДІЛІГІН ЖҮЗЕГЕ АСЫРУ ШАРАЛАРЫ

Аннотация. Мақалада мемлекеттік бағдарламаның шағын және орта бизнесті қолдау Қазақстан Республикасында шаралар нәтижелілігін арттыруың ашылады. Талданатын жағдайдың динамикасы ШОБ-ті. Көрсетілген мемлекеттік қолдау бағдарламалары, шағын және орта бизнес жеделдету мақсатында оны дамыту. Қазақстан Республикасында шағын және орта бизнестің дамуына кері әсерін тигізетін және оларды болдырмау үшін бірқатар факторлар анықталды.

Түйін сөздер: шағын және орта бизнес, шағын және орта бизнесті мемлекеттік қолдау, бизнесті дамыту бағдарламалары, ДҚБ-2020, SWOT – анализ, PEST – анализ.

УДК: 338.2 (574)

С. А. Рахимова¹, М. М. Тургумбекова²

¹Павлодарский государственный университет им. С. Торайгырова, г. Павлодар, Казахстан;

²Павлодарский государственный университет им. С. Торайгырова, г. Павлодар, Казахстан

ПРОГРАММЫ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ МСБ В РЕСПУБЛИКЕ КАЗАХСТАН И МЕРЫ ПО ПОВЫШЕНИЮ ИХ РЕЗУЛЬТАТИВНОСТИ

Аннотация. В статье раскрывается программы государственной поддержки МСБ в Республике Казахстан и меры по повышению их результативности. Проанализирована динамика состояния МСБ в Республике Казахстан. Показаны программы государственной поддержки малого и среднего бизнеса с целью ускорения его развития в Казахстане. Выделен ряд факторов, негативно влияющих и сдерживающих развитие малого и среднего бизнеса в Республике Казахстан, а также предложены меры по их устранению.

Ключевые слова: малый и средний бизнес, государственная поддержка МСБ, программы развития бизнеса, ДҚБ-2020, SWOT – анализ, PEST – анализ.

Information about authors:

Rakhimova Saule Abaybekovna –Ph.D., in Economics, Professor of the department of Economics the S. Toraigyrova Pavlodar State University. E-mail: saulesha_rahimova@mail.ru.

Turgumbekova Madina Muratovna - student, Bachelor of S. Toraigyrova Pavlodar State University. E-mail: basket_madina96@bk.ru

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.60>

Volume 6, Number 322 (2018), 241 – 250

УДК 303.633.4(64:51)+327.821

Ye.I. RudenkoR.B. Suleimenov Institute of Oriental Studies, Almaty, Kazakhstan
E-mail: lenochka_rud@mail.ru**MISPERCEPTION BETWEEN THE STATES
OF CENTRAL AND SOUTH ASIA AS A ‘SOFT POWER’
AND INFORMATION SECURITY ISSUE**

Abstract. The paper aims at discussion of certain inaccuracies and incorrectness in perception by representatives of India and Pakistan of various aspects of internal and external situation within and around the Central Asian republics, with special emphasis upon Kazakhstan. Methodologically, the work is performed upon critical analysis of numerous research and expert writings by representatives of two leading South Asian countries. The issues of internal and external security, religious factor and economy in Central Asia are covered among others. It is shown that, mostly due to objective reasons, outdated materials, including these created by often biased Western and Russian authors, as well as own mistaken convictions and conjectures are regularly involved to describe both previous and current situation in the states of Central Asia. At that, attempts of South Asian intellectuals aimed at overcoming this problem are also considered. Finally, it is argued that the factor of ‘soft power’ and hence, of information security, in Central Asian countries indeed suffers enough, and that on the basis of discussed examples as well as experience offered by South Asian states all such inaccuracies in perception should be properly taken into account with the view of their mitigation or/and elimination.

Keywords: South and Central Asia, perverted perception, soft (smart) power, information security, cultural (public) diplomacy, threats.

Introduction. In both trivial and scientific consciousness, the theory and practice of international relations often implies and, therefore, predominantly focuses upon their political and economic constituents. Consequently, advances or failures of any state in the international arena are considered, analyzed and projected from mere point of view of current status and prospect of development of its political and economic relations with other states and non-state actors. At that, politics usually stands for general – smooth or tense – situation in interstate relations, for a number of highest level visits and signed ‘strategic’ documents, etc., while economy implies the value of trade turnover, mutual inclusion of economic entities of one state into the economic structures of another and so on.

However, (and it is quite well-known that) both the theoretical concepts of postmodern era and the actual practice prove that a very important aspect of international relations is related to ideology, the ‘soft/smart power’ or, as author intends to discuss in this paper, the mutual perception of one state (or a whole region) by another state (or region).

Indeed, as Daya Kishan Thussu, an England-based Indian Professor of International Communication and Co-Director of the India Media Centre aptly wrote in his book that “though vaguely defined and rather amorphous, the concept of soft power has been adopted or adapted by countries around the world as a component of foreign policy strategy, ... [since] mere possession of resources [of cultural and intellectual wealth] does not make a country attractive on the world stage; these assets need to be translated into influencing the behaviour of other states and stakeholders, requiring a concerted effort by policy makers” [1, pp. 4, 12]. And Mr. Sartaj Aziz, a Pakistani economist and strategist, have once reasonably noted that “the concept of ‘soft power’, although unveiled by Joseph Nye in the 90’s, has traditionally existed as a reality as well ... we can understand this concept of ‘soft power’ as the use of national resources that can

lead to a nation's/group's/organisation's ability to affect others through the co-optive means of framing the agenda, persuading and eliciting positive attraction in order to obtain preferred outcome" [2, p. 5].

As a result, such phenomenon of 'soft power', or mutual perception, – at the level of society and at the state level – often turns out extremely decisive and largely predetermines either success or failure in the development of bilateral and multilateral political and economic relations. The fact how one state or region is seen to / perceived by another state or region impacts the subsequent interest in establishing and promoting constructive relations between them in various fields. And sometimes fortunately but more often unfortunately this perception does not always reflect the actual situation. Often, it can be based upon information that was true but misunderstood, on information that was initially incorrect (for example, obtained in a distorted form from third parties), and even upon conjectures in case of elementary shortage of objective knowledge about each other.

This problem exists between the states of Central and South Asia among others (here the emphasis is made primarily on India and then Pakistan). At that, the paper aims at considering issues of perception of the Central Asian region and its separate state – the Republic of Kazakhstan, which is yet seems to be practically 'inseparable' from this region, in the eyes of Indian and Pakistani analysts. On the one hand, Kazakhstan itself has quite enough information only about the period of Indian history until the beginning of economic reforms of the 1990's; even less is known here about Pakistan. For the case of India, this could be attributed to the collapse of the Soviet Union, curtailment of Soviet-Indian ties and temporary dropout of India from the 'closest priorities' of Kazakhstan's foreign policy. A problem with 'ignorance' of Pakistan could be explained by the fact that even during Soviet period there were no similar close ties with him in principle. On the other hand, India and Pakistan, as proves analysis of public opinion and works of their scientists and experts, did and still do not have sufficient adequate information about Kazakhstan and other countries of the Central Asian region. They received and largely continue to receive such information from third parties and often rely upon outdated or/and biased returns, perceiving them as characterizing the actual current situation.

Certainly, in recent years there is observed an increased all-round interest of these two South Asian states towards the Central Asian region and, as a result, the desire to obtain and accumulate as much extensive and reliable information about it as possible. Thus, according to the author's observations, since 2002 there has been expansion in more or less objective knowledge of Indians and Pakistanis about Kazakhstan. A major role in this was played, in particular, by holding in June of that year in Almaty of the Conference on Interaction and Confidence-Building Measures in Asia (CICA) member states meeting, which received wide coverage in Indian and Pakistani mass media. There is now also seen an increase in the number of Indian and Pakistani specialists dealing not just with 'Russia and the neighbouring countries' in general and even not only with Central Asia as in all respects a 'single' region as it was practiced before, but with its individual states. It should also be noted that strategically important for the whole South Asian region issue such as the need for ensuring energy security contributes to the desire for receipt of more reliable (albeit often again outdated) information on hydrocarbon reserves in Kazakhstan and on infrastructure projects in Kazakhstani energy sector. And yet, the perception of this state and the Central Asian region as a whole neither by general public nor by experts and politicians of India and Pakistan can still be considered fully correct.

Methods. As one can infer from the above-stated propositions, theoretically the concepts of 'soft power', including mutual perception as its integral constituent, which in their turn highly impact the factor of information security (or the safety of national – being a combination of balanced individual, social, country- and sometimes region-wide – interests in informational-psychological sphere, including subjective desire and objective need to be correctly, adequately and impartially understood and perceived by various actors of the world community), underlie the study summarized in this paper. Methodologically, the work is performed and its conclusions and results are obtained through the critical analysis (along with contrastive comparison with Russian and Western sources as well as with naturally existing reality) of numerous research and expert writings by representatives of two leading South Asian countries.

Results. An analysis of numerous works by Indian and Pakistani authors written between the late 1990's and the middle of 2010's [for more detailed information and a list of analyzed works with quotes by Indian authors see: 3, pp. 129-138; 4] proves that among the main problems of such a distorted

perception of the Central Asian countries on the side of the two leading states of South Asia one can mention the following.

First of all, it should be noted that Indians and Pakistanis, though similar to representatives of many other Western and Eastern states, still perceive Kazakhstan as a part and parcel of all-round single region of Central Asia, which has only minor features that distinguish it from other parts of the 'Central Asian whole'. At that, in case of India, Pakistan and other states of the Asian continent and the 'third' world in general, such perception is associated with characteristics once given to Central Asian region by Western experts.

In general, as demonstrates analysis of references in writings of Indian and Pakistani experts, the works by European, American and even Russian researchers are involved by them rather actively and with generally uncritical approach towards information which they offer. And in most foreign studies, despite their considerable variety, there is clearly seen analogous tendency of non-division of individual states of Central Asia, sometimes even in terms of their key political and economic indicators that, as a result, determines the nature of attitude of foreign scientists towards the current state of affairs within this region. Such a non-division of separate Central Asian states is in turn associated with certain ethnic-linguistic, confessional, cultural-civilizational and historical aspects. The latter implies the existence of a single Central Asia during the functioning of the Great Silk Road, within the Russian Empire and then the Soviet Union (USSR). Moreover, taking into account the fact that the states of South Asia were active subjects of trade and cultural activities on the Great Silk Road and, though passive, participants of struggle between the Russian and the British Empires for domination in Central Asia, and also allowing for the close Soviet-Indian ties (and during all these periods Central Asia interacted with Indian subcontinent as a comprehensive whole), this inaccuracy in perception can be considered to some extent explainable.

In this regard, some Indian and Pakistani researchers argue that during the Soviet period the entire Central Asian region was viewed by everybody as some large, unchanging and homogeneous space, and only after the collapse of the USSR it became possible to see certain differences between its five republics. Other researchers from India and Pakistan, on the contrary, believe that Central Asia, which has always been invariably unified, was artificially divided into separate state entities only during the Soviet period, and that indivisibility remains its inalienable feature. Of some significance here is also the resource and geographic factor; thus, according to Kashmiri researcher G.M. Mir, 'it is obvious that the resource structure, especially that of water-cum-hydrocarbon resources of Central Asian states, is so interwoven and intensely interdependent – making the whole region one complete economic zone' [5, p. 247].

At the same time, it is important to emphasize that both Indians and Pakistanis perceive Central Asia as a single region because of the abovementioned stereotypes which have developed over the centuries, and not because they are indeed interested in 'making' Central Asia one and inseparable whole. So, such a perception of this region by representatives of South Asia has nothing in common, in particular, with the American concept of Greater Central Asia once proclaimed by Frederick Starr, on the basis of which the unification of this region (plus Xinjiang, Mongolia and Afghanistan) indeed seems desirable [see 6].

An Annual Report of the Indian Ministry of Defence for years 2000-2001 offers a striking example of perception of our region once existed in Indian official circles. Thus, it stated that Central Asia has entered the world arena as a distinct geo-political entity arousing interest of the entire world community, that the region disposes of vast untapped resources of oil, gas and strategic minerals, and that drawing in Central Asian republics is, therefore, a significant factor in ensuring Indian security [7, p. 7]. A reference to this assertion can as before be found in much later works of some Indian researchers who characterize the current state of affairs in Central Asia. Moreover, the most recent report of the same Ministry asserts that "India's interests in Central Asia are based on its geostrategic location, presence of abundant energy and natural resources as well as age-old historical and cultural ties. The region continues to be targeted by radical terrorist groups that seek to undermine the secular regimes" [8, p. 5]. Thus, the latter just in other words almost repeats the former's statement of sixteen years' prescription.

It should be accentuated here that in general these three aspects of perception – the overall unity of Central Asian region, its importance, first of all, in terms of local raw materials, and extrinsic interest in the region primarily on this very basis are, of course, characteristic not only for South Asian states. Therefore, the above statements do not at all mean that only they look down upon the region as a whole and on Kazakhstan in particular just as on object(s) suitable for mere solving of their own economic

problems. Not at all – their interest in this region, according to the sayings of Indians and Pakistanis themselves, has always been related firstly to political partnership and secondly to economic cooperation. But all the same, consideration of this unpleasant matter of perception expressed in works by South Asian scholars should become an essential element of foreign policy of Central Asian republics. In this regard, they need to elaborate and consistently implement a strategy of appropriate self-positioning in the world arena, first of all, as separate independently developing states only geographically located in a single region but having many differences among themselves, actively seeking to move away from the raw-material orientation of their economies and deliberately approaching towards selection of suitable partners for mutually beneficial cooperation.

Unfortunately, judgments about Central Asia as a single region also relate to the overall domestic political situation in its separate states, to the issues of religion, social development, legal and institutional points and other aspects. Perhaps the only positive exception noted by both Indian and Pakistani authors is a difference in economic development and foreign policy orientation of every particular state within this region. In almost all other cases, Central Asian republics as a whole are described as states politically not very stable, dependent in their economic development primarily on possession of natural resources, ethnically dangerously diverse, with predominantly Muslim population (with respectively more negative nuance for India and more positive for Pakistan), etc.

If to discuss these provisions in more detail, one should note that this view of Indian and Pakistani public and academic communities upon situation in the states of Central Asia predetermines a number of established opinions about them.

A Point of Islam. As a rule, Indians (of course, to a greater extent comparing to Pakistanis) tend to exaggerate the role of Islam in the social and political life of Central Asian states. An explanation of this can be found in the situation that arose after the collapse of the USSR and, as a consequence, the cessation of Soviet-Indian relations. Being almost entirely surrounded by Muslim states or regions with predominantly Muslim population (such as Xinjiang Uygur Autonomous Region of China) and having lost former support of the religiously neutral Soviet Union, India was to certain extent scared of the growing role of Islamic factor in its Central Asian ‘extended neighbourhood’. A number of circumstances have even more contributed to such a concern in India.

Firstly, an immediate stirring up of efforts of Pakistan, Iran and Turkey to include the newly independent countries of Central Asia into the orbit of their ideological influence on the basis of religious factor, as well as an entry of Central Asian states into the ‘Muslim’ Organization of Economic Cooperation. Thus, yet in the 2000’s, many in India were confident that with the appearance in 1991 of five nominally Muslim neighbours, Pakistani politicians drew in their minds the ‘arch of security’ stretching from Pakistan to Turkey through Central Asia being perceived as Asian ‘Muslim heart’.

Secondly, of considerable importance was economic crisis in Central Asian republics that followed the collapse of the USSR. Thus, some temporary popularity of radical Hizb ut-Tahrir in Central Asia was seen by Indians in that a significant part of local population is young, unemployed, poorly educated and hoping that the establishment of ‘caliphate’ would be a miraculous solution to all their problems.

Thirdly, a not well-grounded opinion of Western experts and the public at large that the Central Asian republics are merely doomed to turn into radical Islamic states has also negatively influenced Indian perception of religious situation within this region.

Increased attention was and still is also paid to the issue of external Islamic threat – combined with terrorism, drug trafficking and the Afghan problem – to the Central Asian states, which Indians (again much more comparing to Pakistanis) tend to exaggerate. Undoubtedly, to a certain extent this opinion should be considered correct. However, in this case once more within the concept of ‘indivisible’ Central Asia, Tajikistan (bordering Afghanistan), the regions of Uzbekistan and Kyrgyzstan adjacent to the Fergana Valley and Kazakhstan (where situation cannot be characterized so dramatically) are put on the same plane. In general, as for opinion about the spread of Islamic threat specifically in Kazakhstan, one can make two assumptions. Either in such alarming conclusions, in particular, of Indian experts Kazakhstan is ‘conventionally’ excluded from the usual concept of Central Asia, or declarative statements of Kazakhstani officials themselves about an ‘all-embracing threat of Islamic extremism’ are too literally perceived by the states of South Asia. Despite by nowadays India (as well as certain other states) has somewhat calmed down since she saw that her apprehensions about the radical Islamization of five

Central Asian republics turned intrinsically groundless, anyway, it is unlikely that at least in terms of information security Kazakhstan gains whatever from its perception as a state that is really vulnerable to the spread of radical Islam.

A Point of Intra- and Interstate Insecurity of Central Asian Republics. Since the acquisition of independence by Central Asian states, Indians (and again to somewhat lesser extent Pakistanis) were uneasy about their internal social and political stability. In particular, this related and relates to the status of opposition circles perceived as powerless and having almost no rights (here again the opinion of Western political scientists about 'anti-democratic' situation in Central Asian republics played its significant distorting role). Thus, many Indians for a long time believed that only in post-civil-war Tajikistan the status of opposition is close to the desired, while other four republics have not yet achieved enough success in this regard. Fortunately, if in their earliest works Indian authors expressed real concerns about political regimes in Central Asia and argued about desirability of India's transfer of its experience in building democratic states, then subsequently a mental situation has partly changed and Indian researchers and politicians now mostly believe that there is no urgent necessity in this for Central Asian states, who indeed can decide on their own what degree of democracy they actually need. At present, for India the main thing is that any regimes in Central Asia be capable to provide stability in their respective states and overall region for a more smooth and intensive cooperation between them and India, again first and foremost within the energy sector. However, it should nevertheless be borne in mind that this Indian (as well as global) opinion about non-democratic nature of state regimes in Central Asia remained unchanged, and only the attitude towards this fact has varied.

In connection with the abovementioned, the representatives of South Asian states have not been so much surprised with the so-called 'colour revolutions' in the post-Soviet space, in particular, the change of power in Kyrgyzstan as well as the Andijan events in Uzbekistan. On the contrary, taking into account the view of Pakistani and especially Indian scientists and politicians on Central Asia as 'politically unstable region', these events could be considered predictable and even expectable for them. (At the same time, it should undoubtedly be noted that the development of events under such scenario has always been more than undesirable for India and Pakistan, for it would have been the realization of the worst forecast for the possible unfolding of political situation in the Central Asian republics, and therefore, the mentioning of this problem in the writings by analysts of these two South Asian countries should be perceived as not mere statement of fact, but as apprehension and warning). Thus, keeping in mind an example of the civil war in Tajikistan, Indians still believe that stability and internal security in all the Central Asian states if not completely then at least largely depends on external factors: on the 'great game' of world powers, on transnational phenomena such as terrorism, extremism, Islamic fundamentalism, etc. Until now, quite many in South Asia tend to believe that Central Asian republics are weak and having virtually no capability to independently (or on regional level) somehow resist these threats, and either need everlasting political support from the outside, or, in case of its absence, are objectively and inevitably doomed to internal instability and chaos. Consequently, it is argued that the role of external players in maintaining order, especially in a strategically conditioned environment of the region, would always remain crucial.

Even more unpleasant aspect of misperception, in particular, for Kazakhstan has been the global view of it as a dangerous post-Soviet state because of its nuclear resources, and a more or less reasonable suspicion in this connection affected also South Asian states. For example, in the early 1990s, a number of experts rightly pointed to the strategic importance for India and Pakistan of military-industrial cooperation with Kazakhstani side, in which the nuclear sector was bound to play a major role. Indeed, at that time between India and Pakistan there has started a latent confrontation for the opportunity to obtain any degree of access to Kazakhstani nuclear weapons and technologies. Moreover, India quite early received from Kazakhstan proposals for interaction in the nuclear field; in his turn, Pakistan with Kazakhstan's accession to the Organisation of Economic Cooperation was accused by many actors of the world community in having for an object the obtaining of nuclear technologies from Kazakhstani side. What is more amusing, the nuclear arsenal and technologies of Kazakhstan appeared to be a special cause for concern for India and Pakistan themselves because of possibility of their transfer to only one of the two opposing South Asian states. Despite categorical objections even by the representatives of Kazakhstani higher echelon, these fears tended to intensify as a result of a distorted perception of this situation by Western countries, who called Kazakhstan 'the first Muslim nuclear power'. Of particular concern in this regard were the

United States, which in fact had no doubt that the transfer by the republics of the Central Asian region of nuclear raw materials and technologies to Pakistan was only a matter of time [9, p. 19–20], that in turn caused even greater incorrect perception of this issue by Indians and Pakistanis themselves. This tangle of distorted perception of the Republic of Kazakhstan as a subject of direct or indirect nuclear threat was naturally annihilated by the very fact of its refusal to possess nuclear weapons. However, as the saying runs, it is difficult to please everyone, and this refusal was again ambiguously perceived, in particular, by the same South Asian states – if officially their politicians welcomed this step of Kazakhstani side, then the writings of Indian and Pakistani experts demonstrated their doubts about its expediency. Though, it was not so much about the very fact of Kazakhstan's refusal to possess nuclear weapons, but about the doubtfulness of all guarantees and conditions provided by foreign powers in return for this refusal. In any case, such 'residual' undesirable moments in perception should always be borne in mind by Kazakhstani side.

Another important point in this regard lies in the confidence of many South Asian researchers and officials that, on the analogy of the notorious Indian-Pakistani confrontation, there are serious contradictions between the Central Asian republics up to conflict ones, which also have a negative impact on stability within the region. First of all, what is at issue is 'historically preconditioned' territorial, resource, ethnic, confessional and similar disputes, right up to the opinion that the states of Central Asia are involved into the constant game of contradictions in mutual relations. Hence, representatives of South Asia (as well as many other foreigners) do not entirely see and know in Central Asia things which, in particular, Kazakhstan is so much proud of and which can solidly add to its information security – that is, social tolerance and success of integration initiatives.

It is also important to note here that although Indian authors do understand and invariably emphasize in their works that they interpret Central Asia predominantly as the five republics of the region formerly being part of the Soviet Middle Asia, but in reality they, in analogy with their South Asian neighbours, often include in this concept also the Chinese Eastern Turkestan and, what is more problematically, Afghanistan. At that, everything that ends in '-stan' (with the exception of Hindustan and the names of some Indian states) has unfortunately mostly negative, frightening colour in Indian public opinion and is associated with Islamism, fundamentalism, extremism, terrorism and other threats to peaceful development of humankind.

Again, in all of the abovementioned one can see, among other things, the confidence in old statement by Z. Brzezinski – often (and quite uncritically) used in the works of Indian and Pakistani authors – about Central Asia as a 'global zone of percolating violence' [10, p. 53]. Therefore, it is necessary to repeat that one should not blame only representatives of South Asia for such inaccurate or erroneous views regarding intra- and interstate situation of Central Asian republics.

A Point of Economic Development. As for the question of raw materials orientation of economies of the Central Asian states, here one also can run across rather categorical judgments that, despite its huge raw material reserves, Central Asia is still economically too weak and backward in technology, and acts as an appendage to the economies of more developed states. Even in recent works of Indian researchers five Central Asian states were classified merely on the basis of what energy resources they possess. Thus, it is stated that as far as oil is concerned, of importance are Kazakhstan and Turkmenistan, and Uzbekistan is important mostly for gas while Kyrgyzstan and Tajikistan – for water-power resources; no other aspects of their economic development were attached equal importance.

However, in this case such an opinion of South Asian authors is based not only and even not so much upon the judgments of foreign researchers or own delusions, but upon the impersonal generally known statistical data on the items of trade between India and Pakistan on one side and the Central Asian republics on another. Indeed, the latter mainly supply the former with raw materials in exchange for finished goods.

At the same time, if in the earliest studies of Indians and Pakistanis it was often said that in Central Asia they enjoy almost unlimited possibilities in terms of versatile training of local cadres, in later works one can see a more balanced view upon the true state of things. Nowadays, for example, Indians identify only a few areas in which their experience is undoubtedly more significant comparing to this in Central Asian states (such as high and information technologies, management in global markets, etc.). In other respects, they recognize the high level of training of local specialists in a number of areas, as well as the

fact of almost hundred-percent literacy of population of Central Asian countries. (The question of training of Indian and Pakistani students in medical institutions of higher education in Central Asian countries stands aloof and requires separate consideration.)

A Point of Uzbekistan versus Kazakhstan. If to consider the issue of perception in terms of attitude of India and Pakistan towards the individual states of the Central Asian region and their related priorities here, it should be noted that during the 1990's and even at the beginning of the XXI century both South Asian states associated (and in some cases, for example, in historical and cultural interaction – continue to associate) the whole Central Asia with Uzbekistan. This is explained by a number of objective and subjective reasons.

Firstly, Indians got quite used to the fact that relations of their country with Central Asia during the Soviet period mainly came to Indian-Uzbek contacts, when Uzbekistan was represented as in all respects advanced Central Asian republic to invite foreign delegations in. For Pakistan, such a statement is even more topical – in particular, in the difficult period of the beginning of Soviet troops' intervention into Afghanistan, a Soviet ambassador to Pakistan was Sarvar Azimov – a representative of the Uzbek Soviet Socialist Republic.

Secondly, Indians and Pakistanis uncritically trust in a statement that the Great Mughals, who came to South Asia from the territory of modern Uzbekistan, were ethnic Uzbeks. In addition, during the Great Game of the XIX century and gradual absorption of Central Asia by the Russian Empire, contacts of South Asian merchants and political emigrants with Bukhara, Khorezm, Tashkent and other Uzbek sites were the longest and most active comparing to the rest of Central Asia.

Thirdly, immediately after the collapse of the Soviet Union, India's and Pakistan's contacts with independent Uzbekistan turned out to be more vivacious and versatile in comparison, for example, with Kazakhstan and, in particular, out of all the Central Asian republics, the Consulate General of India in Tashkent was the first to become an Embassy.

Fourthly, the fact of Uzbekistan's central geographical position in the entire region of Central Asia along with its status of most densely populated country of the region is also hold by many, and not only in South Asia. Moreover, the opinion of Western specialists who for a long time called Uzbekistan 'the center of attraction in Central Asia' also played certain role for South Asians.

Fifthly, assessing the current situation in Central Asia, representatives of South Asia for lack of fresh information from inside the region itself, sometimes easily rely upon data of ten to even twenty years' prescription, when Uzbekistan in many aspects indeed occupied leading positions in Central Asian space. In addition, it should be noted that during that very period the military authority of Kazakhstan suffered in the eyes of India and Pakistan (contrary to Western states) after it became a nuclear-free state, and representatives of two South Asian nuclear powers are still thinking about what Kazakhstan has won from this.

Sixthly (and this should become a kind of good lesson for Kazakhstan and other Central Asian countries), Uzbekistan is quite successful in its 'cultural' (public) diplomacy, at least on the South Asian direction. Using his centuries-old experience, but even more proper *sensus communis* as it is, Uzbekistan self-propagates itself in rather reasonable way, including dissemination in India and Pakistan of literature about its achievements in not only English, but also in Hindi and Urdu languages respectively.

As a result, the overall impression of Central Asia has long been based mainly on assessments of situation predominantly in Uzbekistan, and the popular saying of Indian and Pakistani authors that, barring geographical location and language, there is no difference between Central Asia and Kashmir could be considered as somewhat correct only if Central Asia is equated to Uzbekistan (to some extent – Tajikistan and Turkmenistan), but not to Kazakhstan. Therefore, India and Pakistan gradually become accustomed to the current state of affairs in Central Asia, where Kazakhstan has been building up its lead. Fortunately, the factor of CICA played its positive role in political sense, and in terms of economy at present South Asians are already well aware that their main trading partner in the region is Kazakhstan, at least because it accounts for the bulk of the entire Indian and Pakistani trade with the Central Asian republics, and that without Kazakhstan the region would not be of such economic interest for South Asia.

Discussion. These are main (however, far from exhaustive) characteristics given by Indian and partly Pakistani intellectuals as well as the general public to the states of Central Asia. At that, some of these characteristics do not simply incorrectly or exaggeratedly reflect the actual situation in the overall region

and its individual states, but in some cases even completely contradict it. From the point of information security this fact deserves close attention, first of all, of representatives of the Central Asian republics themselves.

In general, major difference between the newest works by South Asian researchers and those written earlier lies, in the first place, in a greater amount of impartial information about the Central Asian region that is now available to them. As for the very views on Central Asia set forth in previous and current works, it can be said that in general, many erroneous provisions continue to be repeated. Perhaps earlier these provisions were expressed in more categorical form and, being based on less amount of accessible information, had even greater share of preposterous conclusions. Nowadays, there is a more correct and balanced approach in the works of Indian and Pakistani experts, and there are more reservations regarding the suggested statements. Nevertheless, unfortunately (and Central Asians themselves are the first to bear responsibility for this), the information and overall knowledge gained by Indians and Pakistanis about Central Asia is still not enough to form a more adequate view of the region, and even in the most recent works one can find extensive positive references to incorrect statements that have been expressed ten or even twenty years ago.

Certainly, a whole number of South Asian scientists at present create works in which an analysis of affairs in Central Asia and future prospects of their cooperation with South Asian states is based upon wise approach and critical use of sources attracted. Indians and Pakistanis freely emphasize mistakes and inaccuracies, like those mentioned in this paper, in the writings of both domestic and foreign colleagues, and are becoming increasingly aware that from Western sources which they are forced to use for lack of others, they receive not the most reliable information about the countries of Central Asian region. It should be noted here that as far back as 2005 (!), an Indian researcher A. Dhaka has wisely pointed out that “among the major steps required is to discourage the game-like mindset so much proliferated by Western media and intellectuals around these [Central Asian – Ye.R.] states” [11, p. 185]. And it is worth doing justice to Indian and Pakistani experts on the history of Central Asia, which they know not much worse comparing to Central Asian historians themselves, and treat it without excessive nationalist aspirations comparing to the latter.

Moreover, the author of this paper does not exclude the probability that under the ‘inaccuracies’ in, say, India’s views of Central Asian states there in fact lies a kind of political game. So, for instance, speaking of quite significant influence of Islamic factor upon stability in the region, India can actually set itself the following goals: a) to win Central Asian republics over for more dynamic cooperation in the fight against a real threat of Islamic radicals; b) to insure itself against the growth of Islamic extremism in Central Asia through a preventive reminder of this to regional states with predominantly Muslim population; c) to get an opportunity of more thorough participation in the political affairs of Central Asian states on the basis of the need to protect their ‘secular values’. In this case, a ‘correction’ of such the Indian ‘mistakes’, certainly, would require somewhat different approach on the part of the representatives of Central Asia.

And yet, even with all possible assumptions, it cannot be denied that South Asians in general are still not fully aware of certain aspects related to the Central Asian region and its individual states.

For fair, Indians and even more so Pakistanis themselves, while getting acquainted with scientific and analytical works by Kazakhstani and other Central Asian researchers devoted to their countries, can also find a number of inaccurate or even incorrect, distorted moments. These, among other things, include a certain arrogance in respect of abundant positive experience and recent achievements of these South Asian states due to the mere lack of proper knowledge of many of these remarkable achievements; an exaggeration of severity of the Kashmir problem, up to the confidence in severe impact of this conflict upon everyday lives of Indians and Pakistanis, etc. What is more, India should no more perceive as once and for all given the ‘positive attitude of Central Asian people’ towards her (since, for instance, in Kazakhstan this attitude currently shifts from positive to positively neutral and in some cases even indifferent), but contrary should be persistent and insistent, and time after time propagate itself through various means not limited by only dance, yoga and cinema. On the contrary, Pakistan should not in the same way interpret once prevalent chilly attitude towards him as present-day one; though Indian image in

the eyes of Central Asians still seems to be better, but currently Pakistan also is not perceived by them in previous inimical manner.

The problem lies also in the fact that often as an argument on the need to develop comprehensive cooperation between the states of Central and South Asia there are adduced not any actual data reflecting the *current* interest of these states in each other on the basis of *current* situation as well, but some vague clauses about ‘historically conditioned interaction’ and appeals for ‘restoration of forgotten traditions’ of the Great Silk Road. It should be said that any solid historical background of any brisk cooperation, of course, is a significant addition to the development of this cooperation at present stage; however, it could remain a positive element of only historical memory in case of absence of real initiatives related to modern prospects.

Nevertheless, comparing all the above-mentioned derelictions of mutual perception, it can be argued that representatives of Central Asia still know more about South Asia in comparison to what Indians and Pakistanis know about the former, and not only because of a higher level of all-stages education in Central Asia, but also because India (and, to a lesser extent, Pakistan) themselves more effectively use the instruments of ‘cultural’, or public, diplomacy.

Therefore, based on the data presented in this paper, there can be drawn three main final conclusions.

First, the representatives of neither India nor Pakistan are interested in a mistaken view of states of Central Asian region. On the contrary, they render an invaluable service to the representatives of these states since, by studying various inaccuracies encountered in their writings, the Central Asians themselves can see and assess the actual objective weaknesses of their ‘cultural’ diplomacy, self-positioning in the world arena and overall information security.

Second, Indians and Pakistanis should more meticulously study at least developmental strategies and programs of separate Central Asian states (which are often published in English in the official websites of governmental bodies), as they contain the exact information about this or that country’s actual developmental aspects, priorities and prospects (based on which South Asian countries can not only obtain more correct information, but also suggest certain, specific and not just notorious ‘all-round and all-embracing’ aspects for cooperation). Besides, both South Asian countries, despite difficulty and even considerable unwillingness, should try to rather utilize the advantages of Russian rather than English language in presenting their strong sides in the Central Asian milieu.

Third, India and Pakistan can offer Central Asians their both positive and negative, but in any case important experience and expertise in the field of public diplomacy, which would then require rational study, reasonable adaptation and proper utilization by the latter.

For the more peoples, countries and regions know about each other, the better are chances of their closer and more fruitful interaction.

REFERENCES

[1] Thussu, D.K. (2013). *Communicating India's Soft Power: Buddha to Bollywood*. New York: Palgrave Macmillan. ISBN: 1-137-02788-6.

[2] Aziz, S. (2016). Chief Guest’s Address at the Inaugural Session. In: *Report on Seminar ‘Pakistan’s Soft Power’*, 8 April 2016. Islamabad: Institute of Strategic Studies, 5-6.

[3] Rudenko, Ye.I. (2010). The Issues of Mutual Perception in India’s Relations with Central Asian States [Problemy vzaimnogo vospriyatiya v otnosheniyakh Indii s gosudarstvami Tsentral’noy Azii]. In: *Young Orientalists of the Commonwealth of Independent States (collected articles) [Molodyye vostokovedy stran Sodruzhestva Nezavisimykh Gosudarstv. Sbornik statey]*. Moscow: Institute of Oriental Studies at the Russian Academy of Sciences, 127-147 (in Russ.).

[4] Rudenko, Ye.I. (2015). Aspects of Kazakhstani Statehood in the Eyes of Indian Side [Fakty kazakhstanskoy gosudarstvennosti v vospriyatii indiyской storony]. In: *Evolution of Kazakh Statehood: Historical Traditions and Challenges of the XXI Century [Evolyutsiya kazakhskoy gosudarstvennosti: istoricheskiye traditsii i vyzovy XXI veka]*. Astana: Kazakh Humanities and Law University, 159-163 (in Russ.).

[5] Mir, G.M. (2006). Regional Interdependence and Viable Resource Sharing Mechanism in CAS. In: M.A. Kaw and A.A. Banday, eds. *Central Asia: Introspection*. Srinagar: University of Kashmir, 239-254.

[6] Starr, S.F. (2005). A ‘Greater Central Asia Partnership’ for Afghanistan and Its Neighbors. *Silk Road Paper Series of Central Asia-Caucasus Institute & Silk Road Studies Program*. Washington: Central Asia-Caucasus Institute.

[7] Ministry of Defence, 2000-01. *Annual Report of the Ministry of Defence*. New Delhi: Government of India.

[8] Ministry of Defence, 2016-17. *Annual Report of the Ministry of Defence*. New Delhi: Government of India.

[9] Khan, R. (1992). Emergence of Central Asia and Its Relevance to India. *Mainstream* 30, no. 24:15-22.

[10] Brzezinski, Z. (1997). *The Grand Chessboard: American Primacy and Its Geostrategic Imperatives*. New York: Basic Books. ISBN: 0-465-02725-3.

[11] Dhaka, A. (2005). *South Asia and Central Asia: Geopolitical Dynamics*. Jaipur: Mangal Deep Publications. ISBN: 8-175-94181-6.

УДК 303.633.4(64:51)+327.821

Е.И. Руденко

Р.Б. Сүлейменов атындағы Шығыстану институты, Алматы, Қазақстан

ОРТАЛЫҚ ПЕН ОҢТҮСТІК АЗИЯ МЕМЛЕКЕТТЕРІ АРАСЫНДАҒЫ ҰҒЫНУДЫҢ БҰРМАЛАНУЫ – «ЖҰМСАҚ КҮШ» ФАКТОРЫ МЕН АҚПАРАТТЫҚ ҚАУІПСІЗДІКТІҢ ПРОБЛЕМАСЫ РЕТІНДЕ

Аннотация. Мақала Қазақстанға айрықша көңіл бөле отырып, Орталық Азия республикалары ішіндегі және онан тысқары қалыптасқан жағдайлардың әртүрлі қырларын Үндістан мен Пакистан өкілдерінің ұғынуындағы бірқатар қателіктер мен олқылықтарды қарастыруды алдына мақсат етіп қойған. Әдіснамалық жұмыс Оңтүстік Азияның екі үздік мемлекет өкілдерінің бірталай зерттеу және сарапшы еңбектерін сынап талдау негізінде жүргізілген. Онан басқалары ішінде, Орталық Азия аймағындағы ішкі және сыртқы қауіпсіздік, діни фактор мен экономикалық даму мәселелері қозғалған. Объективтік себептермен, үнділер мен пакистандықтар орталықазиялық жағдайды зерделеу мен оны көрсетуде, көбінесе ескірген материалдарды, оның ішінде, батыс және ресейлік авторлардың сынар жақ жазылған жұмыстарын, сонымен қатар, өздерінің қате болжамдары мен ойша пайымдауларын қоса тартқандығы көрсетілген. Сонымен бірге, мақала оңтүстіказиялық зерттеушілердің осы проблеманы еңсеруге бағытталған талпыныстарына да меззейді. Қорыта келе, «жұмсақ күш» факторы мен оған сәйкес Орталық Азия республикаларының ақпараттық қауіпсіздігінде шынында да осал жерлері бар және келтірілген нақты мысалдар мен қағидалардың, сондай-ақ, Оңтүстік Азия елдері тәжірибесі негізінде, ұғынуда атап өтілген олқылықтардың барлығы да оларды азайту немесе/және жою мақсатында орынды еленуі абзал деген шешімге тоқтау жасайды.

Түйін сөздер: Оңтүстік және Орталық Азия, ұғынудың бұрмалануы, жұмсақ (ақылды) күш, ақпараттық қауіпсіздік, мәдени (қоғамдық) дипломатия, қауіп-қатер.

Е.И. Руденко

Институт востоковедения им. Р.Б. Сулейменова, Алматы, Казахстан

ИСКАЖЕННОСТЬ ВОСПРИЯТИЯ МЕЖДУ ГОСУДАРСТВАМИ ЦЕНТРАЛЬНОЙ И ЮЖНОЙ АЗИИ КАК ПРОБЛЕМА ФАКТОРА «МЯГКОЙ СИЛЫ» И ИНФОРМАЦИОННОЙ БЕЗОПАСНОСТИ

Аннотация. Статья ставит своей целью рассмотрение ряда ошибок и неточностей в восприятии представителями Индии и Пакистана различных аспектов ситуации, складывающейся внутри и вокруг республик Центральной Азии, с особым акцентом на Казахстан. Методологически работа проведена на основе критического анализа значительного числа исследовательских и экспертных трудов представителей двух государств-лидеров Южной Азии. Среди прочих затронуты вопросы внутренней и внешней безопасности, религиозного фактора и экономического развития в регионе Центральной Азии. Показано, что главным образом в силу объективных причин индийцы и пакистанцы привлекают к изучению и отображению центральноазиатской ситуации зачастую устаревшие материалы, включая нередко предвзято написанные работы западных и российских авторов, а также собственные ошибочные предположения и умозаключения. Вместе с тем, статья также указывает на попытки южноазиатских исследователей, направленные на преодоление данной проблемы. В заключение делается вывод о том, что в факторе «мягкой силы» и, соответственно, информационной безопасности республик Центральной Азии действительно имеются слабые моменты, и что на основе приведенных конкретных примеров и положений, а также опыта самих стран Южной Азии все перечисляемые ошибки в восприятии должны быть разумно учтены с целью их минимизации или/и ликвидации.

Ключевые слова: Южная и Центральная Азия, искаженное восприятие, мягкая (умная) сила, информационная безопасность, культурная (общественная) дипломатия, угрозы.

Information about author:

Rudenko Yelena I. – Doctorate in History, Senior Research Fellow, Central and South Asia Department of the R.B. Suleimenov Institute of Oriental Studies.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.61>

Volume 6, Number 322 (2018), 251 – 259

УДК 39+749.1

ББК 63.5

Sh. Zh. Tokhtabayeva

R.B. Suleimenov Institute of the Oriental Studies. Almaty, Kazakhstan
Committee of Science Ministry of Education and Science of the Republic of Kazakhstan
E - mail: shausha2007@mail.ru

TREASURE-CHEST

Abstract. The purpose and relevance of the article is the discovery of the meaningful essence of the Kazakh chest of the 19th-20th centuries. as a material and spiritual treasury in comparison with the world traditions. The decision of the goal will introduce new data into the problem of interaction, rapprochement and dialogue of cultures, which seems to be vital in the tense international relations.

Method. Systemic, including historical-comparative, complex analysis of Kazakh chestnuts of the XIX-XX centuries. is applied using data from interdisciplinary sciences (archeology, ethnology, art criticism, culturology, semiotics, folklore).

Results. The results of the semantic analysis of the kazakh chests established the depth of the semantic content of this category of the subject, which gave grounds for interpreting this object as a material and spiritual treasury. The comparative studies of the Kazakh chests revealed the generality of the architectonics of the subject, its practical purpose and some symbolism in the majority of the world's peoples, which is based more on the collective unconscious thinking of people. As a result of observing the shells, the person conceived the idea of creating hollow objects, including vessels, for drinking, eating. With the appearance of property inequality in the late Bronze Age, people apparently had an instinct to hide and store material surpluses, which gradually led to the construction of a closing container - a wooden box. The very design of the chest was archetypically interpreted as an expression of semantic stability, symbolizing the four directions of the world, four seasons, four elements, etc. Along with this, a hollow chest, connected in the collective unconscious thinking of people with a feminine principle, the mother's womb, caused an archetypal aspiration to fill its void. Hence, the appearance of such a category of furniture as a chest was based, first of all, by the archetypal impulse of a person - to surround himself with objects-symbols that satisfied the desire for welfare growth, which corresponded to the sense of human security. All this explains the constructive-functional and semantic similarity of these objects among different peoples in such a wide spatial range. We mean this image in the world religion: the "casket with the world of Mary Magdalene", "The Ark with the Tablets" from the Jews. All the above emphasizes the sacramental nature of the chest. However, such an expression as the "Pandora's box" from Greek mythology, as if warns about the destructive consequences of opening a chest by a stranger, as well as responsibility for its contents.

Application area: The results of the article can be applied as a new cultural knowledge in the humanities, the educational sphere and in general, the culture and politics of Kazakhstan. The positions of the work demonstrate the role of the cultural heritage of the past - an inexhaustible source for the further development of culture and the birth of innovative ideas.

Conclusions. In the semantic essence of the considered category of furniture are contained both the properties of phenomenal individuality (as a storehouse of sacred things, material values), as well as the internal mechanisms of the multivariate nature of its artistic incarnations in different ethnoses. The desire to protect and accumulate wealth is a universal constant, which led to the creation of chests, which became the prototype of modern metal safes, first appeared in England in the nineteenth century.

Key words: symbols, treasure chest, comparative studies, archetypes, cultural heritage.

The relevance and novelty of the work lies in the discovery of the essence of the Kazakh chest as a material and spiritual treasury in comparison with the world traditions. For the first time the subject of traditional Kazakh applied art will be understood with the use of archetypal matrices. The solution of the

goal can make additions to the problem of interaction, rapprochement and dialogue of cultures, which seems to be vital in tense international relations.

The special value of the article is seen in the disclosure of the sign side of the articles, drawn from the information collected among the outgoing generation - older persons.

Tasks:

1- the research of the origins of the appearance of chest products; 2-a brief complex characterization of chests from the artistic-technological, functional, and semantic point of view, which is necessary for a holistic view of the object under consideration and the identification of customs and traditions of Kazakhs is associated with chests, much of which is based on the author's first field materials brought to the scientific circulation, collected among the outgoing generation - older persons; 3- comparativistics of Kazakh chests and chests with such subjects of the peoples of Central Asia, East and Europe, which is important for revealing the scale of existence of this category of subject in foreign cultures;

The methodology of the research is based on a systemic complex analysis of chest products using data from interdisciplinary sciences (archeology, ethnology, art criticism, culturology, semiotics, folklore studies). The works on structural anthropology of K. Levi-Strauss [1], the symbolism of the culture of Yu. M. Lotman [2], the system approach in the study of folk chests, drawn from the works of N.N. Goncharova [3] were also used.

Statistics. As the studied object, collections of chests from the collections of Kazakhstan museums (30 pieces) were used. In addition, photographs were taken (10 units) produced in 1897 by K.N. de Lazari and in 1907 by S.M. Dudin [4, p. 50, 59, 142, 145, 154], as well as the materials of the author's field expeditions [5], during which the chests were photographed (20 units), direct observation, surveys, and interviews with information about customs and rituals, connected with chests.

Historiography

In Kazakhstan literature, only brief reviews of chests are found, while L.E. Tulbasieva in 1984 considered the category of the chest, along with other Kazakh furniture, as a space-organizing element of a nomadic interior in the candidate's thesis (art criticism), and also article [6 ; 7]. Technical and decorative features of traditional chests in the context of the rest of the furniture were also noted in the monograph of the author of the article [8, p. 89, 90].

From European scientists NN Goncharova examined the artistic features of Russian chests of the XVII - XVIII centuries. in the thesis [3], V.A. Garin et al. illuminated the history of furniture, including the chests of the ancient world and western Europe [9]. A.A. Bartashevich and others investigated the history, styles of furniture from the 5th century. BC. until the XVIII century. [10]. In the far abroad, Ralph Edwards analyzed English chests of the 18th century. [11], Richard Atterbury and others gave a description of European furniture, including chests, chests, dating back to the VIII-VI centuries. BC. and ending with the XVIII centuries. [12].

1. The earliest examples of chests were recorded in Egypt, in the beginning. III millennium. They kept documents on papyrus, expensive fabrics, jewelry [13, p. 9]. At the exhibition in the National Museum of the Republic of Kazakhstan, Astana, in 2017, a copy of the Tutankhamun's chest, intended for storing the personal writing materials of the pharaoh, was presented. Chest of square shape, made of wood, ivory, bronze, was decorated with images of hieroglyphs, scepters and symbols of power.

The chest received a certain functional and semantic content in the ancient world culture. For example, in the II-I millennium BC. in the Greek myths and legends, the destructive function of the contents of the Pandora's box is traced [14, p. 84, 85], which seems to warn of the negative consequences of the discovery of a trunk by a stranger, as well as responsibility for its contents. In the English language, the chest's lexeme contains such semantic variants as chest and treasury. In Turkish, the chest is denoted by the "aby" lexeme, whose etymology contains the concept of hiding. In the Jewish religion, the image of the ark is actual with the tables of the Covenant. All this points to an important semantic content of the chest in the world view of different peoples. In Europe, the surviving chests date back to the 8th-6th centuries. BC, they kept money, dishes, clothes, so this subject was the most important category of furniture for a long time [15, p. 20, 26].

The earliest wooden products on the territory of Kazakhstan are recorded by the era of the Eneolithic IV-III millennium BC, which is confirmed by the wooden remains of the domed dwellings of the Botay anionic settlement in the North Kazakhstan region [16

2. In Kazakhs, woodworking (the male type of craft) developed up to the second half of the twentieth century, which was defined as the availability of wood, the familiarity of the traditional situation, and the acute shortage of factory furniture. In the nineteenth century wooden products were sold in the environment of residence, as well as in the domestic market. Mastery and tools (sawing, chopping, cutting, drilling, grinding tools) were inherited. Labor was rewarded usually with livestock, textiles, and silver.

Furniture used in nomadic life in the minimum quantity was sometimes made folding (tables, beds, cupboards) for easy transportation. In every house there was at least one chest "sandyk", which introduced the intonation of emotional warmth, prosperity and well-being.

The chests of Kazakhs, mostly, were without legs, since in the yurts the earth floor was covered with a reed mat, and from above was warmed with felt cloths. In this case, the number of chests correlated with the material level of the owner: it used to happen that these objects were placed side by side on each other. However, the contents of the chests differed, because all things were systematized so that there was no chaos. As a result of the classification of things in the interior of the yurt, one could create coziness and order.

In a large chest – "abdare" they kept winter clothing, fur coats, and on top were placed the wool-textiles for guests (felt tent, then mosaic felt carpet, then woven carpet, decorative mattress "tor korpe", featherbed "kus tosek", new blankets, carpets, carpets. In another, similarly sized chest, the "jasau sandyk" accumulated a dowry for the daughters, literally from their birth, which was necessary to carry out because of a shortage of goods. These chests were periodically opened for demonstration to the daughters to stimulate, according to the principle of magic (dowry-wedding), their timely marriage. In the rural areas of Western and Southern Kazakhstan, so far the dowry of the bride is taken away in several chests.

Chest of a smaller size "mata sandik" always tried to fill with cuts of fabrics intended for gift exchanges in future festive situations. There was also a grandmother's chest "azhe sandyk", in which special things were stored (old man-made headdresses, belts, robes, whips, sabers, as well as women's camisoles, embroidered hats) that belonged to a happily lived or famous ancestors. These things-sacral relics, according to the descendants, were to be inherited not only in the name of genealogical memory, but also because of their protective-protective and stimulating benefits of "magical" strength.

To the left of the place of honor, a chest of sand for the elderly was separately installed, where white cloth for the shroud, soap and other necessary accessories for the funeral were placed, as well as fabric cuts and men's shirts for distribution to mention. It was believed that if all this is prepared in advance, the life of the grandmother and grandfather will be prolonged. In modern ethnography the chest of "akret sandyk" for the elderly is in their own room; it is unnecessarily not opened at all, in order to avoid (according to the principle of a magic bundle) the death of a grandmother or grandfather. In connection with this idea, the grandmother always carried the keys from this chest, hanging them to the braids, which can still be seen in the countryside [5]. Along with this, there are situations when a grandmother or grandfather, long suffering from a serious illness, wants to soon move to another world. In such situations, the young mistress, with a weeping, opened the trunk, took out the cloth for the shroud, made "mourning" poses and actions [17, p. 434], thereby urging the end of the sufferings of patients.

At the front door, opposite the entrance to the yurt, was placed the "main" large (45x93x50) chest, usually made of solid wood (oak, pine, more often with iron forging) with a flat opening lid that was closed for reliability from the beginning. XX century. to the castle. On the sides the chest was supplied with iron loop-like handles for carrying. This item was placed by other chests of medium and smaller size. Due to the substantial vertical load, the lower "main" chest from the 19th century. began to be lined with a metal net, since a broken chest foreshadowed ruin.

In this lower trunk, was kept the family treasury: silver bars, expensive jewelry, money, dresses, important papers, and also recorded poems and poems, as well as various amulets for reinsurance from loss of those when wearing individually. In conclusion, the landlady, pouring silver coins into the trunk, pronounced the incantatory phrases "Let the trunk be filled with silver" ("sandy kumiske tolabersin"). These words reflect the desire to give the chest a high sacramental status on the principle of contact with silver, endowed in the minds of Kazakhs with the positive magic of a complex spectrum: curative, cathartic, guard. Kazakh phraseology: "We have ideas, beautiful figurative expressions full chest" indicates the role of the chest as a treasure trove of not only material, but also spiritual wealth, i.e. in this example, the object is associated as a source of creative abundance.

It was forbidden to hide "doubtful" things in this chest, in order to avoid desecration. In extreme cases, they could be placed in another chest. At the first spring thunder, the Kazakhs could make a wish, saying: "Let our chest be filled with good", as well as the Avars, believing in the miraculous power of the first thunder said: "Let my chest be filled" [18, p. 159].

On top of all this, neatly laid for the guests beautiful textile things. At the very top was put inlaid with a bone and silver box of the chest of "sandyksha", to the name of which was added a lexeme, meaning the contents: ornaments, tea tea, fried cottage cheese "irimshik". All this gave the honorary sacramental place the solemn grandeur.

As a result, such a design decision on the one hand strengthened the decorative and symbolic significance of the place of honor, and on the other - made it difficult to access the "main" chest, a sort of safe depository of the "family" treasury. The Kazakh "main" chest (with the exception of the conquerors) was opened only by the masters on holidays, when it was necessary to get out dresses for dressing the family members there, which was to magically stimulate health and life success to the family.

Thus, the "main" chest, was understood in the minds of the Kazakhs, as a symbol of material prosperity, life stability, which is reflected in the Kazakh epic [19, p. 219, 228]. Chests were not opened on a bad day (on Tuesday) to avoid ruin and failure. The symbolic significance of the "main" chest is reflected in the fact that in order to avoid the departure of material prosperity, they never left him when moving, both in the past and in recent times [5]. After leaving the parents' life, the "main" chest traditionally passes to the older or younger member of the family, which determined the existence of these items so far in the countryside, along with the furniture.

Since the furniture of the XIX century. (a chest, a bed, a chest for storing meat, a cupboard for dishes) was installed by the Kazakhs along the perimeter of the yurt, usually only its foreseeable front was exposed to artistic design. In the decoration of chests, painting, carving (flat-relief, three-dimensional), and also iron, tin canvas were used. Usually the master combined several techniques, which intensified the decorative effect. Omitting the scientific descriptions of all subjects (about 30 units), we give a generalized inductive analysis of the most typical methods of decorating chests.

It should be noted that the Kazakh chests XIX-I-th floor. XX centuries. do not differ in sophisticated decorative, which was impossible in the then socio-economic conditions. More often decorative compositions of the chests executed by a carving and a list, are constructed with allocation of the central part and borders. Or the visual plane is divided into two, three equivalent parts with rows of fringes. Usually, compositional integrity was created due to the consistency of the ornamental planes and color harmony.

In the decor of chests there are patterns of geometric, cosmogonic, vegetative, animal character, symbolizing protective and protective and benevolent ideas in the outlook of the Kazakhs. Since the end of XIX century. The chests, mainly for strength, began to be lined with a metal mesh. Quite often, chests were cut into felt, fabric covers, decorated with appliqué, mosaic, embroidered pattern (4, pp. 34, 50, 59, 142, 145, 154). In the west of the republic, the decoration of the chests was dominated by painting, but more often these objects were faded into white sandals sunda-cap, which were decorated, mainly, with a geometric pattern, an application of cloth, embroidery, but mostly quilting.

Chests of the southern regions of the republic were decorated with paintings and three-dimensional carvings (pic. 1), it happened that these objects were slipped into the leather cases of jewelry decorated with a large embossed pattern in combination with silver ornamental plates. As for the sandy sheds, it can be said that the artistic apogee in the woodworking art of Kazakhs is manifested in the design of these objects (pic. 2), characterized by a rich decor (facing, inlaying bone and silver), so they belonged mainly to the rich Kazakhs.

3. Similar categories of furniture (trunks, chests-boxes, miniature boxes) were common among many peoples of South Siberia, Central Asia, the Middle East, and Europe. For example, the use of a trunk as a designation of an honorable place in the design of a dwelling took place in many Turkic-speaking peoples: Kyrgyz, Kazan Tatars, Uzbeks, Uighurs, Tuvinians, who had a similar method of folding textiles covered with a decorative cover on a chest [20, p. 135, pic. 4, 2; 21, p.200; 22, p. 191; 23, p. 97, 98; 24, p. 112]. The Mongols in a chest, installed in a place of honor (at the altar) also kept festive clothes [25, p. 57].

Russians decorated their chests, where they kept festival clothes and trousseau, with a spellbound geometric, cosmogonic pattern [26, p. 503].

The peoples of the East, Europe [26, p. 172; 27, p. 101], like the Kazakhs, there was a custom to open chests, boxes during difficult births in order to cause, according to the principle of "magic of similarity", a quick resolution of the burden.

In the worldview of Europeans of the XIV century. The chest, representing the growing prosperity, was interpreted as a jewel [28, p. 21]. Gradually the design of the chests, dating back to the fifteenth century, during the Italian Renaissance, was transformed into a cassone-style decorative furniture type on legs with convex sides covered with rich decor [9; 11, p. 60, pic 38.1]. In Spain, the sixteenth century. The trunk was still considered one of the main items of the interior [12, p. 207]. To the beginning. XVII century. The chest on the stand was transformed into a chest-on-chest, i.e. chest of drawers [11, p. 212; 28, p. 41, pic. 21], which echoes the constructive idea of the Kazakhs in decorating the honorary place of "Tor" of Kazakhs (trunks-on the trunk). In the tradition of the XVII century. European settlers of Pennsylvania (USA) also, like the Kazakhs, there was a rule of bringing dowry (homespun linen, blankets, draperies and towels) in chests [15, p. 134]. This custom, we may suppose, was connected, on the one hand, with practical convenience, and with another sign of the trunk, as a repository of material values.

Despite the appearance of chests of drawers, richly decorated chests still existed in England in the second floor. XVIII century. [12, p. 207]. In the period of the developed Baroque style of the nineteenth century. the chests were almost out of use, they were replaced by a variety of cabinet furniture, although the cassone-type furniture, to a certain extent, still existed [9, p. 74; 10, p. 102].

Undoubtedly, the artistic design of the surviving European chests, made by professional artisans, is distinguished by a high level of execution. The character of their decor corresponds to the style styles existing in the past: Romanesque, Late Gothic, Renaissance etc. [28, p. 34, pic. 2, p. 35, pic. 4, p. 36, pic. 5, p. 38, pic. 14, p. 40, Fig. 18]. Russian medieval chests of the XVII-XVIII centuries, both from the outside and from the inside of the cover, were painted with plot images [3, p. 8, 13].

Results.

The cultural-genetic analysis of trunks on a global scale made it possible to fix the most ancient samples of the third millennium, relating to the culture of Egypt. Whereas in Kazakhstan from the surviving chests, the earliest variants refer to the nineteenth century. The "main" strong chest, which played the role of treasury, was mandatory in every Kazakh house. The object, understood as a repository of material and spiritual values, was marked by rich symbols associated with the traditions, customs and rituals of the Kazakhs, which determined its significant place in the traditional culture of the Kazakhs, which is also the case in modern ethnography.

Some parameters of the Kazakh chests and chests echo the cultural traditions of certain peoples of Central Asia, the East and Europe. Commonness is established in the existence of chest products, their practical purpose, finding a chest in an honorable place in the interior of houses, understanding them as "storages" of valuable things, using them to collect and deliver the dowry to the groom's house. In addition, the constructive plans of the Kazakhs (the trunk on the trunk) and the Europeans who developed and embodied such an idea in a new kind of furniture-the chest of drawers-resonate. In general, the marked similarity reflects, it is possible to believe, the community of associative thinking on a global scale.

However, there are also opposites associated with the chest. If the peoples of Europe on the chest could sit, eat and sleep [3; 15, p. 26], then the Kazakhs and peoples of Central Asia, such actions were not permissible. It was strictly forbidden to even go to the folded chest of textiles to avoid the disappearance of prosperity in the house [5], which was determined by the interpretation of the "main" chest as a sacralized object.

It is important to emphasize that with the similarity of the constructively functional and iconic features of the chests and chests of the Kazakhs and peoples of the East, Asia and Europe, differences in their artistic design are established, which is associated with different levels of socio-economic formations.

Interpretation of results.

As a result of observing the shells, the person conceived the idea of creating hollow objects, including vessels, for drinking, eating. With the appearance of property inequality in the late Bronze Age, people apparently had an instinct to hide and store material surpluses, which gradually led to the construction of a closing container - a wooden box. The very design of the trunk was archetypically interpreted as an

expression of semantic stability, symbolizing the four directions of the world, four seasons, four elements, etc. Along with this, a hollow chest, connected in the collective unconscious thinking of people with a feminine principle, the mother's womb, caused an archetypal aspiration to fill its void. In principle, the rectangular box turned out to be a universal form for different objects, beginning from the children's cradle and ending with a coffin for burial.

In the meaningful essence of the examined objects of traditional applied art are contained both the properties of phenomenal singularity (as a treasure trove of treasures, material values) and internal mechanisms of the multivariate nature of its artistic incarnations in different ethnic groups. The desire to protect and accumulate wealth is a common human constant. This, to a certain extent, was facilitated by a trunk that introduced (on a psychological level) intonation of stability, confidence in the future and the desire to move forward. In fact, this object became the prototype of modern metal safes, first appeared in England in the nineteenth century.

On the example of the categories of furniture considered, the role of universal archetypes - primitive images in the formation of elements of culture and their commonality among a vast circle of peoples - has become apparent. The establishment of the cause of the functional-symbolic community of chests on a global scale made it possible to supplement the etiology of the proximity of cultures on the basis of the object under consideration.

On the whole, the results obtained showed that the proximity of cultures is justified not only by interactions, mutual influences, it is determined by the original community of collective unconscious thinking of man. The universal human constructive and functional idea was subjected, in different ethno-territorial terms, to the process of divergence and filling with additional ideological and artistic nuances. The results of the work, revealing the essential basis for the similarity of some ethnic constructive and semantic ideas, contribute to the concept of dialogue and the commonality of cultures, thereby contributing to the strengthening of international understanding and harmony.

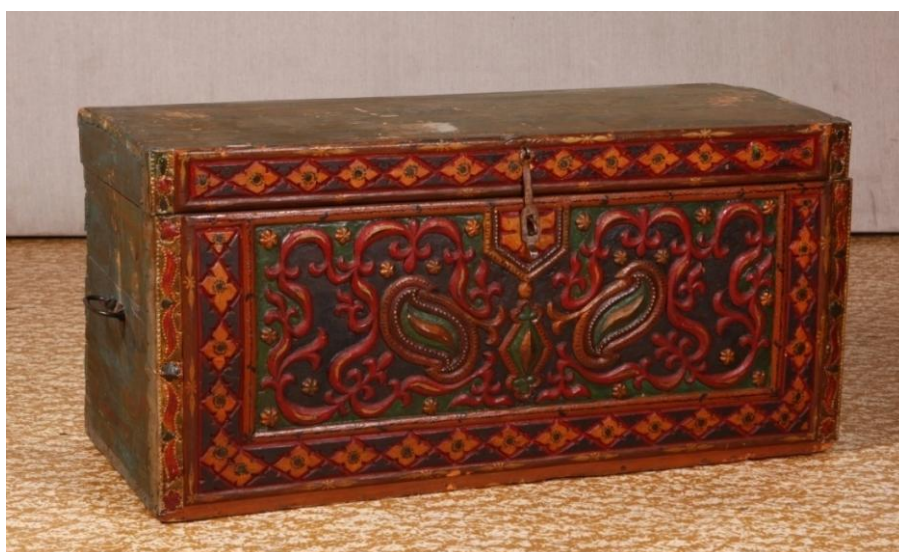
REFERENCES

- [1] Levi-Strauss K. Structural anthropology.– Moscow: EKSMO-PRESS, 2001, 512s.
- [2] Lotman Yu.M. Articles on semiotics of culture and art. –St. Petersburg: Academic Project, 2002, 544 p.
- [3] Goncharova N.N. Northern painted chests of the XVII-XVIII centuries. from the collection of the State Historical Museum: a complex museum research. Specialty 24.00.03 - Museology, restoration and conservation of historical and cultural sites. ABSTRACT of the thesis for the degree of Candidate of Historical Sciences. Moscow, 2016.
- [4] Kazakh traditional culture in the collections of the Kunstkamera. Almaty: Institute of Cultural Policy and Art Studies, 2008, 224 p.
- [5] Field materials of the author collected in the Western, Northern, Eastern, Southern Kazakhstan in the period 1975-2000.
- [6] Tulbasieva L.Ye. Interior of a residential yurt as an art-composition system (Kazakh folk dwelling of a nomadic period). Abstract on the competition for the degree of candidate of art history. : 17.00.05. Moscow, 1984
- [7] Tulbasieva, L. Ye. Traditional furniture of Kazakhs, Zh. The art of Kazakhstan. Alma-Ata: Oner, 1985. P. 55–58
- [8] Tokhtabaeva Sh.Zh. Masterpieces of the Great Steppe. Almaty: Dyke Press, 2008, 237 p.
- [9] Garin VA, Razinkov EM, Chernyshev A.N. The history of furniture of the ancient world and western Europe. St. Petersburg: Noosphere SPB, 2006
- [10] Bartashevich AA, Aladova NI, Romanovsky AM History of interior and furniture. Rostov-on-Don: Phoenix, 2004, 349 p.
- [11] Edwards R., Macquiod P. The dictionary of English Furniture. From the middle ages to the late Georgian period. Vol. 1. - P.107; Vol. 2. L: Antique collectors' club, 2000. P. 207–209.
- [12] Atterbury Richard Lars Tharp. Furniture // Illustrated encyclopedia of antiques. Trans. with English. language, Elena Krivenko, Marina Krivenko, Tatyana Zhdanova. Moscow: Trivium, 1997. P. 158 – 259
- [13] Kink H.A. Artistic craft of ancient Egypt and neighboring countries. Moscow: Nauka, 1976, 198 p.
- [14] Kun N.A. Legends and myths and ancient Greece. Frunze:Mectep, 1984, 445 p.
- [15] Antiquarian. Encyclopedia of World Art. Hand. project A. Astakhov, K. Chechenov. – Moscow: White City, 2001
- [16] Seibert V. Botay at the origins of the steppe civilization. Almaty: Balausa, 2011, 475p.
- [17] Tokhtabaeva Sh.Zh. Etiquette of Kazakhs. Almaty: Dyke Press, 2003, 490 p.
- [18] Gadzhiyev, G.A. Pre-Islamic beliefs and rites of the peoples of highland Dagestan. Moscow: Nauka, 1991, 179 p.
- [19] Alpamys batyr. Trans. Yu Novikov, L. Tarkovsky // Kazakh epic. Alma-Ata: Kazgoslitizdat, 1958. C. 224– 360
- [20] Cherkasova N.V. Woodcarving // Folk decorative and applied art of the Kirghiz. M. : Nauka, 1968. P.132–138
- [21] Valeeva-Suleimanova GF, Shageeva RG Decorative and applied art of the Kazan Tatars. M. : Soviet artist, 1990, 215 p.

- [22] Khakimov AA, Gyul E.F. Boysun. Atlas of art crafts. Tashkent, 2007, 208 p.
 [23] Karimova R.U. Traditional art crafts and crafts of Uighurs. Almaty: Dyke Press, 2005, 170 pp.
 [24] Weinstein SI The history of folk art of Tuva. M.: Science, 1974, 224 p.
 [25] 25 Kocheshkov N.V. Folk art of the Mongols. M.: Science, 1973, 143 p.
 [26] Rybakov B.A. Paganism of ancient Russia. Moscow: Nauka, 1987, 782 p.
 [27] Serebryakova MN On some representations related to the family-ritual practice of rural Turks // Symbolism of cults and rituals of the peoples of foreign Asia. M., 1980. С. 165-177.
 [28] Maslova G.S. Folk clothes in the Eastern Slavic traditional customs and rituals of the 19th century. 20 cent. M.: Nauk, 1984, 215 p.
 [29] A large illustrated encyclopedia of antiquities. Fourth edition. –Prague: Artiya, 1984, 496 p.

Publications on the topic:

1. Tokhtabaeva Sh. Zh. Golden Whorl // Masterpieces of the Great Steppe. Almaty, 2008. P. 83–95
 Signatures under drawings:



Pic.1 - Chest of Sandy. Beginning XX century. Wood, volume thread, painting. Zhambyl region



Pic. 2 - Chest "Sandyk". XIX century. Wood, carved bone application South Kazakhstan

Ш. Тохтабаева

Р.Б. Сүлейменов атындағы Шығыстану институт. Қазақстан, Алматы, 050057;
E - mail: shausha2007@mai.ru, Mob.tel. 8-775-93-36350

ҚАЗЫНА-САНДЫҚ

Аннотация: Мақаланың мақсаты мен өзектілігі – XIX-XX ғғ. жалпыәлемдік дәстүрлермен салыстырыла отырып, материалдық-рухани асыл қазынасы ретіндегі қазақ сандығының мағына құрушы маңызын анықтау. Мақсатты шешуде шиеленіскен халықаралық қатынастарда елеулі әрекеттестік, мәдениеттердің жақындасуы мен олардың диалогы проблемасына жаңа деректер енгізеді.

Әдісі. Пәнаралық ғылымдардың (археология, этнология, өнертану, мәдениеттану, семиотика, фольклористика) мәліметтерін қолдана отырып, XIX-XX ғғ. қазақтың сандық бұйымдарына жүйелі, оның ішінде, тарихи-салыстырмалы, кешенді талдау жасау қолданылды.

Нәтижелері. Қазақ сандықтарына семантикалық талдаудың нәтижелері осы объектіні материалдық-рухани асыл қазына деп ұғындыруға негіз болған бұйымның осы санатын мағыналық жағынан толтырылуының тереңдігін белгіледі. Қазақ сандықтарының компаративистикасы басым шамада адамдардың ұжымдық санасыз ойлауына негізделген, әлем халықтарының басымшылығына ортақ болатын бұйымның архитектуроникасын, оның тәжіриберік мақсаты мен белгілі бір символикасын аңғарды. Адамның бақалшықтарды бақылау нәтижесінде қуыс бұйым, оның ішінде, ішіп-жеуге арналған ыдыс жасау ойы туындаған. Кейінгі қола дәуірінде мүліктік теңсіздіктің пайда болуымен қатар артылған материалдық бұйымдарды тығып, сақтау инстинкті пайда болған, ал, ол, бірте-бірте жабылатын ағаш жәшікті құрастыруға алып келді. Сандықтың құрылымы архетиптік тұрғыдан әлемнің төрт жағы, жылдың төрт мезгілі, төрт стихия және т.б. білдіретін мағыналық тұрақтылықты көрсету ретінде ұғындырылған. Сонымен қатар, адамдардың ұжымдық санасыз ойлауы аналық негізі және ана құрсағымен байланысты, бос сандықтың ішін толтырудың архетиптік талпынысын тудырған. Осылайша, сандық тәрізді жиһаз санатының пайда болуы, ең алдымен, адамның қорғалу сезіміне жауап беретін, дәулеттілігінің өсіміне талпынысын қанағаттандыратын символдық бұйымдармен қоршауы – адамның архетиптік түрткісіне негізделген. Осының барлығы да кең кеңістіктік ауқымдағы әртүрлі халықтардағы осындай бұйымдардың конструктивті-функционалдық және семантикалық ұқсастығын түсіндіреді. Дүниежүзілік діндегі «Мария Магдаленаның мирра (шайыр) салынған қобдиы», яһудилердің «Скрижалдары бар кеме» тәрізді бейнелерінің маңызы бар. Осы айтылғандардың барлығы да сандықтың киелі сипатына ерекше көңіл аударады. Сонымен бірге, грек мифологиясындағы «Пандораның жәшігі» бөтен адамның сандықты ашқандағы бүлдіргіш зардаптары, сондай-ақ, оның ішіндегісі үшін артылатын жауапкершілік туралы алдын-ала ескерткендей.

Қолданылу салалары: Мақаланың нәтижелерін гуманитарлық ғылымда, білім саласында соны мәдениеттанушылық білім ретінде және тұтас алғанда, Қазақстанның мәдениеті мен саясатында қолданылуы мүмкін. Осы жұмыстың қағидалары мәдениеттің әрі қарай дамуы мен инновациялық идеялардың туындауына арналған сарқылмас көзі – өткеннің мәдени мұрасының ролін көрсетеді.

Қорытындылар. Қарастырылған жиһаз санатының мағына құрушы өзегінде оның таңғаларлық даралық (киелі заттарды, материалдық құндылықтарды сақтау орны ретіндегі) қасиеті де, әртүрлі этностардағы оның көркемдік іске асырылуының көп нұсқалылығындағы ішкі механизмдері де бар. Англияда XIX ғ. алғаш пайда болған заманауи металл сейфтердің түп бейнесі болған сандықтарды жасауға жалпыадамзаттық константа – байлықты ұқыпты ұстау мен оны жинауға талпыну алып келді.

Түйін сөздер: символика, сандық, асыл қазына, компаративистика, архетиптер, мәдени мұра.

Ш. Тохтабаева

Институт востоковедения им. Р.Б. Сулейменова КН МОН РК, Казахстан, Алматы, 050057; E - mail:
shausha2007@mai.ru, Mob.tel. 8-775-93-36350

СУНДУК – СОКРОВИЩНИЦА

Аннотация: Цель и актуальность статьи – обнаружение смыслообразующей сути казахского сундука XIX–XX вв. как материально-духовной сокровищницы в сопоставлении с общемировыми традициями. Решение цели внесет новые данные в проблему взаимодействия, сближения и диалога культур, что представляется насущным при напряженных международных отношениях.

Метод. Применен системный, в том числе историко-сравнительный, комплексный анализ казахских сундучных изделий XIX–XX вв. с использованием данных междисциплинарных наук (археологии, этнологии, искусствоведения, культурологии, семиотики, фольклористики).

Результаты. Итоги семантического анализа казахских сундуков установили глубину смыслового наполнения данной категории предмета, что дало основание интерпретировать этот объект как материально-духовную сокровищницу. Компаративистика казахских сундуков обнаружила общность архитектуры предмета, его практического назначения и некоторой символики у большинства народов мира, что обосновано в большей мере коллективным бессознательным мышлением людей. В результате наблюдения за ракушками, у человека зародилась идея создавать полые изделия, в том числе сосуды, для питья, еды. С появлением имущественного неравенства в эпоху поздней бронзы у людей, видимо, появился инстинкт прятать и хранить материальные излишки, что постепенно привело к конструированию закрывающегося вместилища – деревянного ящика. Сама конструкция сундука архетипически осмысливалась как выражение смысловой стабильности, символизирующей четыре стороны света, четыре времени года, четыре стихии и т.д. Вместе с этим полый сундук, связываемый в коллективном бессознательном мышлении людей с женским началом, материнским лоном, вызывал архетипическое стремление заполнить его пустоту. Стало быть, появление такой категории мебели как сундук было основано, прежде всего, архетипическим импульсом человека – окружать себя предметами-символами, удовлетворявших стремление к росту благосостояния, что отвечало чувству защищенности человека. Все это и объясняет конструктивно-функциональное и семантическое сходство этих предметов у разных народов в таком широком пространственном диапазоне. Значим этот образ в мировой религии: «ларец с мирром Марии Магдалины», «Ковчег со скрижалями» у иудеев. Все высказанное подчеркивает сакраментальный характер сундука. Вместе с тем такое выражение как «Ящик Пандоры» из греческой мифологии, словно предостерегает о деструктивных последствиях открытия сундука чужим человеком, а также об ответственности за его содержимое.

Область применения: Итоги статьи могут быть применены в качестве нового культурологического знания в гуманитарной науке, образовательной сфере и в целом, культуре и политике Казахстана. Положения работы демонстрируют роль культурного наследия прошлого – неисчерпаемого источника для дальнейшего развития культуры и рождения инновационных идей.

Выводы. В смыслообразующей сути рассмотренной категории мебели содержатся как свойства феноменальной единичности (как хранилище сакральных вещей, материальных ценностей), так и внутренние механизмы многовариантности её художественных воплощений в разных этносах. Стремление беречь и накапливать богатство – общечеловеческая константа, что привело к созданию сундуков, ставших прообразом современных металлических сейфов, впервые появившихся в Англии в XIX в.

Ключевые слова: символика, сундук, сокровищница, компаративистика, архетипы, культурное наследие.

About the author:

Tokhtabayeva Shaizada - Chief Research Officer Higher Doctorate of Historical Sciences. R.B. Suleimenov Institute of the Oriental Studies Committee of Science Ministry of Education and Science of the Republic of Kazakhstan. Kazakhstan, Almaty 8-line str. 117, flat 6. Mob.tel. 8-775-93-26-350.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.62>

Volume 6, Number 322 (2018), 260 – 264

UDC 332.4:621.2.

K.M. Utepkalieva, R.K. Sabirova, G.U. Kenbaeva

Atyrau State University named after H. Dosmukhamedov, Atyrau, Kazakhstan
kansulu77@mail.ru, sabirovarysty@mail.ru, k.aizhan94@mail.ru

**DEVELOPMENT OF PUBLIC PRIVATE PARTNERSHIP
APPROACH IN OIL AND GAS OF KAZAKHSTAN**

Abstract. The article discusses the possible directions of development of public-private partnership in the oil and gas industry. Success in the rational, efficient development and use of fuel and energy resources is largely determined by the innovative activity of enterprises, constant technological renewal of production and confirms the experience of successful oil and gas companies that have mastered several generations of new technologies over the past 25-30 years. To date, the use of public-private partnerships for modernizing the economy has become widespread, new priorities in using the practice of this partnership dictate new theoretical and methodological approaches to assessing the effectiveness of public-private partnerships - projects that, according to the authors, will result in additional budget revenues for growth account investment, production and employment.

Keywords: mineral raw materials, mineral energy, energy, energy, materials, plants, efficiency, production capacity.

INTRODUCTION

Kazakhstan has huge natural reserves of minerals. After the country acquired its sovereignty and independence, the extraction of carbon raw materials more than doubled, while worldwide growth of this indicator was 1.3 times.

Energy as an area of national economy includes a number of special and self-significant industries, namely: electricity, heat, gas industry, coal industry, oil industry.

The fuel and energy complex is a combination of the branches of the fuel industry, electric power industry, means of delivery of fuel and energy.

The structure of world consumption of primary energy sources today is as follows: oil - 34.1%; coal - 29.6%; gas - 26.5%; hydropower - 5.2%; nuclear energy - 4.6%.

The fuel industry is a complex of industries engaged in the extraction and processing of fuel and energy raw materials. Its significance lies in providing fuel and raw materials to other industries - heat and power engineering, petro chemistry, metallurgy, etc. Under the conditions of scientific and technological revolution, the role of the fuel industry increases due to the development of electrification and heat production, causing an intensive increase in energy consumption.

MAIN PART

The fuel industry includes the following industries:

- coal;
- oil;
- gas;
- peat;
- slate;
- uranium mining.

The fuel and energy complex (FEC) is the basic basis for the development of the entire industrial complex of the country, and the use of the achievement of NTP helps reduce the cost component in the products and increase its competitiveness.

Fuel and energy resources play a leading role in the world mineral resource base. The development of society is invariably accompanied by a search for new materials and technologies, an increase in the number of consumer goods produced by industry, an expansion of their range and an improvement in quality. This trend is supported by increasing the volume of extraction and processing of mineral raw materials, in other words, the development of the world economy is associated with a steady increase in the use of mineral resources. Academician P.L. Kapitsa was one of the first who paid attention to the established D.Kh. Midovs has a strong correlation dependence of GDP on energy consumption, making the fundamental conclusion: "If people lose energy resources, their material well-being will fall" [1].

The Caspian Sea is a key region for European energy, however, it was not without problems. Despite the fact that the reserves of resources here make up 60% of Russian, there are no direct deliveries to Europe from here. Kazakh oil, as well as gas from Turkmenistan (the gas resources of which are equal to one third of the Russian gas reserves, although the territory of this state is 50 times smaller than Russia) could easily replace supplies from Moscow.

At present, the search for and active use of new alternative energy sources in many developed countries of the world have been adopted as vital, strategically necessary resources ensuring the prospective development of the economies of these countries.

In the Development Strategy of Kazakhstan until 2030, the leading role is given to the oil and gas industry. This is dictated by the fact that the Republic today belongs to the group of states possessing strategic hydrocarbon reserves, and influences the formation of the world energy market.

The fuel and energy complex (FEC) is the basic basis for the development of the entire industrial complex of the country, and the use of the achievement of NTP helps reduce the cost component in the products and increase its competitiveness.

Fuel and energy resources play a leading role in the world mineral resource base. The development of society is invariably accompanied by a search for new materials and technologies, an increase in the number of consumer goods produced by industry, an expansion of their range and an improvement in quality. This trend is supported by increasing the volume of extraction and processing of mineral raw materials, in other words, the development of the world economy is associated with a steady increase in the use of mineral resources. Academician P.L. Kapitsa was one of the first who paid attention to the established D.Kh. Midovs has a strong correlation dependence of GDP on energy consumption, making the fundamental conclusion: "If people lose energy resources, their material well-being will fall" [1].

The main challenges facing the fuel and energy complex of Kazakhstan:

1. Ensuring the country's energy security
2. Global energy consumption growth in the region's economies
3. Increasing competitiveness through energy and resource saving, increasing energy efficiency
4. Using the advantages of the geopolitical location of the country, transit and export potential
5. Use of country competitive advantages (coal, uranium, etc.)
6. Ecology and water and energy problems
7. Involvement in the energy balance of RES
8. The introduction of new technologies
9. Improving the safety of electrical equipment and power facilities, improving reliability, reducing accidents
10. Development of scientific potential

The economic resource of renewable energy sources (RES) in the world is currently estimated at 20 billion tons per year, which is 2 times higher than the annual production of all types of fossil fuels. This circumstance indicates the path of energy development in the near future [1].

An important achievement of the Republic of Kazakhstan is a dynamically developing foreign trade, a special place in which is occupied by the products of the fuel and energy complex. Natural gas reserves in Kazakhstan are estimated at 5.9 billion cubic meters. m and gas condensate - 1 438 million tons .. The area of promising oil and gas areas of the Republic of Kazakhstan is 1 million 700 thousand square meters. m, which is 62% of its entire territory. In Kazakhstan, 1.2 million barrels of oil are extracted daily, of which 1

million is exported. The government plans to increase production to 3.5 million barrels per day by 2015, having caught up with Iran on this indicator.

The presence of a development strategy and the ability to realize it are closely related to the potential of natural resources. If the wealth of the subsoil is the property of all subsequent generations, then a thought-out strategy and its implementation are the key to achieving this goal.

Over the past 50 years, the global average temperature has risen by almost 1 ° C, from 13.87 in 1950 to 14.53 in 2004. Since the start of temperature registration, more than a hundred years ago, it has reached the highest average annual temperature in the world. marked over the past 20 years. For 300 years of the industrial revolution, the concentration of carbon dioxide in the atmosphere has increased by 31%, including 18% since 1960. The more the temperature rises, the less the ocean is able to absorb soot. It is established that its content in the ocean is 50 times higher than in the atmosphere. As the ocean temperature rises, their ability to absorb soot from the atmosphere decreases. it

Foreign trade activities cover a wide range of energy trade. A certain influence on the energy strategy of the two countries is exerted by the current viewpoint in the countries that oil companies, being private, work “for themselves”, do not share with the budget and do not even develop their own business, being satisfied with short-term profit.

The most promising project today is the development of the Karachaganak field, which is operated by Karachaganak Integrated Company (hereinafter - KIO), including British Gas, Agip, Texaco, and Lukoil. The total reserves of the field are 1.2 billion tons of oil and 1.35 trillion. cubic meters of gas. Production at the Tengiz field (whose total reserves are estimated at 2.7 billion tons of oil) is constantly growing. The development of the field is conducted by Tengizchevroil JV, which includes the companies Chevron Texaco Overseas, ExxonMobile, Kazmunaygas and LUKARCO.

About 60% of foreign investment accounted for oil and gas companies.

Foreign trade activities cover a wide range of energy trade. A certain influence on the energy strategy of the two countries is exerted by the current viewpoint in the countries that oil companies, being private, work “for themselves”, do not share with the budget and do not even develop their own business, being satisfied with immediate profit.

Opposite view is held by those who believe that with the strengthening of the public sector, super-profits of the oil business and supplementing the budget and the Stabilization Fund of the state appear.

According to scientists of the Institute for the Strategic Development of the Fuel and Energy Complex, supported by the Government of Kazakhstan, the public sector ensures the creation of an oil business system. In percentage terms, the share of the state increased from 10 to 40%, which is lower than in the USA, Great Britain, China, Norway, France, Italy and other countries.

One of the main goals of the innovation method in scientific research is public-private partnerships and ensuring the reliability and sustainability of specialists and managers of science, increasing their creative potential and professional skills. The method of innovative teaching research is learning self-learning and self-development.

In the fuel and raw materials complex, the innovation policy will be focused on the development and implementation of modern methods of prospecting, exploration and monitoring of reserves, strategic and scarce types of mineral raw materials, increasing their recoverability and processing, as well as the development of highly reliable and environmentally friendly transportation systems, in oil and gas complex - to increase the efficiency of geological exploration, increase production rate and recoverability at fields with hard-to-recover reserves and residual reserves oil stocks in flooded areas, construction of wells in the shelf zone and frozen rocks, deepening of gas and condensate processing to produce motor fuel and target chemical products, as well as creating highly reliable, environmentally friendly and low-energy-intensive transportation systems;

in the oil refining industry - to increase the production of motor and jet fuels through the development of deep oil refining processes, developing and creating catalysts of a new generation, high-octane and oxygen-containing additives, as well as improving environmental safety and reducing energy intensity;

The lack of awareness of energy management and the lack of sufficient skills to implement energy efficiency measures is due to the fact that the requirements for energy efficiency have been tightened in a short time. This revealed a significant shortage of qualified technical inspectors.

The technical potential of energy saving in the republic is estimated at the level of 27.75% of the total consumption of primary energy resources - 17.36 million tons per year. At the same time, in the conditions of Kazakhstan, the realization of only a part of this potential will be economically justified - 19% of the total consumption of primary energy resources, or about 12 million tons per year. The necessary amount of investments for the realization of the economic potential is \$ 4 billion.

If the number of discoveries, inventions, their importance, the depth of the research, estimates scientific and technical activity commercial indicators characterize the innovation activity: profit, economic efficiency, competitiveness. World experience shows that only 33% of ideas reach a specific technical solution, of which only 15% have a successful commercial development, and only 9% of ideas reach production. Universities are able to perform basic and applied research. The appearance of territorial associations in the form of large scientific and educational centers (based on a large university) and other research organizations (NTO, OKB) is remarkable.

CONCLUSION

Over the past few years, the issue of improving energy efficiency and energy conservation in the Republic of Kazakhstan has received close attention. To regulate energy, the state sets high standards for both ordinary people and enterprises: the people pay a large tax for energy, so no one dares to be wasteful of electricity, as well as using gas, water, and enterprises set high standards for protection the environment. The Constitution of the country has such an article that says about the human right to live in a normal natural environment.

The study of the development of economic potential on the basis of public-private partnership in the oil and gas producing regions of Kazakhstan makes it possible to state with complete confidence that the total volume of reserves of raw materials at relatively new fields, forecasts for those in the process of geological and exploratory research, as well as the existing prerequisites for increasing reserves are sufficient grounds for the republic to become attractive for investments in the oil and gas industry about and neighboring countries and, of course, the Russian Federation.

REFERENCES

- [1] Sibikin Yu.D., Sibikin M.Yu. Unconventional renewable energy sources. RadioSoft. M., 2008.
- [2] Budreyko E.N., Zaitsev V.A. Introduction to industrial ecology. M.: Profobr. 1991.
- [3] The website of the Ministry of Energy of the Republic of Kazakhstan <http://energo.gov.kz/>.
- [4] <http://www.kazee.kz/useful-information/solnechnaya-energetika/>.
- [5] Information and analytical portal of Samruk-Kazyna National Wealth Fund JSC <http://sk.kz/page/oil-and-gaz>
- [6] RIA Novosti 31/01/2012 ASTANA, IA News-Kazakhstan. <http://www.newskaz.ru/economy/20120131/2621930.html>
- [7] Official US Energy Statistics Report. Man and the environment. <http://www.priroda.su/item/1189>
- [8] Statistical compilation "Environmental Protection and Sustainable Development of the Republic of Kazakhstan", Almaty 2005, Agency of the Republic of Kazakhstan on Statistics.
- [9] Alsharov R.A. Kazakhstan in the world mineral market: problems and their solutions. Almaty, 2004. p. 16, 17.
- [10] Niyazbekova S.U., Eginbayeva A.E. Elements of interaction between the state and business. Bulletin of the University "TURAN" Scientific journal № 3 (71), 2016. from 44-49
- [11] Bizhanov D.T., Nurgabylov M.N., Abdrakhmanova R.S., Doshan A.S. PROBLEMS OF ECONOMIC SECURITY OF THE FUEL AND ENERGY RESOURCES OF THE COUNTRY. Report of the National Academy of Sciences of Kazakhstan №5, 2018 y. P. 66-72. <http://reports-science.kz/index.php/en/archive>. <https://doi.org/10.32014/2018.2518-1483>

УДК 332.4:621.2.

К.М. Утепкалиева, Р.К. Сабирова, Г.У. Кенбаева

Атырауского государственного университета имени Х.Досмухамедова, г.Атырау, Казахстан

РАЗВИТИЕ ГОСУДАРСТВЕННО-ЧАСТНОГО ПАРТНЕРСТВА В НЕФТЕГАЗОВОЙ ОТРАСЛИ

Аннотация. В статье рассматриваются возможные направления развития *государственно-частного партнерства в нефтегазовой отрасли. Успехи в рациональном, эффективном освоении и использовании*

топливно-энергетических ресурсов в значительной мере определяются инновационной активностью предприятий, постоянным технологическим обновлением производства и подтверждает опыт успешных нефтегазодобывающих компаний, освоивших за последние 25–30 лет несколько поколений новых технологий. На сегодняшний день получило широкое распространение использование *государственно-частного партнерства* для целей модернизации экономики, новые приоритеты в использовании практики данного партнерства диктуют новые теоретико-методологические подходы к оценке эффективности *государственно-частного партнерства* – проектов, которые приведут, по мнению авторов к дополнительным бюджетным доходам за счет роста инвестиций, производства и занятости.

Ключевые слова: минеральное сырье, минеральные ресурсы, энергетические ресурсы, материальное благосостояние, новые технологии, производство электроэнергии, электростанции, эффективность, мощность производства.

УДК 332.4:621.2.

К.М. Утепкалиева, Р.К. Сабирова, Г.У. Кенбаева

Х. Досмұхамедов атындағы Атырау мемлекеттік университеті, Атырау, Қазақстан

МҰНАЙ-ГАЗ СЕКТОРЫНДАҒЫ МЕМЛЕКЕТТІК-ЖЕКЕ СЕРІКТЕСТІКТІ ДАМУ

Аннотация. Мақалада мұнай-газ саласында мемлекеттік-жекеменшік әріптестікті дамытудың мүмкін бағыттары талқыланды. Жанармай-энергетикалық ресурстарды ұтымды, тиімді игерудегі және пайдаланудағы табыстар, негізінен, кәсіпорындардың инновациялық белсенділігі, өндірістің үнемі технологиялық жанаруы және соңғы 25-30 жылда жаңа технологиялардың бірнеше ұрпағын игерген табысты мұнай-газ компанияларының тәжірибесін растайды. Бүгінгі таңда экономиканы жаңғырту үшін мемлекеттік-жеке меншік серіктестіктерді кеңінен тарату, осы серіктестіктің тәжірибесін қолданудың жаңа басымдықтары мемлекеттік-жеке меншік серіктестіктің тиімділігін бағалаудың жаңа теориялық және әдіснамалық тәсілдерін - авторлардың пікірінше, қосымша бюджет кірістеріне әкелетін жаңа теориялық және әдіснамалық тәсілдерді талап етеді. Өсу есебінен инвестициялар, өндіріс және жұмыспен қамту.

Түйін сөздер: минералды шикізат, минералдық ресурстар, энергетикалық ресурстар, материалдық әлуақат, жаңа технологиялар, электр энергиясын өндіру, электр станциялары, тиімділігі, өндірістік қуаты.

Information about authors:

Utepaliyeva Kasulu Musaevna, candidate of economic Sciences, acting associated Professor of Atyrau state University named H. Dosmukhamedov, ORCID <https://orcid.org/0000-0002-5230-0318>

Sabirov form Kuandykovna - candidate of Economics, associated Professor, head of chair "Economy", Atyrau state University named H. Dosmukhamedov, ORCID <https://orcid.org/0000-0002-9947-6564>

Kenbaeva Gulzada Utegenovna - the specialty 6M050600-Economy, Atyrau state University named H. Dosmukhamedov, <https://orcid.org/0000-0001-8114-4580>

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.63>

Volume 6, Number 322 (2018), 265 – 270

UDK657.1

D.E. Mynbayeva

Narxoz University, Almaty, Kazakhstan;

mde2000@mail.ru**CONCEPT OF ORGANIZATION
OF MANAGEMENT ACCOUNTING IN BANK**

Abstract. Now the concept of management accounting is mainly connected with the enterprises. The carried-out analysis of economic literature concerning the content of management accounting demonstrates that questions of management accounting in banks are investigated insufficiently up to present day.

This article shows the main aspects of author's approach to the concept of the organization of management accounting in banks of Kazakhstan. Also it considers the features of management accounting in banks, offers the financial structure of the organization of bank activity for the purpose of improvement of management accounting.

Keywords: management accounting in banks, the concept of management accounting, profit centers, expense centers, account.

Since the bank carries out different large number of operations, thus information provided to the administration for management has to have more detailed character. Besides, often for usability information is required to be provided in other perspective, for example, in comparison with accounting. Also in bank this information is provided with more strict requirements. As activity of bank is diverse, calculations also have to be according to each section, and uniting everything them together. For this it is necessary to calculate various coefficients, relative indicators allowing carrying out comparison of actual and the planned data and also forecasts, which helps to carry out assessment of alternative opportunities.

Also it should be noted that as bank has departments, persons responsible for implementation of various operations, and management accounting in bank needs to be developed for the specific head of department.

It should be noted that all these components function in all interrelation and interdependence as they do not exist separately from each other. Data on expected and actual results of bank activity in general, and also activity of divisions in particular will be formed as a result of implementation of management accounting. Besides, formation of data on client base on separate operations is rational. Anyway, every data that would be formed, all of them are directed to increase in efficiency of bank activity.

Thus, results on separate operations and bank in general, items of expenditure and revenues of bank, items of assets and liabilities become the main objects of management accounting in bank. In other words, all what is interesting for bank during this period of time for improvement and increase in efficiency of his activity can act as objects.

The system of management accounting for achievement of the goals has to consider the general directions of development of bank, condition of financial accounting, the analysis, planning and control for impact on objects by means of functions which form the closed cycle of control system of bank (figure 1).

The figure 1 proves the fact that management accounting unites all directions of bank management and closes the system of set goals. As a result, management accounting, at the correct statement and effective control, becomes a peculiar center of achievement of strategic objectives of bank.

In general, bank management accounting is a concept of information and management, the system of management directed to achievement of goals and improvement of results of bank activity. As a result, management accounting represents not only function of management, but also a certain concept of the management which is focused on effective functioning of bank.

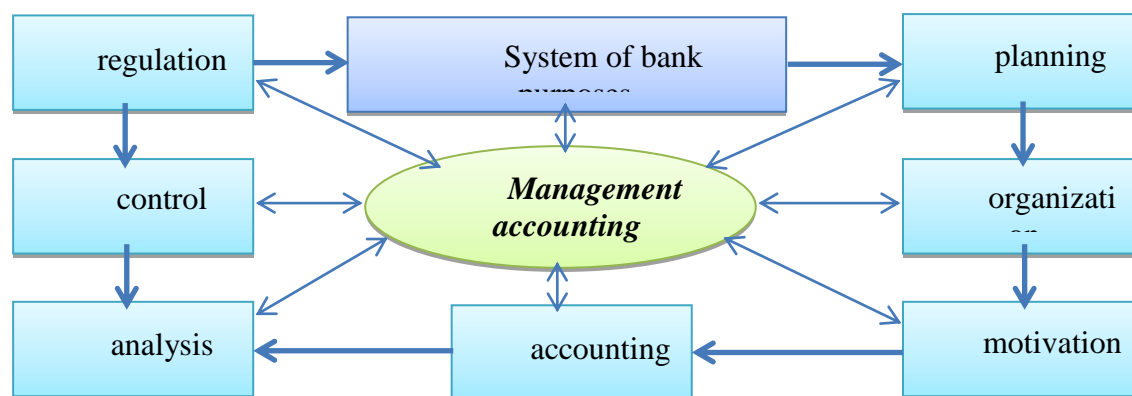


Figure1 – Place of management accounting in the system of bank management

Note: formed on the base of source [1].

Each bank has the individual system of management accounting developed by it according to features of bank activity and its strategic objectives and tasks. Such situation causes need of formation of own concept of the organization of management accounting independently in each bank.

Creation of the concept assumes first of all formation of effective tool kit of the analysis in management accounting. Evolution of development of the applied techniques shows rather large number of the various tools offered by various authors.

The analysis of economic literature concerning methods of management accounting, the analysis and planning allows to select three main concepts in general.

The satisfaction concept is constructed on assessment of quantitative indices of activity and calculation of relative coefficients with application of statistical methods of the analysis [2].

The second version of the concept – econometric – is more progressive and is based on creation of dynamic model of bank with application of economic-mathematical modeling. In such models financial performance is analyzed in dynamics.

The adaptive concept, which is based on the analysis of activity of bank divisions, is considered as the most widespread in the modern world. In this case management accounting is carried out in three stages, in each of which the own analysis tools are used.

The first stage is characterized by group of bank operations on a certain sign, divisions of bank, client base. These groups are called business centers. After definition of such business centers data collecting and processing on each of them is carried out. At the last stage the profit got by bank is redistributed on separate operations and services and in separate divisions. This stage is the most difficult as rather labor-intensive process is followed by difficulties in exact definition of contribution of each division to formation of bank profit and also distribution of overhead costs.

In our opinion, the modern concept of the organization of management accounting in bank has to cover all three above-stated approaches as each of them takes the place at a certain stage of process of management accounting.

The analysis of practice of the organization of management accounting has allowed allocating two main approaches to the concept of management accounting in banks which are based on the principles of creation of this system absolutely opposite to each other.

According to the first approach accounting and administrative accounts make uniform system. At such organization of an accounting system for providing information to the management often it is necessary to try to discover necessary information from accounting base, at the same time carrying out specification of some operations, adding additional information on commission and results of operations which aren't reflected in accounting reports under any reasons.

In the Kazakhstan banking practice such approach is used most often. As a rule, the accounts department in bank on the basis of which if necessary the so-called administrative reporting is formed is conducted. It is also necessary to note that the majority of the automated systems are constructed also according to this scheme.

According to the second approach of the concept of management accounting organization, business accounting and administrative accounting are conducted in parallel. In this case external accounting is minimized to timely and correct delivery of the required reporting. The main emphasis is placed on the administrative reporting, which terms are much less than those terms of delivery of external reports.

Each of the approaches to the concept of management accounting organization (three organizational approaches and two basic) considered above has positive and negative moments (table 1).

Table1 – Positive and negative moments of the concepts

Concepts	Positive	Negative
Organizational approaches		
Satisfaction	Relative indicators allow to carry out comparative assessment	Dynamics, seasonality of factors are not considered
Econometric	Creation of a business model of bank, which activity is considered in a complex, indicators are analyzed in dynamics	Excessive idealization of model, it is often difficult to realize in practice
Adaptation	Accurate structure and hierarchy, specification of providing reporting	Labor input of structure creation
Basic approaches		
Joint	Information is entered into system once	Additional expenses of time for obtaining the administrative reporting from the general system. Errors of extraction of the necessary information are possible
Separate	The administrative reporting turns out more detailed and in necessary terms, uniform policy of account in budgeting	Information is entered twice into different systems
Note: made by the author		

The carried-out analysis of organizational and basic approaches allows marking out two key aspects which, in our opinion, should be applied at creation of the concept of management accounting organization in banks: adaptation and separate.

For the organization of management accounting in banks it is necessary to execute the following. First, to analyze organizational structure of bank and to reveal the list of the centers of financial accounting and also to define their types: center of expenses or center of profit. It is also necessary to define responsible for providing the administrative reporting under each CFM.

Secondly, it is necessary to develop methodology of management accounting system: what techniques and for what purposes it is necessary to apply CFM to drawing up the administrative reporting. Some economists agree in opinion that it is also necessary to develop rules of operational accounting of bank operations for the purpose of control of the actual and planned targets [3]. In our opinion, it is enough in the subsequent to record all developments in bank rules about management accounting organization.

Thirdly, it is necessary to develop forms of the administrative reporting and to approve the periods of their granting. At the same time the summary form of the reporting can quite be universal for all CFM along with which forms with specification will be presented. It is necessary to define accurately what forms of the reporting have to be provided daily or every week, month, quarter and year.

For accuracy and organization of management accounting, from our point of view, it is more expedient to consider activity of bank as granting different banking products that will allow carrying out the accounting on groups of these products. In this case it is very important to carry out such grouping, which will allow not detailing, on the one hand, excessively products, and, with another – to avoid excessive generality.

Of course in economic literature there is a set of approaches to essence and a concept of a banking product. At the same time, we suggest to consider types of bank operations which are reflected in value terms in the profit and loss report as a banking product. In this case it is possible to speak about expensive and profitable banking products. Expensive banking products belong to passive operations and are directed to attraction of financial resources, and profitable ones – to active operations and are directed to investment of funds for the purpose of income generation.

Such approach to essence of a banking product will allow to organize comprehensively management accounting in bank and to order reflection in the administrative reporting. Besides, the group on banking products will allow providing information to the management accurately on each line and will allow revealing visually the most and the least profitable products.

Also it should be noted that existence of a large number of various banking products, provided also in various regions of Kazakhstan, results in need of so-called decentralization of the management process. It, in turn, demands delegation of powers to responsible persons on operational management, assignment of the corresponding obligations for achievement of the put financial results. Decentralization bears in itself the main advantage - efficiency of decision-making at the level of division. In general decentralization represents new quality of management which promotes maximizing total revenues of bank.

In turn, on each banking product the grouping on clients has to be carried out, and banking products to be grouped in general in divisions of bank (the centers of financial management) which should be divided into the centers of expenses and the centers of profit (table 2).

Table 2 – Classification of banking products for management accounting

Product category	For individuals	For business clients
<i>Profit centers</i>		
Transaction products	Cash transactions Wire transfers Online banking Mobilebanking POS	Cash transactions Wire transfers Forms of non-cash payments Online banking Mobile banking POS
Credit products	Mortgage lending Consumer lending Car loans Unsecured lending	Overdraft Bank guarantees Leasing Factoring Credit lines
Investment products	Investment portfolio Custodian service Broker and dealer service Derivatives	Investment portfolio Custodian service Broker and dealer service Derivatives REPO
Bank cards	Credit cards Payroll card	Credit cards Corporate cards Acquiring
<i>Expenses centers</i>		
Deposit products	Fixed deposits Poste restante VIP	Fixed deposits Poste restante VIP
Issue products	Bank shares Bonds of bank	Bank shares Bonds of bank
Expanded banking products	Consulting operations	
Note: made by the author		

It should be noted that the presented structure in table 2 is conditional and will be individual for each bank as also the products offered by banks are individual. As a rule, each bank develops the types of deposits, the credits, etc. Therefore it is necessary to include in structure each banking product according to its name and category in concrete bank.

As for the centers of profit and the centers of expenses, it is necessary to carry out a specification in their functional purposes. In the figure 2 comparative characteristics of data of the centers for the organization of management accounting in banks are given.

It should be noted that creation of the CFA system depends on the size of bank, quantity of the offered banking products, volume of personnel, specifics of activity, the purposes of the analysis and management accounting and other factors. In this regard, the quantity and structure of CFA will be individual for each concrete bank. As CFA, for example, there can quite be divisions of bank, departments. Any kind of profitable activity of bank can be the basis for creation of CFA [4].

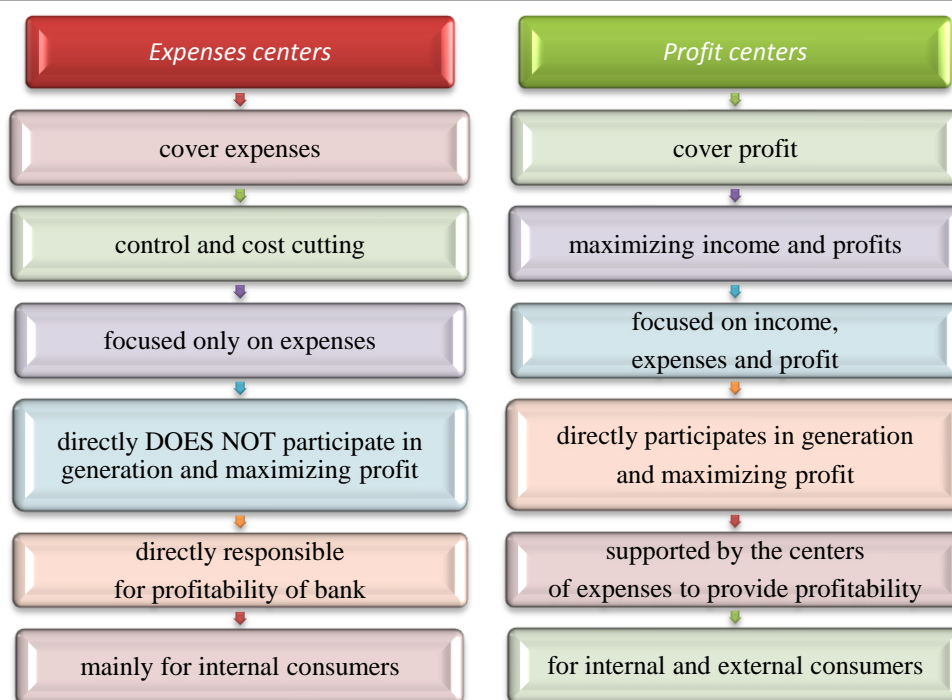


Figure2 - Functional purposes of the centers of profit and expenses in bank

Note: made by the author

For the purpose of efficiency of the organization of management accounting accurate definition of accounting functions between centers of expenses and profit is necessary.

The centers of profit require the following:

- 1) financial planning (the plan of customer acquisition, the plan of volume of investment of funds, the plan of interest rates for products and transfer tariffs) which results in a planned administrative balance;
- 2) the planning of financial results reflected in the planned report for profit and loss;
- 3) comparison of planned and actual balance targets;
- 4) comparison of planned and actual financial results on products, clients and sales channels;
- 5) analysis of profitability;
- 6) analysis of efficiency;
- 7) forecasting of financial results on products, clients and sales channels;
- 8) scheduling and budget of investment of funds.

Respectively the centers of expenses require the following:

- 1) planned estimate of expenses;
- 2) plan of volume of financial resource attraction;
- 3) plan of transfer tariffs;
- 4) comparison of planned and actual targets;
- 5) analysis of efficiency;
- 6) forecasting of expenses on products, clients and sales channels;
- 7) scheduling and budget of financial resource attraction.

Between centers of expenses and profit there has to function transfer redistribution of resources, and the reporting needs to be kept in dynamics with gain reflection. All reports of the centers come down in uniform bank report, which is necessary for:

- Estimates of a contribution of each CFA to financial result of bank activity for the purpose of definition of the most profitable banking products;
- Identification of the factors influencing financial results of bank activity;
- Optimization of CFA interaction;
- Formation of motivation system for bank personnel.

When forming the concept of management accounting organization in bank there is a question where to refer Treasury. It should be noted that in structure of the operating bank this division can exist and cannot exist, and its functions are performed by accounts department (such approach still exists in most banks). Treasury in the concept is necessary as the center through which internal sale and purchase of bank resources, transfer pricing is carried out.

In general, the Treasury can act both as the center of profit, and the center of expenses. It depends from internal accounting policies of each bank individually. In the first case when this division acts as the center of profit, it gains income as a difference between passive rates of resources from the centers of expenses and placement rates of resources in the centers of profit. In this case the Treasury is a really functioning division, on which overhead costs correspond.

In the second case, when the Treasury is the center of expenses, it doesn't gain any income and only acts as the balancing division of bank, in budget of which there is no any additional expenses.

System of transfer pricing (FTP) acts as link between CFA in the concept of the organization of management accounting in banks, offered by us. To regret, in Kazakhstan recommendations and standards concerning functioning of this system in banks aren't developed yet. Now the question of improvement of a domestic banking system is particularly acute. Introduction in Kazakhstan of Basel III standards [5], gradually introduced today in the country can become one of decisions.

In our opinion, transfer pricing in banks is not just formation of communications between CFA for coordination of management accounting, but also the solution of other problems. In particular, it is centralization of risks. Formation of CFA and the system of transfer operations allows transferring bank risks with CFA to Treasury, as uniform control center of bank risks in general. As a result, in CFA there are only those risks which are connected directly with banking products of this center.

Secondly, it is a possibility of pricing of banking products, when the maximum permissible level of attracted resources cost on banking products of the centers of expenses is established, and in the centers of profit the base prices from which pricing on banking products is formed are defined [6].

Thirdly, possibility of management of liquidity by means of effective redistribution of resources [7].

And, fourthly, the most important aspect, that transfer pricing in bank allows to estimate real effect of each banking product by means of calculation of net interest income. The need for transfer pricing is also in administrative reporting, that reflect true current situation in bank. One of the biggest indicators of profitability of bank is its net interest income (NII) which is the biggest driver of profitability of the product making usually up to 80 percent of revenue of bank today [8], [9]. The profit and loss report of any bank represents its interest income and percentage expenses for a certain period, however, doesn't give further decomposition of these components. In this regard, the administrative reporting of each CFA will visually reflect these components of interest income and expenses.

Thus, the system of management accounting constructed on such basis will allow defining objectively sources of formation of profit of bank by divisions, products and clients.

REFERENCES

- [1] Olha M. Bartosh Management accounting as the basic for effective system of banking management//Financial Space, **2014**. № 1 (13).- pp.43-45.
- [2] Korolev, O.G.Organizati on of management accounting in commercial bank. M.:Econom. sciences, **2006**. p. 160.
- [3] Koreneva O.N.Management reporting of commercial // Audit and financial analysis, **2006**. №4. pp. 379-388.
- [4] Zyabrova N.P. The concept of statement of management accounting in the banking sector // Scientific magazineKubSAU, №87(03), 2013 <http://ej.kubagro.ru/2013/03/pdf/29.pdf>
- [5] The program of improvement of banks in Kazakhstan will be closed. How it will affect the market?<https://rezonans.kz/economics/5338-programma-ozdorovleniya-bankov-v-kazahstane-budet-zakryta-kak-eto-skazhetsyana-rynke> dated April, 26, 2018.
- [6] Bazyukina O.A. System of transfer pricing as instrument of management of overall performance of bank//Creative economy, **2011**. №11. pp. 51-55.
- [7] Pashkovskaya I.V. Development of systems of transfer pricing in commercial banks // Scientific magazine «SCIENTOLOGY» Volume 9, №3 (2017) <http://naukovedenie.ru/PDF/106EVN317.pdf>
- [8] Coffey J. What is fund transfer pricing, ABA Bank Marketing, 2001,vol. 33 issue 9. P.48.
- [9] Kocakulah, M. C., &Egler, M. (2006). Funds Transfer Pricing: How to Measure Branch Profitability. JournalofPerformanceManagement, 19(1), P.45.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.64>

Volume 6, Number 322 (2018), 271 – 276

UDC 378

МРПТИ 14.35

Gulfariza S. Sultanovapost-graduate student of Altai State University
senior teacher of Zhetysu State University. I.Zhansugurova.**PEDAGOGICAL ASPECTS OF FORMATION OF PROFESSIONAL
COMPETENCE OF THE BACHELOR – ECONOMIST
OF THE NEW FORMATION**

Abstract. The article deals with the issues of professional training of bachelors of Economics in the modern University as a specific educational system. The paper specifies the specifics of professional activity of future bachelors of Economics as subjects of training. In the article the educational process is modeled, the module-rating system of training in modern higher education institution is organized; the conceptual and technological models defining understanding of essence of the contents, technologies of formation of professionally significant competences of future bachelors of economy in modern higher education institution are developed. And, in addition, the article formulates the organizational and pedagogical conditions that ensure the effectiveness of the model. The authors of this article analyzed the professional tasks of «academic bachelor» according to the research program and on its basis developed the structure of professional competence of "academic bachelor", considered the components of the proposed structure and identified the levels of professional competence of future «academic bachelors». The necessity of modeling the system of formation of professional competence of future economists, which consists of a number of interrelated components: goals, patterns, principles, objectives, main directions, organizational forms, methods of training and education, tools, results.

Key words: professional competence; "academic bachelor"; professional tasks; cognitive component; functional component; commutative component; reflexive component; socio-psychological competence.

1. INTRODUCTION

The purpose of vocational education at the present time is to prepare a qualified employee of the appropriate level and profile, competitive in the labor market, competent, fluent in their profession and oriented in related fields, ready for continuous professional growth, social and professional mobility [1].

Harmoniously take into account both social and personal needs of the individual in the learning process allow the idea of key competencies, which was formed in foreign social theory and practice at the end of the XX century. This idea was the basis of the competence approach in education [2].

In pedagogical researches the formation of professional competences is considered as the most important component of continuous professional development of the personality. At the same time, it is emphasized that at any stage of his / her professional development, a person cannot consider himself / herself to be completely completed either as a person or as a professional. Competence approach in education focuses on the development of abilities, their productive use, without denying the fundamental role of knowledge in training [3].

2. METHODOLOGY

The methodological and theoretical basis of the study was:

philosophical, pedagogical and psychological theory of personality development in the process of educational activity (L. S. Vygotsky, A. N. Leontiev, S. L. Rubinstein and others.);

- leading theories and concepts of development of professional education, the theory of professional pedagogy and psychology (S. Y. Batyshev, Baidenko, A. P. Belyaev, B. S. Gershunsky, A. K. Markov, S. M. Markova, L. M. Mitina, A. Y. Nayn, A. M. Novikov, Yu.N. Petrov, G. M. Serikov, I. P. Smirnov, S. D. Smirnov, A. I. Subetto, Yu. G. Tatur, etc.);

- Research in the field of education technologization (P. R. Atutov, K. Ya. Vazina, V. V. Guzeev, M. V. Klarin, M. P. Choshanov, etc.);

- the General theoretical principles of competence-based approach (Baidenko, A. S. Belkin, I. A. Zimnyaya, A. Y. Petrov, A. V. Khutorskoy, Y. Tatur, J. Raven, P. Early, D. J. Jirasinghe, G. E. Lyons, S. Short, etc.);

- psychological and pedagogical research of professional competence (V. A. G. Antropova, I. V. Gervald, I. V. Grishina, O. M. Gushchina, L. N.). Zakharova, E. F. Zeher, S. E. Shishov);

- a study of professional pedagogical features of training of students of economic specialties (A. A. Babenko, A. A. Emelyanov, A. Lukyanov, G. G. Mahadeva, G. N. Svetlakov, O. V. Yudina, etc.)

Method of research:

1) theoretical (analysis and synthesis of philosophical, sociological, psychological, physiological, pedagogical researches on the problem of competence approach in continuous professional development; abstraction and concretization, analogy);

2) empirical (study of documents and results of activity, observation, survey, method of expert assessments, method of diagnosing control works, pedagogical experiment, study and generalization of professional and pedagogical experience of working teachers).

3. RESULTS

Experimental study of the formation of the competence of future economists in the process of teaching disciplines was conducted at the departments of the faculty of law and economics [4]. The study covered 125 students of economic specialties, including 64 people of the experimental group and 61 people of the control group. Mass inspection was carried out at Zhetysu State University.

In experimental work the following research methods were used:

1) methods of empirical level (method of observation, survey methods, method of diagnosing control works, method of pedagogical experiment);

2) theoretical level methods (analysis and synthesis, comparison, generalization, induction and deduction) [5].

The method of pedagogical experiment is undoubtedly the main method of pedagogical science. It has a complex nature, as it involves the joint use of methods of observation, survey, diagnostic control works, the creation of special situations, etc. The Essence of the experiment is that it puts the phenomena under study in certain conditions, creates systematically organized situations, and reveals the facts on the basis of which a non-random relationship between the experimental effects and their objective results is established [6].

As a rule, the experiment is based on a comparison of the control and experimental groups, allows determining the relationship between the dependent and independent variables (methods and means of training and its results in strictly fixed conditions). At the same time, pedagogical research is usually limited to the most important variables, and it is assumed that the rest are not significant.

In order for the experiment to be effective, it is necessary to [7]:

- clearly articulate its objectives;

- to develop signs and criteria by which the phenomenon will be studied, the result will be evaluated;

- choose the best means to achieve the goal.

The construction of the program of experimental work was associated with the definition of its purpose, objectives, stages, content and conditions of its organization.

Experimental and research work was carried out in three stages. It covers the period from 2013 to 2018 [8].

The first stage (2013-2015) was devoted to the study and analysis of domestic and foreign sources, special literature and pedagogical publications. At this stage, the authors identified the problem, formulated a hypothesis, and defined the goals and objectives of the study. An ascertaining experiment was carried out.

Main research methods: General scientific theoretical methods; observation; interviews; questionnaire; study of normative documents reflecting the content of professional training; study of innovative experience on the problem of research.

At the second stage (2015-2017) the model of formation of professional competence of the future economist in higher education institution was developed; theoretical positions were checked, organizational and pedagogical conditions of experimental training were specified and corrected,

empirical material during the forming experiment was accumulated. Experimental work was carried out in natural conditions, teaching students at the University [9].

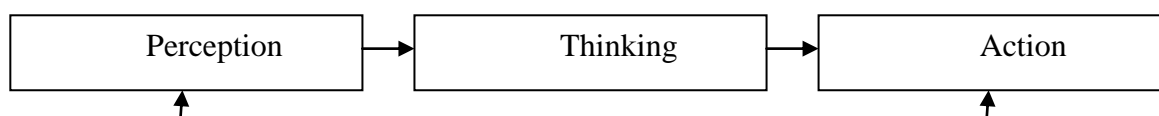
Applied research methods at this stage: pedagogical experiment; analysis of pedagogical activity of teachers and reflection, own pedagogical experience; questioning; research of dynamics-development of abilities of students; processing of the received data.

At the third stage (2017-2018) the analysis, scientific and theoretical generalization and interpretation of the data obtained during the experiment were carried out [10].

At this stage, the following research methods were used: analysis of the validity of theoretical positions and their correction; ranking of the actual material; analysis of the data of students' development; comparison of the final and initial data; quantitative and qualitative processing of the results.

Activity-oriented teaching implies not only the assimilation of the theoretical material, but also the actions themselves. Theory is absorbed through solving increasingly complex professional-practical problems [11].

The process of activity-based learning is schematically shown in scheme 2. In this form of learning the repetition cycle of the triad: the perception — thinking — action.



Scheme 2 - The process of activity-based learning
(Compiled by the authors based on research).

The experimental study was conducted within the framework of the educational program for training specialists in economic specialties [12].

In the development of methods and technologies of teaching students of economic specialties should be based on the objectives, the content of the subjects studied and the activities that should be mastered by a specialist in the learning process. Normative legal document in determining the activities of a specialist in a particular area is the State educational standard of higher professional education. "Educational standards are the stabilizing elements in the development of higher education that maintain educational consistency, to maintain academic mobility, to solve the problem of comparability of diplomas of various universities of Kazakhstan" [13].

State educational standards of economic specialties determine the basic regulatory requirements for graduates.

Types of professional activity to which the graduate is prepared:

- financial-economic;
- research;
- * organizational and managerial;
- information-analytical.

A certified specialist must:

* have a systematic understanding of the structures and trends of development of Kazakhstan and the world economy [14];

* understand the diversity of economic processes in the modern world, their relationship with other processes taking place in society;

* be able to use knowledge of the theory of Finance, money, credit in their practice;

* know the basics of the organization of monetary regulation, the relationship between the different parts of the monetary turnover, monetary and trade turnover, the basics of banking and stock exchange business, the basics of the organization of taxation and insurance, state and municipal Finance [15];

* be prepared for professional activities in financial and credit institutions, including the foreign economic sphere, able to work independently in positions that require an analytical approach in unusual situations;

* solve non-standard tasks, predict economic processes in the sphere of monetary, financial and credit relations [16];

* to see the prospects of development of financial and credit relations and prospects of their professional activities;

- * be competitive, have knowledge of related specialization;
- * be able to organize their work on a scientific basis, own computer methods of collection, storage and processing of information used in the field of his professional activities, use modern information technology.

At the beginning of experimental work the analysis of the curriculum and General education program of students of economic specialties was carried out, which allowed to reveal the logic of presentation of the content of academic disciplines in mathematics, econometrics, mathematical methods in Economics, and information systems in Economics [17].

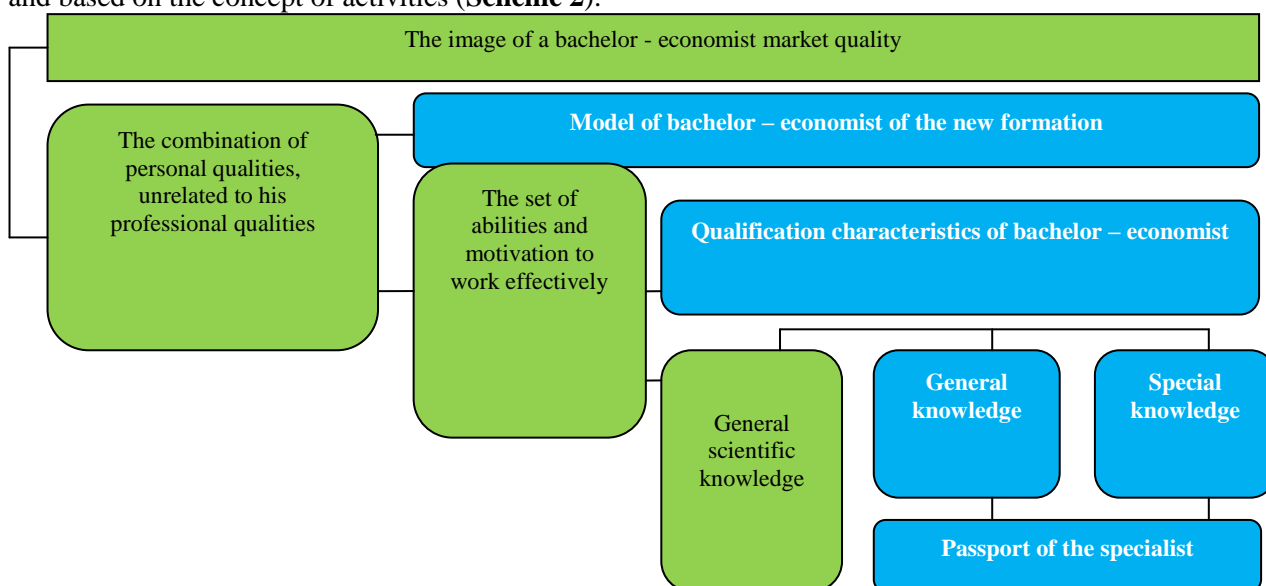
Analysis of the conceptual and terminological apparatus of special subject areas allowed to reveal the relationship between the cycle of mathematical disciplines and cycles of General and special disciplines and to create a single space of economic development of students.

On the basis of the analysis of the subject space of economic development of students can formulate the following requirements for the level of training of a specialist of economic specialty in the cycle of mathematical disciplines:

- * understand the role of mathematics as a fundamental discipline for economic disciplines;
- * possess the necessary mathematical and statistical tools of economic research;
- * know the basic mathematical methods and models used in decision-making processes;
- * apply econometric methods, actuarial calculations to solve professional problems;
- * have theoretical knowledge of modern and promising information systems used in the financial and economic sphere [18];
- * possess algorithmic and system-information skills of working with modern information systems in the economic sphere of society, skills of automated information processing in solving professional problems.

The formation of a competent specialist may, in our view, if you highlight a complex of pedagogical conditions, including:

- > The formation of the internal motivation of professional training i.e. focuses on self-awareness, collaborative activities, new knowledge [19];
- > The contents of the educational process must be based upon the qualifying characteristics of the profession and models of the graduate [20];
- > Respect of gradualism in training related to the gradual preparation of students for independent professional activities [21];
- > Building a learning activity and reflection basis. The allocated pedagogical conditions contribute to the convergence of the processes of professional learning with the realities of modern life and production, and based on the concept of activities (**Scheme 2**).



Scheme 2 - The model structure of the bachelor of Economics (Compiled by the authors based on the research) [22]

4. CONCLUSION

The analysis revealed a number of contradictions:

- * between the needs of society, modern requirements of the labor market and existing approaches to the professional training of students of economic specialties;
- * between the need for the formation of professional competence of students of economic specialties and the lack of development of the mechanism of this process;
- * between the level of requirements for the training of future economists and the actual level of readiness of students for professional activities.

The formulated contradictions caused the urgency of the problem associated with the search for pedagogical conditions that ensure the professional competence of future specialists in the economic sphere.

REFERENCES

- [1] Abulkhanova-Slavske K. A. (1980). Activities and personality psychology. -M: Nauka, 132p.
- [2] Alekseev N. (1998). Specific pedagogy student-centered education: Textbook.-method, materials. Part 1. - Tyumen: Publishing house Tyumen state University.
- [3] Bazyleva G. V. (2004). Improving the professional competence of teachers / the magazine for Professional education "Pedagogical science to practice". New research. No. 1. - M.: DOG.
- [4] Bazyleva G. V. (2005). Professional competence of the expert: the point of view of a psychologist // Professional education, No. 12.
- [5] Bolotov V. A. Serikov V. V. (2003). Competence model: from idea to educational program // Pedagogika, No. 10.
- [6] Bondarevskaya E. V. (2000). Theory and practice of personality-oriented education. - Rostov on/D: RPU.
- [7] Bondyreva S. K. (2005). Psychological and pedagogical problems of integration of educational space: Selected works. - M.: Publishing house of Moscow psychological-social Institute; Voronezh: Publishing house NPO "MODEK" publ.
- [8] Davydov V. V. (1986). Problems of developmental teaching. - M.
- [9] Derkach A., Zazykin V. (2003). Acmeology: textbook / - SPb.: Peter, page 234.
- [10] Frolovskaya M.N. (2005). Teacher-student: the ability to understand// Alma mater (High school Herald). No. 10. P 29-33.
- [11] Frolovskaya M.N. (2007). Pedagogy in the system of professional non-teaching education // Vestnik of Moscow University. Episode 20: teacher education. No. 1. p. 35.
- [12] Frolovskaya M.N. (2011). //The development of a professional image of the teachers world// the dissertation on competition of a scientific degree of the doctor of pedagogical Sciences, Kuzbass state pedagogical Academy. Novokuznetsk. – 51p.
- [13] Frolovskaya M.N. (2013). Pedagogy of understanding in the higher school: monograph. - Barnaul: Publishing house Alt. state University. – 256p.
- [14] Frolovskaya M.N. (2015). The development of information training of bachelors in Economics [Text] // Pedagogical science. - No. 1. - Pp. 30-32
- [15] Frolovskaya M.N. (2016). Teacher education in the hermeneutic circle // Pedagogy. No. 6. p. 26-33.
- [16] Galperin P. Y. (1966). Psychology of thinking and teaching about the gradual formation of mental actions. - M.: Nauka.
- [17] Gelfman E. G. (1993). Psychological bases of designing of educational information // Psikhol. Sib. -Vol. 14. No. 6.
- [18] Gershunsky B. S. (1998). The philosophy of education. - M.: Moscow psycho-social Institute, Flint publishes.
- [19] KANTUREEV, Mansour T., FROLOVSKAYA, Marina N., SULTANOVA, Gulfariza S., SAKHYBAYEVA, Aysel T., GUSSENOV, Barkhudar Sh. Pedagogical conditions of formation professional competences of the bachelor–economist on the basis of understanding. Revista Espacios. Vol. 39, 2018 y., Number 23, Page 30.
- [20] Recovered from: <http://www.revistaespacios.com/a18v39n23/18392330.html>
- [21] KARBOZOVA, Zhanar Zh., ABDYMANAPOV, B.Sh., SALBYROVA, M.T., ORALOVA, S.Sh., GUSSENOV, Barkhudar. Principles of design of electronic educational resources. Revista Espacios. Vol. 39, 2018 y., Number 17, Page 25.
- [22] Recovered from: <http://www.revistaespacios.com/a18v39n17/18391725.html>
- [23] Koshevaya, N. S. (2015). PROFESSIONAL COMPETENCE of "ACADEMIC BACHELOR": STRUCTURE, COMPONENTS, LEVELS of FORMATION // Person, family and society: questions of pedagogics and psychology: collection of articles in mater. LIII international. scientific.- pract. Conf. № 6 (52). - Novosibirsk: Sibak.
- [24] A. Karabalina , M. Yesengulova , B. Kulbayeva , M. Sarkulov , A. Hayrusheva , Scott Alan Burton Summers. (2018). BULLETIN OF NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN. Volume 2, Number 372, 48 – 56. <https://doi.org/10.32014/2018.2518-1467> ISSN 2518-1467 (Online), ISSN 1991-3494 (Print)

Г.С. Султанова

ПЕДАГОГИЧЕСКИЕ АСПЕКТЫ ФОРМИРОВАНИЯ ПРОФЕССИОНАЛЬНЫХ КОМПЕТЕНЦИЙ БАКАЛАВРА – ЭКОНОМИСТА НОВОЙ ФОРМАЦИИ

Аннотация. В статье рассмотрены вопросы профессиональной подготовки бакалавров экономики в современном вузе как специфической образовательной системы. В работе уточняется специфика профессиональной деятельности будущих бакалавров экономики как субъектов обучения. В статье моделируется учебный процесс, организуется модульно-рейтинговая система обучения в современном вузе, разрабатываются концептуальные и технологические модели, определяющие понимание сущности содержания, технологий формирования профессионально значимых компетенций будущих бакалавров экономики в современном вузе. И, кроме того, в статье сформулированы организационно-педагогические условия, обеспечивающие эффективность реализации модели. Авторами данной статьи проанализированы профессиональные задачи «академического бакалавра» согласно программе исследования и на ее основе разработана структура профессиональной компетентности «академического бакалавра», рассмотрены компоненты предложенной структуры и выявлены уровни сформированной профессиональной компетентности будущих «академических бакалавров». Обосновывается необходимость моделирования системы формирования профессиональной компетентности будущих экономистов, которая состоит из целого ряда взаимосвязанных компонентов: цели, закономерностей, принципов, задач, основных направлений, организационных форм, методов обучения и воспитания, средств, результата.

Ключевые слова: профессиональная компетентность; «академический бакалавр»; профессиональные задачи; когнитивный компонент; функциональный компонент; коммутативный компонент; рефлексивный компонент; социально-психологическая компетентность.

Г.С. Султанова

ЖАҢА ФОРМАЦИЯНЫҢ ЭКОНОМИСІ - БАКАЛАВРДЫҢ КӘСІБИ ҚҰЗЫРЕТТІЛІГІН ҚАЛЫПТАСТЫРУДЫҢ ПЕДАГОГИКАЛЫҚ АСПЕКТІЛЕРІ

Аннотация. Мақалада заманауи ЖОО-да экономика бакалаврларын арнайы білім беру жүйесі ретінде кәсіби дайындау мәселелері қарастырылған. Жұмыста болашақ экономика бакалаврларының кәсіптік қызметінің ерекшелігі білім беру субъектісі ретінде анықталады. Мақалада оқу үдерісі үлгіленеді, қазіргі ЖОО-да оқытудың модульдік-рейтингтік жүйесі ұйымдастырылады, қазіргі ЖОО-да болашақ экономика бакалаврларының кәсіби маңызды құзыреттілігін қалыптастыру технологияларының, мазмұнының мәнін түсінуді анықтайтын тұжырымдамалық және технологиялық модельдер әзірленеді. Сонымен қатар, мақалада модельді іске асырудың тиімділігін қамтамасыз ететін ұйымдастыру-педагогикалық жағдайлар тұжырымдалған. Осы мақаланың авторлары зерттеу бағдарламасына сәйкес "академиялық бакалаврдың" кәсіби міндеттеріне талдау жасады және оның негізінде "академиялық бакалаврдың" кәсіби құзыреттілігінің құрылымы әзірленді, ұсынылған құрылымның компоненттері қарастырылды және Болашақ "Академиялық бакалаврлардың" қалыптасқан кәсіби құзыреттілігінің деңгейлері анықталды. Болашақ экономистердің кәсіби құзыреттілігін қалыптастыру жүйесін модельдеу қажеттілігі негізделді, ол өзара байланысты бір қатар компоненттерден тұрады: мақсаты, заңдылықтары, принциптері, міндеттері, негізгі бағыттары, ұйымдастыру нысандары, оқыту мен тәрбиелеу әдістері, құралдары, нәтижелері.

Түйін сөздер: кәсіби құзыреттілік; "академиялық бакалавр"; кәсіби міндеттер; когнитивті компонент; функционалдық компонент; коммутативті компонент; рефлексивті компонент; әлеуметтік-психологиялық құзыреттілік.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.65>

Volume 6, Number 322 (2018), 277 – 279

A.A. Shayakhmetova

Sh. Ualikhanov Kokshetau State University, candidate of philology, acting professor, Kokshetau, Kazakhstan
aisulu_sh@mail.ru

ON THE TRAINING OF TEACHING STAFF FOR INCLUSIVE EDUCATION UNDER THE CONDITIONS OF HIGHER EDUCATION INSTITUTION

Abstract. This scientific article provides the information on the practical realization of principles of inclusive education and the implementation of inclusive practices in the education system. The author conducted research work to identify the attitude of students and adults towards the creation of an inclusive environment and presented some methodological material that can be used to create a barrier-free learning zone.

Key words. Inclusive education, reflection, social and ethical qualities, communication skills, interpersonal relations, teaching and educational methods, constructive skills, organizational skills, informational, communicative and research competencies.

Introduction. More than 20 years of experience in implementation of inclusive education in the Republic of Kazakhstan demonstrates the readiness of society and the state to real changes in the education system. The modern mission of the national education system of Kazakhstan sounds like this: “providing quality education for all”, which is also applied to children with special educational needs. Traditionally children with special needs were trained under the conditions of specialized institutions, but thanks to efforts of scientists, educational innovators, and public figures, the idea of inclusion now becomes real. It should be noted that a lot has been done on this issue.

Materials and methods. Resource centers for the development of inclusive education have already been established in schools of Kazakhstan. For example, the first classes of inclusive education have been opened in the Secondary School No. 19 in Kokshetau city, Akmola region, since 2012; in the 2015-2016 academic year 56 classrooms were completed, and 81 students with special educational needs study in 32 secondary education classes. A teacher and his skills remain the key figure in creating favorable atmosphere according to all indicators and requirements of inclusion in education.

The realization of the first stage of implementation of inclusive practices into the education system showed that despite the fact that the teaching staff has experience in integrated education, it has difficulties with inclusive education: out of 70 teachers of Secondary School No. 19 who participated in the survey (which is 74% of the total number of school employees), 58% said that they find it difficult to teach students with special educational needs; 45-50% are in want of knowledge and skills of the main subject activity; 50% are in want of knowledge and understanding of methods of student assessment. For 46% of teachers, knowledge of the content and standards of teaching in the main subject is necessary; 33% of teachers are in want of the ability to influence student discipline and solve problems of student behavior; the same quantity of teachers (33%) indicated student counseling skills as a moderate level of demand [1, 31].

Determining of previously unsolved parts of a common problem.

The experience of implementation of inclusive education in the Boarding School of the general type in Schuchinsk city, Akmola region, showed that educational organizations need teachers who will:

- able to think innovatively and act;
- able to love children;
- have high professional qualities and excellence;
- have an integrative way of seeing the situation;
- be able not to become a destroyer of old principles, mastering innovative technologies [2, 108].

The peculiarities of retraining of school teachers are considered by JSC “National Center for Professional Development ‘Orleu’ The Institute of Professional Development in Akmola region” in the context of inclusive education. So if in 2014-2015 about 260 teachers of correctional classes studied at the refresher courses, then in 2015 teachers of inclusive practices were enrolled. Professors of "Orleu" note the lack of readiness of school teachers to inclusive education. When interviewing teachers who came for retraining, it turned out that 50% did not understand the essence of inclusion, 70% were poorly aware of their personal educational role in teaching children with special cognitive needs, and a lot do not master diagnostic tools and do not know about the individual educational route [3, 131].

Considering problems of implementation of inclusive practices in the preschool education system, teachers of the Department of Social and Age Pedagogy of the Sh. Ualikhanov Kokshetau State University indicated that such work depends on several factors: firstly, the quality of the material and technical base of preschool education organizations; secondly, the readiness of teaching staff; thirdly, the willingness of agetates and their parents to “accept” a preschooler with special educational needs in the children's team as a full-fledged member of society.

Within this context, the curriculum of the specialty “Preschool Education and Upbringing” was completed by disciplines with a new content of competencies that provide the opportunity to carry out inclusive education: social and ethical, communicative, interpersonal, teaching and educational, constructive, organizational, informational, communicative and research competencies. Thus, the content of communicative competencies includes the ability to listen to partners in interaction without bias; to develop tolerance; to be able to differentiate adequate and inadequate, verbal and non-verbal components of communication. Teaching and educational competence is focused on the knowledge of scientific-theoretical and applied fundamentals of diagnostics, psychological readiness of a child for school learning, creating a substantive, developing environment of independent, cognitive and creative activity of children, etc. [4, 59].

As it is seen, a teacher’s readiness to implement principles of inclusion in education has many facets that are not complete in their characteristics.

The analysis of the undergraduate educational programs allows us to conclude that until 2016, universities did not include the subject “Inclusive Education”. In particular, at our university (Sh. Ualikhanov Kokshetau State University) teachers of the Department of Social and Age Pedagogy developed and conducted short-term courses on the theme “Pedagogy of Inclusion”, which allowed certifying 23 teachers. However, as the practice of teaching inclusion shows, such courses cannot fully ensure the professional readiness of teachers to work in inclusive classes.

Since 2016, the subject “Inclusive Education” has been introduced as a mandatory component for pedagogical specialties. Previously, we conducted surveys that determined the degree of awareness and understanding of principles of inclusion among students of pedagogical specialties. In total, 137 students of the 3rd course of pedagogical specialties participated in the survey: biologists, mathematicians, educational psychologists, social teachers, philologists, etc. 84% never heard of inclusion and inclusive education, 11% understand it by analogy with “all inclusive”, and 5% have heard of such a system of education. After conducting several classes, in order to select this discipline as a component of choice, 90% of students expressed a lack of understanding and rejection of this form of schooling. For example, university professors, while meeting principles and ideas of inclusion, also expressed bewilderment about teaching children with equal opportunities (Refresher courses at the University, May 2016).

After conducting classes on the discipline "Inclusive Education", students of the specialty “Social Pedagogy and Self-Cognition” and “Preschool Education and Upbringing” were re-interviewed (14 people). It was revealed that they understand and accept principles of inclusive education and note the humanistic nature of education.

In general, it is too early to talk about the ubiquitous preparation and globalization of ideas of inclusive education at high school, since difficulties that arise when promoting inclusion in our society have social and emotional character.

Conclusions and offers

It is necessary to revise standards of education; inclusion should be one of general education disciplines, to become on the same level with such subjects as History of Kazakhstan, Philosophy, foreign and Kazakh languages, Informatics, Developmental Psychology. This subject should be also entered not

only for pedagogical specialties, but also for technical, agricultural specialties, etc., since graduates of a principal educational program can be involved in any field.

Thus, to promote ideas of inclusion, it is necessary to teach students the basics of defectology, diagnostics, counseling, and equip them with knowledge in the field of pedagogical tolerance, tact and ethics.

REFERENCES

[1] Akhmetzhanova S.B. Teaching everyone through the improvement of the teaching process. Proceedings of the Interregional Scientific and Practical Conference. Networking cooperation of educational organizations of Akmola region on implementation of inclusive practices of teaching students with special educational needs in a secondary school. Kokshetau, 2016, 197 p.

[2] Mukhamedzhanova A.S. From the experience of implementation of inclusive education in the Boarding School of general type of Shchuchinsk city. Proceedings of the Interregional Scientific and Practical Conference. Networking cooperation of educational organizations of Akmola region on implementation of inclusive practices of teaching students with special educational needs in a secondary school. Kokshetau, 2016, 197 p.

[3] Burdinskaya O.V. Training teachers for inclusive practice in Akmola region. Proceedings of the Interregional Scientific and Practical Conference. Networking cooperation of educational organizations of Akmola region on implementation of inclusive practices of teaching students with special educational needs in a secondary school. Kokshetau, 2016, 197 p.

[4] Shayakhmetova A.A., Batyan A.V., Taldykina A.V. Psychological and pedagogical aspects of the implementation of inclusive education in the work of modern preschool institutions. Proceedings of the Interregional Scientific and Practical Conference. Networking cooperation of educational organizations of Akmola region on implementation of inclusive practices of teaching students with special educational needs in a secondary school. Kokshetau, 2016, 197 p.

А.А. Шаяхметова

Кокшетауский государственный университет им.Ш.Уалиханова, г.Кокшетау, Казахстан

О ПОДГОТОВКЕ ПЕДАГОГИЧЕСКИХ КАДРОВ К ИНКЛЮЗИВНОМУ ОБРАЗОВАНИЮ В УСЛОВИЯХ ВУЗА

Аннотация. В научной статье представлена информация по практической реализации принципов инклюзивного образования и внедрения инклюзивных практик в систему образования. Автор провел исследовательскую работу по выявлению отношения учащихся и взрослых к созданию инклюзивной среды и представил некоторый методический материал, который можно использовать при создании безбарьерной зоны обучения.

Ключевые слова. Инклюзивное образование, рефлексия, социально-этические качества, коммуникативные способности, межличностные отношения, воспитательно-образовательные методы, конструктивные навыки, организаторские способности, информационно-коммуникативные и исследовательские компетенции.

А.А. Шаяхметова

Ш.Уалиханов атындағы Кокшетау мемлекеттік университеті

УНИВЕРСИТЕТ ЖАҒДАЙЫНДА ИНКЛЮЗИВТІ БІЛІМ БЕРУ ҮШІН ПЕДАГОГТАРДЫ ОҚЫТУ

Аннотация. Ғылыми мақалада инклюзивтік білім принциптерінің практикалық іске асыру білім беру жүйесінде инклюзивті тәжірибені енгізу туралы ақпарат беріледі. Автор оқушылар мен ересектердің инклюзивті ортаның құруға деген қарым-қатынасын анықтау үшін зерттеу жұмыстарын жүргізді және кедергісіз оқыту аймағын құру үшін пайдаланылуы мүмкін кейбір әдістемелік материалдарды ұсынды.

Түйінді сөздер. Инклюзивті білім беру, рефлексия, әлеметтік – этикалық қасиеттер, қарым-қатынас дағдылары, тұлғааралық қарым-қатынас, білім беру әдістері, сындарлы дағдылар, ұйымдастырушылық дағдылар, ақпараттық – коммуникациялық және ғылыми-зерттеу құзыреттері.

МАЗМҰНЫ

<i>Беспяева Р.С., Бугубаева Р.О., Мануэль Ф. Грела</i> 2. Көрсеткіштердің теңдестірілген жүйесі негізінде Щучинск-Бурабай курорттық аймағын дамытудың кешенді стратегиясын қалыптастыру.....	5
<i>Аюпова З.К., Құсайынов Д.Ө.</i> Азаматтық процесстерді жетілдірудегі интеграцияның кейбір қырлары.....	13
<i>Құсайынова А. А., Вальдемар Козловски, Геращенко И. П.</i> Қазақстан республикасындағы міндетті әлеуметтік сактандырудың қаржылық-құқықтық тетіктерінің ерекшеліктері.....	21
<i>Дюсенов Б.Д.</i> Эпиграфикалық ескерткіштердің лингвистикалық ерекшеліктері.....	28
<i>Джумадилова Ш.Г., Атабай Б.Ж.</i> Қазақстандағы халықтың жинақтарының динамикасы.....	33
<i>Карабалина А.А., Альситова А. Б., Кереймаганбетова Ж.Н., Абишева Н. М.</i> Құндылық – рухани-адамгершілік білім беру негізі.....	42
<i>Кенжебаева Д.К., Өрмөрза Б. Ғ., Дашигин Махаммадли.</i> Қазақстандық заманауи жастардың құндылығы.....	51
<i>Нурманова А.Ш., Медерова Д.Е., Дюсенов Б.Д.</i> «Бөкейхан әулетінің талдыбейіт қорымы» эпиграфикалық ескерткіштері тарихи дереккөз ретінде.....	67
<i>Қыдырова Ж.Ш., Онласынов Е.З., Абишова А.У., Шадиева А.А.</i> Оңтүстік Қазақстан облысы сүт және сүт өнімдері нарығындағы жағдайды зерттеу	79
<i>Абишова Г.У., Аманжолов Р., Мынбаева Б.Н., Ибрагимова Д.И.</i> ЖОО-да биолог-студенттердің жобаларды ұйымдастырылуы мен орындалуына даярлығы.....	87
<i>Балтабаева А.Ю., Ризаходжаева Г.</i> Мәдени интеграция үдерісіндегі жібек жолының феномені.....	91
<i>Бурганова Р.И., Абдугалина С.Е., Туякова А.Е.</i> Студенттерге бағытталған білім беру арқылы білім сапасын арттыру.....	102
<i>Галиева А.Х., Саду Ж.Н., Кулубеков М.Т., Казбекова Л.А.</i> Қазақстандағы шетелдік инвестиция тартудың институционалдық жағдайын (талаптарын) бағалау.....	105
<i>Джалылов З.Г., Батырхан Б.Ш.</i> XX ғ. екінші жартысындағы шетелдік исламтанушылардың ислам және саясат туралы теориялық дискурсы.....	112
<i>Джумабекова А.Т., Канатова А.Ж.</i> Қаржылық ынтымақтастық жағдайларындағы Қазақстан республикасының ұлттық банкінің өткізу механизмінің өзгеруі.....	119
<i>Дүйсен Г. М., Айтжанова Д. А.</i> Қазақстан және Орталық Азия елдеріндегі көші-кон процесстері дамуының мәселелері мен ерекшеліктері	124
<i>Есенғұлова М.Н.</i> Қазақстандағы «Қиын балаларды» оңалтудың және әлеуметтендірудің психологиялық ерекшеліктері	134
<i>Жакишева К.М., Жуманова Д.Т., Мукашева Г.М.</i> Экономиканың аграрлық секторының тұрақты дамуына арналған ауыл шаруашылық кәсіпорындарының қаржылық шарттарын мониторингін рөлі.....	146
<i>Жахина Б.Б.</i> Қазақ тілінен функционалдық сауаттылықты қалыптастырудың ұстанымдары.....	151
<i>Идресова У.Х., Садуахасова З.Ж., Муханова А.Т.</i> Криминалистика.....	156
<i>Савельева В. В.</i> Қазақстандағы кредит технологиясын пайдалану және дамуының тарихи және педагогикалық базасы.....	160
<i>Қалиева Т.М., Сембиева Л.М.</i> Ұлттық ресурстар және ұлт байлығы.....	165
<i>Каримова Р.У., Хаджиева Г.У.</i> ҚХР Ұлттық саясаты контекстіндегі ШҰАА-ның этносаяси және әлеуметтік-экономикалық трансформациясы мәселесі.....	176
<i>Керімбек Ғ., Молдашбаева Л., Джрауова Қ., Ажмухамедова А., Мизанова А.</i> Қазақстан республикасының республикалық бюджетіне түсетін салық түсімдерінің көрсеткіштерін талдау және бағалау.....	185
<i>Жолдасбекова С.А., Парманкулова П.Ж., Асаналиев М.К.</i> Мүмкіндігі шектеулі балаларды дамытудағы ұлттық ойындар.....	195
<i>Молдакенова Е.К., Байгабулова К.К., Онаева Б.Т.</i> БҚО-да инновациялық үрдістерді басқарудың аймақтық аспектілігі жүйесінің дамуының жолдары.....	203
<i>Мұратова Г.К., Шаушенова А.Г., Жумасеитова С.Д., Оңғарбаева М.Б.</i> Білім беру үрдісінде бұлттық технологияларын қолдану.....	209
<i>Несіпбеков Е. Н., Анпакова Г.Н.</i> Кәсіпорынның инвестициялық портфельін қалыптастырудың теориялық аспектілері	214
<i>Нургабылов М.Н., Барлыков Е.К., Егембердиева С.М.</i> ҚР есеп өнеркәсібінің дамуының басқаруының трендсі.....	220
<i>Нұрымбетов Т.Я., Абишова А.У., Уразбаева Г.Ж., Қыдырова Ж.Ш., Байнеева П.Т., Абишо Н.У.</i> Модернизациялық жағдайындағы қр халқын әлеуметтік қолдауының басымдықтары.....	224
<i>Рахимова С. А., Турғумбекова М. М.</i> Қазақстан республикасындағы шағын және орта бизнестің мемлекеттік қолдау бағдарламалары және олардың тиімділігін жүзеге асыру шаралары.....	233
<i>Руденко Е.И.</i> Орталық пен Оңтүстік Азия мемлекеттері арасындағы ұғынудың бұрмалануы – «Жұмсақ күш» факторы мен ақпараттық қауіпсіздіктің проблемасы ретінде.....	241
<i>Тохтабаева Ш.</i> Қазына-сандық.....	251
<i>Утепкалиева К.М., Сабирова Р.К., Кенбаева Г.У.</i> Мұнай-газ секторындағы мемлекеттік-жеке серіктестікті дамыту.....	260
<i>Мыңбаев Д. Е.</i> Банкте басқару есебін ұйымдастыру тұжырымдамасы.....	265
<i>Султанова Г.С.</i> Жаңа формацияның экономисі - бакалаврдың кәсіби құзыреттілігін қалыптастырудың педагогикалық аспектілері.....	271
<i>Шаяхметова А.А.</i> Университет жағдайында инклюзивті білім беру үшін педагогтарды оқыту.....	277

СОДЕРЖАНИЕ

<i>Беспяева Р.С., Бугубаев Р.О., Мануэль Ф. Грела.</i> Формирование комплексной стратегии развития Щучинско-Боровской курортной зоны на основе сбалансированной системы показателей.....	5
<i>Аюпова З.К., Кусаинов Д.У., Уинстон Наган.</i> Некоторые грани интеграции в совершенствовании гражданского процесса.....	13
<i>Кусаинова А.А., Козловски Вальдемар, Геращенко И.П.</i> Обзор некоторых особенностей финансово-правового механизма обязательного социального страхования в республике Казахстан.....	21
<i>Дюсенов Б.Д.</i> Лингвистические особенности эпиграфических памятников.....	28
<i>Джумадилова Ш.Г., Атабай Б.Ж.</i> Динамика сбережений населения в Казахстане.....	33
<i>Карабалина А.А., Альситова А. Б., Кереймаганбетова Ж.Н., Абишева Н. М.</i> Ценность как базовая основа духовно-нравственного образования.....	42
<i>Кенжебаева Д.К., Урмурзина Б.Г., Дашигин Махаммадли.</i> Ценности современной молодежи Казахстана.....	51
<i>Нурманова А.Ш., Медерова Д.Е., Дюсенов Б.Д.</i> Эпиграфические памятники «Некрополи Талдыбейит династии Бокейхановых» как исторический источник.....	67
<i>Кыдырова Ж.Ш., Онласынов Е.З., Абишова А.У., Шадиева А.А.</i> Исследование ситуации на рынке молока и молочной продукции южно-казахстанской области.....	79
<i>Абишова Г.У., Аманжолов Р., Мынбаева Б.Н., Ибрагимова Д.И.</i> Готовность студентов-биологов к организации и выполнению проектов в вузе.....	87
<i>Балтабаева А.Ю., Ризаходжаева Г.</i> Феномен великого шелкового пути в процессе культурной интеграции.....	91
<i>Бурганова Р.И., Абдугалина С.Е., Туякова А.Е.</i> Повышение качества образования посредством студентоцентрированного обучения.....	102
<i>Галиева А.Х., Саду Ж.Н., Кулубеков М.Т., Казбекова Л.А.</i> Оценка институциональных условий привлечения иностранных инвестиций в Казахстане.....	105
<i>Джалылов З.Г., Батырхан Б.Ш.</i> Теоретический дискурс об исламе и политике зарубежными исламоведами второй половины XX в.	112
<i>Джумабекова А.Т., Канатова А.Ж.</i> Трансформация трансмиссионного механизма национального банка республики в условиях финансовой нестабильности.....	119
<i>Дүйсен Г.М., Айтжанова Д.А.</i> Проблемы и особенности развития миграционных процессов в Казахстане и странах Центральной Азии.....	124
<i>Есенгулова М.Н.</i> Психологические особенности реабилитации и социализации "Трудных подростков" в Казахстане".....	134
<i>Жакишева К.М., Жуманова Д.Т., Мукашева Г.М.</i> Роль мониторинга финансового состояния сельскохозяйственных предприятий в обеспечении устойчивого развития аграрного сектора экономики.....	146
<i>Жахина Б.Б.</i> Принципы формирования функциональной грамотности казахского языка.....	151
<i>Идресова У.Х., Садуахасова З.Ж., Муханова А.Т.</i> Криминалистика.....	156
<i>Савельева В.В.</i> Исторические и педагогические основы формирования и разработки кредитной технологии в Казахстане.....	160
<i>Калиева Т.М., Сембиева Л.М.</i> Национальные ресурсы и богатство нации.	165
<i>Каримова Р.У., Хаджиева Г.У.</i> К вопросу об этно-политической и социально-экономической трансформации СУАР в контексте национальной политики КНР.....	176
<i>Керимбек Г., Молдашбаева Л., Джрауова Қ., Ажмухамедова А., Мизанова А.</i> Анализ и оценка показателей налоговых поступлений в республиканский бюджет республики Казахстан.....	185
<i>Жолдасбекова С.А., Парманкулова П.Ж., Асаналиев М.К.</i> Народные игры в развитии детей с ограниченными возможностями.....	195
<i>Молдакенова Е.К., Байгабулова К.К., Онаева Б.Т.</i> Пути развития системы регионального аспекта управления инновационными процессами в АПК.....	203
<i>Муратова Г.К., Шаушенова А.Г., Жумасеитова С.Д., Онгарбаева М.Б.</i> Применение облачных технологий в образовательном процессе.....	209
<i>Несипбеков Е.Н., Аппакова Г.Н.</i> Теоретические аспекты формирования инвестиционного портфеля предприятия.....	214
<i>Нургабылов М.Н., Барлыков Е.К., Егембердиева С.М.</i> Тенденции управления развитием мясоперерабатывающей отрасли в РК.....	220
<i>Нурымбетов Т.Я., Абишова А.У., Уразбаева Г.Ж., Кыдырова Ж.Ш., Байнеева П.Т., Абишов Н.У.</i> Приоритеты социальной поддержки населения РК в условиях модернизации.....	224
<i>Рахимова С. А., Турдумбекова М. М.</i> Программы государственной поддержки мсб в республике Казахстан и меры по повышению их результативности	233
<i>Руденко Е.И.</i> Искаженность восприятия между государствами Центральной и Южной Азии как проблема фактора «Мягкой силы» и информационной безопасности.....	241
<i>Тохтабаева Ш.</i> Сундук – сокровищница	251
<i>Утепкалиева К.М., Сабирова Р.К., Кенбаева Г.У.</i> Развитие государственно-частного партнерства в нефтегазовой отрасли.....	260
<i>Мынбаева Д. Е.</i> Концепция организации управленческого учета в банке.	265
<i>Султанова Г.С.</i> Педагогические аспекты формирования профессиональных компетенций бакалавра – экономиста новой формации.....	271
<i>Шаяхметова А.А.</i> О подготовке педагогических кадров к инклюзивному образованию в условиях вуза.....	277

CONTENTS

<i>Bespayeva R.S., Bugubayeva R.O., Manuel F. Grela.</i> Formation of the complex strategy for development of the Schuchinsk-Burabay resort area based on the balanced system of indicators.....	5
<i>Ayupova Z.K., Kussainov D.U., Winston Nagan.</i> Some facets of integration in the modernization of the civil process.....	13
<i>Kussainova A.A., Kozlowski Waldemar, Gerashchenko I.P.</i> The review of some features of the financial legal mechanism of obligatory social insurance in the republic of Kazakhstan.....	21
<i>Dyussenov B.D.</i> Linguistic features of epigraphic monuments.....	28
<i>Jumadilova Sh.G., Atabay B.Zh.</i> Dynamics of the population savings in Kazakhstan.....	33
<i>Karabalina A.A., Alsitova A.B., Kereimaganbetova Zh.N., Abisheva N.M.</i> The values as critical factor of moral education...	42
<i>Kenzhebayeva D.K., Urmurzina B.G., Dashqin Mahammadli.</i> The modern youth values in Kazakhstan.....	51
<i>Nurmanova A.S., Mederova D.E., Dyussenov B.D.</i> “Bokeykhanov dynasty taldybeyit necropolis” epigraphic monuments as a historical source.....	67
<i>Kydyrova Zh.Sh., Onlasynov E.Z., Abishova A.U., Shadieva A.A.</i> Research of the situation in the market of milk and dairy products of the south Kazakhstan region.....	79
<i>Abishova G.U., Amanzholov R.A., Mynbayeva B.N., Ibragimova D.I.</i> Readiness of students-biologists for the organization and implementation of projects at the university.....	87
<i>Baltabayeva A.Y., Rizakhoyayeva G.</i> The phenomenon of the great silk road in the cultural integration process.....	91
<i>Burganova R.I., Abdugalina S.E., Tuyakova A.E.</i> Improving the quality of education through student-centered education...	102
<i>Galiyeva A.Kh., Sadu Zh.N., Kulubekov M.T., Kazbekova L.A.</i> Assessment of the institutional terms of the foreign investments encouragement in Kazakhstan	105
<i>Dzhalilov Z.G.</i> Theoretical discourse on islam and politics in foreign humanism of the second half of 20th century.....	112
<i>Dzhumabekova A.T., Kanatova A.ZH.</i> Transformation of the transmission mechanism of the national bank of the republic in the conditions of financial instability.....	119
<i>Suleimenov R.B.</i> Problems and features of the development of migration processes in Kazakhstan and Central Asia.....	124
<i>Yesengulova M.N.</i> Psychological aspects of reintegration and resocialization of “Trouble” adolescents in Kazakhstan.....	134
<i>Zhakisheva K.M., Zhumanova D.T., Mukasheva G.M.</i> The role of monitoring the financial condition of agricultural enterprises in ensuring sustainable development of the agrarian sector of the economy.....	146
<i>Zhakhina B.B.</i> Principles of functional literacy formation of the kazakh language.....	151
<i>Idresova U.Kh., Saduahasova Z.Zh., Mukhanova A.T.</i> Criminalistics.....	156
<i>Saveliyeva V.V.</i> Historical and pedagogical bases of formation and development of credit technology in Kazakhstan.....	160
<i>Kaliyeva T.M., Sembiyeva L.M.</i> National Resources and national wealth.....	165
<i>Karimova R., Hajiyeva G.</i> Examining ethno-political and SOCIO-economic transformation of the xinjiang uyghur autonomous region in the context of the PRC national policies.....	176
<i>Kerimbek G., Moldashbayeva L., Jrauova K., Azhmukhamedova A., Misanova A.</i> Analysis and evaluation of reduction of tax recovery of the republic of kazakhstan on the budget of the republic of Kazakhstan.....	185
<i>Zholdasbekova S.A., Parmankulova P.Zh., Assanaliyev M.K.</i> Folk games in the education of children with physical, mental and sensory disturbances.....	195
<i>Moldakenova E.K., Baygabulova K.K., Onaeva B.T.</i> Ways of development of the system of the regional aspect of managing innovative processes in the APC.....	203
<i>Muratova G.K., Shaushenova A.G., Zhumassseitova C.D., Ongarbayeva M.B.</i> Application of cloud technologies in the educational process.....	209
<i>Nesipbekov Ye. N., Appakova G.N.</i> Theoretical aspects of the enterprise investment portfolio set-up.....	214
<i>Nurgabylov M.N., Barlikov E.K., Egemberdieva S.M.</i> Trends of management of the development of meat processing industry in RK.....	220
<i>Nurymbetov T.Ya., Abishova A.U., Urazbaeva G.Zh., Kydyrova Z.Sh., Baineeva P.T., Abishov N.U.</i> Priorities of social support of the population of republic of Kazakhstan in the conditions of modernization.....	224
<i>Rakhimova S. A., Turgumbekova M. M.</i> Programs of government support for sme in the republic of Kazakhstan and measures to enhance their efficiency.....	233
<i>Rudenko Ye.I.</i> Misperception between the states of Central and South Asia as a ‘Soft power’ and information security issue.....	241
<i>Tokhtabayeva Sh. Zh.</i> Treasure-chest.....	251
<i>Utepkaliev K.M., Sabirova R.K., Kenbaeva G.U.</i> Development of public private partnership approach in oil and gas of Kazakhstan.....	260
<i>Mynbayeva D.E.</i> Concept of organization of management accounting in bank.....	265
<i>Sultanova G. S.</i> Pedagogical aspects of formation of professional competence of the bachelor – economist of the new formation.....	271
<i>Shayakhmetova A.A.</i> On the training of teaching staff for inclusive education under the conditions of higher education institution.....	277

**PUBLICATION ETHICS AND PUBLICATION MALPRACTICE
IN THE JOURNALS OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**

For information on Ethics in publishing and Ethical guidelines for journal publication see <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

Submission of an article to the National Academy of Sciences of the Republic of Kazakhstan implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <http://www.elsevier.com/postingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, including electronically without the written consent of the copyright-holder. In particular, translations into English of papers already published in another language are not accepted.

No other forms of scientific misconduct are allowed, such as plagiarism, falsification, fraudulent data, incorrect interpretation of other works, incorrect citations, etc. The National Academy of Sciences of the Republic of Kazakhstan follows the Code of Conduct of the Committee on Publication Ethics (COPE), and follows the COPE Flowcharts for Resolving Cases of Suspected Misconduct (http://publicationethics.org/files/u2/New_Code.pdf). To verify originality, your article may be checked by the originality detection service Cross Check <http://www.elsevier.com/editors/plagdetect>.

The authors are obliged to participate in peer review process and be ready to provide corrections, clarifications, retractions and apologies when needed. All authors of a paper should have significantly contributed to the research.

The reviewers should provide objective judgments and should point out relevant published works which are not yet cited. Reviewed articles should be treated confidentially. The reviewers will be chosen in such a way that there is no conflict of interests with respect to the research, the authors and/or the research funders.

The editors have complete responsibility and authority to reject or accept a paper, and they will only accept a paper when reasonably certain. They will preserve anonymity of reviewers and promote publication of corrections, clarifications, retractions and apologies when needed. The acceptance of a paper automatically implies the copyright transfer to the National Academy of sciences of the Republic of Kazakhstan.

The Editorial Board of the National Academy of sciences of the Republic of Kazakhstan will monitor and safeguard publishing ethics.

Правила оформления статьи для публикации в журнале смотреть на сайте:

www:nauka-nanrk.kz

social-human.kz

Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 08.12.2018
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
17,7 п.л. Тираж 500. Заказ 6.