

Л.Н.Гумилев атындағы
Еуразия ұлттық
университеті
Халықаралық қатынастар
факультеті
Аймақтану кафедрасы



Евразийский
национальный университет
им. Л.Н.Гумилева
Факультет международных
отношений
Кафедра регионоведения

«Отандастар қоры»
коммерциялық емес
акционерлік қоғамы



Некоммерческое акционерное
общество
«Отандастар қоры»

«АЙМАҚТАНУДЫҢ ҚАЗІРГІ КЕЗЕҢДЕГІ МӘСЕЛЕЛЕРІ»
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ-ПРАКТИКАЛЫҚ КОНФЕРЕНЦИЯ
МАТЕРИАЛДАРЫНЫҢ ЖИНАҒЫ

«СОВРЕМЕННЫЕ ПРОБЛЕМЫ РЕГИОНОВЕДЕНИЯ»
СБОРНИК МАТЕРИАЛОВ МЕЖДУНАРОДНОЙ НАУЧНО-
ПРАКТИЧЕСКОЙ КОНФЕРЕНЦИИ



**Л. Н. Гумилев атындағы Еуразия ұлттық университеті
Халықаралық қатынастар факультеті
Аймақтану кафедрасы**

«Отандастар қоры» коммерциялық емес акционерлік қоғамы

**Евразийский национальный университет им. Л.Н. Гумилева
Факультет международных отношений
Кафедра регионоведения**

Некоммерческое акционерное общество “Фонд Отандастар”

«АЙМАҚТАНУДЫҢ ҚАЗІРГІ МӘСЕЛЕЛЕРІ»

**ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ-ПРАКТИКАЛЫҚ КОНФЕРЕНЦИЯ
МАТЕРИАЛДАРЫНЫҢ ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ МЕЖДУНАРОДНОЙ НАУЧНО-ПРАКТИЧЕСКОЙ
КОНФЕРЕНЦИИ**

«СОВРЕМЕННЫЕ ПРОБЛЕМЫ РЕГИОНОВЕДЕНИЯ»

27 наурыз 2023, Астана

УДК 327
ББК 66.4
А31

А31 «Аймақтанудың қазіргі мәселелері» халықаралық ғылыми-практикалық конференция = Международная научно-практическая конференция «Современные проблемы регионоведения». – Астана: – 247 б. - қазақша, орысша, ағылшынша.

ISBN 978-601-337-861-1

Жинаққа ғалымдардың, докторанттардың, магистранттар мен студенттердің аймақтық даму мен аймақты зерттеуге әсер ететін проблемаларды түсінуге жәрдемдесуге бағытталған баяндамалар кірді. Бұл процестерді әр түрлі аспектілерде және әр түрлі жағынан қарастыру әсіресе қазіргі кезде өзекті болып табылады.

В сборник вошли доклады ученых, докторантов, магистрантов и студентов, направленные на содействие более глубокому пониманию проблем, влияющих на региональное развитие и изучение региона. Рассмотрение данных процессов в разных аспектах, и с разных сторон особенно актуально в наши дни.

УДК 327
ББК 66.4

ISBN 978-601-337-861-1

©Л.Н. Гумилев атындағы
Еуразия ұлттық университеті, 2023

erected a minaret in Tashkent which stands until today and is known as 'Kokem's Blue Dome'.

According to reports from Mahmoud Ibn Wali, Yesim Khan died in 1628. There are other reports that Yesim Khan ruled until 1643. Yesim Khan was buried in Turkestan, near the Ahmad Yasawi mosque. The legend that connects the creation of the rule known as the "old way of Yesim Khan" with his name has survived to this day. After Yesim Khan's reign, the Kazakh Khanate fell into strife and conflict. The rule passed into the hands of Abilay Sultan who had settled in Andijan and its surrounding regions. Later, power shifted to Jangir, son of Yesim.

1. Materials on the history of Russian-Mongolian relations. 1607-1636. M., 1959, 49.

2. Collection of Knyaz Khilkov. St. Petersburg., 1879, 421.

3. Shah Mahmud Choras. Chronology // Critical text, period, comments and indexes by O. F. Akimushkin. M., 1976, 252.

4. Abul-Gazi-Bahadur Khan. The family tree of the Turks. Translation and preface by G. S. Sablukov. Kazan, 1906, 306.

5. Klyashtorny S. G., Sultanov T. I. Kazakhstan: The Chronicle of three millennia, A., 1992, 302.

6. Valikhanov Ch. Ch. Notes about the Kyrgyz. Собр. соч. в 5 т. А., 1985, т. 2, 77.

TOOLS OF CHINA'S SOFT POWER AT THE PRESENT STAGE

С.С. Исмаилов

*Евразийский национальный университет им. Л.Н.Гумилева,
магистрант кафедры Регионоведения
Астана, Казахстан
ismlv23@mail.ru*

Abstract. The policy of "soft power" has been applied for several centuries, but in international relations the concept has existed for about 30 years in the form in which it was outlined by the American political scientist J. Nye. During this time, it became popular in many countries around the world.

The phenomenon of "soft power" presupposes the ability of one state to influence other states in order to obtain the desired result through its cultural attractiveness, as well as the attractiveness of political institutions, science, education, sports, values and foreign policy. Moreover, unlike "hard power" "soft power" relies on voluntary participation rather than financial resources and coercion [1]. Today, different countries have different interpretations of the concept, which are based on different cultural and political characteristics of the state. J. Nye

has not worked out any precise mechanisms for implementing “soft influence”, so the practical application of “soft force” has overtaken its theoretical base [2].

Although the concept of “soft power” was developed taking into account American values and cultural and foreign policy peculiarities, it was not unique to China.

Confucian ideas, despite their long evolution, retained the original set of values based on ancient teachings, which suggested the priority of cultural influence over “hard force” and force intervention. Thus, according to Confucian teachings, a moral force can attract people to its side by persuading them to support the ideas that the State needs sincerely. The ancient Chinese philosopher Lao-Tzu in the treatise “Dao de Jing” spoke of “soft power” as the predominance of culture and political values over military might. [3]. In addition, the ideas of “soft power” can be traced in the Chinese stratagems, which have become an integral part of the Chinese mentality. Their essence is avoiding war and open conflicts, striving to position the opponent to their ideas.

Chinese political scientists have made a huge contribution to the development of the concept of “soft power” in the Asian region. It has become one of the main vectors in foreign policy. The task of creating and building its own “soft power” was first announced in 2007 at the 17th National Congress of the Communist Party of China in Beijing, and the concept was enshrined in official documents of the state.

One of the problems of China's “soft power” has been the lack of ideological values that can compete in attractiveness with democratic principles. China's policy began to emphasize in its international activities the freedom of diversity in the country's development paths and its non-interference in the internal affairs of other states. As a counterweight to the American development model, China introduced the “Beijing Consensus”, the main features of which were economic liberalization while maintaining an authoritarian system [4].

The “Beijing Consensus”, unlike the “Washington Consensus” used by Western countries, does not impose political conditions for economic assistance. This has led to the fact that the People’s Republic of China since 2010 is the largest creditor in Africa and Latin America, surpassing even the global financial institutions - the IMF and the World Bank. The desire to enhance the country’s positive image in the international arena is also reflected in the concept of the “Chinese dream” of Chinese President Xi Jinping. The policy of raising the standard of living of the Chinese people and of rebuilding the nation and improving its well-being was the next stage of a policy aimed at further elevating China [5].

Keywords: China, soft power, culture, Chinese diaspora, coronavirus.

The vector of realization of Chinese “soft power” is mainly connected with the spread of its culture. Chinese politicians understand culture in a broad sense, including language, traditional and contemporary art, tourism, sports, media, political values, the economic system, etc. However, it is worth noting several other strategic goals, which are mechanisms of the Chinese “soft influence”, they include:

- increase in the number of student exchanges;*
- promotion of chinese education;*

- development of public diplomacy;
- provision of financial assistance;
- assistance in building infrastructure in developing countries;
- supporting the chinese diaspora abroad as a tool to influence the business environment;
- creating a positive image by directing humanitarian and medical assistance during the COVID-19 pandemic.

At the same time, the attitude towards the effectiveness of China's "soft power" in the world is very ambiguous. While some rating agencies put China's ability to spread their cultural influence to low positions, others, on the contrary, include China in the top five in the field.

For example, in the international ranking The Portland Soft Power-30 of 2019, China ranked only 27th place [6], while Future Brand Country Index awarded China 29th place out of 75 possible [7]. The situation is different in the Global Soft Power Index 2020, compiled by the agency Brand Finance, where China took the 5th place, losing to such giant "soft power" as the USA, Germany, the UK and Japan [8].

Thus, despite the fact that the People's Republic of China is not recognized as a leader in the dissemination and effectiveness of its "soft impact", Beijing is taking the right steps, demonstrating the improvement of its international image.

One of the known directions of "soft power" to date is the Belt and Road Initiative, which has become an important component of the Chinese five-year development plan for 2016-2020 [9]. In 2013, the President of China for the first time officially put forward the idea of an economic belt, which is the revival of the famous ancient Silk Road. A month later, Xi Jinping launched the New Sea Silk Road. Through these concepts, China sought to firmly link China to European countries through an extensive network of maritime and land logistics routes that significantly shorten delivery times. The Belt and Road Initiative was one of the most ambitious trans-regional projects of modern times.

The project is interesting in terms of attracting new investments to developing regions, promoting their further economic development and building stronger economic and political ties between countries, which should ultimately lead to stabilization of the situation in the regions. At the same time, the total assets of the financial institutions created by China to finance projects in 2015-2025. amount to 1 trillion dollars. For example, the amount of money invested in the Silk Road Foundation is currently \$40 billion and RMB 100 billion [10].

However, the territorial implementation of the projects is uneven. Already now the implementation of the initiative meets with many problems, for example:

- fear of China's economic power;
- aggravating racial problems;
- is the deterioration of the environmental situation due to the low standards of Chinese production, which may further call into question the efficiency
- chinese strategic plans.

Moreover, China is creating too few jobs, preferring to employ workers from among its citizens, which is a source of discontent in almost every country involved in the Chinese project [11].

It is worth noting that the project “One Belt - One Way” contributed to the development of tourism in China. During the COVID-19 pandemic, many borders were closed, so the importance of tourism as a way to improve the country’s positive image decreased. However, gradually this direction begins to gain momentum, attracting tourists country [12]. Tourism for China is not only the income from spending tourists inside the country, which, for example, in 2018. amounted to almost 6 trillion yuan, but also new jobs for citizens, infrastructure development.

However, China's tourism industry has been hit hard during the pandemic, not only by the spread of the new coronavirus, but also by increased racial and ethnic prejudice against the Chinese population. Despite the fact that country has declared culture to be the main focus of its “soft power,” it is one of the weakest vectors in its foreign policy. The main reasons can be noted:

- a crisis of cultural identity, i.e. the need to adapt to the Western world order, which makes Chinese modern culture secondary, as well as powerful censorship operating in the country;
- an insufficient number of professional translators from Chinese, which is the reason for the low prevalence of modern Chinese literature in the world;
- negative facts from the history of the country, for example, the events in Tiananmen Square, the “Tibet issue,” the “cultural revolution” of the 60s and 70s.

All this still negatively affects the image of the country. However, it is worth noting that the promotion of traditional Chinese culture abroad is more effective. China holds various cultural festivals, cross-years with other countries, organizes exhibitions, opens cultural centers, enters into agreements in sister cities [13]. For example, 2020 was declared the year of culture and tourism between China and Italy. Chinese media are also actively involved in promoting the interests and image of the country abroad and in shaping the agenda necessary for China.

China Central Television CCTV, Xinhua News Agency, the People's Daily (*Rénmín Ribào*) newspaper and many other Chinese resources have quite successfully spread abroad to many regions of the world and publish information about modern China in the language of the country in which their branch operates, which helps to reach a much larger audience. However, mistrust remains in the Chinese media due to heavy censorship and propaganda, which also extends to news channels located abroad.

At the same time, in the modern world, knowledge of the Chinese language is becoming one of the factors in building a successful career. In an attempt to spread its cultural influence, China is increasingly striving to popularize its language. Back in 1987, the Hanban State Institute was founded to spread the Chinese language abroad. In 2004, Confucius Institutes began to be created. Currently, there are 550 Confucius Institutes and 1,172 Confucius Classes around the world, which not only promote the spread of the language, but also provide courses in Chinese painting, philosophy and cuisine. The institutes themselves are funded by the Hanban State

Institute. Moreover, the state chancellery spends about 100 thousand dollars annually on the maintenance of one Confucius Institute [14].

In this regard, the “soft power” of China’s education system is aimed not only at future leaders of other countries, but also at ordinary citizens, since after receiving higher education in China they will be able to understand the ancient philosophy and culture of the country. The Chinese leadership is investing huge amounts of money in higher education. A large number of applicants from the CIS countries, Africa and ASEAN annually apply for grants to study in China. However, young people in Europe and America prefer Western universities to Chinese ones. China is investing heavily in attracting international students. The monthly stipend for an international student can be up to RMB 3,000. According to 2018 data, about 500 thousand foreign students from 196 countries studied in China, thus making China the third most popular country for foreign students, behind only the USA and Great Britain [15]. In the Round University Ranking 2022, six Chinese universities are among the top 100 universities in the world [16].

In addition, until recently it was believed that sport was not a component of the state’s foreign policy, but today we can observe the politicization of the sports sphere. Sports successes influence the growth of recognition of the state, increase its prestige and improve the international image in other countries. China, which has chosen to train its athletes in areas with low competition, wins many medals at international sports competitions. Chinese sports centers, generously funded by the state, promoting sports and a healthy lifestyle are also producing results. The holding of the Olympics in 2008 and various international competitions enhance not only the image of China as a sports nation, but also increase the flow of tourists and capital into the country.

The Chinese diaspora currently numbers about 50 million people [17]. Overseas Chinese includes not only Chinese permanently living abroad, but also those who came to study or work. At the same time, Chinese diasporas are also among the most well-organized compared to others. Overseas Chinese is quite capable of playing the role of an effective tool of the CCP in promoting China's cultural and economic ideas. The diasporas themselves realize that such a powerful actor in international relations as China can be a guarantor of their prosperity and security. China provides significant support to overseas Chinese by creating various institutions and laws.

This issue is dealt with by institutions - The Overseas Chinese Affairs Office of the State Council of the People's Republic of China, The Ethnic Affairs Committee of the National People's Congress, one of the legally recognized political parties of the People's Republic of China, China Zhi Gong Party (*Public Interest Party of China*). These institutions are responsible for protecting the rights and interests of former citizens, maintaining contact with the homeland, monitoring the implementation of the law on protecting the rights of relatives of Overseas Chinese and re-emigrants, promoting capital attraction, promoting international economic, cultural and educational exchanges [18].

However, there are a number of problems associated with huaqiao, which are becoming a significant obstacle to the spread of China's political influence in the regions. Thus, Chinese diasporas most often maintain political neutrality in controversial issues due to fears for their position in the host countries [19]. It is worth noting the growing fear of the population of a number of countries about the so-called “Chinese demographic expansion.” In Southeast Asia, which has the largest share of huaqiao compared to other regions, there is anti-Chinese sentiment. In addition, the region still faces the problem of unresolved territorial disputes. For example, in Malaysia and Indonesia, which are predominantly Muslim, the Huaqiao are perceived as alien groups due to strong religious and political differences [20].

To summarize, it should be noted that Beijing, relying on “soft power” in its foreign policy strategy, has already made a significant breakthrough in enhancing its image and gaining leadership in international relations. By creating logistics infrastructure in developing countries, establishing cultural and educational exchanges, spreading its language abroad, and organizing the supply of humanitarian aid to other countries, the country is increasing its potential for influence in the world.

Although the effectiveness of soft power tools has not yet been adequately developed, and the Chinese way of life is still far from the attractiveness of the American one, China has already shown its potential by developing an active multi-vector policy in all regions of the world. Despite the difficulties associated with the historical past, racism and racial discrimination, low environmental standards in Chinese factories, mistrust of the Chinese political system, problems with human rights violations, as well as the instability of the world system due to the global COVID-19 pandemic, China continues to increase their “soft influence” even in these conditions.

References:

1. Aktamov I.G., Badmatsyrenov T.B. (2019). «Myagkaya sila» Kitaya: obrazovatel'nye strategii vneshnepoliticheskogo vliyaniya [China's “soft power”: educational strategies for foreign policy influence]. *Vlast'* [Power], №3, pp. 231-236.
2. Nye J.S. *Soft Power: The Means to Success in World Politics*. N.Y.: Public Affairs, 2004.– 366 p.
3. Alimov R. (2020). Velikij pohod Kitaya na bednost' [China's Great March on Poverty]. *Obozrevatel'–Observer*, № 6. pp. 91–111.
4. Vladimirova D.A., ZHurbej E.V., Karlovskaya A.A. (2020). «Myagkaya sila» vo vneshnej politike Rossii i Kitaya: osobennosti nacional'nyh strategij [“Soft power” in the foreign policy of Russia and China: features of national strategies]. *Ojkumena. Regionovedcheskie issledovaniya* [Ecumene. Regional studies.], № 1. pp. 123–137.

5. Ganoshchenko A.A. (2017). «Myagkaya sila»: dobrovol'noe vzaimodejstvie i dostup k resursam [“Soft power”: voluntary interaction and access to resources]. *Mezhdunarodnaya zhizn'* [International life], № 8, pp. 175–188.
6. A Global Ranking of Soft Power 2019. The Soft Power 30 Report 2019. Available at:
<https://softpower30.com/wp-content/uploads/2019/10/The-Soft-Power-30-Report-2019-1.pdf>
7. Future Brand Country Index 2019. Future Brand. Available at:
<https://www.futurebrand.com/uploads/FCI/FutureBrand-Country-Index-2019.pdf>
8. Global Soft Power Index 2020. Brand Finance. Available at:
<https://brandirectory.com/globalsoftpower/download/brand-finance-global-soft-power-index-2020.pdf>
9. The 13th Five-Year Plan. Available at:
[https://www.uscc.gov/sites/default/files/Research/The%2013th%20Five-Year%20Plan_Final_2.14.17_Updated%20\(002\).pdf](https://www.uscc.gov/sites/default/files/Research/The%2013th%20Five-Year%20Plan_Final_2.14.17_Updated%20(002).pdf)
10. Silk Road Fund. Available at:
<http://www.silkroadfund.com.cn/cnweb/19854/19858/index.html>
11. Tao Te Ching. (2016). Kniga o Puti i Dobrodeteli [Book of Path and Virtue]. Moscow: AST, 176 P.
12. VVP Kitaya v pervom kvartale upal na 6,8% [China's GDP fell 6.8% in the first quarter]. EKD. Available at: <https://ekd.me/2020/04/vvp-kitaya-v-pervom-kvartale-upal-na-68-cto-dalshe/>
13. Merkulov K.K. (2019). K voprosu o mezhdunarodnom znachenii «kitajskoj modeli» reform [On the question of the international significance of the “Chinese model” of reforms]. *Kitaj v mirovoj i regional'noj politike. Istorija i sovremennost'* [China in world and regional politics. History and modernity.], № 24, pp. 314–329.
14. Suhadol'skaya L.L. (2018). Rol' «myagkoj sily» kul'tury v realizacii strategicheskikh novacij Kitaya [The role of “soft power” of culture in the implementation of strategic innovations in China]. *Rossiya i Kitaj: istoriya i perspektivy sotrudnichestva* [Russia and China: history and prospects for cooperation.]. *Blagoveshchensk: Blagoveshchenskij gosudarstvennyj pedagogicheskij universitet* [Blagoveshchensk State Pedagogical University], pp. 603–607.
15. V 2018 godu v Kitae obuchalos' okolo 500 tys. inostrannyh studentov [In 2018, about 500 thousand foreign students studied in China]. Xinhuanet. Available at: http://russian.news.cn/2019-04/13/c_137973888.htm
16. World University Rankings 2022. Round University Ranking. Silk Road Fund. Available at: <https://roundranking.com/ranking/world-university-rankings.html#world-2023>

17. Fenomen huacyao. Pochemu kitajskie emigranty ne boyatsya vozvrashchat'sya na rodinu [Huaqiao phenomenon. Why Chinese emigrants are not afraid to return to their homeland]. Magazeta. Available at: <https://magazeta.com/huaqiao>

18. Safronova E.I. (2018). XIX s"ezd KPK, proekt OPOP i otnosheniya Kitaya s razvivayushchimsya mirom [19th CPC Congress, the OBOR project and China's relations with the developing world]. *Kitaj v mirovoj i regional'noj politike. Istoriya i sovremennost'* [China in world and regional politics. History and modernity], № 23, pp. 154–170.

19. Huacyao, ih rol' v politike KNR [Huaqiao, their role in Chinese politics]. *Novoe Vostochnoe Obozrenie*. 9 iyunya 2016 [New Eastern Outlook. June 9, 2016]. Available at: <https://ru.journal-neo.org/2014/03/27/huatsyao-ih-rol-v-politike-knr/>

20. Rogozhina N.G. (2019). Ekonomicheskoe prisutstvie Kitaya v Yugo-Vostochnoj Azii – uslovie provedeniya politiki «myagkoj sily» [China's economic presence in Southeast Asia is a condition for pursuing a soft power policy]. *Mirovaya ekonomika i mezhdunarodnye otnosheniya* [World economy and international relations], № 4, pp. 40–49.

ИССЛЕДОВАНИЯ НУМИЗМАТИЧЕСКИХ КОЛЛЕКЦИЙ СРЕДНЕВЕКОВОГО КАЗАХСТАНА В ФОНДАХ ОБЛАСТНЫХ ИСТОРИКО-КРАЕВЕДЧЕСКИХ МУЗЕЕВ В ГОРОДАХ ЗАПАДНОГО КАЗАХСТАНА (АТЫРАУ, УРАЛЬСК, АКТОБЕ).

*Ж.М. Сабитов, Н.Базылхан, Муқанов М.Р., Килыбаева П.К., Устагалиев Е.У.,
Кишибаева С., Абдухаликова Д.Н.*

*Евразийский национальный университет им. Л.Н.Гумилева,
пнс кафедры Регионоведения
Астана, Казахстан*

This article was prepared within the framework of the project No. BR10164188 "Numismatics of medieval Kazakhstan" funded by the Ministry of Culture and Sports of the Republic of Kazakhstan.

Аннотация. Интерес к редким монетам и их коллекционированию зародился еще в эпоху античности. Зарождение и начало научного изучения древних и средневековых монет относится к XVIII в. и связано с именами Й. Эккеля, Ж. Пеллерена и других западноевропейских исследователей. Первоначально наибольший интерес у нумизматов вызывали древнегреческие и древнеримские монеты, но уже в XIX в. возрастает внимание к западным и восточным средневековым монетам. Основное внимание исследователей