

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ

«Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ» КЕАҚ

**Студенттер мен жас ғалымдардың
«GYLYM JÁNE BILIM - 2023»
XVIII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ
XVIII Международной научной конференции
студентов и молодых ученых
«GYLYM JÁNE BILIM - 2023»**

**PROCEEDINGS
of the XVIII International Scientific Conference
for students and young scholars
«GYLYM JÁNE BILIM - 2023»**

**2023
Астана**

УДК 001+37
ББК 72+74
G99

**«GYLYM JÁNE BILIM – 2023» студенттер мен жас ғалымдардың
XVIII Халықаралық ғылыми конференциясы = XVIII
Международная научная конференция студентов и молодых
ученых «GYLYM JÁNE BILIM – 2023» = The XVIII International
Scientific Conference for students and young scholars «GYLYM JÁNE
BILIM – 2023». – Астана: – 6865 б. - қазақша, орысша, ағылшынша.**

ISBN 978-601-337-871-8

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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УДК 001+37
ББК 72+74

ISBN 978-601-337-871-8

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ұлттық университеті, 2023**

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MPHTИ 13.11.25

KAZAKH CULTUR IN MOVIES ON THE NATIONAL AND WORLDWIDE STAGE

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Film industry in Kazakhstan.To begin with, I will talk a little about Kazakh culture, as it is not extremely popular in European countries. You know that the culture created by humans is divided into two types. The first is spiritual culture, the second is material culture. Spiritual culture includes music, literature, architecture, art, painting. Kazakhs have been nomads since ancient times, so the basis of our culture is precisely the fact that our cultural heritage in most cases is oral literature, traditional outfits were comfortable and practical for a nomadic lifestyle, and so on. The fate of our people was rather complicated, so the cinema was not quickly sifted by the sphere. However, despite this, the beginning of Kazakh cinema found support among the people. The main task of cinema is to create films with an important idea, artistically beautiful and interesting to watch. There is only one place where such films are made and that is the studio. The film studio is an art center, a treasure trove of beautiful art that people love and are passionate about. Cinema is multi-faced and multi-genre art. Each branch and genre of cinema has its own history of origin, formation, and development.

As for the film industry in Kazakhstan, a few years ago the Kazakh film industry could not achieve significant success. In the early 2000s, not much money was distributed to the cinema of Kazakhstan, because within the framework of the «Cultural Heritage» program, much attention was paid to creating a system for studying national cultural heritage, such as language, literature, painting, history, philosophy, ethnography, music. As a result, the format of Kazakh cinema turned out to be materially and technically weak compared to the dominance of Western and American cinema.

The rapid development of the Kazakh theater, music, fine arts, literature, science and technology, the unprecedented rise in the level of culture and general education of the people, the growth of the national intelligentsia allowed the birth of Kazakh Soviet cinema. This is natural, because without talented actors, artists, composers, and writers who are able to create and develop screenwriting, cinema cannot be profitable and develop successfully. Kazakh cinematography did not survive the difficult period of silent cinema, it was born at a time when sound, color and other achievements of modern film technology were invented and successfully mastered, and all branches of Kazakh culture received comprehensive professional development.

If we dwell on the film industry of independent Kazakhstan, then we must start with films released since 1991. As many people know, this period was one of the most important periods in the history of post-Soviet Union countries and also of independent Kazakhstan, so the films made at that time are special for the Kazakh people. Since it was under the control of the Soviet government for a long time, most of the films released in those years showed the true state of the Soviet government and were not afraid to raise topical issues and make bold films. Therefore, modern films were shot in step

with the times. All the facts about the official Soviet ideology, the period of collectivization, the Great Patriotic War, the years of Stalinist repressions are revealed in the most striking films of this period.

Also, great attention was paid to the truthful presentation of historical data and bringing them into the correct form. Being under the control of Soviet cinema for seventy years made it possible for some Kazakh directors to talk about the most prominent figures in the history of their country and the Kazakh region as a whole, as well as about turning points in history. The same thoughts were expressed through famous films in "The Fall of Otyrar", "Batyr Bayan", "Young Years of Abai", "Kozy Korpesh and Bayan Sulu", "Zhambyl Youth" and others. Film studios and directors have begun to pay great attention to our own culture and how truthfully it is presented in films.

With the beginning of the 21st century, Kazakh cinematography appeared to the world in a new light. State, private, and independent film studios began to be created. Kazakh cinema aspired to reach the state level. Kazakh cinema has also been presented at world film festivals. With the development of time, trade and the entertainment industry, the film industry of Kazakhstan also received further development. At present, Kazakhstani cinematography is highly valued in the world. The quality and content of films is improving every year.

Reflection of Kazakh culture in the national movies. If we will stop specifically on the representation of Kazakh culture in Kazakh cinema, it is worth noting the famous Kazakh director Akan Sataev. In general, it should be noted that Kazakh cinema reflects Kazakh culture very well. That is why historically, and culturally significant Kazakh films will be immensely popular on the world stage. For example, on September 27, 2019, the film "Tomiris" was released, which tells about the Saka queen who opposed the Persian conqueror Cyrus II. In October, it became known that the film collected 480 million tenge (about \$1.2 million) in a month. The film's budget is 2.5 billion tenge (about \$6.5 million).[1]

At that time "Tomiris" continued its international parade in several countries. As a result of negotiations, the following companies received the screening rights: Blue Swan for Italy, SND Films for France, Art Mood for Spain, at Entertainment for Japan, Gulf Film for the Middle East, Challan for South Korea, Paradise. /MGN for the CIS, Shaw for Singapore, Program 4 Media for Romania, and Siya Bayez Movies for Turkey. Arclight announced that Well Go USA has acquired the US rights to this film. [2]

Akan Sataev in his movies gave a special place to the field of religion, theology, and shamanism. At the same time, it was clearly indicated that Tomyris herself was not an ardent supporter of paganism, and that she had a conflict with the priest when he forbade people to be sacrificed during the funeral rite.

According to Sataev, a lot of historical materials were studied for filming, and scientific consultants were involved. All the leading creative forces of our country participated in the filming, as well as foreign specialists: screenwriters and specialists in the field of computer graphics.

"A lot of research work was conducted in the direction of modernizing the era, material, and spiritual culture. Everything that the viewer sees on the screen: jewelry, clothes, weapons, carts, harness, household items, jewelry, was made by more than one person," Akan Sataev said at a press conference. An exceptional group of artists created a large-scale decoration of the city of Babylon on the territory of the Kazakhfilm studio for the film "Tomiris". [3]

The picture really shows a painstaking attitude to the details of the life of nomads, their clothes and speech. It unequivocally meets the ideological and patriotic task, draws the reader's attention to history.

Whatever the film, it has both positive and negative sides. As for the film "Tomiris", the negative side of this film is historical data. That is, as mentioned above, during the filming of the film, the main source of information was the writings of Herodotus. What was the problem? First of all, it is

worth mentioning the differences compared to other historical data. According to historian Zhaksylyk Sabitov, in this situation, professional scientists do not fully trust any source.

“If we compare the story of Herodotus about Tomyris, then there are grounds for the historicity of this event, and in many cases these events can happen. Various sources say that Cyrus died in a fight with barbarians and Scythians. In other data, this information is indirectly confirmed. You can trust the story of Herodotus,” says historian Zhaksylyk Sabitov.

It should be noted that some citizens of Iran and Kazakhstan criticized the film-picture, since not everyone agrees with the interpretation of the image of Tomiris. The Iranians believe that Tomiris has Persian roots and has nothing to do with the Turks. Before the release of the film, Iranian filmmakers wrote angry comments on Akan Sataev's Instagram page. They wrote that for them the version of Herodotus is an insult, and they prefer the version of Berossus or Xenophon, which shows that Cyrus died of natural causes and was not beheaded by a woman. [4]

That is right, one of the films showing the real Kazakh culture is «Myn Bala». This film filmed the period of the history of the Kazakh people during the war with the Dzungar Khanate. The culture of the people of that time is also clearly expressed: a wide variety of Kazakh national clothes, showing the real life of the Kazakh people, specific traditions and customs of the people, architecture, values, behavior.

According to the above data, one can notice that among the Kazakh people, films of the cultural and historical genre that show our culture are extremely popular. Also, based on this, one can understand that these films are also popular among other Turkic-born tribes.

It is also important to note how popular Kazakh films are becoming among countries, which show a picture of the Soviet Union. It has been known for a long time that the Soviet authorities tried to create one common culture for all the countries that were part of the union. For many nations, these are quite tough times, as well as for the Kazakhs. Therefore, films about the Kazakh elite who fought against this regime are especially popular. The world may be familiar with the Alash organization, which included Alikhan Bokeikhanov, Akhmet Baitursunov, Mirzhakyp Dulatov, and so on. Indeed, for many peoples, 1937 was a sign of the execution of every intelligentsia. These historical events become the basis for cinema, through which one can see the Kazakh culture of that time.

Kazakh culture and cinema on the world stage. If we talk about Kazakh culture and Kazakhstan in general in the films of other countries, then of course, in most cases, Kazakh culture can be shown in the films of the former Soviet Union countries. But of course, there are several other films, among which I would like to mention the film "Borat".

This film became infamous for the fact that Kazakhstan was shown in this film, but the scandal lay in the fact that the film seemed to mock Kazakh culture and people in general. This picture has become quite popular in the West, everything has come to the point that the picture has received several awards. While in the east, she caused a flurry of criticism.

This picture was viewed from two sides. The first side, in fact, found this film offensive and discrediting Kazakhstan, while the other side considered the picture rather sarcastic. The Ambassador of Kazakhstan to the UK, as well as the Minister of Foreign Affairs also spoke about this film. Despite his scandalous and portrayal of the country and culture in such an unacceptable image, thanks to him, many people are really interested in the real Kazakhstan.

According to the Ministry of Foreign Affairs, visas to Kazakhstan have become more popular in the West. But one cannot cancel the fact that this film conveyed false information about Kazakhstan. After the release of the first part, there was no particular negative, but it cannot be said that it was not there at all. However, after the release of the second part in 2020, this film caused a flurry of criticism. People also divided into two camps. In Kazakhstan itself, the release of this film caused quite a lot of negativities. Several petitions were created to ban this film, many people turned to the state for an

answer. The Kazakhs who live outside of Kazakhstan suffered the most. Many of them complained that foreigners, learning about their origins, laughed and mocked them.

If we are to investigate this film from a cultural point of view, it is important to note that this can be seen as an insult to the culture of the people, racism, and also, we should not forget about anti-Semitism. Due to its special popularity in Western countries, a false idea about a particular country and culture is reproduced among the inhabitants of those countries. All this can lead to embarrassing situations. For example, in 2012 in Kuwait during the world shooting championship, instead of the real anthem of Kazakhstan, the anthem of Kazakhstan was included just the same from the movie "Borat". [5]

According to this situation, the hashtag #CancelBorat can be found on the network under it, people are massively calling for the cancellation of this film, there is also the hashtag #WhereBoratLives. [6] According to the second hashtag, people are trying to respond to this film with kindness and show the real beauty of the culture and nature of Kazakhstan. Thanks to these actions, many residents of other countries were actually able to get acquainted with our culture and the country as a whole.

Of all the films that depicted Kazakhstan, only Borat was heard by many and caused a flurry of emotions. If we consider other Hollywood films in which you can see Kazakhstan, its life and culture, then in many of them Kazakhstan is presented as an ordinary country of the collapsed Soviet Union, which is almost no different from Russia. In which people also live, not of Asian appearance, but of Slavic. Of course, all this can most likely be explained by the fact that Kazakhstan, as mentioned earlier, was in the Soviet Union, and is also located near Russia. Kazakhstan and its culture are presented as a place where it is difficult to enter and just as difficult to leave this land. Of course, all this gives the same erroneous information about our culture and way of life. The situation always seems gloomy, the picture in most cases seems sad. Kazakh culture is perceived more as Slavic or as if it does not exist at all. Only the difficult life in the country after the collapse of the Soviet Union is shown. There is no mention of religion either.

It is also worth noting that some films show our country and culture more similar to Pakistan, Iran, and Iraq. Here the main argument is the consonance of the names of the countries. Films in which Kazakhstan is depicted in such a way that in most cases deserted cities and environs are shown, only occasionally visible mountains. If we talk about the cultural aspect in these films, then often it is somewhat similar to being of the above countries, supposedly our houses are made of clay and sticks, the climate is very hot and dry, and it is also shown that our culture is closer to the Arab, since in many films women in Kazakhstan are always covered and given faith. All this is not over, our culture, as I said earlier, is more like a combination of Muslim and Turkic culture. Our culture cannot be called completely similar to the Arab one.

Of course, there are pictures in which Kazakh culture is shown as close as possible to its origins. The series "Marco Polo" can be added to the number of these films. The creators of this series not only portrayed the culture and approximate events of those times well, they filmed this story in some places in Kazakhstan, and Kazakhstani actors, popular among people, also participated in these shootings. [7] Of course, this may depend on the fact that Marco Polo explored some places in Kazakhstan, and also studied our culture.

Conclusion. Cinema is an art that appeared due to culture and its development. This can be seen as a cultural aspect of any people. Through the lens of the film industry, there is actually a lot to be learned about cultural aspects. Watching foreign films, we immediately notice something that is not similar to our culture. When we watch domestically produced films, we do not notice anything out of the ordinary because most of the time we do it all on an unconscious level.

It is one thing to judge a movie that was made in your country, it is another thing to judge a movie that also shows your being and culture from their point of view. This of course depends on how

the country is going to shoot the film, which will also have a culture besides their own. From the above, you can understand that it all depends on how the shooting of this film is prepared, how the film crew prepares information about a particular country and culture, how to present it on the screens. Of course, this can also apply to domestic films.

Kazakh culture, like any other culture, is an extraordinarily complex process in terms of composition. Therefore, in any case, when describing culture and life in the cinema, one way or another, you need to study this culture. Because this is a very thin line that is easy to cross, and then it can cross into a conflict. An example is how Americans most often portray Chinese or Latin American culture in their films. All this looks as clichéd as possible or as a superficial description of culture without any rational and in-depth explanations. The aforementioned situation with the film "Borat" fully fits that description. Even if the message of this film was sarcastic because it completely affected the life, culture, and structure of the country. All this caused a flurry of negative emotions, which is understandable. The complexity of high-quality films that are well prepared for shooting, completely immersed in the study of the history of culture and people, its origin, and so on, is that these films can only be understood by those people who are already familiar with this culture. For people who are not familiar with this culture, they will not be able to fully enjoy this work in the way it was intended. Of course, there is a possibility that ignorance, on the contrary, will be able to show interest in people belonging to a different culture. For example, how the western genre was able to interest other people and so on.

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МРНТИ 13.15.51

АСТАНА КЕҢІСТІГІНДЕГІ ЖАҢА МӘДЕНИ МӘТІНДЕР

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Қалалық мәдениеттің қазіргі жағдайын сипаттайтын қаланың өзіндік спецификалық мәтіні болады. Бұл мәтінге тек қана қала туралы тұлғалардың ойларын емес, қаланың практикалық түрдегі сипатын, яғни, сәулет келбетін, қоғамдық кеңістігін, қалалық инфрақұрылымды, ашық