

A.M. Kussainova*
L.S. Kalibekova

L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan

*Corresponding author: kussainova.am@gmail.com

Some aspects of cultural diplomacy in the framework of bilateral cooperation between France and Kazakhstan

Abstract. *The article analyzes aspects of cultural diplomacy in the framework of humanitarian cooperation between France and Kazakhstan, their importance in establishing diplomatic relations. Certainly, in the context of globalization, the role of cultural diplomacy is growing, the world has turned into a huge information space, where the interconnection and interdependence of the countries of the world community is evidently. Cultural diplomacy is often a means of establishing and developing relations with other states and peoples, as well as a means of self-expression and positioning a country in the world arena and in the mass consciousness.*

The main emphasis in the article is given to the sphere of education and culture, their role is determined as a means of deepening bilateral relations between two countries. The strengths and weaknesses of cooperation in this area, as well as prospects for further development are considered. The growing role of cultural diplomacy between countries as a means of deepening bilateral relations is noted.

Key words: *cultural diplomacy, bilateral relations, humanitarian sphere, educational cooperation.*

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Introduction

The Republic of Kazakhstan is one of the most interesting players in Central Asia today. Over the years of independence, Kazakhstan has established itself in the international space. Close ties have been established with many countries, including high-priority ones, and cooperation between Kazakhstan and the European region, namely cooperation with France, plays a role in future development. Today the system of international relations is experiencing a crisis. Many European countries seek to cooperate with the Asian region in the field of economy and culture, as well as to improve cultural partnership.

While analyzing, the importance of humanitarian cooperation between France and Kazakhstan, it was revealed that today cultural diplomacy is the main key condition for the development of all other diplomatic interactions. Thus, a comprehensive analysis of cultural relations between France and Kazakhstan has been carried out, and it is possible to highlight the main points of organizing a diplomatic dialogue and further prospects for this cooperation.

Methodology

This article is based on information and statistical data from various scientific works in the field of cultural diplomacy and humanitarian

cooperation, as well as data from the Ministry of Education and Science of France and the French Alliance. The study mainly used the historical approach, event analysis, comparative, and systemic methods.

Discussion and Results

Meanwhile, the development of diplomatic relations between Kazakhstan and France, it should be noted that in general the very sources of the establishment of foreign policy institutions, as well as the process of creating diplomatic bodies, the legislation formation, as well as an integrated system of diplomatic priorities for each state require large investments, not only economic, but also at time. So, the formation of diplomatic institutions system often takes place over time and is also a complex process. Over the years, French diplomacy in general, was established as one of the best systems of diplomatic art. French diplomacy was used and successfully applied, in the framework of France's interaction with many countries of the world, to strengthen its influence, as well as to increase its own weight in the international arena. Considering the history of diplomacy, was noted the various authors' opinions, for instance, R. Zallet, who claimed that the diplomatic service of France has a centuries-old history, as well as numerous traditions and diplomatic etiquette. As R. Zallet notes, "no state can boast of the presence of such developed and ancient diplomatic traditions". Another historian, H. Nicholson, wrote that, the French took a huge step in the development of their diplomatic science in the XVII-XVIII centuries, what was subsequently followed by all other countries. Thus, the French diplomatic service was the most developed and ramified, in comparison with the diplomatic services of all other countries in the same period, which suggests that it was French diplomacy that set the standards for diplomatic science, becoming the generally accepted language of diplomatic interaction between countries, "replacing the Latin in this" [1, p. 191].

The process of developing diplomatic relations with Europe and with France, is one of the most important and priority for Kazakhstan at the

present stage of development of the Republic [2, p. 54]. Highlighting the main aspects of cultural cooperation with France, first, it is necessary to note the external and internal types of diplomatic cooperation. For example, we should define cultural cooperation within the framework of Kazakhstan's participation in French programs, mainly in France. We should include participation in cultural diplomatic programs in Kazakhstan as an internal program. In addition, these two aspects involve the organization of diplomatic interaction between these countries and are equally important for the development of cultural ties between States. For France, the Republic of Kazakhstan is of interest primarily as a state with rich transit and investment opportunities. Therefore, considering the main aspects of diplomatic cooperation, it is possible to highlight to a greater extent the implementation of economic, scientific, medical, and educational projects by the French side [3, p. 67].

Kazakhstan, in the framework of cooperation with France, gets the opportunity to realize its own potential in the international arena, as well as receive the necessary investment funds for development. In addition, the opportunity to transform and modernize the education system according to European standards is of great importance - this way our state realizes the possibility of training domestic specialists in France, as well as borrowing scientific experience. To achieve these goals, cooperation is being carried out today in the economic, cultural, and humanitarian sphere.

Today, cultural interaction between Kazakhstan and France is carried out in different areas. We can note both developed aspects of cooperation and processes that require regulation of changes [4]. It is influenced by many political and economic aspects that make it difficult to build truly constructive and mutually beneficial relations between countries. Kazakhstan occupies an important place in this system, being on the path of development of Europe and Asia, and in this system, it can become a key bridge for interaction between the two worlds. Currently, the Republic of Kazakhstan cooperates with many countries in the development of the education system.

Cooperation between France and Kazakhstan in the field of education is one of the priority areas for the Republic today. The French side also supports this position by providing an opportunity to create international student exchange systems, as well as offering advanced training courses for specialists. Within the framework of economic and educational programs, many international educational grants can be allocated, including those related to France, which ensure the creation of intercultural relations between countries. If we consider the process of interaction within the framework of education systems, it is also necessary to highlight the negative factors in this area:

- firstly, this is not a sadly rather low position of the Republic of Kazakhstan in the ranking of the world education system, Kazakhstan takes 88th place among 146 countries, France is in the ranking of 23rd and is practically among the twenty states with the best education systems in the world.

- secondly, conducting a general analysis of cooperation in the field of education, it is necessary to highlight the difficulties in language communication, as well as the territorial location, since not many students have the opportunity not only to receive international grants, but also to fly to France.

- the third aspect of educational cooperation complexity is language barriers. Since one of the main European languages in schools and universities are English and German, French is widely spread in language specialties. Despite the fact that the French side is making every effort to eliminate this problem by organizing language centers, as well as centers of French culture, the language barrier remains one of the main ones for expanding educational cooperation [5, p.33].

- the fourth problem, which arises from the first two, is the problem of realizing the potential of qualified specialists. It should be noted that it is distributed throughout the CIS. It consists in the fact that numerous specialists who specifically receive educational grants at foreign institutes and participate in international competitions to complete their studies abroad do not return to their native countries. This is since today the

CIS countries are not able to provide the proper material level of qualified personnel. As a result, the so-called “brain drain” is observed. Many countries, such as the United States, specifically create the necessary conditions to enable the migration of highly qualified specialists. To solve this problem, the economic development of Kazakhstan itself and the material support of already young specialists are necessary.

Nowadays, educational cooperation has significant prospects in general. In this case, cooperation in the field of education can be considered as one of the main steps in creating cultural ties, which in the future can provide holistic economic and political interaction. As many authors note, considering the interaction of Kazakhstan with France, today this issue is relevant for further development, since in general it is quite difficult to talk about creating economic or other partnerships without understanding the culture of the two states. An example is the strong leap in relations with South Korea, when, after the collapse of the USSR, the large ethnic community of Koreans who remained in Kazakhstan allowed the rapid development of economic, political, and cultural relations between the two states. Unfortunately, without the creation of a full-fledged cultural dialogue between Kazakhstan, advancement in further areas of diplomacy is impossible.

In this case, it is necessary to highlight the main programs of cultural cooperation between France and Kazakhstan in the field of education, implemented today:

- more important role is played by the UNESCO development programs implemented until the present year 2020 “Bolashak”.

- The priorities of the Campus France program, created by the Director of the French educational Agency Antoine Grassin, are being expanded. Within the framework of which the exchange of students at the universities of the Paris Sorbonne Cité Association is carried out [6];

- Collaboration with Jean-Yves Marindo, a public figure and one of the founders of the Sorbonne-Kazakhstan Institute, which currently operates in five cities of Kazakhstan [7].

- The center for the promotion of the French language in Kazakhstan, established in 2004 in

Almaty, is of great cultural significance in the framework of educational cooperation. It serves both as a popularization of the French language and contributes to the cultural dialogue between France and Kazakhstan.

- An important role is played by the “French Alliance”, created in 1883, which for many years has been engaged in the popularization and dissemination of French culture. Cooperation with him was started in 2013.

We can also highlight programs with international IB undergraduate standards, based on educational cooperation between France and Kazakhstan. If we consider cooperation in the framework of school education, then in this area there is only one school today, Miras, located in Astana. It combines the standards of the national education system, international baccalaureate, and also includes the French section, where 2/3 of the classes are held in French [8, p. 32].

In general, considering the development process of Kazakh-French cultural relations, we must highlight the significant progress in conducting a cultural dialogue between these states. Of particular importance was the opening of the Sorbonne-Kazakhstan, which is the second in the world and the first in Central Asia Institute of the French language and culture. The Presidents of Kazakhstan and France Nursultan Nazarbayev and Francois Hollande attended its opening in 2014.

The Secretary of State noted the vigorous activity of the representations of Campus France, the French state center for information on higher education in France, Astana and Almaty. It should be emphasized that one of the clear indicators of effective cooperation is the fact that 513 students from Kazakhstan entered French universities in 2013-14 [9]. And over the past 2018-2019 years, the number of students has doubled. As a result of the meeting of the selection committee, 102 candidates from Kazakhstan were approved for bachelor and master studies [10].

Also, analyzing cultural cooperation, it is necessary to highlight the program of the International Decade of Cultures` Rapprochement, which was adopted in 2013 and is designed until 2022. Its initiator is Elbasy N. A. Nazarbayev. On June 25, 2019, an Agreement

was signed in Paris between the Government of the Republic of Kazakhstan and the United Nations educational, scientific, and cultural Organization (UNESCO) on the establishment of an International Center for the Rapprochement of Cultures under the auspices of UNESCO.

The international organization of La Francophonie, which unites French-speaking countries, contributes to the dissemination and support of the French language and culture. Francophonie is primarily women and men who share a common Language-French. Every year “French spring” is held by the French cultural center, Alliance Francaise and the French Embassy in Kazakhstan. Further, Francophonie is a geocultural space that unites 88 countries and more than 300 million Francophones on five continents. Every year on March 20, the world celebrates the International Day of Francophonie. The festival traditionally includes a diverse film program, meetings with masters of French cinema, theatrical performances, concerts of musical groups, art exhibitions, and so on. This year, the celebration of this event was planned from March 1 to April 30, but due to the coronavirus pandemic, many cultural events have been canceled, some of them, if possible, were carried out through an Internet platform for organizing video conferencing and online meetings [4].

Also notable is an annual event called the “Spring of poets”, held around the world, which promotes the rich cultural heritage of France. Each year, a different theme is chosen, so the theme of 2016 was “the Great twentieth from Apollinaire to Bonnefoy-one hundred years of poetry”, where both adults and children not only expressively read the works, but also evaluated them or presented the works in their own interpretations and translations. A special place is occupied by the week of Francophone cinema, which is also held throughout Kazakhstan. Every day during the week, various films are broadcast not only in France, but also in Switzerland and Belgium.

The French Embassy in Kazakhstan held the next culture season “Digital Autumn 2018”. The briefing was held on the next culture season of the French Embassy in Kazakhstan “Digital

Autumn 2018”, which was last from October 19 to December 12, 2018. The Ambassador informed that the main theme of the culture season is strongly oriented towards innovation, entrepreneurship and the future.

The 550th anniversary of the Kazakh khanate was not ignored by France. As part of this landmark event, a conference was organized at the UNESCO Palace in Paris in 2015, on the initiative of the Embassy of Kazakhstan in France, the Alash research center, the international human Institute in Almaty, the Great Steppe Foundation and the Union of writers of Kazakhstan [11].

Representatives of Kazakhstan, in turn, held events in different cities of France under the auspices of the national program “Ruhani Zhangyru” within the framework of the cultural season “Kazakhstan autumn in France” in 2019. Thus, the expansion of humanitarian contacts and cooperation in the fields of culture, education and science significantly contributes to the rapprochement of our peoples [12].

Conclusion

The growing importance of culture in the foreign policy of modern States, as well as the analysis of the French model of cultural diplomacy, are of interest from both theoretical and practical points of view and can be used by state bodies and relevant departments to improve the foreign cultural policy of Kazakhstan. For any country, the transition to a higher level of economic growth, that is, its modernization is associated with a directed shift in socio-cultural characteristics, which can be implemented by educational and cultural policy tools [13].

Based on the experience of France, Kazakhstan should develop a cultural diplomacy so that its territory can enjoy the richness of its culture. Building national cultural potential is one of the opportunities to integrate Kazakhstan into the world cultural space and establish effective international cooperation.

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А.М. Кусаинова, Л.С. Калибекова

Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Нұр-Сұлтан, Қазақстан

Франция мен Қазақстан арасындағы екіжақты ынтымақтастық шеңберіндегі мәдени дипломатияның кейбір аспектілері

Аңдатпа. Бұл мақалада Франция мен Қазақстан арасындағы гуманитарлық ынтымақтастық шеңберіндегі мәдени дипломатияның аспектілері, олардың дипломатиялық қатынастарды орнатудағы маңызы талданады. Әрине, жаһандану жағдайында мәдени дипломатияның рөлі артып келеді, дүниежүзілік қоғамдастық елдерінің өзара байланысы мен тәуелділігі айқын байқалатын орасан зор ақпараттық кеңістікке айналды. Мәдени дипломатия көбінесе басқа мемлекеттермен және халықтармен қарым-қатынас орнатудың және дамытудың құралы болып табылады, сонымен қатар елді өзін-өзі көрсету мен әлемдік аренада және бұқаралық санада орналастыру құралы болып табылады.

Мақалада негізгі екпін білім мен мәдениет саласына берілген, олардың рөлі екі ел арасындағы екіжақты қатынастарды тереңдетудің құралы ретінде анықталған. Осы саладағы ынтымақтастықтың күшті және әлсіз жақтары, әрі қарайғы даму перспективалары қарастырылады. Екіжақты қатынастарды тереңдету құралы ретінде елдер арасындағы мәдени дипломатияның рөлі артып келе жатқандығы атап өтілді.

Түйін сөздер: мәдени дипломатия, екіжақты ынтымақтастық, гуманитарлық сала, білім беру саласындағы ынтымақтастық.

А.М. Кусаинова, Л.С. Калибекова

*Евразийский национальный университет имени Л.Н.Гумилева,
Нур-Султан, Казахстан*

Некоторые аспекты культурной дипломатии в рамках двустороннего сотрудничества между Францией и Казахстаном

Аннотация. В данной статье анализируются аспекты культурной дипломатии в рамках гуманитарного сотрудничества Франции и Казахстана, их важность в установлении дипломатических отношений. Безусловно, в условиях глобализации возрастает роль культурной дипломатии, мир превратился в огромное информационное пространство, где явно наблюдается взаимосвязь и взаимозависимость стран мирового сообщества. Культурная дипломатия зачастую является средством установления и развития отношений с другими государствами и народами, а также средством самовыражения и позиционирования страны на мировой арене и в массовом сознании.

Основной акцент в статье уделяется сфере образования и культуры, определяется их роль, как средства углубления двусторонних взаимоотношений между двумя странами. Рассматриваются сильные и слабые стороны сотрудничества в этой области, а также перспективы дальнейшего развития. Отмечается возрастание роли культурной дипломатии между странами, как средства углубления двусторонних взаимоотношений.

Ключевые слова: культурная дипломатия, двустороннее сотрудничество, гуманитарная сфера, сотрудничество в сфере образования.

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Сведения об авторах:

Kussainova Aliya Muratovna – Ph.D., Associate Professor of International Relations Department, L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan.

Kalibekova Lyazzat Salyhaddinkyzy – The 2nd course master's student in International Relations, L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan.

Кусаинова Алия Муратовна – Ph.D., Л.Н. Еуразия ұлттық университетінің халықаралық қатынастар кафедрасының доценті Гумилев, Нұр-Сұлтан, Қазақстан.

Калибекова Ләззат Салыхаддинқызы – Л.Н. Гумилев атындағы Еуразия ұлттық университетінің «халықаралық қатынастар» мамандығының 2 курс магистрі, Нұр-Сұлтан, Қазақстан.