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THE ROLE OF CULTURE IN THE FORMATION OF THE COUNTRY BRAND «KAZAKHSTAN»

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Opinions and judgments of a person about another state are built on the basis of the activities of this state in the international arena, statements of domestic influential and authoritative personalities, political and public leaders of the country, etc.

At the same time, each state is unique in terms of a set of conglomerates of values, national interests, specific features of geographic location, characteristics of the domestic economic system, social and political processes, ethnic and cultural characteristics, traditions, customs and customs evolving in a permanently developing community of people [1].

On the eve of the new Millennium, the state sovereignty of Kazakhstan was proclaimed. This crucial document laid the Foundation for the realization of the cherished dream of the Kazakh people to create "Mangilik Yel" /eternal state/, full and free among the countries of the world community. This is a triumph of the indomitable will and strength of spirit of the people, who passed the centuries-old way of creating an independent state, having gone through the alarming stages of historical destiny.

In our work, an attempt was made to identify the competitive advantages of Kazakhstan in the field of culture and art; positive and negative aspects of the current state and future development of the cultural life of Kazakhstan are presented. For the Republic of Kazakhstan at the present time it is very important to show the world the achievements of the nation in the field of culture. In my opinion, there are great opportunities in this direction.

“Culture is what remains when everything else is forgotten.” (Edouard Herriot)

A powerful tool to increase the attractiveness of the state is its reputational capital, which largely depends on the country's image and brand.

According to the foreign specialist in the field of country branding S. Anholt “The image of the country is its competitive advantage. Country branding is a strategic approach to the development of this advantage and a vision of where the country can move. Without such a vision, the country will not be able to compete ” [2].

The basis of national branding is its country identity, consisting of a complex of visual and verbal signs, which identify the country. This is the name of the country, state symbols, place on the map, etc. In addition, country identity includes the country's resources, including economic, natural, demographic, cultural, historical, informational, etc.

Country individuality can be expressed in the level of technology development, the degree of development of democracy, national and political characteristics, manifestations of corruption and much more. All these factors are image-forming.

A special role in the number of image-forming factors belongs to the cultural potential of the nation. In my opinion, the high level of modern cultural and intellectual potential, the rich cultural heritage of the Kazakhs can become one of the leading factors in the formation of a positive image of Kazakhstan as a country that has a distinctive culture and spiritual traditions, and the creation of a national Kazakh brand.

For our country, it is important to show the world the achievements of the nation in the field of culture. Kazakhstan has great opportunities in this direction, rather serious work is being done to preserve the cultural heritage, develop spiritual values. And this is largely due to the initiatives of the First President of the country N.A. Nazarbayev, who since the first years of independence has pursued a policy aimed at the revival and preservation of the national culture.

In the program document "Social Modernization of Kazakhstan: Twenty Steps to the Society of Universal Labor," culture is called "an essential component of social modernization that influences the formation and development of modern man"[3].

During the period of independence in the sphere of culture of Kazakhstan, significant success has been achieved, which demonstrate the unique competitive advantages of our country and provide great opportunities for creating national branding. Among them, the State program "Madenimura", initiated by the First President of the Republic of Kazakhstan Nursultan Nazarbayev, "Cultural Heritage", had a great influence on the formation of a positive image of Kazakhstan. This program is already a brand. Its implementation provided an opportunity for Kazakhstan to position itself as the center of the Turkic civilization.

The "Madenimura" program was presented at the UNESCO headquarters in Paris [4].

Within its framework, projects are being conducted in various areas. For example, during the implementation of the project "Anthology of Kazakh traditional music." "МӘНГІЛІКСАРЫН: қазақтың 1000 күй, 1000 әні" ("Eternal tunes: 1000 kyuis, 1000 songs") was a complete collection of compositions of songs and kyuis (dombra, sybyzgy and kobyzgy) on digital media [5].

The value of this project lies in the fact that its results make it possible to preserve the cultural identity of the Kazakh people in the context of integration into world civilization.

During the program implementation, 7 encyclopedic arches of historical and cultural monuments were prepared and published. The Mausoleum of Haji Ahmed Yassavi and the archaeological complex Tamgaly are included in the UNESCO World Heritage List. Studio "Kazakhfilm" them. Sh. Aimanov created 21 documentaries about especially important historical sites and the heritage of national culture. These are "Korkyt", "Musical heritage of nomads", "Alash Orda", "M. Dulatov", "M. Auezov", "B. Momyshuly", "B. Tulegenov", "Mausoleum of Haji Ahmed Yassavi", "Tamgalytas petroglyphs", "Zharkent mosque", "Palace-castle complex "Baba Ata", "Mosque-madrassa Akkoily" and others. More than 600 titles of books on history, archeology, ethnography and culture of Kazakhstan have been published. Among them: the series "Library of World Literature", "Anthology of Kazakh music", "Philosophical heritage of the Kazakh people from ancient times to the present day", "World culturological thought", "World philosophical heritage" and others.

Web portals "Electronic Library of Kazakhstan", "National Heritage" - "Madenimura" were created. Our country is also an active participant in the UNESCO project "Silk Road - the Way of Dialogue". During its implementation, 31 monuments of history and culture were put forward in the nomination "The Great Silk Road" [6].

Astana, the capital of Kazakhstan, has also become a cultural brand.

Unique cultural objects such as the Central Concert Hall "Kazakhstan", "Kobyz Sarayy", the Palace of Creativity of Schoolchildren, and "Astana Opera" were erected in Astana, the construction of the National Museum of History and Culture is being completed.

In the framework of the project of the Interstate Fund for Humanitarian Cooperation of the CIS Member States (MFGS) "Cultural Capitals of the Commonwealth", Astana during 2012 was the cultural capital of the CIS ("Astana is the cultural capital of the Commonwealth").

Kazakhstan's capital Astana, the first of 14 countries that are members of the international organization TURKSOY, was awarded the title of cultural capital among all Turkic-speaking states [7].

The capital of the Republic of Kazakhstan has become the venue for the International Festival of Traditional Performing Art "Music of the Great Steppe", the international forum "Eurasian Culture in the New World", the international festivals "Opera", the chamber music of

contemporary composers of the CIS and the IV International Violin Competition, photo-artists meetings Turkic-speaking countries.

Astana has become the venue for major international forums. Thus, on June 15, 2013 an international forum “Eurasian Culture in the New World” took place. During its holding, the capital of Kazakhstan gathered all the color of the creative intelligentsia of the Commonwealth countries.

To attract attention from the world community, experts suggest developing a state program for the development and support of national art, which will demonstrate the identity of our people and its uniqueness. Experts believe that it is necessary to promote such a unique art form, such as aytys, which has become a brand for the Kazakhs. It is also necessary to develop national sports games kokpar and horse racing, kyz kuu, baiga, kazaksha kures, audaryspak, etc., which will make Kazakhstan recognizable and attractive all over the world, like, for example, Japan with its tea-drinking ceremony.

In the construction of sports facilities, according to experts, the possibility of holding competitions in national sports should be taken into account.

To tell the truth, the art and culture of Kazakhstan due to its diversity will be interesting and attractive to other states and people. To attract attention, we must be ourselves.

«Mastering the cultural heritage is the basis of the people's historical memory, without which, in turn, there is no true patriotism. Overcoming this inertia of historical unconsciousness is especially important for educating the younger generation» [8].

In conclusion, I would like to highlight the high level of the modern cultural potential, the rich cultural heritage of the Kazakhs can become one of the leading factors in the formation of a positive image of Kazakhstan as a country with deep-seated, distinctive culture and spiritual traditions. To increase the recognition of the Kazakhstan brand, it is now necessary to combine the efforts of professionals in the field of culture and art around the idea of Kazakhstan's national identity and positioning Kazakhstan and its people as an important element of world civilization.

“The development of Kazakhstan's culture should serve the idea of consolidating Kazakhstan's society, where, along with the establishment of inter-ethnic harmony, the strengthening of intra-national unity is very important ... the task is for the national idea to play a unifying, constructive role” [9]. Recent years in the development of various genres and directions of national culture have been marked by a new breakthrough in the understanding of the tasks of cultural development, both on the part of the state and the people of Kazakhstan. The successes of Kazakhstan in the field of socio-economic and political reforms inevitably affected cultural processes. If in the first years of independence, the historical mission of culture was aimed at strengthening the foundations of the revived statehood of the Kazakh people, now its task is to determine the place of Kazakhstan in the system of modern world cultural processes. The country's strategy to become one of the 50 most developed countries in the world determines the horizons of the prospects for the culture of modern Kazakhstan. For 15 years a democratic society has been built in our republic with a multi-structured, market economy, which opens up opportunities for a person to realize his economic, social, national, political and cultural interests in global civilization. All branches of culture and art genres of Kazakhstan, without exception, make a feasible contribution to the affirmation and strengthening of the processes of sovereignty and independent development of our state.

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