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Rukhani Zhangyru as the cornerstone in the foreign cultural policy of Kazakhstan

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Abstract

The article aims to investigate how the implemented Rukhani Zhangyru program makes a contribution to the formation of foreign cultural policy of Kazakhstan and the creation of national branding via comparative quantitative research methods. As a result, during 2017 - 2018 grandiose work on advance and popularization of the national culture of Kazakhstan was done that was promoted by the program Rukhani Zhangyru. In conclusion, Kazakhstan's prospects for the brand formation of the country as the Countries of the Great steppe were deep considered.

Keywords: Policy, Kazakhstan, Branding, Rukhani Zhangyru.

Rukhani Zhangyru como piedra angular en la política cultural exterior de Kazajstán

Resumen

El artículo tiene como objetivo investigar cómo el implementado programa Rukhani Zhangyru contribuye a la formación de la política cultural exterior de Kazajstán y la creación de la marca

nacional a través de métodos de investigación cuantitativa comparativa. Como resultado, durante 2017-2018 se realizó un grandioso trabajo de avance y popularización de la cultura nacional de Kazajstán que fue promovido por el programa Rukhani Zhangyru. En conclusión, se consideraron profundamente las perspectivas de Kazajstán para la formación de la marca del país como los Países de la Gran Estepa.

Palabras clave: Política, Kazajstán, Marca, Rukhani Zhangyru.

1. INTRODUCTION

The processes of globalization, uniting the whole world and erasing state borders, actively occur in the modern world. The system of world economy turns into the single market in which transnational corporations rule. Globalization affects not only the economic sphere, but also other spheres of human life: policy, education, science, religion, culture, and so forth. However, the processes of globalization have not only positive consequences, but also negative.

In the process of integration of the international community into a common economic space, each state has the actual problem of preserving its own unique identity, including cultural. There is a westernization problem at each of the states when the nation begins to neglect the cultural heritage and traditions, and cultural wealth is replaced with values and mentality, which are not inherent in this nation. In these conditions, the questions how to preserve national spiritual and valuable directions and not to lose the achievements of cultural heritage, gain primary value for all countries of the world in

the conditions of globalization. There is a necessity not only to preserve, but also to develop national culture and to advance, popularize it in world space, in order to declare about itself and create a certain image.

Regarding the positioning of the place in the international community, Kazakhstan established a reputation as the responsible and popular international partner in the solution of regional and global problems and also as a standard of peacefulness thanks to the global peacemaking initiatives of the Head of state (NAZARBAYEV, 2017).

The presidency of Kazakhstan in OSCE, SCO, OIC, and CSTO is evidence of the international trust and the authority of our country as leader in ensuring global and regional security. The multifaceted foreign policy of the country and ability of Kazakhstan to position itself on the international scene thanks to support of multilateralism and regional initiatives, a position on the denuclearization and its prestigious campaigns in the West and in Asia, unique geopolitical location between Europe and Asia, cause similar trust to Kazakhstan from the international community. Similar success of Kazakhstan led to strengthening of its geopolitical role in the region (GARCÍA-SANTILLÁN, 2019).

Regarding the modernization of social, economic, and political institutes, Kazakhstan chose its own way of development. The socio-political and economic transformation of Kazakhstan after gaining its

independence in 1991 is defined by the President of Kazakhstan NAZARBAYEV (2000) as process of three consecutive modernizations. The first modernization of Kazakhstan took place after the collapse of the USSR and gaining its independence of the country by transition from planned economy to market economy. The second modernization of Kazakhstan is connected with implementation of the Strategic program of the country development Kazakhstan-2030 and creation of the new capital of Astana (WERNER & BARCUS, 2010).

In the Address to the nation of Kazakhstan The third modernization of Kazakhstan: the global competitiveness, NAZARBAYEV (2017) notes:

Two successful modernizations gave us invaluable experience. Now we have to step safely forward and begin the Third modernization. It is necessary to create a new model of economic growth which will provide global competitiveness of the country (NAZARBAYEV, 2017: 17).

Regarding preserving political and legal, spiritual and cultural specifics of the national state according to the programmatic article of the President of Kazakhstan NAZARBAYEV (2000). Besides, VILLALOBOS (2018) points out that:

Every political force is already possessed of a moral force, because all political power serves the circumstances of good; so that if he is not able to produce it, then it means that his moral forces are exhausted or not present for action. (pag.13)

A look into the future: modernization of public consciousness, it was planned the modernization of public consciousness, including the measures for preservation and distribution of spiritual cultural heritage of Kazakhstan. It is not enough social and economic and political reforms for the creation of new competitive model of economy, great attention must be paid to culture, cultural wealth, national traditions and national identity. According to the Head of state Nazarbayev:

I am convinced: the large-scale transformations, begun by us, have to be followed by the advancing modernization of public consciousness. It will not just add the political and economic modernization - it will act as their core (NAZARBAYEV, 2000: 19).

It means that the program to Rukhani Zhangyru, aimed at the development and distribution of spiritual and cultural potential, acts as the tool of cultural policy of Kazakhstan, promoting formation of soft power in the system of the international relations (ERIKSEN, 1993).

2. METHODOLOGY

About 1.5 years has been passed from the moment of the publication of article of the Head of state NAZARBAYEV (2017) on modernization of public consciousness and the announcement about beginning of implementation of the program Rukhani Zhangyru, and during this time the various results on all directions both in Kazakhstan, and beyond its limits were achieved (FINKE, 2004).

In this article, we will focus on the results of the carried out foreign cultural policy of Kazakhstan from the moment of the beginning of implementation on the projects of Rukhani Zhangyru.

1) The MFA RK studied the experience of the foreign countries which made a transfer of national language from one graphics on another, mainly on Latin alphabet. Now, preparation is being made for the transliteration of the treaty and legal basis on international issues into the Latin alphabet, in this connection it is organized exchange of experience with expert circles of Turkey, Azerbaijan, and Uzbekistan (DIENER, 2009).

2) The MFA RK and Kazakhstan's Embassies abroad carry out the measures for interaction with the Kazakh diaspora and expatriates' community for the strengthening of relations with the historical homeland. These are thematic conferences, various events dedicated to the national and state holidays of Kazakhstan, flashmobs #TuganZher and actions of planting of trees, etc.

3) The MFA provides informing the world community about history of sacred places and sights of the sacral zone of Kazakhstan.

In November 2017 and in May 2018, press-tours were organized for foreign journalists, specializing in the field of culture,

and bloggers from 21 countries. As a part of the tour, the representatives of foreign media visited cultural sights of the cities of Astana, Almaty, Turkestan, Mangystau Region (FINKE, 2013).

The show-performances and theater-performances were organized for foreign journalists and bloggers within press-tours. Positive responses in the Kazakhstan and foreign media were received as a result of this action.

It is planned on the constant basis the target cultural press-tours on the objects of cultural heritage, including objects of sacral geography BRUBAKER, FEISCHMIDT, FOX & GRANCEA (2006), Also, the Concept of development of the tourism industry of the Republic of Kazakhstan till 2023 is adopted for development of external and internal tourism.

4) The MFA RK conducts works on the organization of various publications in foreign media with stories about the famous Kazakhstan citizens. The active Kazakhstan citizens are involved in the various measures within humanitarian diplomacy of people-to-people diplomacy (BRUBAKER, 2005).

5) Together with it, the most important idea in the foreign cultural policy of Kazakhstan – is implementation of the project The modern Kazakhstan culture in the global world. The project

is implemented by the MFA RK together with the Ministry of Culture and Sport RK. The MFA RK provides the organization of cultural actions abroad and also information assistance. The Ministry of Culture and Sports RK provides a substantial part: holding cultural actions. Also the Ministry of Information and Communication RK takes part in implementation of the project.

3. RESULT

The project is implemented in 2 stages: the first – is collecting, systematization and the choice of the best modern cultural works, the second – is a development of promotion mechanisms of these works abroad and corresponding realization of the actions.

The first stage of the project was completed by the results of which, in accordance with the approved selection criteria by the cultural figures, the short-lists of modern Kazakhstan's cultural works on genres were formed:

- literature (216 works), from them prose – 69, poetry – 134, research works – 13;
- Theater, cinema, and choreography (48 works), from them cinema – 39, performances – 3, the ballet – 3, the opera – 3;
- Classical and traditional music (199 works), from classical music – 79, traditional music – 120;

- The fine arts (182 works), from them, painting – 174, the sculpture – 8.

There were involved in the realization of the second stage not only Kazakhstan but also foreign experts, including in the sphere of media for popularization of the chosen modern cultural works abroad.

Respectively, the various actions worldwide as by representatives of the state and public organizations are implemented for the advance of cultural heritage of Kazakhstan within the program of Rukhani Zhanqyru.

Following the results of 2017, there were held in foreign countries more than 200 thematic events, including over 100 meetings, about 50 conferences, meetings of the round tables and seminars, 20 foreign tours with participation of music groups, about 30 lectures and also 5 book and photo exhibitions.

In January 2018, Astana Ballet theater successfully performed on the stage of Lincoln Center in New York. By the end of January, 2018 the National Academic Library of Kazakhstan opened 19 Centers of the Kazakhstan literature and culture in large libraries of foreign countries, including in BULAC Institute for Oriental Languages and Civilizations in Paris, New York Public Library, Library of the USA Congress, National Library of China of culture, in library of Ca-Foscari University (Italy), National Library of Romania in Bucharest.

In February, the Kazakhstan artists participated in the international exhibition of the modern art Art Capital in the well-known exhibition center Grand Palais in France.

In March 2018, in Sweden, the exhibition of the Kazakhstan artist Kh. Kurbanov and a festival of the Kazakhstan movies were held.

In April 2018, in Jordan, the concerts Kazakeli klassika took place; the honored actress of Kazakhstan and the rector of the Kazakh National University of Arts - A. Musakhodzhayeva were there too; the Eurasian Symphonic Orchestra, ensemble of violinists, dombra ensemble Shabyt and students of the Kazakh National University of Arts. In Egypt in opera theaters of Cairo and Alexandria took place the concerts of the symphonic orchestra of the Kazakh National University of Arts, in China in SCO Headquarters - the concert of the young Kazakhstan composer and pianist Rakhat-Bee Abdysagina within the Nine Magic Notes program.

The presentation of books of classics of the Kazakh literature in English took place on the anniversary of the program Rukhani Zhangyru during the London book fair in April 2018 as well. These are the beauty in mourning and other stories of Mukhtar Auezov, Deer man and other stories of Oralkhan Bokeev and The selected works of Herold Belger.

In May 2018, the Academic Orchestra of Folk Instruments named after Dina Nurpeisova held a gala concert in the historical concert hall of Paris Gavro. The procession of the Golden man exhibition took place in the Museum of the Dynasty Tang Siyan within cultural cooperation between the museums of Kazakhstan and the People's Republic of China. Also in May, there were held: Week of the Kazakhstan cinema in Oman, the screening of the movie Oralman in Estonia, the screening of the movie Road to mother in the center of Palo Alto in California.

In June 2018, the exhibition of the Kazakhstan artists took place in the special art-residence within the 10th Berlin Biannual Exhibition of the modern art in Germany. The exhibition of the State Art Museum named after A. Kasteev took place in the building of The National Arts Club (New York, the USA) during a month.

In July 2018 in Great Britain, it was signed the memorandum of cooperation between Cambridge University Press and the Kazakhstan National Translation Agency. According to memorandum conditions, two anthologies of the Kazakh literature will be translated into English. Then, it is planned their distribution in the English-speaking world. Also, the Kyzylorda Regional Musical Drama Theater presented the performance Akbayan at the international Fringe festival in Scotland.

In September 2018, the State Opera and Ballet Theater Astana Ballet performed with Astana Ballet Gala program on the stage of the most ancient Theater Nuova in Milan that was the next successful performance along with performances on cultural platforms of Moscow, Beijing, Paris, Vienna, New York and other cities of the world.

In September, Focus Kazakhstan project was presented on the world art stage in London which was implemented with the assistance of the National Museum of Kazakhstan. The exhibitions of the Kazakhstan fine and modern art from 30th years of the XX century up to now are held within the project. After London, Focus Kazakhstan project was exposed in Berlin, Jersey City (the USA). From December to March 2019, the exhibition Focus Kazakhstan. Eurasian utopia. The postscript was held in the South Korean city Suvon.

Thus, during 2017 - 2018 grandiose work on advance and popularization of the national culture of Kazakhstan was done that was promoted by the program Rukhani Zhangyru.

4. CONCLUSION

As can be seen from the description of the results of implementation of the program Rukhani Zhangyru, Kazakhstan started to the creation of independent foreign cultural policy. From the

moment of independence gaining as the young state, Kazakhstan had no time for culture. There was a task of high priority –the former socialist country had to pass to market economy, to provide economic stability, to build new political system and to take the place in the international political community. It was necessary to show to the whole world that we are not only independent country, but the country with the political views. While these problems had been solving, culture potential in foreign policy was not used practically by Kazakhstan.

Now, in a present point of development of Kazakhstan for the achievement of the purposes, it is time uses of soft power in addition to political and economic methods. It is time to remember about spiritual and cultural heritage that was promoted by the state program Madeni Mura, within which, there were realized the measures for restoration and preservation of historical and cultural heritage of the country, cultural traditions. The corresponding foundation was prepared for building of the cultural policy of Kazakhstan. Implementation of the program Rukhani Zhangyru was the following step to building up of internal and to forming of foreign cultural policy. Thus, Kazakhstan passed to the systemic developing soft power, having declared about itself not only in political arena, but also on cultural, and it was necessary to show the potential of cultural resources.

At the same time, it is necessary to consider the fact that in the conditions of globalization the transnational corporations find the increasing power, which is turned the whole world into united market space. During an era of the increasing culture of consumption the marketing tendencies are relevant, including questions of formation not only brands of the companies but also the countries – so-called national branding. And successfully pursued foreign cultural policy influences on formation of a positive brand of the country. As ANHOLT (2012) told in his interview, who was the first in formulating the idea about the concept of national branding: Culture is very important in national branding: people respect only those countries which respect themselves. And this self-respect is based on national culture [8].

The Head of state NAZARBAYEV (2017) marked out "The seven aspects of the Great steppe" for strengthening of foreign cultural policy and branding: the horse-rider's culture, ancient metallurgy of the Great steppe, animal style, the Golden man, a cradle of the Turkic world, the Great silk way, Kazakhstan – is the homeland of apples and tulips. There were marked out on the basis of these aspects the new projects following the program "Rukhani Zhangyru", such as "Archive-2025", "Park-encyclopedia "Great names of the Great steppe", Turkic civilization: from the beginnings to the present, The museum of ancient art and technologies of the Great steppe Uly dala, The anthology of steppe folklore, etc.

Summing up the results, it is possible to tell with confidence that Kazakhstan realizes foreign cultural policy, in spite of the fact that the country does not highlight it as the separate state program or the concept. And on this path, there is great number of opportunities for Kazakhstan, so, in the case of a competent and systematic approach there is a unique potential for the formation of national branding. It will allow strengthening the political position of Kazakhstan in world political arena.

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