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**THE PROGRAM "RUHANI ZHANGYRU" AS AN INSTRUMENT OF NATION-BUILDING IN THE REPUBLIC OF KAZAKHSTAN**

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The problem of national building is very relevant for Kazakhstan today, as after the collapse of the Soviet Union, the independent Republic of Kazakhstan, like the rest of Central Asia, was in a difficult situation. In addition to economic, political and social problems, there was a high probability of the intensification of conflicts on the national basis. This is primarily due to the fact that for a long time the Soviet power suppressed the desire of the Union countries to have their own culture and traditions, as there was a kind of unification of the population of the USSR. But after independence, the issue needed an urgent resolution, as the new States in the late twentieth century faced a big struggle to build a national identity.

Such words as "nation", "people", "ethnos" began to be used much more often in all spheres of life. To understand the process of nation-building, it is necessary to have an idea of what a nation is. It is a group of individuals, aware of or forming a community, which has a common culture attached to a certain territory, a common past and common goals for the future and claiming the right to self-management of their community. Benedict Anderson [1] sees the nation as a socially constructed community, imagined by people who perceive themselves as part of it. Anthony D. Smith [2] characterizes the nation as an abstract, multidimensional construction associated with different spheres of life and predisposed to multiple transformations and combinations. Its main features are historical territory, common myths and historical memory, common culture, common legal rights and obligations for all members, common economy.

The importance of self-identification of an individual with a certain nation is conditioned by the requirements of modernity, when nationality and national consciousness are necessary for each person. Moreover, the problem of preserving national identity is relevant today due to the fact that it is closely related to the ongoing process of globalization. This is a kind of strengthening of global

interconnectedness in all aspects of modern social life. Globalization is characterized by instantaneous connectivity and much greater interdependence among humankind than ever before, thanks to the technological revolution that has taken place in recent decades. State sovereignty was significantly limited by intensifying globalization processes that led to the emergence of supranational institutions and organizations. In these circumstances, the need for unity of the nation becomes obvious.

Strengthening of Kazakhstan's identity, patriotism in modern conditions is also becoming one of the main foundations of the competitiveness of the country and its citizens in the global world. Furthermore, public consciousness and national unity have become a powerful competitive advantage of Kazakhstan, and implementation of strategic social and economic reforms depend on them. Modernization of public consciousness, which plays an important role in strengthening national identity, primarily concerns young people. The young generation is the carrier of innovation, open consciousness and the cult of knowledge, pragmatism and competitiveness, national code and commitment to evolution. These provisions meet proclaimed by the First President Nursultan Nazarbayev's program "Ruhani zhangyru".

N. Nazarbayev in his programmatic article "Bolashakka Bagdar: Ruhani zhangyru" highlights the main directions of modernization of the consciousness of every citizen of Kazakhstan: competitiveness, pragmatism, the preservation of national identity, the cult of knowledge, evolutionary, not revolutionary development of Kazakhstan, the opening of the consciousness. In other words, the strengthening of national identity and self-consciousness of Kazakhstan's society, the unity of the nation are among the most important factors in the development of society. "...This also applies to such a feature of our consciousness as the regional division of a single nation. Know and be proud of the history of their region – it is necessary and useful. That's must not be forgotten about belonging to a unified and great nation. We are building a meritocratic society where everyone should be judged by personal contribution and personal professional qualities. Such a system does not tolerate nepotism... The challenge is to understand two immutable rules. Firstly, no modernization can take place without the preservation of national culture. Secondly, no move forward, it is necessary to abandon those elements of the past that do not allow the nation to develop."- stressed the head of State [3].

A common national identity fosters solidarity among members of society and allows them to exist as a single entity distinct from others. National identity is based on a sense of belonging to a particular nation, endowed with its own symbols, language, traditions, Holy places, ceremonies, heroes, history, culture and territory. These definitions meet the direction of the program, "Ruhani zhangyru" - "Tugan jer", "Sacral geography", "Modern Kazakh culture", "100 new faces", "100 new books", "Transition to the Latin alphabet" [4].

Turning to the concept of "nation-building", it is worth to note that it involves the mechanical formation of the nation, it can be constructed on the basis of various projects from different nationalities, with different sequence of steps. The Republic of Kazakhstan is a state with a multi-ethnic composition of the population. This is a kind of heritage of Kazakhstan, which remained after the Russian Empire and the Soviet Union. In this regard, the Kazakh nation is formed on the basis of consolidation of several ethnic groups around the titular nationality. N. Nazarbayev stressed that the First condition for the modernization of a new type is the preservation of its culture, its own national code. The new modernization should not look at historical experience and traditions arrogantly, as it was before. On the contrary, it should make the best traditions a prerequisite, an important condition for the success of modernization.

The sense of pride of citizens for their state plays an important role in uniting the nation. That is why many States seek to create a certain image both within the state and at the international level. The concept of "national branding" appeared in the mid-1990s, describing the practice of building and transferring a unique image of a particular nation to the rest of the world through public diplomacy, trade, export promotion and tourism [5]. The national brand reflects the complex reality of the country, encapsulating its culture, history, peoples, government and business in a short image. Nation branding is the process of building an international reputation about a state and its

people, but that reputation also often depends on various historical or cultural events that have changed a nation's external perception.

In this context, the Republic of Kazakhstan is a state that throughout its sovereign development is based on the concept of multi-vector. According to the First President, multi-vector means "...the development of friendly and predictable relations with all States that play a significant role in world Affairs and are of practical interest to our country"[6]. This position of Kazakhstan is largely determined by the geopolitical position of the country, multi-ethnic and multi-religious composition of the population, the level of development of the economy as a whole. The main emphasis in the foreign policy strategy of Kazakhstan is made on ensuring an effective security system in Central Asia, aimed at preventing non-traditional challenges and threats (international terrorism, religious extremism, drug trafficking, illegal migration), as well as the settlement of international crises.

Necessary ingredients for building Nations are imagination, collective memory, belief in the nation, etc. To build nation States need a variety of psychological actions. They should not be considered as motives of individual participants. Ideological analysis of psychological States shows that people's actions and motives are formed in social and historical processes, and not Vice versa. Therefore, it is necessary to move away from the conventional theories of social psychology, explaining psychological variables universality, rather than education in the historical process.

Language plays a vital role in the implementation of ideology and the creation of ideological consciousness. This was emphasized more than 60 years ago by Mikhail Bakhtin in "Marxism and philosophy of language". Bakhtin drew attention to the fact that objective psychology should be based on the science of ideologies. Also, he linked the forms of consciousness with the language. Therefore, the socio-psychological study of ideology involves the study of specific actions of language: "social psychology — this is primarily the element of diverse speech performances, which from all sides envelops all forms and types of sustainable ideological creativity" [7].

Considering the language policy of Kazakhstan, it is very important that after the collapse of the Soviet Union, the ethnic situation in the country was markedly different from what was happening in other Central Asian countries. In view of the resettlement policy of the period of both Tsarist Russia and the Soviet Union, the ethnic composition of the population of the Republic was very diverse. In this situation, it was very important for Kazakhstan to choose the right national policy, including language policy, which will not lead to aggravation of the issue and conflict situations. In this regard, the policy of nation-building was carried out gently, which was evident in the language issue. The government was taking steps to establish the Kazakh language as the state language, but it was doing so delicately, understanding that there should be no discrimination in the system of administration at the stage of transition to the use of the Kazakh language as the primary language.

The direction of the program " Ruhani zhangyru " on transition to the Latin alphabet aimed at the reform of the Kazakh alphabet and spelling, as well as modernization of the language. Modern trends in world development place special demands on languages: the inability to adapt to changing conditions leads to their disappearance. The explosive technological and scientific development of our planet generates an expansion of terminology that puts pressure on the speech and digital interaction of people. It is time for the modernization of the Kazakh language, translated into Latin script, used in more than 75% of the world. This will give impetus to the improvement of Kazakh grammar and vocabulary on the one hand, and on the other - accelerate the integration of our country into the world information, digital, scientific, cultural space. According to experts, the transition to the Latin script will serve as a powerful factor in the spiritual revival and strengthening of national identity.

In General, the program " Ruhani zhangyru " aimed at the development of youth as the main force, to build the future of the state. The efforts of the government in the framework of the program " Ruhani zhangyru" aimed at strengthening the institutional and resource base, for this the changed composition of the Council for youth policy under the President of the Republic of Kazakhstan, enhanced coordination of the relevant regional offices. An important trend in this area

was the development of public-private partnership mechanisms and the promotion of youth initiatives. The aspects of interaction with youth NGOs through the prism of institutional strengthening, development of grant funding were analyzed [6]. Taking into account the new tasks, the action Plan for the implementation of the Concept of the state youth policy until 2020 "Kazakhstan-2020: the way to the future" has been revised. In the near future, five priorities have been identified: reducing the gap between rural and urban youth, its socialization and organization of leisure, the development of social elevators, support for young families and Patriotic education, the involvement of young people in the implementation of "Ruhani zhangyru ", the creation of conditions for personal growth and support of social activity of young people.

Kazakhstan is implementing a series of long-term projects launched within the framework of five social initiatives under the project of the program, which are designed for decades. In particular, within the framework of the rental housing program for young families, at least one thousand apartments per year will be built in large cities. To increase employment and development of youth business program "Jas kasipker". There are many projects, including "Bastau Business" implemented jointly with NCE "Atameken", aimed at training economic literacy, "Business road map-2020", the program "With a diploma – in the village", and many other effective programs and projects.

Much attention is paid to the educational sphere. The urgent issue of access to education is also being addressed. In particular, the sphere of distance learning will be expanded. In General, 20 universities and 180 colleges will work under the updated programs in the country. In each region there will be a major leading University and about 10 colleges that will focus on training and issues related to vocational training. Project "New humanitarian knowledge. 100 new textbooks in Kazakh language" on social Sciences and Humanities also contributes to the development of the education system. It is aimed at creating conditions for the full education of students in history, political science, sociology, philosophy, psychology, cultural studies, Philology. This project considers the need to translate in the coming years 100 of the world's best textbooks from different languages in all areas of humanitarian knowledge into the Kazakh language and enable young people to learn from the best world standards [6].

Thus, nation-building is an important process for each state. This is a set of measures aimed at the formation of a single nation, the consolidation of the population, the emergence of a common consciousness and identification with this nation. Everything that can cause people to feel nationalism is important in the process of formation. Nation-building involves the creation of national symbols, ranging from the flag, coat of arms, anthem, national holidays, national language, myths, ending with national stadiums and airlines. For the formation of the nation is not necessarily the common origin of all members of society, as the nation is a kind of construct. Benedict Anderson in his book "Imaginary communities" noted that the nation-building carried out by the state affects the mind, the imagination [1]. Consequently, the tools that can influence the human mind are used: language, media, education system, literature. The common goals set out in the concepts and strategies of the state, in turn, also contribute to the consolidation of society.

Program " Ruhani zhangyru " in the future will serve as a powerful tool of nation-building, as has considerable potential. Already now we can trace the first results of the program, aimed mainly at interaction with the younger generation of the state, the development of its competitiveness, strengthening the sense of national identity. It is young people who are the main driving force of the state and have a significant impact on the process of nation-building. Direction of the program, " Ruhani zhangyru " will contribute to further consolidation of the population and spiritual revival of Kazakhstan nation.

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