

- оказание содействия (посредничества) в аренде зданий и помещений, выделенных для размещения дипломатических представительств и их сотрудников, в оформлении договоров аренды и купли-продажи недвижимого имущества, а также обеспечение пользования этими зданиями и помещениями;

- представление интересов дипломатических представительств в органах государственного и хозяйственного управления Республики Узбекистан по вопросам, отнесенным к задачам управления, а также защита трудовых прав граждан Республики Узбекистан, работающих в дипломатических представительствах;

- Оказание содействия Министерству иностранных дел Республики Узбекистан в выполнении возложенных на него задач, в том числе в увеличении туристского потока в страну, проведении протокольных мероприятий, встрече-наблюдении за иностранными делегациями, приобретении авиабилетов, оказании автотранспортных услуг сотрудникам, выезжающим в командировки в зарубежные страны;

- организация досуга и отдыха сотрудников дипломатических представительств, оказание услуг в сфере туризма, физической культуры и спорта [4].

Качественное и беспристрастное обслуживание дипломатических миссий имеет первостепенное значение. Управление "diphori

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INTERNET MEMES' IMPACT ON THE POLITICAL COMMUNICATION OF THE REPUBLIC OF KAZAKHSTAN

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The relevance of the research paper on Internet communication stems from the fact that the majority of the world's population uses the Internet, with 78 percent of them utilizing social media [1, p.90-96]. These, together with blogs and Internet media, are the primary conduits for information sharing on the Internet and, as a result, have a huge influence on current communication processes, particularly those in politics. They also have a uniqueness to them, which may be linked to the ubiquitous incidence of phenomena like the Internet meme.

Hence, political memes are characterized by their topicality and relevance, spontaneity and fragility, concentration on a broad audience, and ease of comprehension since they represent, for the most part, Internet users' reactions to the current political situation in the nation and throughout the world. Furthermore, prohibited terminology is frequently seen in memes. As a result, the real-world challenges of Kazakhstan will be used as an example in this essay.

Regarding the history of meme, an English scientist, R. Dawkins, coined the word meme in his book "The Selfish Gene" in 1976. The phrase now has a different connotation. According to researcher T.E. Savitskaya, the meme is in the process of forming a postmodern global culture. It comprises pictures that have been manipulated, photomontages, and films [2, p.512]. Memes circulate fast, have the potential for future alteration, and may be replicated indefinitely thanks to social networks and other human communication technologies. As a result, a "meme" is a short piece of information on any popular topic that is copied on the Internet in many author contexts, with the ability to be broadcast indefinitely. The prefix "Internet" has been introduced to the literature since most memes end up on the Internet. Any intriguing artwork, clip, or other media is instantaneously available on the "net" thanks to current devices with Internet connectivity. As a result, the terms "meme" and "Internet meme" are interchangeable.

As a general trend, from the standpoint of political memes, it should be mentioned that such types may be divided into two categories: 1. Internet users' folk art serves as a modern folklore genre created by the people of the country, and 2. Internet memes may be exploited as a political PR weapon by politicians to achieve their objectives (for example, to win an election).

The first and foremost, it is crystal clear the active development and promotion of N.A. Nazarbayev's image on the whole of territory of Kazakhstan as well as on the international arena. As a prime example, currently in the whole cities and even in countrysides every tourists can face with the avenues N. Nazarbayev, monument of N. Nazarbayev, capital of the Kazakhstan Nur-Sultan, Nazarbayev Universities, Nazarbayev Intellectual Schools and airport N. Nazarbayev. Subsequently, it shows the cult of the first president in the context of PR and people created memes in this cases, which presented below Pic.1 [3].



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Secondly, it is worth-noticing another key aspect of Kazakhstan's geopolitical image. Obviously, the entire world recognizes that we are in the "parietal forces" camp, which includes the Customs Union and the EAEU. Foreigners, on the other hand, perceive Kazakhstan as a soft link in the EAEU, owing to our eastern culture, with the potential to develop into a decent democracy in the future. It's also worth highlighting the differences between good and terrible democracy, both of which are present in our country. Let me clarify what author talking about. This occurs when a society appears to be moving toward democracy, but oligarchic organizations continue to reign, and individuals appear to have all of the rights and freedoms, but lack the capacity to influence the system Pic 2 [4]; Pic 3 [5].

Lastly, the problem of the Kazakh language. During the very complicated period for the country, and for the whole world, Kassym-Zhomart Tokayev gave an extensive interview to the republican newspaper «Ana tili»: «The fate of the Kazakh people is on the scales of history» [6, p.179].

Topics for discussion were various from a pandemic to Kazakhstan's sovereignty within the EAEU. Kassym-Jomart Tokayev paid special attention to the linguistic situation in the country. The general assessment of the language situation in the country, given by the president, is objective, versatile, balanced, and there is a great hope that the position of the head of state will positively affect the development of the state language. This is relevant: many language problems were not sounded at the highest level.

As a prime example, the president said about the need for civil servants to know the Kazakh language: “When appointing to government positions, especially those related to public communications, preference is given to those who, along with professional qualities, are fluent in the Kazakh language. Civil servants who do not know how to conduct discussion and dialogue in the state language in Parliament or at press conferences should become an anachronism» [7].

Unfortunately, it is worth noting the lack of knowledge of the Kazakh language is observed in state institutions, Pic.4 (presented below) [8]. The author of the given article believes that for

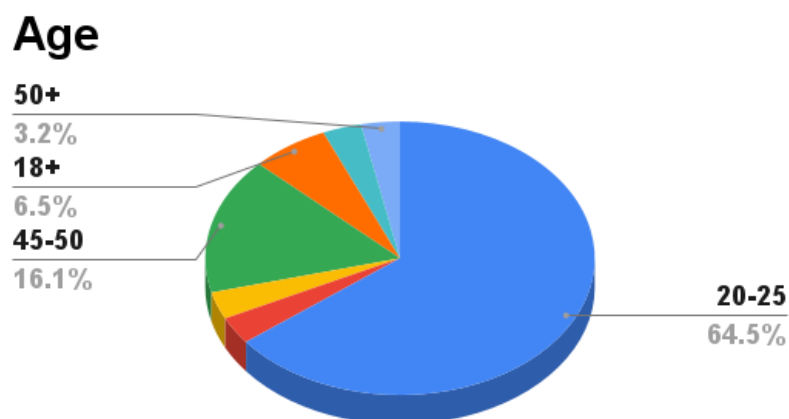
the Kazakh language to flourish in our country, it must start with officials who must respect the language and know the value of the state language.

Pic.4 - «Interview with Gulzhan Karagusova in Kazakh: Ignorance of the Kazakh language is not my fault»

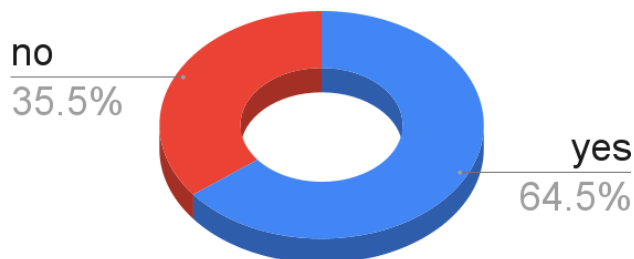
Practical Scope of the study. A sociological survey was conducted in the form of questionnaires and interviews by the author. The survey was attended by 4th year students of ENU. L.N. Gumilyov, as well as adults aged 35 to 50 years. The survey involved 31 people.

The structure of the questionnaire consists of the main part. The main part of the questionnaire included substantive questions, with the help of which it was possible to identify the age group and internal perceptions about the use of Internet memes and their influence:

In general, the survey consists of 3 questions, where additional question is about of age:

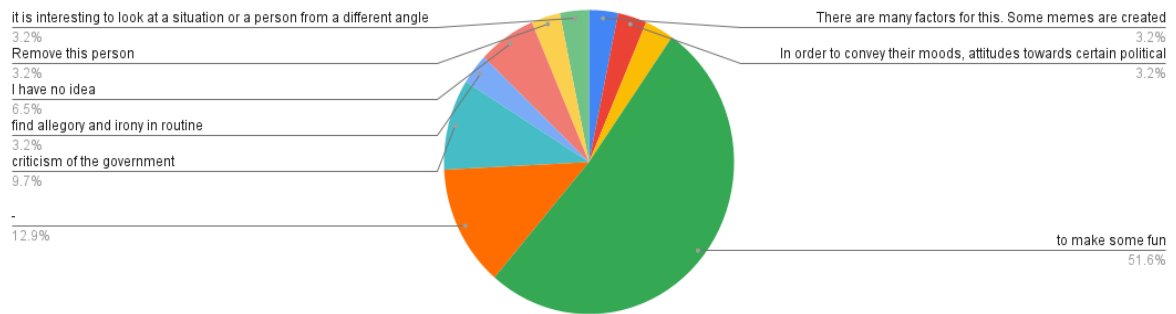


1. Do you use Internet memes in your daily life?



It should be noted that the answer “yes” prevails on the chart, which means that only a young contingent is interested in memes. 35.5% - not interested in adults aged 40+.

2. What is the purpose of memes created by Kazakhstani citizens? Your opinion



As a general trend, it is crystal clear from the pie chart that the main purpose of the creation of memes is to make some fun. However, 12.9% refrained from answering. Lastly, other answers contain an interesting meanings, which is demonstrated above.

3. Why, in your opinion, politicians, on whom memes are most often created, who have no authority among the population, continue to work in high positions despite ineffective results from their activities?

Answers:

1.	Corruption, complete or partial absence of meritocracy, a carousel where an official simply resigns from one post and is appointed to another to divert attention.
2.	I assume that such officials are beneficial to the application of polytechnology. That is, they act as a distraction from real problems.
3.	Because they are comfortable people who are easy to manage and buy.
4.	This is a symptom of a corrupt system.
5.	These are all schemes, corruption schemes! People bring in a box of green papers, a person sits on a chair! Someone from high positions puts his people where they need and turn their schemes! That's all! My personal opinion!
6.	A topic that is not open to discussion by ordinary people)
7.	because the citizens can't do anything
8.	memes don't reach them
9.	offend the state
10.	do not consider self-development
11.	every person make mistakes
12.	They simply simply do not pay attention, and most importantly, we have corruption in many places, and even if something is done, everything will remain the same

13.	PR and ads play a huge role in the world
14.	work because of corruption or connections
15.	There is an option that the head of state does not trust others. But this is mainly due to the fact that the level of corruption in the country exceeds all norms.
16.	This is Kazakhstan, baby!
17.	Perhaps they have connections with someone from the leadership or they support the state. projects financially and losing them would not be beneficial for those who are "from above".
18.	Corruption
19.	the people do not elect their deputies
20.	corruption plays an important role
21.	Unfortunately, corruption and connections flourish in KZ (Basque, Sake)
22.	elects and appoints the President himself, the common people do not have the right to vote
23.	no freedom of choice
24.	They pretend to work hard.

*It is worth-noticing that the interview is presented as a video, in which participated 3 students.

Conclusion. In the light of mentioned above arguments, it should be summarized that as a result, in the period of the Internet's emergence as the most significant communication instrument utilized by state authorities, parties, politicians, and others, it's hard to ignore such a broad phenomena as a meme on the Internet. Obviously, online memes are a relatively recent phenomena with distinct qualities that influence the manner in which they are communicated. This is especially true in political communication.

Regarding the influence of Internet memes in political communication can also be seen in the fact that, by functioning as a form of tribune, they allow individuals to actively express their political opinions, protest, and mock specific leaders. Simultaneously, politicians may utilize Internet memes as a tool of political influence to bring attention to their operations, discredit their opponents, promote certain views, or raise their ratings.

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THE CRISIS OF UKRAINE: THE BEGINNING OF A NEW GEOPOLITICAL RIVALRY IN THE EURO - ASIA REGION

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NATO is one of the two military organizations of the cold war era, after the collapse of the Soviet Union, NATO faced identity crisis, and there were no need to the existence of NATO after the collapse of Soviet Union, because the purpose and danger for which NATO was created, destroyed, but unfortunately, this did not happened and the united states skillfully retained the NATO to achieve its strategic goals around the world.

Therefore; today in practice, NATO might be beneficial for United States and its alliance, but the rest of the world suffers from the existence of this NATO, experts believes and criticize the different missions conducted by NATO in parts of the world, as potential threat to the long lasting peace and security, because the united states is using the NATO, as hegemonic tool for perusing its own strategic goals, so this has faced NATO, instead of maintaining security and stability in the world, it is leading the world towards instability and insecurity. An illustrative example is the crisis of Ukraine, the focus is to debate and examine the role of NATO and its expansion to the east in the crisis of Ukraine and as this enlargement will lead to the beginning of new geostrategic rivalry of world's great power in the Euro Asia region.

The expansion of NATO to the east and the Russia's response:

From the past eight years, the crisis of Ukraine and the widespread sanctions of western against Russia continue, after the World War II and the outbreak of cold war, European and American nations, with a sense of the danger of communism in the world especially in Europe, established a security organization that would continue to exist. The pact was based on the idea of "George Frost Canaan" as a diplomat, politician and American historian, someone who in the last decade of the 20th century was an inspiring "Doctor Truman" and at that time the most famous political to the control of soviet union.

It looks like; the core of the conflict is the expansion of NATO. The NATO, which started as a 12-member security alliance in 1949, has been admitting more member countries since then. It has added members on five occasions in 1999, 2004, 2009, 2017, and 2020 (Chopra, 01 march, 2022).

The heart of NATO is the Article 5, which signatory states have agreed to consider and oppose a military strike against one or more member states in Europe or North America as an attack