

ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ Л.Н.ГУМИЛЕВА



Филологический факультет  
Кафедра иностранных языков



**СБОРНИК МАТЕРИАЛОВ**  
международного семинара  
**«STRENGTHENING FOREIGN LANGUAGES  
TEACHING: CHALLENGES,  
APPROACHES AND TECHNOLOGIES»**

*27-29 марта 2018 года*

Астана, Республика Казахстан

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## **THE ROLE OF MODERN TRENDS, TECHNOLOGIES AND THEIR INFLUENCE ON THE DEVELOPMENT OF MUSEUM BUSINESS IN THE 21<sup>ST</sup> CENTURY (THE CASE OF KAZAKHSTAN)**

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Completely new approaches and design solutions are required in the exposition practice. Our society is in constant flux and the world trends are changing every hour, and technologies and innovations globally influence the development of socio-cultural aspects of people's lives. Kazakhstan has not made a complete transition to the era of technology and still lives by the remnants of the past. In Kazakhstan there is a large number of museums of history and culture of the Kazakh people, however, many of them were built and constructed during the USSR period and, after its disintegration. While in the 21st century this is no longer true. We must remember our history, but also develop and grow in step with the times and with the whole world, open new horizons, cooperate with the world community and produce cultural exchanges in order to expand our knowledge and our vision for the world and for life as a whole.

Currently, the main role is allocated to the introduction of innovative multimedia tools in the work of museums. Since information technologies play a major role in the world.

The modern museum in our time is a whole system, the purpose of which is to solve significant and global social problems and tasks, through the creativity of contemporary artists, as well as museums have their own cognitive function, also have an entertaining function, so that in an easy and unobtrusive way to interest the modern society.

Constant temporary exhibitions deepen a number of semantic moments in the exposition, as well as develop the concept of the museum and cause increasing interest among the public and visitors [1]. The birth of a new era in the expo-design was facilitated by the introduction of new computer technologies in the processing of data and documentation, as well as the use of audio and video communications in the exposition. Here are sound, color and light become, in a way, museum exhibits in virtual space.

**The development of museum business**



In the modern world, the role of a person as an individual and its significance in these processes is increasing, the museum is the place for the realization of the idea of meeting culture and civilization through the world of ideas and objects that are imprinted in them and thereby helps the modern person to understand himself, the world in its diversity and his place in culture [10].

Modern projects of museums are unique in that exhibition halls are not clogged with a lot of photos and documents, as in ordinary museums. All the necessary information is in the touch screens of monitors [5]. Innovative and modern, they are popular among young people, since they are accustomed to screen and sensory sources of information, rather than book. At the same time, the basis of any museum exposition remains monuments of culture and history-genuine exhibits. The modern visitor of the museum is a new cultural consumer who visits the museum not so much for the sake of receiving information of an educational nature, but for the sake of obtaining aesthetic pleasure [6].

In our world, in our time there are global changes in the cultural and social environment. We all become unwitting witnesses and participants in these changes, which are expressed in the city through the social interaction of people, culture and architecture change. When creating a new museum or exhibition, nowadays, mostly people turn to designers and architects for help.

With the development of new contemporary art in the early 1960s, which won exhibition halls and museums, the formation of a new museum architecture began. There were new standards for the "ideal Museum", thanks to the specifics and peculiarities of the materials and forms of new trends in the culture of Europe. In museums, the ceilings of the premises began to be elevated, where collections are displayed, a neutral interior and there was obligatory overhead lighting. All attention was focused on preserving free space [2]. We started using a new approach to presenting exhibits - "come and touch", first when creating scientific and technical exhibitions, and then in a number of art museums. During such expositions, the visitor becomes the acting person. The new principle of exposure significantly differs from the traditional one, for example, the new principle influences the emotional perception of art, while the traditional one, rather, looks at the experiential experience of the visitor. In a traditional museum, things are distributed in storefronts, on walls and racks, while in museums of a new type the entire museum space is filled equally with exhibits and people.

But modern museums use both types of synthesis [4]. In modern museums, designers and specialists should pay attention not only to the advantages of space, but also to color and light and their impact on the emotional state of visitors. Numerous studies show that the visitor, with his own perception, departs from the author's concept and creates his own interpretation. In this he is promoted by special lighting, which distinguishes the shape of the object, the color and texture of the material, which creates a certain mood for individual perception [3]. In this he is promoted by special lighting, which distinguishes the shape of the object, the color and texture of the material, which creates a certain mood for individual perception [3].

The idea of using sound in the exhibition increasingly attracts the attention of museumologists and designers. As the sound carries additional information, then, undoubtedly, the cognitive and emotional value of the exposure increases, the perception of the Idea deepens. Therefore, many researchers tend to regard sound as an "object" of material culture, or equate it to value [7].

For exhibition halls, it is very important to create so-called "acoustic zones", where sound becomes an integral part of the museum collection. Increasingly, sound becomes a full-fledged element of the expo design [5].

Studies of museum visitors (observations, surveys, etc.), which are conducted abroad and in our country, have shown that visitors to traditional museums (amateurs), when acquainted with these materials and new information, are faced with a choice: to ask for help from the museum staff and help the museum's apartments, or independently study and interpret this information. The goal of the majority of visitors is a general acquaintance with the museum and search for interesting exhibits and information, so the exposition is a synthesis of two main factors: obtaining aesthetic pleasure and gaining knowledge and experience. Hence, the basic information and the image must be interpreted at an accessible level and renders both spatial and physical aspects [9].

The principle of interactivity is increasingly used in modern expositions - demonstrations using samples and models, electronic and technological exhibits in the environment of a graphic image, a special relation to the sound that is created in order to produce a different perception of the subject. All this expands the possibilities of communication and complements the exhibits.

The necessary availability of information in a constantly changing audience is also achieved by changing the rhythm of the exposure. Secondly, direct participation of visitors becomes an effective means of communication and is increasingly used in many museums. Interactive exhibits raise this participation to a higher level, when the visitor is involved in the management of the exhibit, in communication with him. And, finally, thirdly, electronic means of information dissemination and computer technology open new opportunities for dialogue between the viewer and the museum subject through the use of games, quizzes and information retrieval systems, as well as automated and video disc technology [8].

In the field of interactive information systems, museum specialists are given an important role in providing accurate and reliable information, which undoubtedly improves the quality of the museum itself, strengthens its cooperation and communication with other museums, various institutions and, of course, the museum audience [6].

In conclusion, firstly, I would like to say that only by connecting separate elements in the exhibition space, the museum exposition becomes complete and full. Secondly, when technology, art and science are united by a conscious informative connection, functioning through this unification it creates the necessary space for new discoveries and knowledge.

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## **ALTERNATIVE FORMS OF ENERGY: ENERGY-SAVING & ENERGY-EFFICIENT TECHNOLOGIES IN ARCHITECTURE**

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Main component of human life is energy. We passed the stage from the first spark, which lit the fire to nuclear power plants. Nowadays, the following "traditional" types of alternative energy are open: the energy of ebbs and tides, the energy of wind and sun and sea waves. Never before, there is question of the preservation of energy has arisen in front of all the world's scientists, what is waiting for humanity in the future in terms of energy, because the needs of society are growing and energy is scarce. Scientists are developing energy programs, which require enormous efforts and enormous material costs. Also, new alternative sources of energy are being developed and found. Distinctive feature of the architecture of innovative technologies from the architecture of past years are new technologies adapted to the standards of modern communication and strengthening of interrelations with nature [1].