

UDC 330

FORMATION OF THE CONCEPT OF "RUHANI ZHANGYRU"

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It has been quite a long time since independence. A young state that has just begun to grow stronger and develop at an incredible speed requires support in the form of a program that will create a direction for it. The formation of any state requires a lot of time and effort, not to mention the implementation of programs for its development. In Kazakhstan, these programs were implemented gradually, changing their direction at the request of time. Today in Kazakhstan is played the program "Kazakhstan-2050". Formation of a culturological personal position among citizens is one of the priorities in the Republic of Kazakhstan in connection with conducted state policy aimed at the revival of spiritual values in society. This direction is presented in the program article of the Head of State N.A. Nazarbayev "Rouhani Zhangyru" ("Revival of spiritual values"). The main objective of the Strategy "Kazakhstan-2050" is the entry of our state into the number of 30 developed countries world. Currently, the Kazakh government has begun to implement specific tasks to accelerate economic and social reforms, the formation of scientific and educational system, strengthening the state and the development of democracy, modernization of foreign policy and strengthening regional and global security. Stability and stability are prerequisites for successful overcoming of global challenges and threats by Kazakhstan. successful implementation of Kazakhstan's previous strategic plan "Kazakhstan-2030", adopted in 1997 Remember where we started. In 2007, the head Of state in his Address to the nation "Kazakhstan-2030», in particular, he set a task for the government to guarantee full and timely payment of pensions, benefits and wages in budgetary organizations, as well as to ensure full attendance of children in school [1].

At the same time, President N. Ah. Nazarbayev stressed:

"...each of us has a deep understanding that to live only for today, in a constant decision current tasks are no longer possible. We must clearly know and understand what we want, what should be the trajectory, the highway our development, which will lead to the chosen goal»

Thus, Kazakhstan is one of the first States in the world which has developed and put into practice a long-term planning system. Then at home and abroad is the innovation was perceived by many with irony and skepticism. It took years for the international community to the advantages of this Kazakhstan appreciated ideas. Kazakhstan in recent years has made a number of important international initiatives, such as the g-Global project, congresses of leaders of world and traditional religions, anti-nuclear project "ATOM", Green bridge program, Astana economic forum, enthusiastically received by the world community. Considerable work has been done in the social sphere, which significantly ensures social stability and harmony in the country. Over the past 15 years, the income of citizens of the Republic has increased 16 times, the number of citizens with an

income below the subsistence minimum has decreased 7 times, the number of unemployed has halved, the cost of education has increased 9.5 times [2]. Thus, this project will become a link between science, education and production activity. These innovations, we need these transformations in order to continue to compete in today's economy. This is an ambitious, serious project that it will change our attitude to study and work.

So, what is the relevance of this work? This program definitely plays an important role in the policy of Kazakhstan and is already showing good results. But how exactly did Kazakhstan come to this idea? How, exactly, people decided the formation of specific programs for the promotion of the country? In this work, we will consider the causes of this concept and try to make an analysis of the program itself. Industrialization should become the flagship of the introduction of new technologies, to adapt the system of education, communications and standardization to the needs of the new industrialization, further development of resource potential, improving the efficiency of transport and logistics infrastructure. It is emphasized that the basis of modernization is human capital and it is necessary to accelerate the creation of its own advanced system of education, covering citizens of all ages, and capacity-building of the nation requires further development of our culture and ideology. The meaning of "Rouhani air" in this".

Thus to us it is useful to remember that our ancestors defended and gave us a legacy of a vast territory of today's Kazakhstan, the unique culture and the unique spirit of freedom and steppe valor, not wasted on drastic changes in the history, it has managed to maintain the previous generation, whose share fell unprecedented test. Each of them fulfilled its historical mission at the turn of the XIX and XX centuries. The great Abai paved the way to the big world and woke up a galaxy of titans "Alash-Orda". Those, in turn, managed to raise the consciousness of the people and form ideas that allowed the Kazakhs to rise from the environment of backwardness and historical oblivion. Today's young people should constantly listen to the elders, respect the opinion of their peers, do not rush to conclusions. It is an honorable responsibility to remember the rites and culture of your people and to teach those who came to this world after you, while constantly honoring the people known in the people. Culture is the fundamental core of human knowledge. It is known that the knowledge you will get only when you fall in love with the book, then you will gain the mind and studies. It is appropriate statements Cicero, who stressed: "the Actions of wise people are dictated by the mind, less savvy – experience, ignorant – necessity, animals – nature." Once A. P. Chekhov said: "Educated people must meet the following conditions. They respect the human person, always indulgent, soft, polite, compliant... Do not lie even in trifles, they are not vain... If you have the talent, then respect him... Here we need continuous day and night work, eternal reading, study, will... It's expensive every hour." A famous German poet Goethe wrote: "it is Impossible to always be a hero, but you can always remain a man." As you know, the element of high culture of a person is his mind, spiritual state, inner peace. So people say: "who lead the, from, and rack up", "Look for other smarter than myself." You should always follow the rule: never waznosci over the people, which you trust. Arrogance is a sign of human unconsciousness. It is said in the people that by the way the state takes care of its children and the elderly, one can judge the power. Any person, first of all the head, should be judged not by words, but by his deeds. Aiteke bi said: "you will Tie threads without knot / Without truth your speech is empty". Our Kazakh land is Holy – the cradle of the people, with its historical and cultural layers and graves of ancestors, wise and pious patriarchs, who cherished the tribesmen, who sought the path of a decent life under the sun. Naturally, the Kazakhs have long adhered to the principles of justice, tolerance, friendship with neighbors. Therefore, the national idea that can lead the people of Kazakhstan to unity should be based on three principles. This heritage of ancestors, language and native roots are the basic vital values of the Kazakh people. Professor Michael porter summarized the experience of those countries that have managed to become the most prosperous in the XXI century. He believes that, firstly, national prosperity is not inherited, but created and, secondly, the competitiveness of countries and regions is determined not so much by a set of factors, as by the efficiency of their use.

What does that say? The fact that the economic level of the country and its competitive position in the world primarily depend on the quality of its people – human capital. Adopted on

December 16, 1991, the constitutional Law on state independence of the Republic of Kazakhstan consolidated the emergence of a new sovereign state in the heart of the Eurasian continent, in the vast steppe expanses [3]. Our country has gone through a thorny path before gaining international recognition and successfully integrating into the world community. Today, Kazakhstan is deeply integrated into international processes, has entered the main financial and economic institutions, is a recognized locomotive of regional integration, has attracted multi-billion flows of foreign direct investment. Expo-2017, the first OIC Summit on science and technology, and other major forums were included in the annals of national history. About the "modernization of public consciousness" they say since the release of the strategic papers of the President "BolashakkaBadar: Rouhani gear". If before all state reforms in the country were aimed at specific areas, the principle of which is more or less clear to people – politics, economy, now, when it came to the modernization of the consciousness of the whole people of such a territorially large country as Kazakhstan, heated discussions began – from conversations in the kitchens to public statements in social networks. In an effort to take its own unique place on the global map of the XXI century, Kazakhstan from the first days of Independence declares the paramount importance of preserving the national culture and spiritual heritage of Kazakhstan. The national strategic project "Madeni Mura" was implemented, which provided a complete systematization of measures for the study and protection of historical and cultural heritage of the country, recreation of cultural monuments and objects. Today the program "Madeni Mura" has moved to a larger and more meaningful format - the software installation "rukhanizhangyru", in which Kazakhstan has formed a unique sacred zone of the country, which includes 100 national and 500 local monuments of history and culture of Independent Kazakhstan. 12-13 April 2017 in nationwide Newspapers there was an article head of state "BolashakkaBadar: RouhaniGair" - "looking to the future: the modernization of public consciousness". This program article opens truly new horizons of spiritual development of Kazakhstan society. The President proposes six key areas of spiritual modernization: competitiveness of our nation, pragmatism, the preservation of national identity, the cult of knowledge, the evolutionary development of Kazakhstan and the opening of the consciousness. Program "Rouhani Gear" is implemented through 6 projects, and 4 Subroutines. 4 project management office to implement a program of Special project "Tuganjer": "education", "Atameken", "RouhaniKazyna"), "Apart tolani" [3]. In educational institutions implemented 3 basic design of the program "TarbieZhaneBilim" - "Ölketanu " Study;" concerned citizen" - a concerned citizen;" Otanym - Tadiran " – My homeland-My destiny. Over the years, a huge layer of modern cultural heritage has been created, which today can be adequately represented to the entire world community. For 26 years, 25 new theaters and concert halls have been opened in the country, about 1000 new museums, libraries have been created, unique educational organizations of culture operate, including the Kazakh national University of arts, the national Academy of arts. T. zhurgeneva, national Conservatory. Kurmangazy, national Academy of choreography [3].

Regional cultural organizations include: 4.1 thousand libraries, about 3.2 thousand cultural and leisure organizations, 238 museums, 64 theaters, 94 cinemas, 39 concert organizations, 132 parks, 8 zoos, 4 circuses. In 2014-2016, 38.7 thousand performances were staged across the country, 17.8 thousand concerts were organized, 24.5 thousand exhibitions were held by museums and Museum-reserves [4]. Not conceding to the world cultural platforms, our theaters became the center of carrying out world-class actions — "Operalia" Placido Domingo, tours of legendary "La Scala", the Mariinsky theaters, etc.

The National Museum exhibits unique artifacts not only of the history of our country, but also the exposition of the world's leading museums. During the "Expo-2017" Kazakhstan and guests of the capital were able to observe unique collections from the museums of the terracotta army of the Emperor of China, the Hermitage, Sultan Beybars, masterpieces from the new York Museum of Nicholas Roerich, Ancient Egypt, the Biennale of sculptural art Eurasia Sculpture Biennale, photo festival "Photofest.kz" etc [4].

1. Competitiveness

Nowadays, not only a single person, but a nation in general, can succeed only by developing its competitiveness. First of all, it means that the nation has something valuable in terms of price and quality to offer to regional and global markets. It is not only material goods but also knowledge, services, intellectual products, and lastly, the quality of human resources. What is unique about the future is that a nation's success will rest on the ability of each person to compete successfully, not on its mineral wealth. That is why each person in Kazakhstan and the nation in general should possess a set of qualities that fit the bill for the 21st century. Among those qualities are computer literacy, foreign language proficiency and cultural openness. The Digital Kazakhstan program, the trilingual program and the program of cultural and religious accord are a part of preparation of the nation (and of all the people in Kazakhstan) for life in the 21st century. It is key to our competitiveness.

2. Pragmatism

Modernization is impossible without the ability to change habits and stereotypes. And there are many examples of a genuine and successful pragmatic approach throughout our history. For centuries, our ancestors had a unique environmentally friendly way of life, preserving the environment and natural resources and using them in a very pragmatic and economically correct way. Yet within a few years in the middle of the last century, the irrational use of resources led to the disappearance of the Aral Sea and transformation of thousands of hectares of fertile land into ecological disaster zones. This is an example of how our nation's pragmatic attitude to the environment turned into profligacy through an extremely non-pragmatic attitude. In the course of modernization, we should remember the skills of our ancestors. Pragmatism means an accurate knowledge of our national and personal resources, the cost-effective use and the ability to plan for our future. Pragmatism is the opposite of profligacy, arrogance and a flashy lifestyle. The culture of modern society is a culture of moderation, of prosperity, not luxury. It is a culture of rationality. The ability to live rationally with an emphasis on achieving real goals, on education, healthy lifestyle and professional success shows our pragmatism in our behavior. This is the only successful model in the modern world. When a nation or individual are not focused towards concrete practical goals, unrealistic populist ideologies appear, leading to catastrophe [3]. Unfortunately, there are plenty of examples in history when nations, led by unrealistic ideologies, have failed. We have witnessed the collapse of the three main ideologies of the last century – communism, fascism, and liberalism. The age of such ideologies has passed. We need instead clear, understandable and achievable goals which reflect our capabilities and limits. Realism and pragmatism are the watchwords of the next few decades.

3. Preserving national identity

The concept of spiritual modernization implies changes in our sense of collective community and culture. There are two aspects. First of all, changes in our collective identity. Secondly, preserving the inner core of our national identity while allowing some of its characteristics to change. What are the risks of today's modernization models? They see modernization as a transition from the national development model to a single, universal one. But life constantly proves that it is a mistake! In reality, different countries and regions develop their own models. Our national traditions and customs, language, music and literature, in one word, our national spirit should remain with us forever. Abai's wisdom, Auezov's pen, Dzhambul's touching verses, Kurmangazy's magical sounds, ancestors' eternal call are only a part of our spiritual culture. But modernization also means that a number of out dated habits should be left behind. Dividing a single nation by regions should become the thing of the past. It is useful to know and take pride in the history of your region. But one should not forget that he or she belongs to a great nation. We build a meritocratic society in which the value of every individual should be based on his/her personal contribution as well as personal and professional qualities. Nepotism has no place in such a system. This is the way to build a career only in a failed and under-developed society. We must understand two unalterable rules. First. Modernization is impossible without preserving national culture. Second. To move forward, a nation must leave behind the elements of the past that hinder its development.

4. The cult of knowledge

Our nation has always been known for its thirst for knowledge. A great deal has been achieved since independence. We have trained tens of thousands young specialists at the world's best universities. As you know, we laid the foundation with the Bolashak Scholarship Program in early 1990s. We have created a number of top-class universities, a network of intellectual schools and more. However, the cult of education should be universal. And there is a crystal-clear reason for that. Half of existing professions will cease to exist in the upcoming decades as a result of the technological revolution. Only highly educated people with the ability to switch careers will be able to live successfully in such conditions. That is why Kazakhstan is now among those developed countries that invest most heavily in education. Every citizen of Kazakhstan must realize that education will be fundamental to success in the future. Education should be the number one priority for our youngsters. If education becomes the key value, success will come to the nation.

5. Evolutionary, not revolutionary development of Kazakhstan

This year marks 100 years since October 1917 saw radical changes across vast areas of Eurasia. The entire twentieth century was marked by revolutionary upheavals. Every nation draws its lessons from history. It is its right, and no one should impose their point of view on others. But no one also has the right to impose their subjective vision of history on us. The lessons of the twentieth century were, for the most part, tragic for our people. First, the natural path of the nation's development was broken and foreign forms of social organization were imposed. Secondly, a terrible damage has been done to our demography. And its consequences affected the nation throughout the century. Thirdly, Kazakh language and culture were almost lost. Fourthly, large areas of our land in many regions were turned into ecological disaster zones. Of course, history is not only black and white. The 20th century also brought positive developments for Kazakhstan. We saw industrialization, the creation of a social and industrial infrastructure and the formation of a new intelligentsia. Modernization, in certain ways, did take place. But it was more a modernization of territory and not the nation. We must clearly understand the lessons of history. The era of revolutions is not over. While they may have changed greatly in their form and content, recent history says directly and unambiguously that only evolutionary development gives nations a chance for prosperity. Otherwise, we will once again find ourselves in the trap of history. Evolutionary development as a principle of ideology should be one of the benchmarks on a personal, individual level for every person in Kazakhstan. Of course, evolutionary development of society as a principle does not mean nothing will change forever. It is, however, important to understand not only the lessons of history but also examples of the present and signals of the future. The nature of revolutions has changed. Today they have distinct national, religious, cultural or separatist characteristics. But in the vast majority of cases, they continue to lead to violence and economic collapse. Serious consideration of these threats must be done within our society as a whole, in political parties and movements, as well as the educational system.

6. Open attitude

Many problems occur because while the wider world is changing rapidly, the solutions found remained constrained within our own borders. It should seem unnecessary to prove the need to study the English language when over one billion people around the world use it in their professional communication. Do you really think that 400 million citizens of the European Union do not respect their own German, French, Spanish, Italian or other languages? Do you really think that millions of Chinese, Indonesian and Malayan people learn English simply because of a thirst for knowledge? It is not someone's psychological longing, it is a job requirement in the global world. Having an open attitude has three main aspects. First of all, understanding what's going on in the world, around your country and in the part of the planet where you live. Secondly, it means being open to the changes that the technological revolution brings. In ten years it will transform many areas of our lives –our work, our leisure, our houses and ways of communication. We must be ready for it. Thirdly, the ability to adopt and learn from the experience of other people and countries. The two great Asian nations of Japan and China are the best examples of this approach. Being open to the best practices is the key to success and one of characteristics of an open attitude.

Why is this so important for the future?

If the people of Kazakhstan pass judgment on the world only from within the windows of their houses, they will not be able to see that storms are coming in the world or in neighboring countries. They will not see the woods for the trees or the factors that sometimes force us to change approaches dramatically [5]. Today in the modern world there are global processes in the economy, politics and education, and young people need to constantly improve their intellectual potential, to be on the crest of new achievements. Now the XXI century is the century of a new generation, which will become a pillar of the young state. We should pay great attention to learning, try to acquire maximum knowledge. The state of the new Millennium needs educated, active people. The future of the state will depend on us. “Kazakhstan needs an intellectual revolution that will allow you to awaken and realize the potential of our nation,” says N.Nazarbayev. Personally, I will try to study, work for the benefit of the state to contribute to the development of my homeland, the Republic of Kazakhstan. My Independent Kazakhstan is my home, my homeland!

Literature

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