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TRANSFORMATION OF HIGHER EDUCATION IN THE REPUBLIC OF KAZAKHSTAN IN THE CONDITIONS OFGLOBALIZATION

Abstract. Education is the main indicator of development in all civilized countries all over the world. The countries compete not only with the goods and services; they compete also with the systems of social values and education system. The system of the higher and postgraduate education belongs to the soft, humanistic systems, i.e. to the systems, which functioning,from one hand, not so cruel and strict, from theother hand, depending on people's behavior. In the field of information transfer and knowledge there are several conceptual changes, so-called information revolutions: invention of writing, publishing, information technologies. For a long time the organizations of education were almost out of competition, actually there was no market of the seller. The competition in this sphere wasn't significant, and higher education institutions functioned rather steadily. The globalization, which has affected all spheres of production and rendering services, has considerably affected on education too, especially in the modern information communication technologies. Kazakhstan as well as all world community, overcomes consequences of world economic and financial crisis with negative social consequences. All this hadthe result inthe strategic management of the education system, in general,and also higher education institutions, particularly.

Key words: higher education, educational technologies, innovations in education philosophy, human capital, intellectual nation, labor resources, system of the universities, autonomism of higher education institutions, digital formats in education, social modernization.

Atthe beginning of the article I would like to focus the specific problems of social modernization and globalization. Basic and applied the integrated reform of higher education in the Republic of Kazakhstan, the determination of the integrative, innovative factors and mechanisms for Kazakhstan in the global educational environment are relevant and important in the context of the modernization of all aspects of modern life of Kazakhstan's society.

Upgrading - this is an improvement, updating the object, bringing it into line with the new requirements and standards, technical specifications, quality indicators, upgraded, mainly machinery, equipment and processes. Modernized society has a set of related features, which are often seen as separate processes of economic, political, social and cultural modernization. Modernization has become a factor of economic forms and institutions to promote the development and dominance of commodity-money relations in production, consumption, and forced labor, which led to the development of capitalism. This, in turn, led to the development and spread of market relations, the establishment and development of national and transnational markets. Social modernization involves the formation of an open society with a dynamic social system. Such society emerged and developed on the basis of market economy, the legal system, governing relations between owners and notquite perfect democratic system. Democracy in this society is necessary in order to be able to make changes to the rules in environment and to monitor their implementation. Social modernization contributed to the emergence of the modern nation, mass and civil

society, and the welfare state. At the present stage of education and intellectual resources play a crucial role in the development of our country at all levels of economic, social and political development. Therefore, the main objective goal of Kazakhstan's universities is to provide quality education, in accordance with the international standards. Because now the higher education in Kazakhstan has received thousands of foreign students, it can be assumed that in the near future education of our country will be prestigious in all aspects. This requires innovation both in content and in the form of training of future teachers. The result of this knowledge should be sought after, creative, timely, relevant date. We need a creative solution to the set of strategic objectives for reforming higher education. On the other hand, should make every effort to support scientific and teaching staff that is unique as well. It is well-known that the preparation of highly professional specialists takes huge time. Is a comprehensive modernization of the content and quality characteristics of the national system of higher education, the introduction of innovative technologies, as well as the active involvement of higher education of the Republic of Kazakhstan in the Bologna process. At the same time there is a process to overcome the inertia of the extensive development of education, removing it to the high, international level.

Proponents of modernization theory is usually considered only Western society as modern, civilized in comparison with others. This point of view is non-upgraded society as inferior, even if they have the same standard of living as western societies [1, P.821]. We live in the complex time, fundamental updating all spheres of life. But the past two decades, many foreign undergone radical changes, not only the political map of the world, but in many ways, the very social consciousness of people. Rapidly evolving and require new ideas and approaches, objective view of the historical and social processes, a complete overhaul of the entire methodology of scientific research as well as the system of organization and functioning of scientific and educational institutions. The present educational system is undergoing a lot ofcomplex and serious changes. This is due, primarily, to the realities of our time. Reforming the system of higher education and research is directly related to the political, economic and social solvency of our country. The Republic of Kazakhstan is now more than ever need to be fully trained and erudite personnel. World development testifies competitive advantage of countries and the prospects for their economic development less dependent on geographical and constant evolution of the world's needs in various resources. Knowledge and corporate experience, that's a factor that integrates capital and natural resources, the resources, that increases the value of any company. In many countries, education is determined by the priorities of the overall development strategy of the country, turning it into the sphere of the most effective and *profitable*long-term investment. In this context, the function of our system of education, higher and vocational education, in particular, in the formation of the successful Kazakh nation.Education Indicators are indicated the status of the national economy, created demand for labor in the parameters, depending on the structure and stability of productivity and welfare. As noted the President of the Republic of Kazakhstan, NursultanNazarbayev: "A country is not able to develop knowledge in the XXI century is doomed to failure. We must build the groundwork for high-techpersonnel and high-tech industries of the future. Without modern education and modern managers, thinking broadly, new way, we can create an innovative economy"[2]. XXI century, the beginning of the new human civilization, arising from the processes of globalization, information technology, automation, innovative economy and the profound changes in all spheres of life is fundamentally changing the role of man in the workplace and in society,in general, in this changing role of the educational and scientific spheres of life society. In these circumstances, the study of the experience of the education system of newly independent countries of the former USSR has the great importance.

A retrospective analysis of the development of higher education information allowed us to determine the main trends of development, their objective associated with update-intensive technologiesthe acceleration of economic and social development, globalization of education [3, P.17]. In recent decades, the idea gained considerable development and information technologyuse of the educational process, as an important means of improving the educational system andto ensure the progress of society as a whole. It is

well known that the development of information and communication technologies is a priority of the state policy in the field of education.The problem with the integrity of the learning multidisciplinary credit system is a multi-leveland multi-faceted problem. Integrity means that all components of the educational processare organized in a single coordinated program within the integrated pedagogical process and organized in a single coordinated program within the integrated pedagogical achievements. Now we have a situation, where the content of higher education, its organization methods should focus on more advance science and practice unmet perspective, i.e. the entire system of training must be based on advanced predictive basis. Universities should become a bridge to the future, because they determine the level of training, which will drive the economy in the future. Social and legal modernization implies the creation of certain political institutions,which should result in effective public participation in power and influence of the people to takeconcrete decisions.

As the result of the policy of reforms, an important step to serious reforms is the judicial sector, bringing it closer to the international standards. That is why in the Presidential policy of the legal reforms has been given a special place in the further improvement of the political systemin the country. In his Annual Message to the people of the country, Leader of the Nation, President of the Republic of Kazakhstan, NursultanNazarbayev said: “Kazakhstan is vital to find the optimal balance between economic progress and the provision of public goods. In this I see the key task of the socialand economic modernization”[4].

In theconclusion I would like to stress, that the world development testifies: the competitor advantages of the countries and perspectives of their economic development less depends from their geographical constants and evolution of world needs in the resources. Knowledge and corporative experience are the factor, which integrates capital and natural resources, increasing the price of any company. In many countries the education defines by thepriorities of the common strategy of the country, turns it into the sphere of profitable and more effectiveness long-time investments.

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М. С. Закирова, Роберт Алан

ЖАҺАНДАНҒАН ӘЛЕМДЕГІ ҚАЗАҚСТАН: ХАЛЫҚАРАЛЫҚ-ҚҰҚЫҚТЫҚ ЗЕРТТЕУ АСПЕКТІЛЕРІ

Аннотация. Барлық әлемнің өркениетті елдерінде білім беру жүйесі олардың дамуының негізгі иникаторы болып есептеледі. Қазір әлем елдері бір-бірімен тек қана тауар шығару мен қызметтер арқылы бәсекелестікте емес, сонымен қатар олар қоғамдық құндылықтар жүйесі мен білім беру жүйесі арқылы да бәсекелестікте. Жоғарғы оқу және одан кейінгі білім жүйесі жұмсақ гуманистік жүйелер қатарына жатады, яғни қатаң түрде белгіленбеседе адамдардың іс-қимылы мен әрекеттеріне тікелей тәуелді жүйе болып есептеледі. Білім беру мен ақпарат беру бағытында көптеген концептуалдық өзгерістер пайда болды, оларды ақпараттық революция деп атайды: жазуды ойлап табу, кітап шығару, ақпараттық технологиялар. Өзінің қалыптасып дамуының ұзақ кезіндерінде білім беру ұйымдары бәсекелестіксіз өмір сүрді, іс жүзінде сату нарығы болған жоқ. Қызмет көрсету нарығында ешқандай бәсекелестік болмағандықтан жоғарғы оқу

орындары орнықты жағдайда өмір сүрді. Жаһандану қоғам өмірінің барлық қырларына сонымен қатар қызмет көрсету мен өндіріске әсерін тигізіп, білім бері жүйесіне де тікелей әсер етті, қазіргі кездегі ақпараттық технологиялық коммуникацияларды қолдана отырып. Қазақстан барлық әлемдік құрылымдар сияқты заманауи қаржылық және экономикалық дағдарысытың әлеуметтік зардаптарын жоя отырып, даму үстінде. Осы жағдайлардың барлығы стратегиялық басқару жүйесін өзгертуге мәшбүр етті, сонымен қатар жоғарғы оқу орындары да түбегейлі өзгерістерге ұшырады.

Түйін сөздер: жоғарғы білім, білім технологиялары, білім философиясындағы инновациялар, адами капитал, интеллектуалды ұлт, еңбек ресурстары, университеттер жүйесі, жоғарғы оқу орындарының дербестеу, білім берудегі сандық пішімдер, әлеуметтік модернизация.

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ТРАНСФОРМАЦИЯ ВЫСШЕГО ОБРАЗОВАНИЯ В РЕСПУБЛИКЕ КАЗАХСТАН В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

Аннотация. Образование является основным индикатором развития во всех цивилизованных странах мира. Страны конкурируют не только товарами и услугами, они конкурируют системами общественных ценностей и системой образования. Система высшего и послевузовского образования относится к мягким, гуманистическим системам, т.е. к системам, функционирование которых, с одной стороны, не является жестко определенным, с другой стороны, зависящим от поведения людей. В области передачи информации и знаний существуют несколько концептуальных изменений, называемых информационными революциями: изобретение письменности, книгопечатание, информационные технологии. Значительную часть своего существования организации образования были практически вне конкуренции, фактически не существовал рынок продавца. Конкуренция в сфере предоставления услуг не была значимой, и вузы функционировали достаточно устойчиво. Глобализация, затронувшая все сферы производства и оказания услуг, в значительной мере повлияла и на сферу образования, прежде всего, используя ресурсы современных информационно коммуникационных технологий. Казахстан, так же как и все мировое сообщество, преодолевает последствия мирового экономического и финансового кризиса с негативными социальными последствиями. Все это привело к необходимости стратегического управления и системой образования в целом, и вузами, в частности.

Ключевые слова: высшее образование, образовательные технологии, инновации в философии образования, человеческий капитал, интеллектуальная нация, трудовые ресурсы, система университетов, автономизация вузов, цифровые форматы в образовании, социальная модернизация.

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INFORMATIONAL-METHODICAL ENSURING INTERNAL CONTROL OF ACTIVITIES OF ENTERPRISES FOR ECONOMIC SECURITY

Abstract. This article examines the need for economic information, determines its characteristics necessary for the implementation of strategic goals and objectives. The author notes the need to group and systematize economic information, since information is inherently heterogeneous.

The conditions for the effectiveness of the economic information system are also determined. The author paid much attention to the classification of economic information, noting that the information used by the internal control system of the enterprise is diverse in composition, content and sources. Within the framework of economic information, accounting reporting is an important management tool that contains the most synthesized and aggregate information about the financial and property status of an enterprise, and serves as the foundation for an objective assessment of activities for the current period and for long-term planning.

Keywords: internal control, information flows, groupings and systematization of economic information, classification of economic information, accumulation of external and internal information.

Introduction . At present, information is one of the most important resources in the activities of enterprises, on the reliability, prompt receipt and effective application, which depends on the prevention or minimization of economic risks, the timeliness of the development and adoption of management decisions, the formation of a safe direction of development. To implement strategic goals and objectives, you need to own high-quality information that describes how to monitor and ensure the effectiveness of current activities, and the external environment.

HELL. Sheremet [1, p. 71] notes that "economic information is a collection of information that characterizes the economic side of production and is the object of storage, transfer and transformation."

A.A. Kanke, I.P. Koshevaya [2, p. 35] believe that "economic information is a collection of information about the activities of enterprises, reflected in economic indicators."

The system of economic information can be justified and effective only if it facilitates the timely identification of shortcomings in the work of the enterprise, the search for opportunities for effective development, and the prompt adoption of managerial decisions.

At its core, economic information is heterogeneous, and in order to create an efficiently functioning information system, it needs to be systematized and grouped.

Classification of information for the purposes of internal control of the activities of enterprises is shown in Fig. 1.

In the process of activity, each enterprise creates an internal environment for its activities, but at the same time it directly interacts with the external environment.

At present, the work of the enterprise is significantly influenced by the environment. In order to formulate a development strategy, expand the range of industrial products, attract customers, select reliable partners, find sources of financing, formulate measures to improve the efficiency of activities, there is a growing need to obtain information that helps comprehensively and comprehensively study environmental

factors that affect the activities of the enterprise and can cause both risks, bearing certain losses, and opportunities that open up the horizons of successful development. Undoubtedly, interaction and exchange of information between the external and internal environment of the enterprise takes place, which are consumed and provided by resources, products, services, etc.

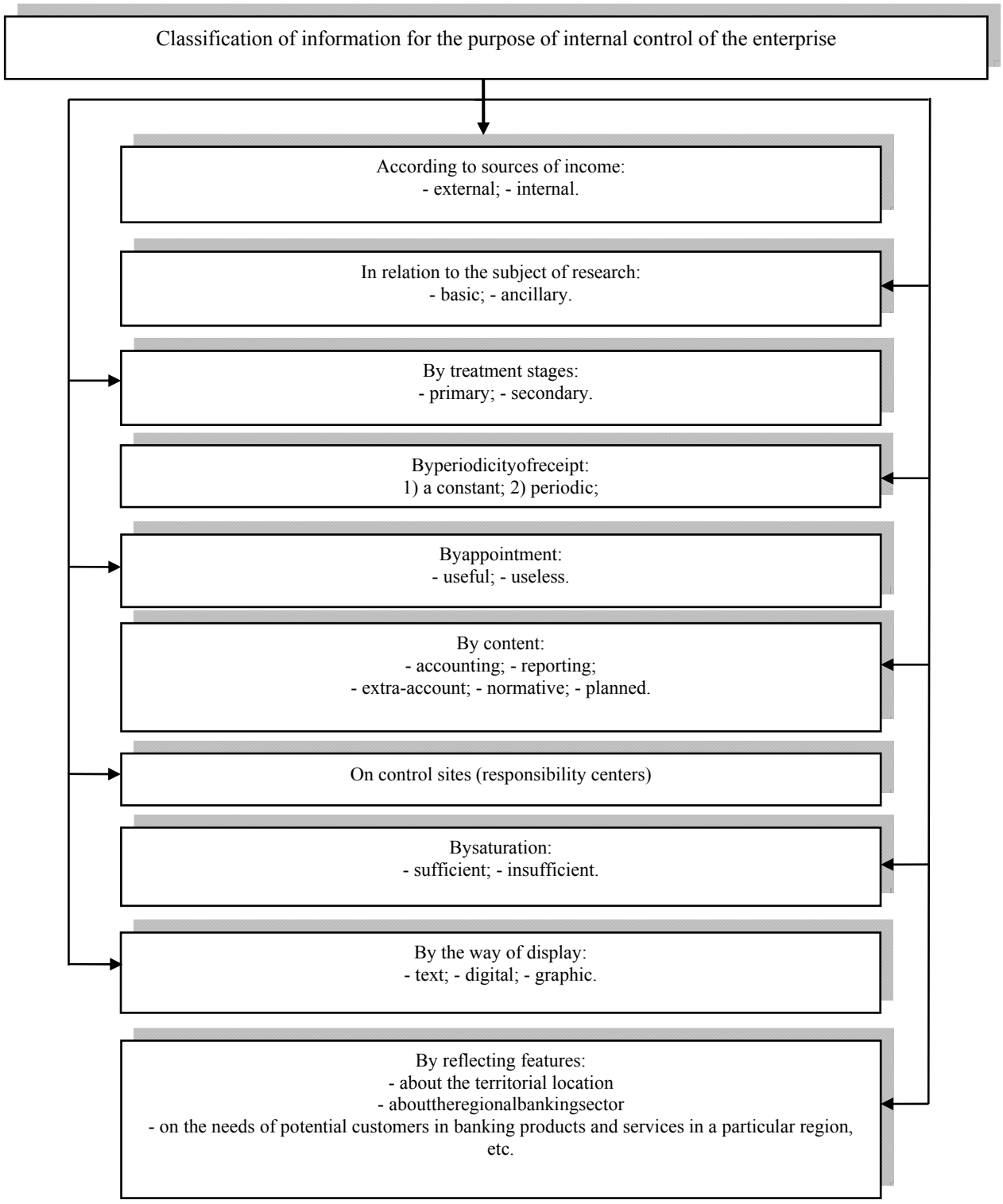

Figure 1- Classification of information for the purpose of internal control of the enterprise

Thus, depending on the sources of information, it is divided into internal and external information.

For the internal control system, the above types of information play a special role. Accumulation of internal and external information for the formation of internal control methods of the enterprise is shown in Fig.

The external environment of the enterprise provides external information to the internal control system that facilitates the analysis of competitors' activities, the establishment of customer needs in the latest industrial products, monitoring of macroeconomic factors that affect the operation of the enterprise.

An important role in the information support of internal control is provided by internal information including financial, managerial, statistical accounting and reporting data; planned documentation; constituent documents; materials reflecting contractual relationships with shareholders, customers, partners; acts of tax and audit; information on the activities of divisions, representative offices, branches, etc.

Internal information includes the secret of the enterprise and is confidential. Thus, internal workers can provide internal information to the internal control system within the limits of their duties.

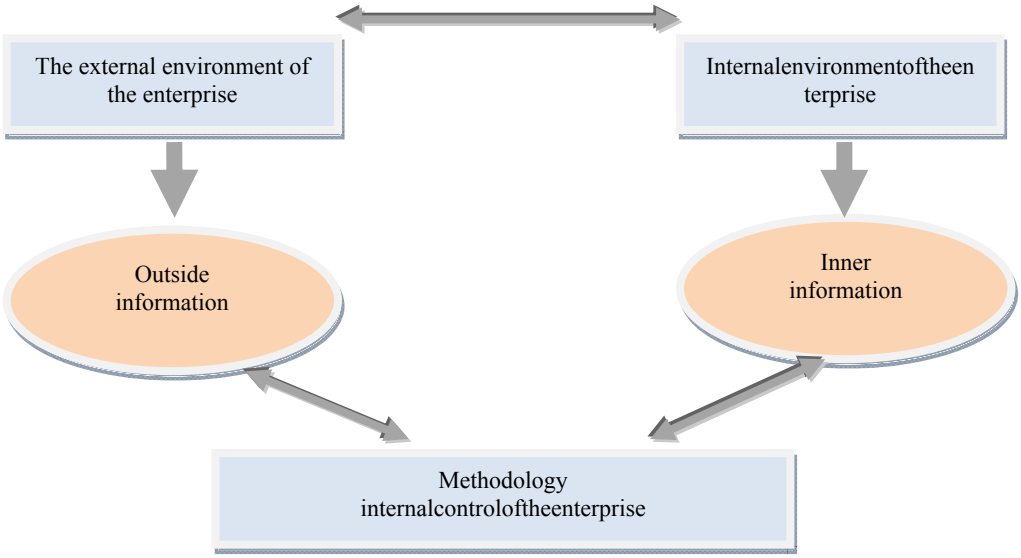

Figure 2 - Accumulation of external and internal information
for the formation of methods of internal control of the enterprise

Internal information includes management reporting, which characterizes data on the performance of structural units and departments of the enterprise, certain areas of its activities, etc.

Actually, through the formation of internal reporting, information is provided by the internal system of enterprise management, on the basis of which it is monitored, analyzed as current activities, and strategic directions of development are developed in the future. Deficiencies in internal reporting, its poor quality, untimely arrival and unreliable information lead to distortion of real actions and, consequently, to obtaining inaccurate results of analysis and developing inefficient management decisions. Consequently, the effectiveness of the internal control system depends on the quality, reliability and promptness of information flow. In this case, the formation of internal reporting is the main task for managing the activities of each enterprise. An internal control algorithm that harmonizes the flows of external and internal information to ensure the efficiency of industrial enterprises and reduce risks is shown in Figure 3.

Information applied by the system of internal control of the enterprise is diverse in content, composition, sources, and therefore requires timely collection, verification, processing and research, the formation and adoption of management decisions, as well as the organization of storage of necessary information and research results.

Studying the sufficiency of economic information to create an effective internal control system, its usefulness and quality is a complex process that requires an individual approach. Due to the rapid expansion of information sources, there is a need for a regular update of the current system of information data and the methodology for working with incoming information flows. The activity of any enterprise is largely related to risks, and the insufficient amount of information will only contribute to an increase in their degree.

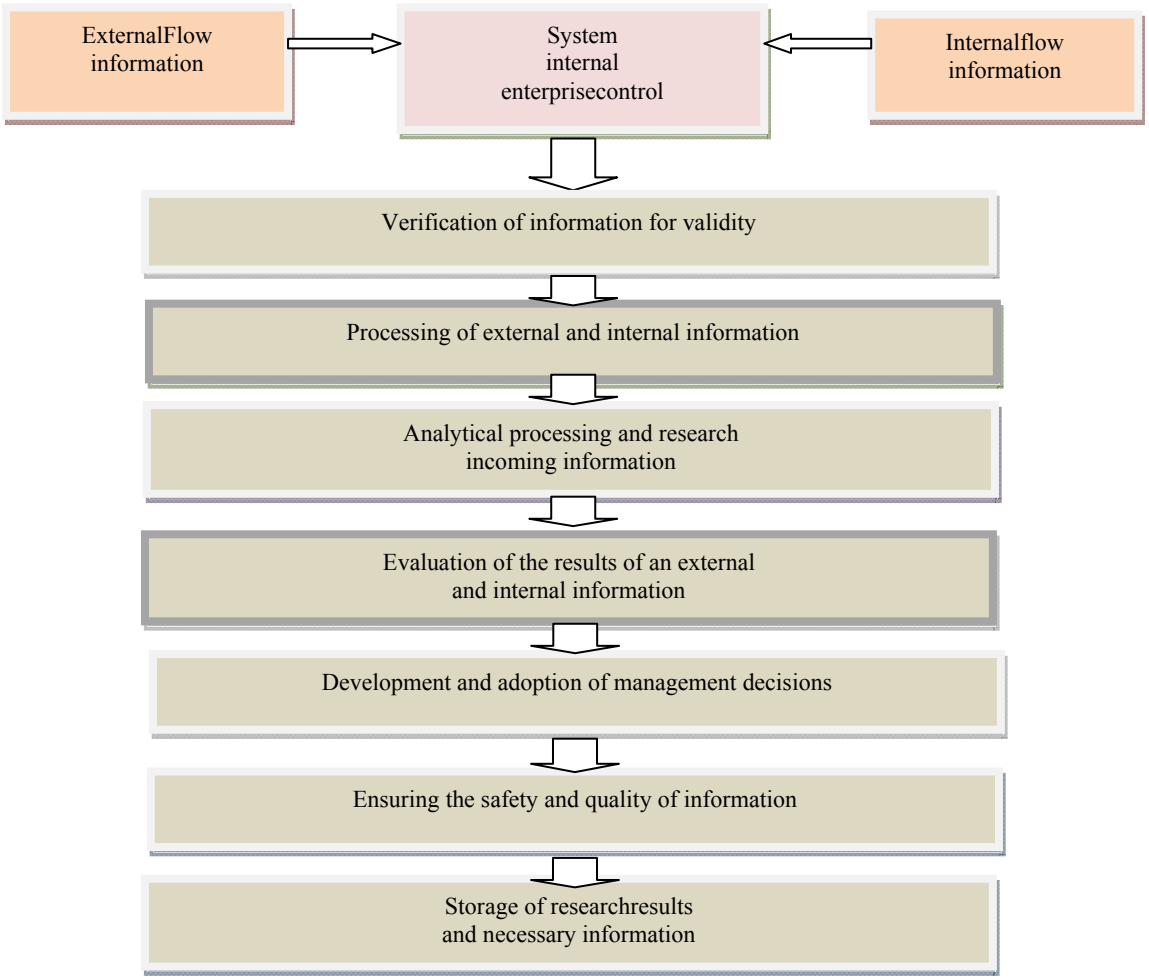

Figure 3 - Algorithm of internal control, harmonizing the flow of external and internal information

In modern rapidly changing conditions, it is necessary to receive complete, timely and reliable information for the implementation of quality control and management of the enterprise's activities, which is a rather difficult process. In addition, the lack of information or its distortion significantly hamper the development of the enterprise's activities, minimize the reliability of the internal control system, as they do not provide an opportunity to objectively analyze the situation and promptly eliminate shortcomings in the work of the enterprise or prevent negative consequences that lead to a decrease in financial stability, liquidity, state of the enterprise, loss of business partners, increase of economic risks. In this regard, and confirm the need and significance of the proven system of information support for internal control.

The quality of information, and in particular its reliability, can be influenced by a variety of different factors, such as: untimely admission; obsolescence of information; increase in the volume of data; failures in automated data processing systems, etc.

In addition, to ensure the quality and safety of information, it is necessary to have a system of effective measures aimed at preventing its distortion, as well as specific methods and methods of protecting economic information that determine the control over access to information and storage.

The main tasks in the organization of the system of internal information support for industrial enterprises are:

- Creation of the basic uniform principles of compilation of forms of management reporting;
- formation of a hierarchy of forms of management reporting and interrelations of reports with each other;
- ensuring the completeness of the disclosure of necessary information;
- prevention of redundancy of information;
- Increase the degree of automation of the process of developing and providing management with management information.

To develop a rational flow of information within the internal control, the research recommends the principles of the formation of such information: the study of information needs; creation of ways of obtaining the necessary information and forms of its provision; checking the quality of the information received; promptness of obtaining information; objective reflection of reality; maintaining confidentiality of information; avoid duplication of information; the development of ways to store the necessary information.

The automated system for collecting, processing and storing information contributes to the increase in the efficiency of its receipt, as well as the reduction of the laboriousness of analytical work and the probability of arithmetic errors. Improvement of technical procedures for analytical processing of information is an essential element of improving the quality of management and control of the enterprise. Processing and studying of primary information requires the availability of qualified personnel, methodical and technical support, etc. In the process of analytical processing and examination of incoming information, the actions of the controlled areas of the enterprise are checked, inconsistencies, shortcomings are revealed, or the effectiveness and correctness of their functioning is confirmed.

As a result of analytical work, in order to increase the efficiency of the enterprise's operation, suggestions are given for improvement, measures are being developed to eliminate identified errors and shortcomings, and control over the implementation of these activities is being carried out. Of course, the results of research and verification are documented.

It should be emphasized that a well-developed system of information in the process of internal control of the enterprise is of great importance, as it influences the timely identification of negative trends in activities, the promptness of the formation and adoption of management decisions, and the qualified development of measures aimed at improving the performance of the enterprise. As mentioned earlier, information is classified according to various characteristics. For the purposes of internal control of the enterprise, the information on the primary and secondary can be identified by the processing stages, and useful and useless by designation.

In order to increase efficiency, it is necessary to select information among the entire flow, as well as the allocation of useful for general control purposes. A special role is played by the division of information on saturation into sufficient and insufficient. To implement high-quality and high-quality control, sufficient information is needed that characterizes both the activities of the controlled sites and external information (for example, legislative and regulatory changes, etc.). Undoubtedly, we can not do without classification of information in relation to the subject of research on the main and auxiliary. Very often it is the auxiliary information that makes it possible to form the whole picture of reality. In order to determine the role of internal control in an enterprise, it is very important to classify information on control areas, through which it is possible to identify weak areas that require close attention and control, and strong, which give advantages and high results in the work of the enterprise. By the periodicity of the flows, information can be divided into a constant and a periodic one. By the way of display, information can be classified into text, digital and graphic.

It is necessary to note the importance of subdividing information on content into accounting, reporting, extra-report, normative and planned.

The accounting information includes data of accounting, statistical, managerial and tax accounting. To

the reporting information, first and foremost, of course, is accounting reporting. In addition, statistical, management and tax reporting data are provided for reporting purposes. But, not all the data that is required for the internal control system is available in the reporting. Therefore, as an additional information source used information from accounting, statistical, management and tax accounting.

An important role for detailed control is played by the involvement of primary records, regulatory and planning information.

It should be noted that the information of accounting and reporting more in detail reflects the economic phenomena and processes, as well as the results of the enterprise. Timely and detailed analysis of the data contained in the primary and summary accounting registers influences the most accurate control of the economic activities of the enterprise and ensures the promptness of the development of the necessary measures aimed at achieving the best indicators of its operation. Information management accounting and reporting are necessary to achieve the objectives of internal control of the enterprise, as they contribute to the study of those areas and information that are not contained in accounting and reporting [3].

Of course, in the process of monitoring the activities of an enterprise, you can not limit yourself to data on tax accounting and reporting. It is the information contained in these documents that facilitates detailed monitoring of compliance with the requirements and norms of tax legislation.

Statistical accounting and reporting are used to study the dynamics of the main indicators, identify trends. It is the statistical records that show the quantitative characteristics of mass phenomena and processes that will be needed to determine economic patterns.

Extraordinary information is: contracts; acts of audit, audit and tax audits; materials of official correspondence with business partners; orders of heads of departments; minutes of meetings; decisions of the shareholders' meeting; materials of economic literature, periodicals and conferences; information about contractors; information coming from the mass media; data on the state of the capital market, etc.

Thus, the information system is quite complex, as the tendency of complication of interdependencies and interrelations in the information flow is traced. In addition, economic information is heterogeneous, which makes it difficult to use for internal control and business management. Information support for internal control includes a set of input data, their analytical processing and verification, as well as the results of the audit, directly to the enterprise's management bodies. At the same time, properly organized and efficiently functioning information support serves as a basis for a reliable system of internal control [4].

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АҚПАРАТТЫҚ-ӘДІСТЕМЕЛІК ҚЫЗМЕТКЕРЛЕРДІҢ ІШКІ БАҚЫЛАУЫН ҚОРҒАУ ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІКТІҢ КӘСІПОРЫНДАРЫ

Аннотация. Бұл мақала экономикалық ақпарат қажеттігін талқылайды, стратегиялық мақсаттары мен міндеттерін іске асыру үшін қажетті, оның сипаттамаларын анықтау.ақпараттық бірыңғай емес, өзінің табиғаты бойынша, сондай авторы, экономикалық ақпараттың топтастыру және жүйелеу қажеттігін атап өтті.

Сондай-ақ, экономикалық ақпарат жүйесінің тиімділігін шарттарын айқындайды. Көпкөңіл ұйымның ішкі бақылау жүйесінің пайдаланылатын ақпарат құрамын, мазмұны мен көздері түрлі екенін атап өтіп, экономикалық ақпаратты жіктеу аударылады. Экономикалық ақпарат бөлігі бухгалтерлік есеп ретінде кәсіпорынның қаржылық және мүліктік жағдайынаең синтезделген және жиынтық ақпаратты қамтитын, және объективті ағымдағы кезеңге бағалау және ұзақ мерзімді жоспарлау үшін негіз қамтамасыз маңызды басқару құралы болып табылады.

Түйін сөздер: ішкі бақылау, ақпараттық ағыны, топтау және экономикалық ақпаратты жүйелендіру, экономикалық ақпаратты жіктеу, сыртқы және ішкі ақпаратты жинақтау.

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ИНФОРМАЦИОННО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ВНУТРЕННЕГО КОНТРОЛЯ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ В ЦЕЛЯХ ОБЕСПЕЧЕНИЯ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ

Аннотация. В данной статье рассматривается необходимость экономической информации, определяются ее характеристики, необходимые для реализации стратегических целей и задач. Автор отмечает необходимость группировки и систематизации экономической информации, поскольку информация по своей природе неоднородна.

Также определяются условия эффективности деятельности системы экономической информации. Большое внимание автор уделил классификации экономической информации, отметив, что информация, используемая системой внутреннего контроля предприятия разнообразна по составу, содержанию и источникам. В рамках экономической информации именно бухгалтерская отчетность является важным инструментом управления, которая содержит наиболее синтезированные и совокупные сведения о финансовом и имущественном состоянии предприятия, и служит фундаментом для объективной оценки деятельности за текущий период и перспективного планирования.

Ключевые слова: внутренний контроль, информационные потоки, группировки и систематизации экономической информации, классификации экономической информации, аккумулирования внешней и внутренней информации.

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JOSEPH KOGAN – PIONEER OF THE VIOLIN CULTURE OF KAZAKHSTAN

Abstract.

The aim of this work is to create a creative portrait of Joseph Kogan, who was one of the founders of the violin performing art of Kazakhstan. Rare artist has become completely successful in all his roles: solo violinist, the founder of the ensemble violinist, Professor of violin in the first Kazakh Republican special secondary music school named after A.K. Zhubanov and Alma-Ata Kurmangazystate conservatory, the rector of the University of Musical Culture of Alma-Ata city (1970-1982).

The methodology of work is based on a synthesis of scientific methods: historical-stylistic, analytical and general aesthetic. To date translated scientific work of J. Kogan did not appear in the works of neither national nor foreign musicologists.

The results can be taken into account in further studies on various issues of the performing arts. Perhaps, using of the material as a practical foundation for courses in the history and theory of violin pedagogy.

The field of application of the results: history and theory of performance art, history of Kazakh music.

Conclusion.Joseph Kogan, as a major artist, has made an enormous contribution to promoting the works of foreign and Russian authors, including works of composers of Kazakhstan. A lot of effort was given by the violinist to the treatments and arrangements of Kazakh folk music for violin.

Keywords: a violinist, Kazakhstan, a piece, a concert, a play, a musician.

Introduction.History of the violin art of each national school keeps the names of violinists-leaders in activities which build a living performing culture with practical results in the field of pedagogy.For Kazakhstan, such a figure appeared in Joseph BenediktovichKogan (1920-1982), known in the country music figure, teacher, honored artist of the Republic of Kazakhstan.

J.B. Kogan– an artist of the rarest, which became completely successful in all his roles: solo violinist, the founder of the ensemble violinist, Professor of violin in the first Kazakh Republican special secondary music school named after A.K. Zhubanov and Alma-Ata state conservatory named after Kurmangazy, the rector of the University of Musical Culture of Alma-Ata city (1970-1982).

A huge number of art lovers gathered at concerts led by him to the University, listened to lectures with pleasure, where the musician demonstrated his art of the performer. Since the middle of last century, the University was a kind of centre of educational culture, and therefore was of great importance for the capital. Fate put Kogan much to do in Republic the first, to start a business unknown here.

So, he appeared as one of the major interpreters of modern foreign and modern Soviet music: for the first time represented Kazakhstan unknown here works of J. Brahms, F. Kreisler, D. Shostakovich.

Professor Kogan was the first devoted by him to violin works by E. Brusilovsky, M. Sagatov, V. Minenko.

The emergence of new violin works (for example, etudes-caprices) contributed to active treatment and arrangement by KoganofKazakh folk music for violin (or for violin and piano). Let us mention for example of the processing of kuis of Kurmangazy, Tattimbet, Dauletkerei, Bayserke.Popularity in his performance of "Kenes" ("the Council"),kui for violin and piano and 4 violins and piano the famous song of Abay "Aittym Salem, Kalamkas" ("Hi, Kalamkas").

Kogan did much for the developmentof learning of technical skills of young people. He published 2 collections "42 light studies for violin" (1968) and "24 etudes for violin" (1978). The author ingeniously invented for them dashed and applicatory options (e.g.,Etude 22 contains 30 variants).J. Koganwas first performed and published "the Caprices for the violin. Solo" (1970).

Studying videos ofviolinist, you can see his efforts of translation violin miniatures in bright theatrical sketches. His favorite "bisses" became kuis "Balbyraun" and "Sary-Arka" ("Golden steppe") Kurmangazy in the author's treatment.

Becoming the head of the ensemble of violinists of the Republic music school namedafterZhubanov, J. Kogandemonstrated considerable creativity - created a combined ensemble with violoncellists, which had played "Romance" by A. Zhubanov, accompanied by piano.

Throughout his concertlifeKogan performed in the ensemble (with piano) with such partners as the older brother Simon and later a younger sister Eva. In the Golden Fund of the Kazakh TV and radio broadcasting houses are stored the largest collection of the works of Joseph and Simon Kogan.

The duo had considerable repertoire: from foreign pieces-miniatures, Russian music up to a huge number of works (songs- kuis) on the Kazakh folk material.

Archival materials allowed to look into the Kogan`s family. Father BenzionDavidovichworked as a head of the MusicDepartment of the bookstore. He served as a violinist in the Kishinev Symphony orchestra, played the piano and some Moldovan instruments.Mother, MariyaSemyonovnaKogan, was a housewife, fully devoted to the upbringing of three children, gifted musically. At sixJoseph Kogan began to study the violin. At the age of seven, he gave his first solo concert, where he performedwithBerio and Viotti. Joseph played with his brother, pianist SimonKogan.

At the age of eight, he entered the second average course of Kishinev private Conservatory "Unrya". At the entrance examKogan introduced the violin concertos of F. Mendelssohn and A. Vietan. His teacher in violin was Professor I. M. Finkel, a student of HenrykWieniawski. A six-year programme he haslearned for two years, having practiceasperformer. Until 1939, Joseph studied with distinction at the school and in parallel, he graduated from high school, received a bachelor of Sciences [1].

In September 1942, the Kogan family was evacuated to Alma-Ata and Kazakhstan has become a Motherland. Daughter of E. Shalkova-Kogan recalls: "When the war started the family Kogan hastily left the house, taking the necessary. Among of evacuees, they were in the Stavropol district of Voroshilovgrad region. In 1942 they decided to move on and among of evacuees arrived in Alma-Ata.They had no purpose to stay in this city. Just the train stopped for eight hours and during that time the young Simon and Joseph, while they were soloists of the Moldavian Philharmonic society, sought out the Committee on the arts, where he was listened to by AkhmetKuanovichZhubanov who immediately enrolled soloists of the Kazakh state Philharmonic. So they were taken for soloists, they decided to stay in Alma-Ata. And that's the way the fate of the family Kogan was predetermined"(interview from the film "Line of destiny". Almaty: Khabar, 2005).

From 1942 to 1954 J.B. Kogan worked as a solo violinist at the Kazakh State Philharmonic named afterJambyl. Later Kogan said, "No, not going anywhere from this land. I lived in Kazakhstan during the difficult years of the Great Patriotic War, worked here, had earned the honor and respect.This is my Motherland"[2, 84].

J.B. Kogan was a versatile musician, possessing phenomenal memory for music and fine hearing.Possessed a rich repertoire,encompassing works from various genres and styles.

In 1954, JosephBenediktovich was invited as a teacher of the chamber ensemble in the Alma-Ata Conservatory. Rector A.K. Zhubanov, who is also destined to contribute to the formation of the Kazakh violin school, trust reacted to his teaching abilities gave him the violin class. In that time, the Department of stringed instruments was led by arrived from Moscow honored figure of the Kazakh SSR, associate professor V.S. Hess. They worked with experienced colleagues I.P. Konoplev, J.B. Kogan, T.B. Musurmankulov.

Kogan`s student, D. Kaseinov recalls:"Joseph Benediktovich, first of all,was violinist.Imagine,when you call him and report that today or tomorrow evening need to play the Khachaturian Concerto.This may not be many, even outstanding musicians.I think his hobby was, only music!" (interviewfrom the film"Line of destiny".Almaty: Khabar, 2005).

Revealing extensive repertoire of Kogan`sconcerts. He performed the violin concertos of L. Beethoven, I. Brahms, S. Prokofiev,D. Shostakovich. But his favorite pieces were concerts of P. Tchaikovsky and A. Khachaturyan.

The world's masterpieces for violin and orchestra sounded in Kogan`s interpretation by the control of famous conductorsK. Eliasberg, Z. Khaknazarov, G. Dugashev, T. Osmanov, Sh. Kazhgaliev, T. Mynbaev and others. "There were such cases when in Alma-Ata could not come of the invited artists. Conductors, I remember, called the day before dad's home and asked: "could he play in a concert with any conductor." There was always in the affirmative answer. And then he followed the question. What to play?",-recalls E. Shalkova-Kogan (interview from the film"Line of destiny". Almaty: Khabar, 2005).

Joseph Benediktovich in the concert repertoire had several major violin concertos and the works of small forms. This is probably due that he was very demanding of himself and constantly worked on the instrument.

The violinist loved to play it was his nature. J. Koganalways responsible attitude to the stage: he performed recitals, lectured or conducted lecture-concerts. Therefore, as was noted by his contemporaries, he lovedthe scene.

JosephBenediktovichknew Kazakh music very well. He played classical and patriotic music in Arkalyk and Taldy-Kurgan Philharmonic orchestra, Ust-Kamenogorsk and Karaganda, that is, in many cities and regional centers. In the 1940-1950-ies of XX century, it looked like special pursuits. But Kogantouredmuch across the Soviet Union. And his disciples were proud that he wasa livelyperformer. In short, the performance he had in the first place.

In the period of formation of national performing art in the Republic of Kazakhstan there was played an important role not only concert and pedagogical activity of Professor Joseph Kogan, made much for artistic and technical growth of violinists.

Scientific interest in the history of music present Kogan`sarticles about the first professional violinists-Kazakhs- R. Shanin, K. Musin, B. Kozhamkulova.

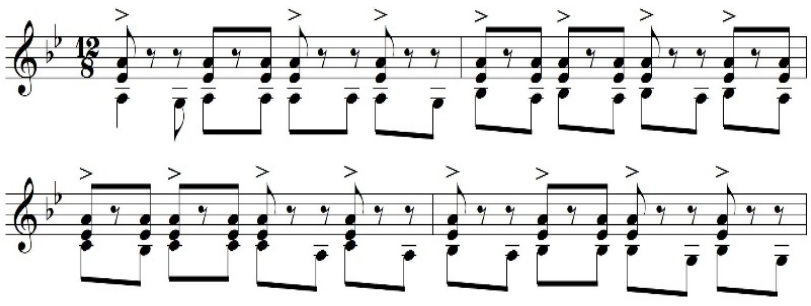
Kogan`s treatment of Kazakh folk music for solo violin (and piano) is just amazing. It is so finely imbued with the Kazakh melos, it's hard to believe that all this is not done by a musician of the native nationality.

Historical retrospection has shown that mastery of honored artist of the Republic of Kazakhstan J. B. Kogan had a direct impact on the process of composing creativity in the instrumental region. This is especially apparent in direct contact with a composer and violinist during the creation of the works.

Methods. Concert for violin and orchestra M. Sagatov (1967), Sonata for violin solo by E. Brusilovsky (1969), Sonata for violin and piano V. Minenko (1981)*is dedicatedtoJosephKogan.*

Almost the first work for solo violin in the Republic was the Sonata by E. Brusilovsky (in four parts).

Example 1 *E. Brusilovsky. Sonata for solo violin*



Kogan playedhis first, but not only. He developed a number of recommendations for the performance of sonatas by young violinists. So, Joseph Benediktovich recommended to put the first finger both on the bottom two strings, as "acoustically open string louder" [3, 21]. In chord technique of the violinist advised push to implement bow on the middle string.

In the episode Maestosooctave motion, as he wrote "in general", used steering movement of the elbow. But the flageolets were offered pre-learning "in the game clean quart".

The Sonata was written in modern language. It uses different means of expression, such as pizzicato left hand, passages homoeopathy, three-, fourvoice chords, virtuoso touches, arpeggiated ricochet and pizzicato with the left and right hands.

Joseph Benediktovich was the first performer of the Concerto for violin and orchestra B. Bayahonova,B. Amanzholova, Sonata for violin and piano K. Musin, dedicated to the memory of Hero of the Soviet Union the General I. Panfilov. In the collections of broadcasting a recording of the Sonata performed by Kogan and A. Baisakalova.

In the plays "Aria", "Kui on "Jess-Kiick" by A. Zhubanov, "Poem" and "Meditation" by M. Tulebaev, "Melody" V. Velikanova for violin and piano Kogan as the first performer, adhere to the inspired interpretation of the works,a private, comfortable touches, logical fingerings.

A special place in the concert repertoire Kogan took "Aria" by A. Zhubanov. It sounded in many parts of the country and became very popular.

J. Kogan with special warmth shared their impressions: "After one of the concerts Ahmet Kuanovich played the piano for me a very beautiful melody. This was the initial sketch, which later became the famous Aria for violin and piano in ci-minor...We played a few times all variants of the Aria, chose the best, said strokes, fingering, and dynamics, edited by each step. Soon the repertory of the Commission meeting to discuss and receive Aria.... The work was unanimously approved and accepted. All congratulatedwarmly Ahmet Kuanovich with great creative success" [4, 17].

In 1951-1952 with the participation of J. Kogan received a "ticket" to the concert stage "Kui on "Jesu - Kiick" ("Copper saiga") (1952) and "Romance" (1951) for violin and piano by A. Zhubanov. Despite the fact that these plays violin, it is performed on kobyz, in arrangements for ensemble of violinists, cellists, and chamber orchestra[5].

Given an interesting statement of the honoured art worker of the Kazakh SSR, conductor, composer L. M. Shargorodsky, who noted that "if we talk about artists, first of all I have to say about such enthusiasts of this case, as the Kogan family, two brothers and sister who so well and so often help us. Thanks to them we could show much and thanks to them we are not the first time to come out of the situation. I must say that as though there are a lotpianistsin the city, and the violinists also, but what it comes down to it, almost no one to play" [6, 19].

Discussion.Any new work for violin written in Kazakhstanwas acquired by foremost in the person of Joseph BenediktovichKogan.

Even, when Kazakhstan had a sufficient number of violinists, many still do not feel free to go to the stage. Joseph Kogan was in possession of that sense is innate and to the end of his days conquered the audience by the performance and classics, and the new Kazakh compositions.All archives confirm that.

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ИОСИФ КОГАН - ҚАЗАҚСТАННЫҢ СКРИПКАЛЫҚ МӘДЕНИЕТІНІҢ ІЗАШАРЫ

Аннотация.

Жұмыс мақсаты - Қазақстанның скрипкалық орындаушылық өнерінің негізін қалаушылардың бірі - Иосиф Коганның шығармашылық портретін жасау. Ол жан-жақты табыскер болған өте сирек кездесетін

артист: жеке орындаушы скрипкашы - солист, скрипкалық ансамбльдің негізін қалаушы, А.К. Жұбанов атындағы бірінші қазақ республикалық арнайы орта мектебі мен Құрманғазы атындағы Алматы мемлекеттік консерваториясының скрипка сыныбының профессоры, Алматы қаласының музыкалық мәдениет университетінің ректоры (1970-1982).

Жұмыстың әдіснамайы тарихи-стилдік, аалитикалық және жалпы эстетикалық ғылыми әдістерге сүйенеді. Қазіргі кезеңге дейін Иосиф Коганның ғылыми және интерпретациялық (өзінше түсініктемелеу) әрекеттері отандық та, шетелдік те музыкатанушылардың еңбектерінде қарастырылмаған.

Жұмыстың **нәтижелері** орындаушылық өнердің әртүрлі сұрақтарына байланысты зерттеулерде ескерілуі мүмкін. Мақала мәліметтерін скрипкалық тарих пен педагогика курсының тәжірибелік негізі ретінде пайдалануға болады.

Нәтижесін пайдалану салалары – «Орындаушылық өнердің тарихы мен теориясы», «Қазақ музыкасының тарихы» пәндерінде.

Қортынды. Иосиф Коган ірі орындаушы ретінде шетел, орыс және Қазақстан композиторларының шығармаларын насихаттауда үлкен үлес қосты. Көп күшін скрипкашы қазақтың халық музыкасын өңдеуге салды.

Түйін сөздер: скрипкашы, Қазақстан, шығарма, концерт, пьеса, орындаушы

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ИОСИФ КОГАН - ПЕРВОПРОХОДЕЦ СКРИПИЧНОЙ КУЛЬТУРЫ КАЗАХСТАНА

Аннотация.

Цель работы – создать творческий портрет Иосифа Когана – одного из основателей скрипичного исполнительского искусства Казахстана. Артист редчайший, ставший полностью успешным во всех своих амплуа: скрипач-солист, основатель ансамбля скрипачей, профессор по классу скрипки в первой казахской Республиканской специальной средней музыкальной школе им. А.К. Жубанова и Алма-Атинской государственной консерватории им. Курмангазы, ректор университета музыкальной культуры г. Алма-Аты (1970-1982).

Методология проведения работы базируется на синтезе научных методов: историко-стилевом, аналитическом и общеэстетическом. До настоящего времени интерпретаторская и научная деятельность И. Когана не фигурировала в работах ни отечественных, ни зарубежных музыковедов.

Результаты работы могут быть учтены в дальнейших исследованиях по различным вопросам исполнительского искусства. Возможно применение материала статьи в качестве практической основы для курсов истории и теории скрипичной педагогики.

Область применения результатов – история и теория исполнительского искусства, история казахской музыки.

Выводы. Иосиф Коган, как крупный исполнитель, внес огромный вклад в пропаганду произведений зарубежных, русских авторов и, в том числе, сочинений композиторов Казахстана. Много сил скрипач отдавал обработкам и переложениям казахской народной музыки для скрипки.

Ключевые слова: скрипач, Казахстан, произведение, концерт, пьеса, исполнитель

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ETHNONYMS "XIONGHU" AND "THE HUNS"

Abstract. The article analyzes the ways and types of actualizations of the ethnonyms *Xiongnu* and *the Huns* in the contexts of Russian speech over three centuries period and identifies typical contexts, discourses and genres of their actualizations. As the main source of the material used in the article are the Russian National Corpus and dictionaries data. The analysis of textual actualizations according to the Russian National Corpus identifies the rise and the decay of interest in the topic of the Huns. General genre-temporal dynamics shows the tendency of transition from scientific discourse to journalistic discourse. In this respect, journalistic discourses of the Russian National Corpus reflect the perception of the Huns by Russian-speaking people, and they are transmitted by using metaphors and epithets with negative semantics. Texts of the Russian National Corpus testify the ambiguity of interpretations of issues about the Huns in the Russian-language sources.

Keywords: ethnonym, Xiongnu, Hun, ethnical identity, discourse analysis, the Russian National Corpus.

Statement of the problem. The object of study in this article are the ethnonyms of *Xiongnu* and *the Huns (Hunnish, Hunic)* actualized in the Russian language. The ethnonyms represent a special category of historical vocabulary; they are the names of different kinds of ethnic communities: nations, peoples, nationalities, tribes, tribal alliances, clans, etc. (Linguistic Encyclopedic Dictionary 2002).

The subject of the analysis is the ways and types of actualizations of the ethnonyms in the context of Russian speech over the last three centuries, the identification of typical contexts, discourses and genres in which various aspects of the semantics of these words are actualized.

In this paper, we present the results of the study of text actualizations of the ethnonyms *Xiongnu* and *the Huns* in the Russian language. We analyzed the contexts in which they were used and connotations that were important in the given context actualizations.

Linguistic analysis of functioning in speech of the ethnonym is aimed to identify: 1) a composition of specific text positions of the ethnonym in speech; 2) discourse and genre appliances of text actualizations of the ethnonym; 3) the dynamics of actualizations of the ethnonym in different discourses and genres over the past three centuries.

Comments on the results of the linguistic analysis include:

1) nature of the spread of the ethnonym; the actualizations in different text types and genres that are seen as an indicator of interest (or the lack of interest) in the society to the referred lexical unit of the ethnic group, aspects of the ethnicity perception and the subjects in the studied linguoculture; 2) variations of discourse and genre actualizations.

Methods of analysis, materials and sources. In the work as the main source of the material determining the methods and approaches, we use the Russian National Corpus (The Russian National Corpus 2016). The constant reference to this source as the main one was because the Corpus is characterized as *balanced and representative* text materials.

Representativeness is the case if a text size exceeds 100 million word tokens, which can reveal not only the presence of linguistic units in text actualizations, but also the data about their relative frequency. The volume of the RNC by the date of address to the materials for doing research has been more than 600

million words. This allowed identifying the relative frequency of the ethnonym use with a high degree of accuracy and its various positions and semantic meaning of actualizations in the Russian written speech.

The balance of the RNC concerning the presented written forms of the Russian language is confirmed by the fact that it "contains almost all types of written and oral texts, which are featured in the language (belles-letters of different genres, journalistic, academic, scientific, business, colloquial, dialectal and other works) and all the texts included in the Corpus in proportion to their share in the corresponding period of the language" (The Russian National Corpus 2016). This quality of the Corpus gave an opportunity to draw a conclusion about a discourse and genre specifics of actualizations of the ethnonyms under study. The Russian National Corpus includes written texts from the 18th to the beginning of the 21st centuries. That was the reason to define the dynamics of functioning of the ethnonyms in speech over three centuries. The presence of the Corpus meta-tagging of genre, temporal, discursive text differentiations allowed us to identify the relevant parameters of the functional specificity of the ethnonyms.

We used the data from encyclopedic and explanatory dictionaries of the Russian language. In our research, we used linguistic methods of semantic analysis: distributive and component analysis to reveal complex actualized meanings of the ethnonyms studied in the texts of different genres denotation. In this case, we followed the data of the Corpus meta-tagging. While studying the functional aspect of the ethnonyms, we combined qualitative and quantitative methods of analysis. A diagnostically significant parameter is a relative frequency of actualizations of the ethnonyms *Xiongnu, the Huns (Hunnic)*, i.e. their relationship to the entire tokens of the Corpus. It is also the relation of occurrences of identified text positions and meanings, appliance of genre and discourse units to the total number of actualizations of the ethnonyms *Xiongnu* and *the Huns* in the Corpus.

The analysis of lexicographical sources. The lexical entry of the ethnonyms *Xiongnu* and *the Huns (Hunnish, Hunic)* are presented in encyclopedic, explanatory dictionaries of the Russian language, dictionaries of foreign words, semantic and spelling dictionaries of the Russian language. Encyclopedic dictionaries and encyclopedias in the Russian language contain two articles: *Xiongnu* and t*he Huns* (Big Encyclopedic Dictionary 1997; Historical Encyclopedia, 1973-1982).

A common feature of most dictionaries is that the ethnonyms *Xiongnu* and *the Huns* are presented as the name of different ethnic groups. So, *Xiongnu* are Turkic nomadic people who emerged in Central Asia in the early 1st Millennium B.C., Mongoloid indigenous ethnic groups and Caucasoid descendants from Northern China (Gladkiy 1998). Alternatively, they are nomadic people settled in ancient times in Central Asia (Contemporary Russian Explanatory Dictionary 2006).

According to the statements of dictionary and encyclopedic sources, the ethnonym *the Huns* means, "nomadic tribes (people) settled in the 2nd - 4th centuries at the Ural foothills consisting of Turkic *Xiongnu*, local Ugrians and Sarmatians (Big Encyclopedic Dictionary 1997; Modern Russian Explanatory Dictionary 2006).

In some explanatory dictionaries, *the Huns* are presented as "ancient Turkic tribes" or "nomadic people of Turkic origin who came from Asia to Europe in the 4th century" (Explanatory Russian Dictionary 1999; Dictionary of Modern Russian Literary Language 1961; Explanatory Russian Dictionary 2000). However, S.A. Kuznetsov, T.F. Efremova and A.P. Evgenyeva do not support such a referential attribution of the ethnonyms. In their dictionaries, the Huns are presented as "nomadic tribes" or "nomadic people".

In explanatory dictionaries by T.F. Efremova and D.N. Ushakov the word *the Huns* is polysemous. Therefore, in "Explanatory Dictionary" by D.N. Ushakov the lexeme t*he Huns* has two meanings (Contemporary Russian Explanatory Dictionary 2006; Russian Explanatory Dictionary 2000):

1. A Turkic tribe that passed through the south of Russia to the Western Europe and settled in modern Hungary in the 4th century *(hist.)*.

2. Figuratively*:* Savages destroying cultural values, barbarians, the vandals *(bookish). "Where are you, coming Huns, who are clouding over the world?"* Bryusov.

In the dictionary by T.F. Efremova, the word *the Huns* is presented as polysemous: its figurative meaning: Cruel, ignorant people (Contemporary Russian Explanatory Dictionary 2006).

These explanatory and encyclopedic dictionaries reflect the definition of corresponding name and concept; they demonstrate the ambiguity of meanings associated with the given terms in the Russian culture. According to dictionaries (encyclopedic, explanatory), *the Xiongnu* and *Huns* are two different ethnonyms.

Analysis of data from the Russian National Corpus. Further let us consider how ethnonyms engage in self-reflexion in the Russian language according to the data of the RNC, in what context and with what meaning they are actualized. References to the RNC materials indicate a small frequency of the use of the ethnonyms *Xiongnu, Hun (the Huns, Hunnic)* and the derivatives of the words *Xiongnu* and *Hun* in the Russian language.

With the total number of 265 401 717 words in the Corpus (by the date of the address on 19.01.2016) the quantity of actualizations of ethnonyms *Xiongnu, the Huns and Hunic* had 612 occurrences in various meanings.

Moreover, the contexts allow distinguishing: I. Typical actualized positions and meanings; II. Typical discourses and genres; III. Changes in the direction of actualizations of messages in the course of time.

The ethnonym *Xiongnu* has 62 occurrences. Typical actualized meanings and positions are positions and meanings when the word *Xiongnu* is considered as a nomadic power, nomadic people, nomadic tribes, and the name of the state: "*There had not been a Kingdom since ancient times, when our ancestors, the nomadic tribes of* ***Xiongnu*** *conquered the world*". Vasily Yan. Genghis Khan (1939); "*Hun and* ***Xiongnu*** *are two allied and equal States"*. Iakinf (Bichurin). The Collection of Information about the Peoples Inhabited Middle Asia in Ancient Times (1851).

If we consider the actualizations of the ethnonym in chronology, it should be noted that a frequent use of this ethnonym is referred to the 50s of the 19th century and to the period of 1994 – 2013. In the 19th century, the ethnonym was used in the book of N. Bichurin "The Collection of Information about the Peoples Inhabited Middle Asia in Ancient Times" (19 occurrences). An interesting fact about the ethnonym here that it is used in the context of 'the House of Xiongnu'. "*In this way, one and the same nation under the House of* ***Xiongnu*** *was called the Huns, under the House of Dulha was called the Dulhans; under the Mongolian House was called the Mongols, and will hitherto carry this name until any new powerful House will conquer it and tell them their people's name"*. Iakinf (Bichurin). The Collection of Information about the Peoples Inhabited Middle Asia in Ancient Times (1851).

From 1994 to 2013, the ethnonym was used 18 times. These actualizations are related to the ethnic and linguistic identity of *Xiongnu* and it is the title of L.N. Gumilev's work: "*The Turkic-speaking* ***Xiongnu*** *are no more in power: very recently, they have been defeated by Tanchikai, the Mongol ruler of the Xianbi people"*. Sergei Smirnov. The End of Silver Age // "Znanie-Sila" (2003); "*Leva's arrived today — he published the book "****The Xiongnu****"*. Emma Gershtein. The Book of Life (1994).

The ethnonym *Xiongnu* is also used in the form of *the Huns* in N. Bichurin's work "The Collection of Information about the Peoples Inhabited Middle Asia in Ancient Times" (2 occurrences): "*Shi Le was a native of* ***the Huns****, he became a commander and in 330 he declared himself Emperor"*. Iakinf (Bichurin). The Collection of Information about the Peoples Inhabited Middle Asia in Ancient Times (1851); "*Tanyi-fu, a native of* ***the Huns****, skillfully shot from a bow"*. Iakinf (Bichurin). The collection of information about the peoples inhabiting Middle Asia in ancient times (1851). The ethnonym *Hun* was actualized only in the connotation "he-identity."

The adjective *Hunic* is found in the RNC only twice: "*when the* ***Hunic*** *chanyu Modu defeated the Hun Emperor Liu Bang and achieved an equal relationship between China and the Steppe ..." "The spirit of alien Huns lays on the spirit of the descendants of the ancient Aryans in the melting pots of the first two Xiongnu -* ***Hunic*** *empires"*. Viktor Shnirelman. The Symbolic Past. The Struggle for Ancestors in Central Asia // "Neprikostnovennyi Zapas" (2009).

Unlike the ethnonym *Xiongnu* and the derivative *Hunic*, the lexical unit *the Huns (Hun)* in the RNC has greater word frequencies: 336 actualizations. In the system of meta-tagging of the RNC educational research, fiction, journalistic, and electronic communications are contrasted. The contexts of *the Huns* are not marked in the official business, industrial technical, commercial speech and advertising. It is obviously true that the sphere of predominant functioning of ethnonyms *Huns, Hunic* is in in journalism (92 occurrences); then in belles-letters, and only then in research works.

In the study of temporal dynamics, a great attention is given to the fact that the Huns always attracted the interest of Russian-speaking science, literature and journalism though it had its own decreases and increases. The earliest context recorded in the Russian National Corpus was during the period of 1754-1758. These are fragments of the text from "Ancient Russian History" by M.V. Lomonosov (3 examples): *"All historians know that the Huns came from Asia from countries adjacent to the Caspian and North Seas,*

i.e. from Siberia and from lands. It is quite evident from Procopius who writes that the Huns called Sabiri and other tribes of the Huns lived near the mountains of the Caucasus. The Huns from these places were called by various names: the Huns, Avaris, in Russian the Ugrians and Obrians, they came from, first, Chudskoye in the North and Slavensky settlements, reached along the Danube River to the inside of Greece and then after many wars and wanderings settled in Pannonia or Hungary".

The ethnonym is being actualized consistently during the periods of 1803-1818 (9 contexts). This is "History of the Russian State" by N.M. Karamzin. Like the previous M.V. Lomonosov's work, it also belongs to a scientific discourse. Thereafter all the actualizations until 1860 refer not only to the scientific discourses, but also to fiction (historical prose) and nonfiction (memoirs) works. They are books devoted to Russian history by N.M. Karamzin, A.F. Veltman, F.V. Bulgarin, and D.I. Ilovaisky. There is also a reference to the Huns in "Bulletin of Europe" (From Gibbon History about the Decline and Destruction of the Roman Empire // "Bulletin of Europe" (1811).

These actualizations including the contexts by M.V. Lomonosov are very interesting because along with the ethnonym *the Huns,* other ethnonyms like the Ugrians, the Yugrians, and the Finnish tribes are used. If M.V. Lomonosov uses the words the Huns and the Ugrians as synonyms, i.e. the Huns are *"Russian-Ugrians",* then D.I. Ilovaisky and F.V. Bulgarin use the words the Huns and the Ugrians as different ethnonyms and for Bulgarin "the ancient Yugrians or Ugrians as well as the Huns, without doubt, were the Finnish tribes".

The frequency of the use of the ethnonym has increased by 1876 and is actualized in 183 contexts. D.I. Ilovayskiy in his book "The Beginning of Russia" names *the Huns* differently either the Bulgarians, the Slavs, the Mongols, or the Tatars, and in the end, the author writes, *"Thus the Huns of Attila and Valamir whom the sources describe in many ways as great and wonderful tribes representing a solid homogeneous mass. Based on assumptions and perhaps suppositions they turned out to be various rag-tags of Turanian elements, to tell more precisely some kind of bodiless shades. Nevertheless, these shadows have not disappeared; they continue to live in various Slavic peoples, especially Bulgarians... It is clear in all these cases that under the names of the Huns and the Massagets the same Slavs-Bolgars are hidden".* D.I. Ilovayskiy. Beginning Of Russia (1876). In late contexts of the Russian National Corpus (2012), The Huns as an ethnos is also associated with the Slavs: *"Of course, Procopius and the Jordan were not ethnographers and Ethnography was different, according to Procopius, the Slavs and the Antes were more likely the Huns".* (Collective Forum: Chronology of the Confrontation between the Slavs and Byzantium, 6^{th} - 7^{th} centuries (2012).

The ethnonym is actively used in Russian journalism. The first actualization in publications refers to 1789, where the Huns and the Hungarians as ethnic groups are related to Asian peoples, it is specified that they were called Scythians and now (1789) they are Tatars. P.A. Levashov in his context named the territory of their original habitat, the Turkestan region. In the late 18^{th} century, the Turkestan region was considered the territory of the present States of Kazakhstan and Uzbekistan: *"The people of Asia as the Hungarians also belonged to the great tribe which in ancient times was called Scythian and now is referred to Tatar that came from the country that borders the Caspian Sea, the Turkestan region...".* P.A. Levashov. Tsaregrad Letters (1789).

As F. Barth wrote, ethnicity is a form of social organization of cultural differences. "Ethnic boundary" that defines the group as an object of study is as important as cultural material contained within those boundaries. The most important aspect in defining the ethnic group is self- categorizing or categorization by the others (Ed. F. Barth 1969, p. 105).

Usually, the signs of ethnic identity are a biosphere (landscape, ecosystem), racial-anthropological features, language, mentality (stereotypes, customs, behavior), lifestyle (peculiarities of clothes, food, home design), mythology (system of values).

The contexts of the Russian National Corpus show that Xiongnu (the Huns) occupied quite a large area, which is characterized by a diversity of landscapes and ecosystems: 1) They lived in Central Asia: *"Xiongnu are* ***the Huns****, who lived in Central Asia ..."* Vasily Yan. Genghis Khan. (1939); 2) They came "from the Don and Volga": "*Then the new nomadic peoples who came from the Don and the Volga emerged in the country of the Scythians; they partially stayed here for not long and went further to the West, these were the Huns, Avars and Magyars".* D.I. Ilovayskiy. Brief Essays on Russian History (1860); 3) The Huns were from the East, from the foothills of the Urals: "*The thing is the Huns moved from the East, from the Urals*". Natalia Basovskaya. The Birth of Middle Ages // "Znanie-Sila" (1997); 4) The Huns

were from China: *"The Huns were nomadic people from China, the land of the midnight sun"*. N.M. Karamzin. History of Russia: Volume 1 (1803-1818). 5) The habitat of the Huns was in Asia, specifically, between the Caspian and Northern Seas. They were from Siberia: *"All historians know that the Huns came from Asia from countries adjacent to the Caspian and the North Sea, i.e. from Siberia and from the lands"*. M.V. Lomonosov. Ancient Russian History. Fragments (1754-1758).

It is noticeable that the contexts of the Russian National Corpus are extremely contradictory in defining of the territory the Huns inhabited, although they indicate a very vast territory conquered by the Huns. According to the RNC contexts, we can assume that the Huns expanded their influence from the steppes at Baikal Lake to the Danube River. Moreover, as M.V. Lomonosov mentioned, they "reached across the Danube River to the inside of Greece": "*The Huns from these places were called by various names: the Huns, Avaris, in Russian the Ugrians and Obrians, they first came from Chudskoye in the North and Slavensky settlements, reached along the Danube River to the inside of Greece and then after many wars and wanderings settled in Pannonia or Hungary"*. M.V. Lomonosov. Ancient Russian History. Fragments (1754-1758); *"Exiled by Germans-the Gepids from Pannonia or Hungary, the Huns resisted for some time between the Dniester and the Danube, where their country was called Gunnivar; others disbanded in the Danube areas of the Empire and soon the traces of the horrible existence of the Huns faded"*. N.M. Karamzin. History of Russia: Volume 1 (1803-1818); *"It is quite evident from Procopius who writes that the Huns called Sabiri and other tribes of the Huns lived near the mountains of the Caucasus"*. M.V. Lomonosov. Ancient Russian History. Fragments (1754-1758).

Racial-anthropological characteristics of the Huns in the Russian National Corpus is also ambiguous:

• The Huns are Turks: "*It turns out that the Huns were Turks";*

• The Huns are not Turks: "*I must mention there is another point of view, as if the Huns were not Turks"*. I. Nikiforov. Hair of the Huns Presents Surprises // "Khimia i Zhizn" (1970);

• The Huns are Magyars: *The Huns from these places were called by various names: the Huns, Avaris, in Russian the Ugrians and Magyars…"* M.V. Lomonosov;

• The Huns are Khazars: '*That is whether the Huns who had settled in these places started to name themselves the Khazars or anyway something else had happened"*. German Sadulaev. Tablet 92008);

• The Huns are Scythians: "*However, the latter name has survived; the Huns frequently are called Scythians in the sources"*. D.I. Ilovayskiy. Beginning Of Russia (1876);

• The Huns are Akazirs, Burugunds, Cuturrgurs, Savirs, Saragurs: "*Byzantine and Latin writers called many specific names of Akazirs, Burugunds, Cuturrgurs, Savirs, Saragurs, and others under a general or tribal name of the Huns"*. D.I. Ilovayskiy. Beginning Of Russia (1876);

• The Huns are Finnish tribes: *"According to many scientists, the Huns were one of the tribes of the Eastern Finnish or Chudskoe group and belonged to its Ugric branch"*. D.I. Ilovayskiy. Beginning Of Russia (1876). *"Ancient Yugrians or Ugrians and the Huns were, without doubt, the Finnish tribes"*. F.V. Bulgarin. Memories (1846-1849);

• The Huns are Slavs: *"The Huns or in other words Sklavyns", says Kedrin talking about the invasion to Thrace in 559"*. D.I. Ilovayskiy. Beginning of Russia (1876).

The ambiguity of the Huns' characteristics in terms of their ethnicity can be noticed in the contexts of the Russian National Corpus: "*You can define by hair which people* ***the Huns*** *belonged to because historical information about their origin are vague and controversial"*. I. Nikiforov. Hair of the Huns Presents Surprises // "Khimia i Zhizn" (1970).

The linguistic affiliation of Xiongnu in the RNC is mentioned only once: *The Turkic-speaking state* ***Xiongnu*** is *no more in power: very recently they have been defeated by Tanchikai, the Mongol ruler of the Xianbi people."* Sergei Smirnov. The End of Silver Age. Anno Domini 180 // "Znanie-Sila" (2003). There is also little information about the language of the Huns: *"Instead of the words "Hunnish language", "the Hun law" they often say "Scythian language", "Scythian law"*. D.I. Ilovayskiy. Beginning of Russia (1876).

As markers of the Huns' group identity in the RNC, we can use such socially important topics like everyday life (clothing, cuisine, design dwellings) and the system of values.

First, the Huns are nomads: *"Huns, pharmacist Paul Goldberg said, were nomadic people like the Kyrgyz"*. Maxim Gorky. My Apprenticeship (1915-1916).

According to N.M. Karamzin, the Huns, as well as Magyars, the Bulgarians, the Avars and the Turks were cattle farmers and hunters: *"All were nomads; all were fed by cattle breeding and animal hunting: the*

Huns, Magyars, Bulgarians, Avars, Turks — and they all disappeared in Europe except the Magyars and the Turks". N.M. Karamzin. History of Russia: Volume 1 (1803-1818).

The Huns lived in yurts: *"In addition, the symbols associated with the Yurt to which we continue to hang on are too outdated as they have been used since the times of the Huns"*. Irina Zabneva. National Deputies believe: all the troubles in the country are from the "wrong" flag, emblem and anthem // "Komsomolskaya Pravda" (2011.05.03).

The appearance of the Huns in the RNC is given in two contexts that are contradictory in some way: *"Chinese Chronicles report numerous raids by nomads, "red bearded devils", from the West and the North afflicting the borders of the Celestial Empire just as aggressively as the Sarmatians, Alans and Huns who were perturbing the Roman Empire"*. Renat Temirgaliev. Gold of fearless warriors // "Zerkalo Mira" (2012); "*Her careless black haircut was convenient for airports, her slanted glance was always squinting from incomprehensible light, her cheekbones reminded that the Huns had really reached Europe"*. Andrei Voznesensky. In the Virtual Wind (1998).

In the RNC, the Huns are identified as Pagans: *"The poem "The Song of the Nibelungs" features not only Christians-the Burgunds but also the Pagans-Huns"*. A.Y. Gurevich. Medieval Literature and Its Modern Perception (1976).

The ethnonym *the Huns* in journalistic contexts since the late 60-ies of the 19th century has been used in a metaphorical and attitudinal meanings, such as: 1) The Huns are barbarians: "*First we specified the grounds of Pagans-Romans and North-Eastern barbarians — the Huns, Avars, Goths ..."* F.I. Buslaev. Roman Villa of Princess of Z.A. Volkonskaya (1895); 2) Savage Huns: *"What could Leo the First say to this barbarian, the leader of wild and ferocious Huns?"* A.G. Gazdanov. Evelin and Her Friends (1968); 3) The Huns are hell spawns, threat to civilization: *"The Huns, the progeny of ages, the menacing danger of the cradle of the great civilization... the winners who defeated this force would hold their great way — from Paris via the Scythian outskirts of Moscow to the ancient Chinese border"*. V.G. Lidin. The Magi (1927); 4) The Bolsheviks as the Huns*: "Yes, the Bolsheviks are similar to Huns, but it was the European civilization that gave birth to these Huns"*. G.L. Lvov. Our Objectives (1919) // "Gryaduschaya Rossiya" (1920); 5) Russian revolutionists are new Huns: *"Russian revolutionists, simultaneously pale epigones of Western doctrines and new Huns, people of flaming blood, threatening to ignite the whole world"*. N.V. Ustryalov. Under the Sign of Revolution (1927); 6) Steel Huns: *"Steel Huns! —shouted Vlad, — Steel Huns! We are the hordes of Gog and Magog!"* Vasily Aksenov. Mysterious Passion (2007); 7) The Huns are destroyers: *"It should be noted that in addition to cultural-historical types these "positive figures" in history, Danilevsky has prepared two possible destinies to these ethnic groups: to be destroyers like the Huns,..."* Valeri Khachatryan. Theory of Danilevsky's Cultural-Historical Types: Logic and Contradictions (2003) // "Obscestvennye Nauki i Sovremennost" (2003.04.30); 8) The Huns are savages: *"Everyone who went ashore met the savages living in those lands — the Huns and the Picts"*. Julia Kapishnikova. Brittany // "Pyatoe Izmerenie" (2002); 9) The Huns are more scary than a specter of communism: *"Here, brother, is purer than the fear a specter of communism — the Huns will appear in an unheard of quantities and their sweet life in a minute will pass away!"* Michael Khodarenok. Anti-aircraft Missile Passion // "Zvezda" (2001); 10) Rabid, furious Huns: *"Furious Huns were riding somewhere on the steppe — and in the background the hand of a huge translucent clock was spinning"*. Victor Pelevin. Generation "P" (1999).

Conclusions Analysis of the number of text actualizations according to the RNC identifies the rise and the interest in the topic of the Huns. In this respect, we can notice clearly the peaks and downturns of interest to the subject correlated with the nature of meanings in different discourses and genres. The first wave of interest was at the beginning of the 19th century, the second one was at the 70-ies of the 20th century, and the third period is at the beginning of 21st century. Educational-scientific sphere of actualizations is connected with the publication of N.M. Karamzin's fundamental works on the history of the Russian state. The second half of the contexts are related to the period of 1860-1880 when D.I. Ilovajskij's historical work "Beginning of Russia" was published in 1876. General genre-temporal dynamics shows the tendency of transition from scientific discourse to journalistic discourse. In this respect, journalistic discourses of the Russian National Corpus reflect the perception of the Huns by Russian-speaking people, and they are transmitted by using metaphors and epithets with negative semantics. Texts of the RNC testify the ambiguity of interpretations of issues about the Huns in the Russian-language sources.

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"ХУННУ" ЖӘНЕ "ҒҰН" ЭТНОНИМДЕРІ

Аннотация. Мақалада үш ғасыр бойы орыс тіліндегі сөйлеу конгекстінде "хунну" және "ғүн" этноним-дерін жаңғырту жолдары мен түрлері талданады және оларды өзектілеудің типтік контексттері мен жанрлары анықталады. Мақалада қолданылған материалдардың негізгі көзі – Ресей ұлттық корпусының және сөздіктерінің деректері. Ресейдің ұлттық корпусына сәйкес мәтіндік жаңаруды талдау ғұн тақырыбына деген қызығушылықтың өсуі мен тарылуын анықтайды. Жалпы жанрлық-уақыттық динамика ғылыми дискурсынан журналистік дискурсқа көшу тенденциясын байқатады. Осыған байланысты Ресейлік ұлтық корпустың журналистік дискурстарында орыс тілінде сөйлейтін адамдардың ғұндарға деген көзқарасы көруге болады және олар теріс семантикасы бар метафоралар мен эпитеттер арқылы беріледі. Ресейдің ұлтық корпусының мәтіндері орыс тіліндегі дерек көздерінде ғұндарға қатысты сұрақтардың біртекті еместігін көрсетеді.

Түйін сөздер: этноним, хунну, ғұн, этникалық сәйкестік, дискурстық талдау, Ресей ұлттық корпусы.

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ЭТНОНИМЫ " ХУННУ " И "ГУННЫ"

Аннотация. В статье анализируются пути и типы актуализации этнонимов хунну и гуннов в контексте русской речи в течение трех веков и выявляются типичные контексты, высказывания и жанры их актуализации. Основным источником материала, используемого в статье, являются данные Российского национального корпуса и словари. Анализ текстовой актуализации по данным Национального корпуса русского языка определяет подъем и спад интереса к теме гуннов. Общая жанрово-временная динамика показывает тенденцию перехода от научного дискурса к журналистскому дискурсу. В этом отношении журналистские дискурсы Русского национального корпуса отражают восприятие гуннов русскоязычным народом, и они передаются с помощью использования метафор и эпитетов с отрицательной семантикой. Тексты Русского национального корпуса свидетельствуют о неодназначности толкований вопросов о гуннах в русскоязычных источниках.

Ключевые слова: этноним, хунну, гунн, этническая идентичность, дискурсивный анализ, Российский Национальный корпус.

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A STUDY OF THE DEPENDENCE OF THE GROWTH RATES OF THE REGIONAL ECONOMY ON THE DEGREE OF DIVERSIFICATION USING CORRELATION-REGRESSION ANALYSIS

Abstract. The raw orientation of the economy of Kazakhstan not only hampers the provision of long-term economic growth, but also makes the country dependent on changes in world prices. The conducted researches showed that only diversification can provide a departure from the dominance of the raw material branches of the economy, as well as the growth of the competitiveness of the country's economy due to the increase in the share of products with high added value and high technology products in GDP. A thorough analysis was carried out to select the direction of diversification. The investigated statistical indicators allowed to obtain useful information on the opportunities for diversification and to compile a description of these prospects by standard indicators. Selected indicators were reflected in the form of a series of distributions using the method of ranking, as well as after calculating the median, arithmetic mean, mode, etc. the full characteristics of the presented indicators were given. Comparison of several methods of carrying out empirical studies once again proved that the obtained conclusions depend on the selected performance indicators. The conducted researches also have proved that the raw orientation of the economy of Kazakhstan does not give competitive advantages, it gives only comparative advantages. The presence of a non-diversified economy, i. based on the development of a single commodity sector does not yet prove the underdevelopment and lack of dynamics, since in our case a significant growth rate is guaranteed by developing the fuel and energy complex and all related industries, while a high degree of economic diversification does not prove that development economy will be large-scale.

Key words: diversification, statistical analysis, the Herfindahl-Hirschman index, regression coefficient, correlation coefficient, coefficient of determination.

The structure of the modern world economy and globalization makes new competitive demands for all its participants. For Kazakhstan, it is necessary to realize the realities and challenges of global production, where first developed countries and transnational corporations, pursuing their goals, are struggling for resources in order to maintain a dominant position in the world production chain. This leads to the current situation, where developed countries have technology, and countries rich in raw materials remain in the role of catch-up.

Unlike the western countries, Kazakhstan has entered the post-industrial transformation way much later, which requires the need to ensure modernization at an accelerated pace, allowing to reduce or overcome the existing gap between the level of development of Kazakhstan and the most advanced countries in the technological world [1].

In this connection, there is a question of structural reorganization, changes in the direction of industrial and investment policy, all that includes a multifaceted process of diversification.

To choose the right direction of diversification, a thorough analysis is necessary. Studying of separate statistical indicators allows to receive the helpful information about them and to make their description by standard indicators. At the same time, the studied set of indicators can be reflected in the form of a series of distribution by the method of ranking, giving a complete description of the given population, calculating the indices of the mode, medians, arithmetic mean, etc. [2].

The first stage in this statistical analysis concerns the identification of the so-called correlation, or correlation dependence. Correlation is considered as a sign indicating the interrelation of many numerical sequences.

In the process of finding the correlation dependence, the probable relationship of one investigated quantity x with another investigated value y is often determined. In this case, the indicators are represented by two numerical sequences, between which the presence of a statistical relationship must be established [3].

Thus, this type of analysis allows one to draw a conclusion about the strength of the relationship between pairs of indicators x and y, and regression analysis allows one to predict one variable (y) based on the other (x). In other words, in this case an attempt was made to identify the cause-effect relationship between the analyzed indicators [4].

The correlation coefficient makes it possible to give a qualitative and quantitative estimate of the tightness of the connection between the two studied factors X and Y. Its representation can have the following form (Table 1):

Table 1 - Qualitative assessment of tightness of communication

Coefficient of pair correlation	Strength of communication
Untill 0,2	Virtually absent
0,2-0,39	Weak
0,4-0,69	Average (moderate)
0,7-0,89	Strong (tight)
0,9-1	Very strong (tight)

Calculate the correlation coefficient and use the "Data analysis" package to obtain the regression equation.

1) To assess the tightness of the relationship between the factors under study, we calculate the coefficients of pair correlation using the statistical function "CORREL" (Table 2):

Table 2 - Coefficient of pair correlation

Coefficients	2014 г.	2015 г.	2016 г.	2017 г.
correlation coefficient	-0,65	0,33	-0,67	0,39
coefficient of determination	41,66	11,04	44,43	15,31

2) Since the value of the correlation coefficient in 2016 is the largest, it makes sense for the forecast to use the 2016 data.

3) Calculate the correlation coefficient and construct a pairwise linear regression model for the dependence of growth rates on the diversification index using Regression mode of the Data Analysis tool.

4) In the "Tools" menu, select "Data Analysis" tool "Regression".

5) Fill it with the initial data of 2016.

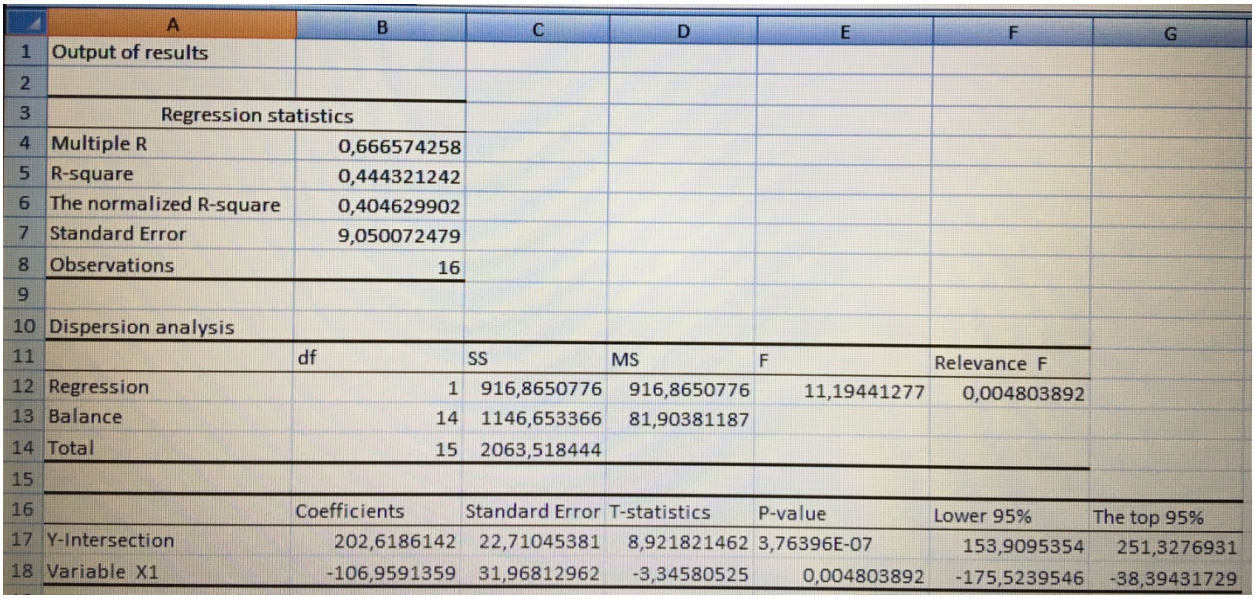
6) The results of the "Regression" tool will be displayed on a new sheet as shown in Figure 1.

7) The correlation coefficient was 0.67. This indicates a close relationship between the factors studied.

8) The change in the growth rate by 44% is explained by the change in the index of diversification, the remaining 56% is the influence of unaccounted factors.

9) Based on the "Conclusion of the results" the equation of pair regression takes the form: Y = 202.62-106.96 * X. The value of the regression coefficient indicates an inverse relationship (-106.96).

10) We will evaluate the quality of the chosen regression equation using the mean error of approximation. To do this, we first calculate the theoretical growth rates (Vx) from the regression equation found (Table 3) [5,6].



	A	B	C	D	E	F	G
1	Output of results						
2							
3	Regression statistics						
4	Multiple R	0,666574258					
5	R-square	0,444321242					
6	The normalized R-square	0,404629902					
7	Standard Error	9,050072479					
8	Observations	16					
9							
10	Dispersion analysis						
11		df	SS	MS	F	Relevance F	
12	Regression	1	916,8650776	916,8650776	11,19441277	0,004803892	
13	Balance	14	1146,653366	81,90381187			
14	Total	15	2063,518444				
15							
16		Coefficients	Standard Error	T-statistics	P-value	Lower 95%	The top 95%
17	Y-Intersection	202,6186142	22,71045381	8,921821462	3,76396E-07	153,9095354	251,3276931
18	Variable X1	-106,9591359	31,96812962	-3,34580525	0,004803892	-175,5239546	-38,39431729

Picture 1 - Results of the "Regression" tool

Table 3 - Theoretical value of growth rates

2016			
Rates of growth, У	The Herfindahl-Hirschman Index (the diversification index), X	Uther	A, approximation error
117,56	0,79	118,1216	0,48
128,36	0,7	127,748	0,48
122,99	0,8	117,052	4,83
145,74	0,64	134,1656	7,94
111,18	0,76	121,3304	9,13
121,89	0,76	121,3304	0,46
133,81	0,65	133,096	0,53
127,85	0,65	133,096	4,10
125,68	0,8	117,052	6,87
137,15	0,6	138,444	0,94
144,84	0,55	143,792	0,72
145,68	0,7	127,748	12,31
125,78	0,75	122,4	2,69
119,55	0,72	125,6088	5,07
113,9	0,74	123,4696	8,40
110,23	0,7	127,748	15,89
Average error of approximation			**5,05**

11) As mentioned above, the model is considered qualitatively selected if the value of the average error of approximation does not exceed 8-10% [7,8].

The dependence of the growth rates (Y) on the index of diversification (X) on the example of the Herfindahl-Hirschman index is characterized as inverse, close. That is, an increase (decrease) in the index of diversification leads to a decrease (increase) in the growth rates. Variations in the growth rate of 44% are

due to the variation in the diversification index, the remaining 56% is the impact of any other random and unaccounted factors. The pairwise linear regression model of the form Y = 202.62-106.96 * X is qualitatively matched to the initial data and can be used for forecasting.

If you look at the graphs, the value of the adjusted determination coefficient is approximately at the same level, so you can choose a linear function, because it is the most qualitative forecast.

The value of the coefficient of determination in both cases is 0.44 (44%).

The value of the regression coefficient is negative, which indicates the presence of an inverse relationship between the factors under investigation, namely between growth rates and the level of economic diversification.

Let's try to give an economic explanation for the data obtained because of the correlation-regression analysis, when an inverse relationship is traced between such factors as the growth rate of the economy and the level of diversification.

Today, we can say with confidence that oil is the dominant position in the Kazakh economy, as an energy resource that generates a large revenue for the state.

The oil and gas complex are not just an industry branch, it is one of the main components of our country's independence, its economic security and domestic political stability.

The development of oil and gas projects directly and through tax revenues to the budget makes it possible to increase the pace and volume of the implementation of social programs, including the ecological rehabilitation of many territories.

So, it is impossible to overestimate the political and social role of the development of the oil and gas industry. Oilmen provide a significant part of the national gross product, budget revenues and foreign exchange earnings to the country. Oil and gas projects have become a catalyst for investment activity in Kazakhstan.

The latest data from the Statistics Agency of the Republic of Kazakhstan for three quarters of 2017 show that the industry in the gross regional product for Kazakhstan was KZT3,309.5 billion, which is the highest indicator from all other industries, even though in 2016 this the same period the industry amounted to 4 014.9 billion tenge [9].

Thus, the economy of Kazakhstan is almost based on the extraction of minerals, that is, it has a very raw-material orientation. At the same time, the availability of natural resources does not give the country competitive advantages, it gives only comparative advantages. In the world, the most developed countries are those that do not have natural resources.

Consequently, it can be concluded that the presence of one developed commodity sector in the economy does not indicate a low level of growth rates, since in our case high rates of economic growth are provided by the development of the fuel and energy complex and related industries, and vice versa, high degree of diversification, is not evidence of a high rate of economic growth.

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АЙЫРМАШЫЛЫҚ ЖӘНЕ ТІРКЕУ ТАЛДАУДЫ ҚОЛДАНУ АРҚЫЛЫ АЙМАҚТЫ ЭКОНОМИКАЛЫҚ ӨРЛЕУДІҢ ӨСУ ДИНАМИКАСЫН ЗЕРТТЕУ

Аннотация. Қазақстан экономикасының шикізаттық бағыттылығы ұзақ мерзімді экономикалық өсуді қамтамасыз етуге ғана емес, сонымен қатар елімізді әлемдік бағалардың өзгеруіне тәуелді етеді. Зерттеулер көрсеткендей, әртараптандыру экономиканың шикізат салаларының үстемдік етуінен, сондай-ақ жоғары қосылған құны бар өнімдердің үлесін және ЖІӨ-де жоғары технологиялық өнімдердің үлесін арттыру есебінен ел экономикасының бәсекеге қабілеттілігін арттыруды қамтамасыз ете алады. Әртараптандыру бағытын таңдау үшін мұқият талдау жүргізілді. Зерттелген статистикалық көрсеткіштер әртараптандыру мүмкіндіктері туралы пайдалы ақпарат алуға және осы перспективалардың сипаттамаларын стандартты көрсеткіштер бойынша құруға мүмкіндік берді. Таңдалған индикаторлар ранжирлеу әдісін қолдана отырып, сондай-ақ медиа, арифметикалық орта, режим және т.б. есептегеннен кейін бірқатар бөліністер түрінде көрініс тапты, ұсынылған көрсеткіштердің толық сипаттамалары берілді. Эмпирикалық зерттеулерді жүргізудің бірнеше әдістерін салыстыру алынған тұжырымдар таңдалған көрсеткіштерге байланысты екенін дәлелдеді. Жүргізілген зерттеулер сонымен қатар Қазақстанның экономикасының шикізаттық бағыттылығы бәсекелестік артықшылықтарды бермейтіндігін дәлелдеді, бұл тек салыстырмалы артықшылықтарды береді. Әртараптандырылмаған экономиканың болуы, біртұтас тауарлық секторды дамыту негізінде әлі де дамымаған және динамиканың жетіспеушілігін дәлелдей алмайды, өйткені біздің жағдайда отын-энергетикалық кешені мен барлық байланысты салаларды дамыту арқылы айтарлықтай өсу қарқыны қамтамасыз етіледі, ал экономиканы әртараптандырудың жоғары деңгейі дамудың экономика ауқымды болуына әсер етпейді.

Түйін сөздер: әртараптандыру, статистикалық талдау, Герфиндаль-Хиршман индексі, регрессия коэффициенті, корреляция коэффициенті, анықтау коэффициенті.

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ИССЛЕДОВАНИЕ ЗАВИСИМОСТИ ТЕМПОВ РОСТА ЭКОНОМИКИ РЕГИОНА ОТ СТЕПЕНИ ДИВЕРСИФИКАЦИИ С ИСПОЛЬЗОВАНИЕМ КОРРЕЛЯЦИОННО-РЕГРЕССИОННОГО АНАЛИЗА

Аннотация. Сырьевая направленность экономики Казахстана не только препятствует обеспечению долговременного экономического роста, но также делает страну зависимой от изменений мировых цен. Проведенные исследования показали, что только диверсификация способна обеспечить отход от доминирования сырьевых отраслей экономики, а также рост конкурентоспособности экономики страны за счет увеличения доли продукции с высокой добавленной стоимостью и наукоемкой продукции в ВВП. С целью выбора направления диверсификации проведен тщательный анализ. Исследуемые статистические показатели позволили получить полезную информацию возможностях диверсификации и составить описание данных перспектив стандартными показателями. Выбранные показатели были отражены в виде ряда распределения при помощи метода ранжирования, а также после расчета показателей медианы, среднее арифметической, моды, и т.д. была дана полная характеристика представленных показателей. Сопоставление нескольких методик проведения эмпирических исследований в очередной раз доказали, что от выбранных показателей эффективности зависят получаемые выводы. Проведенные исследования также доказали что сырьевая направленность экономики Казахстана не дает конкурентных преимуществ, дает лишь сравнительные преимущества. Наличие не диверсифицированной экономики, т.е. основанной на развитии одного сырьевого сектора еще не доказывает неразвитость и отсутствие динамики, поскольку в нашем случае значительные темпы экономического роста гарантируются за счет развития топливно-энергетического комплекса и всех связанных с ним отраслей, при этом высокая степень диверсификации экономики, не есть доказывает, что развитие экономики будет масштабным.

Ключевые слова: диверсификация, статистический анализ, индекс Херфиндаля-Хиршмана, коэффициент регрессии, коэффициент корреляции, коэффициент детерминации.

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STYLISTIC DEVICES IN THE EPIC POETICS

Abstract: The article reveals the genre and poetic origins of the Kazakh epic, including the analysis of peculiarities of the stylistic devices and means. Applying stylistic means plays an important role forming the plot elements of the epic. It conveys the poetics of the epic creativity. Various types of figures like simile, epithet, metaphor, grotesque, hyperbole are often used in the Kazakh epics.

Key words: folklore, zhyrau, epic, genre, poetics, plot, image, epithet, hyperbole

The art of zhyraus (=bards or poets) is a traditional model of creativity of the Kazakh folklore. Due to this art, a great deal of epic zhyrs (=poems) have been preserved and reached our days. It is natural that the style and meaning of the epic zhyrs (=epic tales) change due to changes in the social state, worldview, aesthetic taste, psychological mentality of each historical era, and come in different forms. Each era, each age, and each nation combined the epic art is created with the previous artistic traditions, and on its basis created epic samples of new quality.

An epic, first of all, is a form of traditional art that represents the sense of cognition and aesthetic point of view of the certain nation. Second, epic works are the result of historical consciousness, as long as they experience various historical periods. It accumulates the aesthetic taste and socio-historical views of each epoch. The history of the epic formation has continued from the very beginning of human life up to now. From a historical poetic point of view, it had maintained its unity, and later became a genre. Ancient mythical beliefs, samples of artistic thinking, views, everyday customs are typical episodes of earlier epics. They were unified, based on one core. It is usually called syncretism. It is known that the syncretism can be ideological and genre.

As other genres of folklore, the epic tales, especially the ancient epics also have syncretism. They usually describe the image of forgotten ancient times. The fact that the majority of the stories that form the basis of the epic are mythical proves that it is genealogical. There are some miraculous phenomena strange to the human mind. All in all, it is dominated by the motif of fairy tales. They do not tell when exactly the event happened. In particular, the epics of the Siberian Turks considered as "heroic fairy tales" have no information about time and place. The characters of the ancient epics also have huge power. Their enemies have mysterious power as well. Poetics are not limited to addressing such issues as the origins of epic poems, their developmental features, and artistic symbols. In short, all these are symbols related to epic poetry.

In general, the notion of poetry is universal and broad. It considers theartistic content of folklore, including the epos, plot-compositional structure, historical-ethnic basis, images system, linguistic means in poetics. That is why, there are notions like "poetics of plots", "poetics of images" and "poetics of composition" which are checked in the context of historical poetry. It is well-known that in folklore science, poetics are considered at plot and language level. They are not separate from each other. One of the major areas of poetics is the stylistic language of folklore creations.

As A.Baitursynov said, ‘Language logic is a science that demonstrates the noble laws and conditions of the noble word. The aim of this science is to express the noble laws of noble words, to introduce them, to familiarize them in specimens of literary works, to show what the writers can do or have done’. These words prove that the fiction literature is related to the figurative language of the folklore samples. [1, 176]

Literary artistic language is an excellent tool for making truthful events, making them as impressive, beautiful, and figurative as possible. One cannot create a fiction without it. The source of the word power is in folklore. The epic is a real indicator. The Kazakh rich, well-meaning epic poems contain a wide range of art-expressing phrases. The language which is 'easy to pronounce, and warm to the heart' are in the epic language. Bright-coloured, clear, influencing and powerful phrases and figures are easy to see in the epic zhyrs. There are also various types of transformations such as repeating, intending, pointing, underlying, and symbolizing. A figurative word is a fruit of imaginary thinking. In the literary theory, the images system and figurative means of the specific fiction work are considered in the framework of poetics.

To convey the appearance and movement of the characters in the epics, such devices as simile and epithet are widely used. To describe the hero's beloved girl or wife in the epic zhyrs, the zhyraus usually use 'embroidered' and figurative language. For example, Kurtka's image in the zhyr 'Kobylandybatyr' is as follows:

Сонда сұлу қыз Құртқа,
Қылаң етіп, қылт етіп,
Сылаң етіп, сылт етіп,
Шекеде шоғы бұлт етіп,
Алтынды тоны жылт етіп,
Саулы іңгендей ыңқылдап,
Күшігендей сұңқылдап,
Сүмбіледей жылтылдап,
Буыны түсіп былқылдап...
(=And then beautiful girl Kurtka,
Flaunted at a glimpse,
Flirted and swayed,
The flash in her forehead twinkled,
Her golden fur coat shone,
Groaned like a dairy camel,
Sang like a black griffon,
Shone like the Sirius,
Swayed as if she had no bones…)

In this portrait, we can see that the girl's beauty is compared to the nomadic life, material and natural symbols characteristic of the Kazakh life. The phrases like 'flaunted at a glimpse', 'swayed' are related to the girl. They wonderfully convey the tender body and movement of a girl, making the aesthetic taste high. The figurative collocation 'The flash in her forehead twinkled' expresses the borik (=fur hat worn by the Kazakh girls) or the movement of owl's feather put at the top of such hat. 'Groaning like a dairy camel' manifests that the Kazakh nation was once nomadic, and engaged in cattle-breeding. 'Shining like the Sirius' showcases the space knowledge of the Kazakhs. The Sirius is the most bright star. Generally, comparing girls to the moon, sun, or starts is a very ordinary phenomenon. There are various models of comparing the girl's beautiful image with material things. One comparison may describe, another one may emphasize. This figure is called simile-metaphor. Akzhunis's image in the epic 'YerTargyn' proves the abovementioned:

Қолаңды көр де, шашымды көр.
Түймені көр де, шашым көр.
Қаламды көр де, қасым көр.
Пістені көр де, мұрным көр.
Күзгіні көр де, көзім көр.
Сандалды көр де, тісім көр.
Сымды көр де, қолым көр.
Қоянды көр де, жоным көр.
Қарды көр де, етім көр.
Қанды көр де, бетім көр.
(My hair is like thick plait,
My head is like a button,

My eyebrows are like a feather,
My nose is like a sunflower seed,
My eyes are like *kuzgi*,
My teeth are like sandals,
My arms are like wires,
My back is like of a hare,
My skin is like snow,
My cheeks are like blood.)

According to traditions, cognition, aesthetic values, artistic symbols of nomadic life, it is evident that in the Turkic epics, including the Kazakh ones there is a priority to describe people by comparing to an animal, the food, the hunted birds and the household appliances they use. Comparing the fair complexion of a beautiful girl with snow, redcolour of her cheeks to blood is used in many zhyrs. Nazym's image in the epic "Kambarbatyr» is similar to this one: 'like white snow of March, like blood of a white hen'. Of course, the word 'hen' was added later. A wonderful and magic description of a beautiful girl can be seen in the lyric-epic 'KyzZhibek'. The zhyr that starts with words 'When he looked at the caravan, he saw a girl…' is like a gallery of woman's beauty. In the ancient Kazakh epic, there are also models of describing a girl.

… If you ask about the elder daughter,
She has long and thick hair,
And a head like as delicate as a button [2, 77-78].

The Kazakh nation could present its aesthetic and artistic taste by means of the images of beautiful girls in the epic zhyrs.

The images of heros in the epic zhyrsarewonderful samples of wordplay. Exaggerating the appearance, power and braveness of a hero is a usual thing in the epics. A hero is a person with a big body and strong power. That's why comparing them to natural phenomena, animals is quite a usual thing. 'Snow on the eyebrows, frost on the eyelashes' of a menacing hero, his 'yelling as a lion and roaring like a tiger'- are popular samples of similes in heroic epics. Comparing the hero with a lion, tiger, leopard, wolf, eagle, camel, comparing a beautiful girl with the moon and sun, gold and silver, falcon and parrot, swan and goose are figurative phenomena subject not only to the Kazakh zhyrs, but also to the epics of other Turkic nations. V.M. Zhirmunskiy, who has comprehensively explored the epics of the Turkic nations, says the following 'It is traditional to compare the heroes' magnificent power with wild animals in the epics of the Turkic nations in the Central Asia.' [3, 54]

The heroes's image, body, and power can be described in such events as a fight, war campaigns, making them more impressive. Before starting the fight the hero's 'spirit gets high, power overflows like water', 'his yelling is heard to the six-month distance', 'he turns into a frightening…'. Stature and body of heroes are compared with natural phenomena, wild animals and birds, old cattle, and is seen in both heroic epics and ancient epics. «Yelled as an old camel, called Alshagyr»[4, 183], «turns like a hawk, focuses like a saker, and beats»[5, 113], «as wolf that attacks sheep»[5, 115], «roar as a leopard»[5,115], «Kalmak cried as a pig»[5,114], «hustle like an imperial eagle»[5,113]. «like a camel with a a newborn calf»[5,91], «bend like a reed»[5,99], «eyes shone like fire» [5,99], «one wolf came to many sheep»[5,100], «neck is like cotoneaster, louse is like a sparrow»[5, 105], «took a red spear, thought like a snake» [5,105], «drizzle like rain» [5, 157] т.б

Simile is an ideal stylistic device to describe the portrait of all characters in the epic. This is not only a tool for describing beauty, but also a linguistic method of depicting the ugly characters. For example, Ultankul's portrait in the zhyr 'Alpamysbatyr':

Күрек тісі кетпендей,
Кеңірдегінің тесігі
Жүгімен түй өткендей .
Құлағы болды қалқандай,
Мұрынына қарсаң,
Сығымдалған талқандай. [6, 18]

(=His incisors are like ketmens,
Like a camel with trunks

has gone through his trachea,
His ears are like shields,
His nose is like
pressed oatmeal.)

The most frequent stylistic device used to represent the appearance and movement of the characters in the epics is simile. According to Z.Akhmetov, 'Considering the similes in poetic works, the matter is not in certainty or uncertainty of compared things, but in specific features of one of the compared objects, and in meaning that the comparison gives'. [7,18]. This is especially related to folklore works.

In order to describe similar situations in the war picture of heroes, fixed formulas, that is regular repetitions are often used. For example,«He raised the ten bowls to the hill and pulled it through a large number of arrows», «near the Kalmak man, right the head of the heart», «and then the hero speaks, he tells the following», «six-sided white arrow, if I can't reach my target, it will be my fault, if you want to refuse now, it will be your fault!», , «he made the mouth of the city bleed, dusted the mouth of the gates», «he made the boys a slave, the girls an orphan», etc.

Usually, the picture of a hero on the way to the battle is accompanied by such exaggerating descriptions as «killing everybody on his way», «murdering everybody on his way», «destroying everything on his way», «slaughtering everybody on his way» [5 ,100], «exceeding on his way», «overflowing on his way», «capturing on his way», «driving everything on his way»[5, 131]. These are subject to both heroic epics and ancient epic zhyrs like 'Kubygul', 'Dotan Batyr'.

The epithet is one of the language visual aids that is often exposed in literary text. Using epithets, which reflect the effectiveness of the object or phenomenon described, is quite abundant in the epic. It is the most convenient, rational language usage to describe the characters's portraits, their arsenal, and their horses. In the Kazakh epic, the following epithets are often used: "golden bullet", "white bean", "white barrow", "young boy", "white dagger", "black stallion", "deserted valley", "gray steppe", "high mountain", "the very noon", "cunning witch", "black land", "blue sky" [5, 106]. In the Kazakh heroic zhyrs to describe five weapons of the heroes epithets such as white collar, white spells, white lance, and white spear are often used. According to O.Nurmagambetova, 'The heroes of the epic, especially the women, have white face and skin, their clothes are embroidered with gold and silver. Their weapons also shine as gold. The white colour and gold are used for the highest quality. The epithets such as "white spear", "white bowl", "white face", "like a swan " and "white falcon" are frequently encountered in epics [8, 113].

The horse of a warrior who starts out far away, defends his land and his country from the enemy, has to be unbelievably quick, have tough qualities, and a distinct body. It is a regular thing when the chosen stallion is suitable for the owner. Getting to destination without being tired after month-long journeys, after running over high mountains, big lakes, forty-day-long deserts is characteristic only to hero's stallion. It is well-known that there is a need for a decent language to describe a stallion who possesses such extraordinary qualities.

It can be proved by wonderful zhyr lines that describe the race of Kobylandy's stallion 'Roared by transforming, his hoofs do not touch the ground'. Special features of stallions are seen on the way to the battle grounds, long journeys, and war pictures. Traditional figurative means in the epic poetics are especially clear in describing the horse race. For example, Alpamys's stallion Baishubar that fights against Taishyk Khan 'is like a fire, like a transforming mirage' [6,107]. We can see various wonderful types of simile use in describing the horse race. In collocations such as 'it whistles like wind', 'it flies like a dust storm', 'it speeds like a bullet', 'it squeaks like a sparrow', 'its dust comes out like a sand storm', 'it grumbles like mountain water' we can see the race of the stallion Baishubar. [6, 112-120]

These kind of repetitions are an effective method to exaggerate the hero's steps, movements, his horse's race. On the other hand, they give a chance to shorten and speed up the epic time. This is law of epic poetics.

Out of stylistic transformations, the means like hyperbole or grotesque are often seen in epic works. These are generally used to exaggerate the described thing as much as possible, and present it in unbelievable form. Especially, it is very effective to describe the hero himself, his stallion, and the enemy. For example, «Fights with the sky, collides with clouds» [5,98-99], «can even make the black stone bleed» [4, 93-94], «when he is on fire, no single hair on his body burns» [9, 30], «drinks dragon's blood to die» [6, 128-129]. Kobylandy is described as one 'who breathes fire out' [4,136].

For instance, the horse Taiburyl is described as the following ‘its upper lip props the sky, its lower lip props the earth’. In the zhyr ‘Bujin Davaa khaan’ this exaggeration is used with no changes: «Дээд урууларытэнгэрийн бүтээж, доор урууларыгазарыг бүтээж»// «its upper lip props the sky, its lower lip props the earth» [10, 83]. The difference is that in one of them there is a horse, and in the second there is a person.

Grotesque in the epics is used to speed up the movement of heroes in terms of epic time and place, and make it rapid. They are usually applied to make the far close, the close very close. They are generally used along with the moon and sun symbolized with sacral numbers. For example, the ancient Kazakh epic ‘QissaKulamergen”: ‘To get to Oral in ten days’, ‘not to see for six months or to be on six-month-long journey’, ‘three deaths’, ‘three months’, ‘three days, three nights’ [5 , 106-109]. There are lines like these in the zhyr ‘Kobylandy Batyr’:

Алпыс бие сойғызып,
Алты рулы елді шақырды.
Жетпіс бие сойғызып,
Жеті рулы елді шақырды.
(=Slaughtered sixty horses,
Called people of sex clans,
Slaughtered seventy horses,
Called people of seven clans.)

Generally, when the hero reaches the enemy’s land, the first natural phenomenon he sees is a mountain. In other words, it is an enemy with weapons that has turned into a mountain, and conceals itself. The fixed formula of ‘your own and other’s’ related to the space measurement in the epics is retained in poems of all nations, and it is based only on actions and movements of the main character. Integration of the notions of a mountain and an enemy like in Mongol zhyrs is mostly found in the ancient Kazakh epics. The nomads have also the saying ‘Enemies inhabit mountains’, that is kind of echo of the past. It is possible that comparing the enemy with the mountain originates from this notion. Equating enemies with mountains can be found in ancient Kazakh epics such as ‘Kulamergen’, ‘Zhoyamergen’, ‘Dotan’, ‘Kubygul’: «A big mountain is coming, the mountain is a hero..» [5,98] or «Dotan said hello to those mountains, asked about them by approaching them. Indeed, they turned o be beasts [5,137].

According to Sh.Ybyrayev, «Figurative notions in the epics have interacted, gone through filters of centuries, and reached our times.That is why, we need to consider the tradition of poetics to identify the genre nature of the epics. [11,123-124]. An observant researcher can understand that space names cannot be a fixed characteristics of epic time. The degree of reality of the events in the plot of the epic, their times and places are various. It is seen not only in the whole structure of the plot, but also in its motif elements, minor figurative details. All these are strongly influenced by the tradition and figurative laws of poetics. For example, the alliteration-assonance method that retains the sound harmony is used in lines about names of waters and lands that Taiburyl passes through in the zhyr ‘KobylandyBatyr’:

...Қамыстының қазды көл,
Қоғалының қулы көл,
Жегендінің желді көл,
Шағалалы шалқар көл,
Қызғыштының қызды көл
...Барлы-барлы, барлы тау,
Басы биік қарлы тау...[4, 59]

(=…A lake full of geese in Kamysty,
A lake full of swans in Kogaly,
A windy lake in Zhegendi,
A big lake full of seagulls,
A rich mountain,
High and snowy mountain)

The laws of figurative poetics are very clear herein. They depend on poetical style, and are placed according to internal ‘curves’ of the poem or zhyr, harmony of the verse, harmony /alliteration-assonance/, linguistic means.

…Қалбағайлы шөлдерден
Қасқалдақты көлдерден,
Асқар-асқар белдерден,
Айдын шалқар көлдерден.. ...[4, 59]

(=...Through deserts full of spoonbills,
Through lakes full of wild ducks,
Through high mountains,
Through big lakes)

The natural essence of grass and birds found nearby lakes are taken into account as well. For the zhyrau it is more important to beautifully describe the wonderful race of heroes's horses and their opportunities to master the space by retaining the poetic laws of the epics rather than giving the certain historical space names. The figurative colour in the fictional work is given by stylistic means. First are descriptive means, i.e. describing the truth, phenomena of life as if they are real. Second are exaggerating means, i.e. showing phenomena so that they have great influence on a person. This has close relationship to epic poetics.

The poetic notion related to time and space in the epic zhyrs is based on this horse race. 'Competing with a flying bird, being ahead of the bird fly like a bird, feet not touching the ground' are similes used to describe horses. Of course, horse being ahead of the bird is a fairy tale motif. According to Russian scholar,V.Ya.Proppconnects the appearance of the winged horse popular in the world folklore with the development of the human culture and reasoning. The image of the horse in folklore did not deny the functions and tasks of other animals, it was formed according to thenew economy of life, new notion. «A new form of economy introduces new images. These new images create a new religion, but not immediately. In the language, a horse is namedas a bird, i.e. transfer of the old word to a new image. The same happens in folklore: the horse is clothed in the bird image. This creates the image of a winged horse» [12, 170)]. The image of a winged horse is found not only in folklore samples, but also in Sak kurgans on the territory of Kazakhstan.

According to figurative laws of the epics, space names (geographical names) are shortened, classified, grouped, paired, and presented in two types. For example, the names of geographical places that Kobylandy sees on his way on the back of Taiburyl in the course of forty days are listed and narrated in the zhyr 'Kobylandybatyr'. In some zhyrs definite geographical names are not mentioned, but given in oppositional, or binary form, i.e. 'high mountains', 'big lakes' alternate with each other. Names of waters and lands in historical zhyrs are very close to historical toponymy, but in the ancient epics, they are not definite, general, and unclear. This fact is also related to the genesis and figurative laws of ancient epics.

Using the certain names of waters and lands is like the addition of the modern times. Here the information is mostly specified, not generalized. Researchers claim that the names of waters and lands in the epic zhyrs may or may not correspond with real names of waters and lands. This is also an issue of poetics.

In Turkic and Mongol epics five weapons of heroes are described in full, and serve to emphasize the heroes's power. In the Kazakh zhyrsheroes's weapons are presented separately in motif-situation, and not given extra lines. The weapons are not described separately like in the Siberian and Mongol nations.

Бүгін қанға боялсын
Балғаң тиген ақ сауыт,
Беркітіп соққан ақ Дәуіт.
Толғамалы ақ сүңгім,
Шаншылар майдан күн бүгін.
Бұлғары садақ, Бұқар жай,
Тартылар майдан күн бүгін.
Алтын құндақ ақ берен,
Атылар майдан күн бүгін [4,71]
(=May cover in blood
The armor that was beaten by your hammer,
White mantis that attacks to death,

Swaying white lance,
Today is a day to kill,
Leather arrow, Bukhar lands,
Today is a day of fight,
White armor in golden lodge,
Today is a day of fight.)

Hero's five weapons are clearly seen in straight fights, battle grounds on in the form of first-person narratives. The weapon directed at menacing heroes are also very special. For instance, "golden white spear", "puts on his blue jacket", "white jacket", "helmet on the head shines like silver", "a diamond blade with a golden handle", "furry steel spear ", " white spear in the hands ","a lamb chest caught a bullet", and so on.

In the Kazakh epic, there are repercussions related to the hero's weapons, and the war picture. For example, 'He reached out his hand to the quiver and at once pulled out many arrows', 'the head of Kalmak man, this is time to die', etc.

As we see, figurative means in the Kazakh epic zhyrs are given from the third person, and are shown by means of characters' portraits. These kinds of descriptions are sometimes given in first-person monologues. In the epic 'Karabek' the portrait description of a father, three sisters and the hero are narrated on behalf of Karaman ambassadors. The zhyrshy complicates the plot, increases its emotional and expressive impact, and makes it more figurative by this third-person narration. Thus, the images get on specific qualitative height, the language of the zhyr becomes figurative, which, in its turn, advances the further events in the story. For example, Karaman, who has heard about Khansulu's beauty from snub-noses, gets angry because of Karabek's deeds, wants to see Khanbibi, and, therefore, quickly starts out [2,100-102]. So, portrait descriptions are poetic units which show the characters' image, and they are used not only to present wonderful samples of language use, but also to harmonize the plot and composition of the epic. This is also a law of epic poetics.

It is worth mentioning the stylistic means in the epic tradition of other Turkic nations. Images given by similes are also popular in the epics of other nations speaking the Turkic languages. The image of a stallion or a hero, their special nature are widely depicted in the epics of Bashkurt, Kyrgyz nations. For example, the portrait of the horse Akboz in the epic 'Oral hero' of the Bashkurts. The hero's stallion is beautiful, clever, and brave:

Құлағын біздей қадаған,
Жалын қыздай тараған,
Баскөнектей танаулы,
Арғымақтай асаулы
Кең кеуделі, тар бүйір,
Елегендей тұяқты [13, 35].

(Pierced its ears like a prod,
Comped its mane like a girl,
Its nose is like a big bucket,
It is like a wild fast stallion,
Wide chested and narrow sided,
With hoof like a big bowl.)

In the famous Kyrgyz zhyr 'Manas' main hero Manas's menacing image is described as the following: 'Grinds his teeth like a powerful camel, fair hair on his face is like camel's skin', 'Fire comes from his mouth, his muscles shake with power, his eyes flash as fire'. This is Manas's portrait [14, 38-96]. Similes like 'butted up like a bull' or 'resisted like a bull', 'attacked like a camel' for describing the appearance of heroes are seen in the zhyr 'Manas' without any changes. Old Kosay who fights against Zholay is characterized as follows: 'With old camel's power… his muscles are like bull's belly, fingers are like iron…'.

In conclusion, the stylistic devices are figurative and poetic means which are widely used in epics of any nation. The core of poetics is in figurative language. It is a wonderful model of epical tradition. The epics would not exist without it. It is evident that the zhyraus created these wonderful models orally.

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Ерболат Баят

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ЭПОС ПОЭТИКАСЫНДАҒЫ ТІЛДІК-КӨРКЕМДІК ТӘСІЛДЕР

Аннотация: Мақала қазақ эпосының жанрлық-поэтикалық негіздерін ашуға, соның ішінде көркемдік құралдар мен тәсілдердің ерекшеліктерін талдауға арналған. Тілдік-көркемдік тәсілдерді қолдану эпостың сюжеткұраушы элементтерінде үлкен мәнге ие. Ол сонымен бірге эпикалық туындының поэтикасын да анықтайды. Теңеу, эпитет, метафора, гротеск, гипербола секілді троптың түрлері қазақ эпосында жиі қолднылады.

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ХУДОЖЕСТВЕННО-ИЗОБРАЗИТЕЛЬНЫЕ СРЕДСТВА ЭПОСА

Аннотация: Статья посвящена раскрытию жанрово-поэтических истоков казахского эпоса, в том числе анализу особенности художественных приемов и средства. Использование художественных приемов большой роль играет в сюжетообразующих элементах эпосе. Оно выяснить поэтику эпического творчество. Виды тропа, как сравнение, эпитет, метафора, гротеск, гипербола часто используются в казахских эпосах.

Ключевые слова: фольклор, сказитель, жанр, эпос, поэтика, сюжет, образ, гипербола.

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FEATURES OF THE FINANCIAL SUPPORT OF THE AGRICULTURAL COMPLEX OF KAZAKHSTAN AS THE MOST IMPORTANT STRATEGIC OBJECTIVE OF AGRARIAN POLICY

Abstract. This article deals with the problems of financial support for the agro-industrial complex of the Republic of Kazakhstan in recent years. It is noted that the strategic importance and specific features of agriculture require the development of special approaches to the management of this industry. One of the most important issues is the theoretical and methodological substantiation of the essence of financial support for the agro-industrial complex. The issues of improving the management of financial resources of agricultural enterprises require further study. In this regard, the main task of the economic development of the industry is the further financial and investment development of agricultural production, as the growth of financial resources is one of the main factors contributing to the rise of agro-industrial production, ensuring sustainable development of the agricultural sector of the economy.

Keywords: income, profitability, financial security, financial resources, prices

Awareness of the importance of agrarian policy in the modern economy was reflected in regular State of the Nation Address by the President of the Republic of Kazakhstan Nursultan Nazarbayev of January 10, 2018, "New Development Opportunities in the Conditions of the Fourth Industrial Revolution," which noted that agricultural policy should be aimed at dramatically increasing labor productivity and export growth of processed agricultural products [1]. All this will require the technical re-equipment of agricultural production, the modernization of modern technologies, the use of advanced technologies, and therefore require a significant infusion of financial resources into the industry.

First of all, the agro-industrial complex, which is primarily food and economic, is one of the important sectors of the economy. During the period of independence, many important policy documents were developed, on the basis of which the state policy in the sphere of agro-industrial complex was implemented. It is possible to single out the main four stages of Kazakhstan's agrarian strategy. The first stage - preparatory 1998-2000 - Accelerated completion of reforms and struggle against poverty. The second stage - the stabilization of 2001-2003 - The country's financial rehabilitation of its structural adjustment and creation of jobs in other industries for the released labor. The third stage - sustainable development of agriculture 2004-2010 - Accelerated production growth, and increased export potential. The fourth stage is to increase the competitiveness of the agro-industrial complex from 2010 to the present.

The main lesson of the global crisis showed, in the opinion of Professor G.S. Seitkasimov, that the state has finally realized that without state regulation the economy in general, cannot develop normally and steadily. Therefore, the efforts of the state should be aimed at maximizing the mobilization of financial resources [2]. Particular importance for the development of any economy is for factors associated with the financial security process. The implementation of the objectively existing needs of economic development and of any industry depends to a large extent on the resource support of the measures taken, and as a result, the financial security process is a prerequisite for solving the main tasks of state regulation [3].

Financing is a process involving the identification of alternative sources of financing, the selection of specific sources, the organization of receipt and expenditure of monetary or material resources, depending on the type of funding sources. Professor A.A. Nurumov notes that the financial provision of the economy

means the availability of financial resources to solve the state-of-the-art priorities [4]. The object of financial support at the enterprise are processes of simple and extended reproduction [5,6]. In the works of I.A. Blank and S.I. Shumilin, as well as a number of other scientists, the concept of "financial security" is associated with the concept of "the way or methods" of attracting financial resources [7].

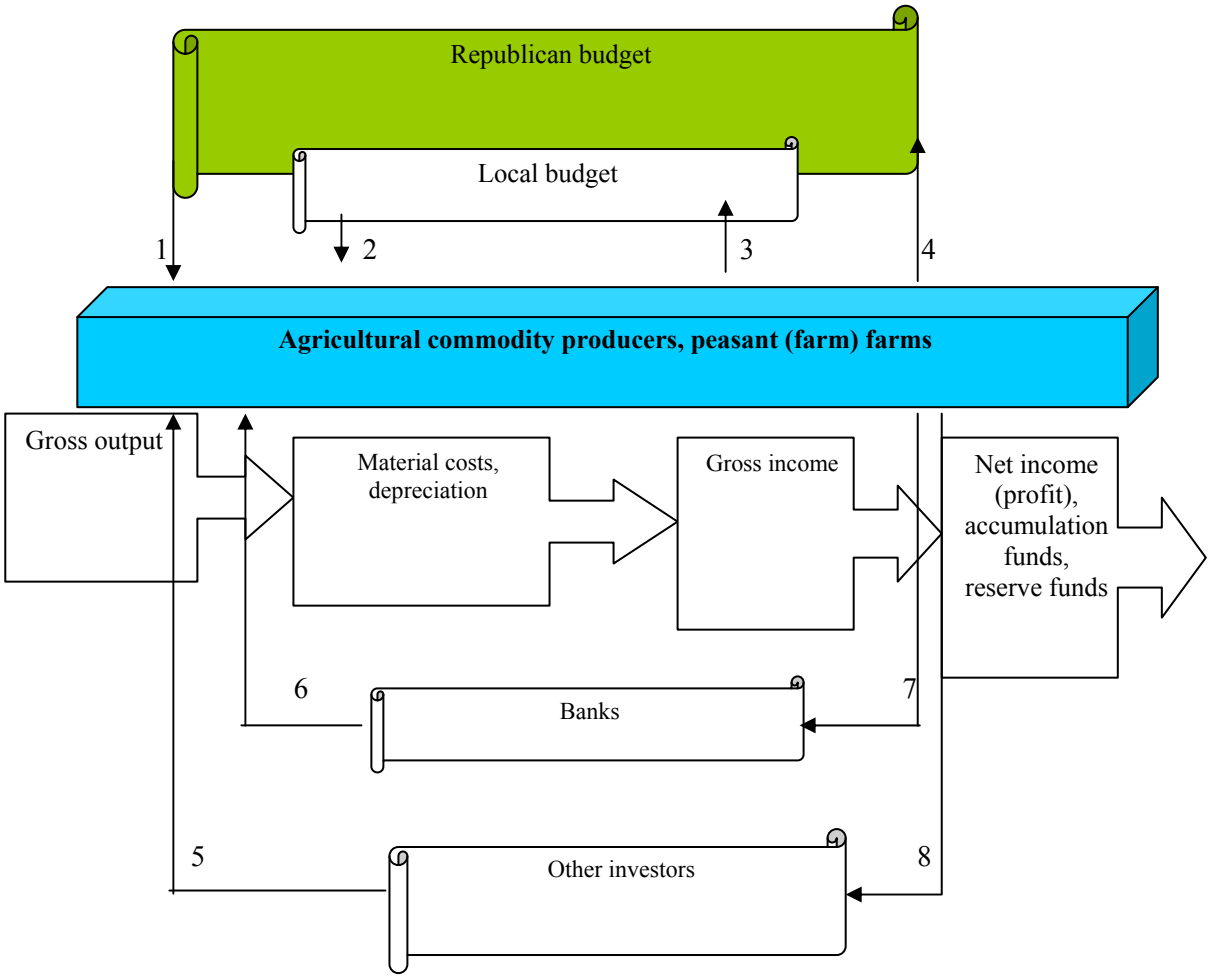
As for the specifics of financing of agricultural enterprises, it is determined by the specifics of agricultural production. The seasonal nature of agricultural production causes sharp fluctuations in the volume of circulating production assets for the periods of the year, which calls for borrowing. Agriculture is also characterized by a large gap between the time of production and the working period, pronounced seasonality, a considerable duration of the production cycle. This determines the features of the circulation of funds in the agricultural enterprise, its comparative slowness, the gradual increase in costs during the circuit, the release of funds from the circuit during the period of output and sale of products [8].

Features of the circulation of funds lead to specific forms in the organization of finance of agricultural enterprises, which reimburse their costs by income. However, within a year they form a significant seasonal gap between the timing of costs and revenue, which affects the organization of working capital, requires borrowing. Before receiving income, the bulk of agricultural enterprises operate at the expense of loan funds. The emerging problems of financing agricultural producers can be solved only by attracting additional financial resources. Proceeding from the foregoing, it can be noted that the intertwining of natural and economic conditions: the influence of natural and climatic conditions, the seasonality of production, which is expressed in the discrepancy between the working period and the time of production of agricultural products, dependence on borrowed funds, uneven use of working capital and income of the agro-industrial complex requires a special approach to its financial provision and financial regulation [9,10].

In our opinion, the main task of financial security is the mobilization of financial resources by selecting sources of financing, attracting funds and using them. Financial resources formed from different sources make it possible for an enterprise to repay its obligations in a timely manner, invest in new production, provide expansion and technical re-equipment, if necessary, finance research, development and implementation, etc. Features of the circulation of funds in the organization of finance of agricultural enterprises, which are a set of relations with respect to the formation, distribution and use of funds (financial resources) have predetermined the search for the main sources of the receipt of financial resources in the agricultural sector. At agricultural enterprises, there is a very ramified system of monetary and financial relationships. At each enterprise, there is a circulation of funds, which includes three stages: the acquisition of material assets necessary for production, or the supply process, the production process, and the implementation process [11].

Financial resources (profits, subsidies and compensations, investments, insurance, credit resources) in the system of reproduction in the industry and at the enterprise level are beginning to play an increasing role. However, at the present stage of development, they do not provide sustainable economic growth. Thus, it is necessary to emphasize that the finance of the agro-industrial complex is the most important component of the financial system. It is a system of relations regarding the formation, distribution and use of funds of funds (financial resources). In this regard, there are features of the circulation of funds in the organization of finance of agricultural enterprises, which are a set of relations regarding the formation, distribution and use of funds of funds (financial resources) (Figure 1).

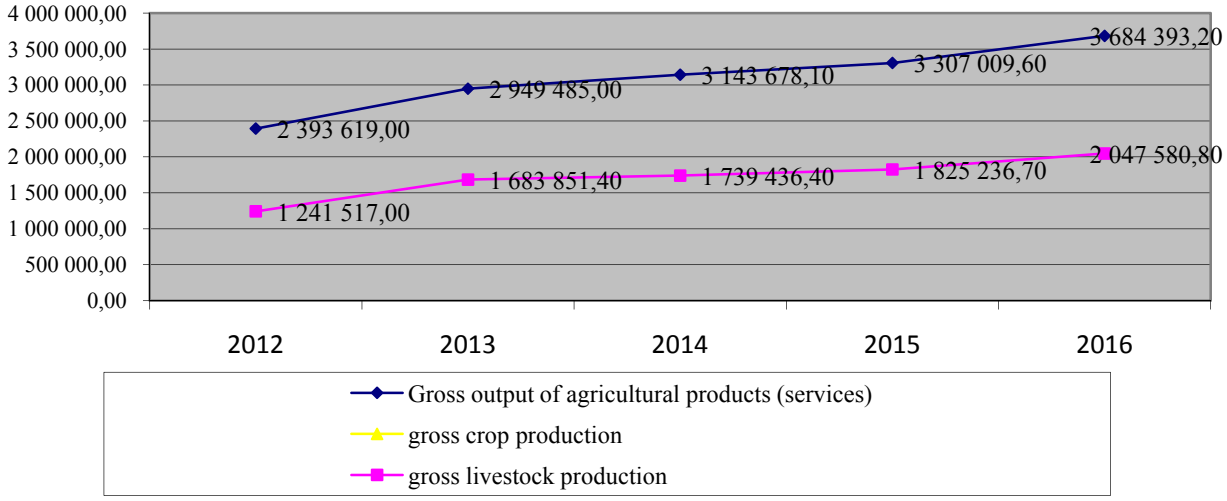
Economic reforms in the Republic's agro-industrial complex have led to significant changes, as the situation shows, the development of the agro-industrial complex has stabilized, the production of agricultural products and processed products has been growing, the level of food imports has increased, equipment and agricultural machinery have increased, and the well-being of the rural population has improved [12,13,14]. Only in the period from 2012 to 2016, the gross output of agricultural products grew by 54%, including almost twice in crop production (Figure 2). At the same time, the expenditures of the republican budget for the development of the agro-industrial complex for the period from 2010-2016 amounted to KZT 1368.0 billion, although expenditures in 2016 as compared to 2010 remained almost at the same level - about 200 billion KZT.



1-data, subsidies, compensations, financing of agricultural institutions, leasing operations, budgetary credits; 2 - subsidies for livestock products, the content of the infrastructure, the content of the veterinary network, etc .; 3 - taxes; 4 - taxes; 5 - investment; 6 - loans; 7- return on loans; 8 - return on investment.

Note: compiled by source [11].

Figure 1 - Features of the circulation of funds in the AIC



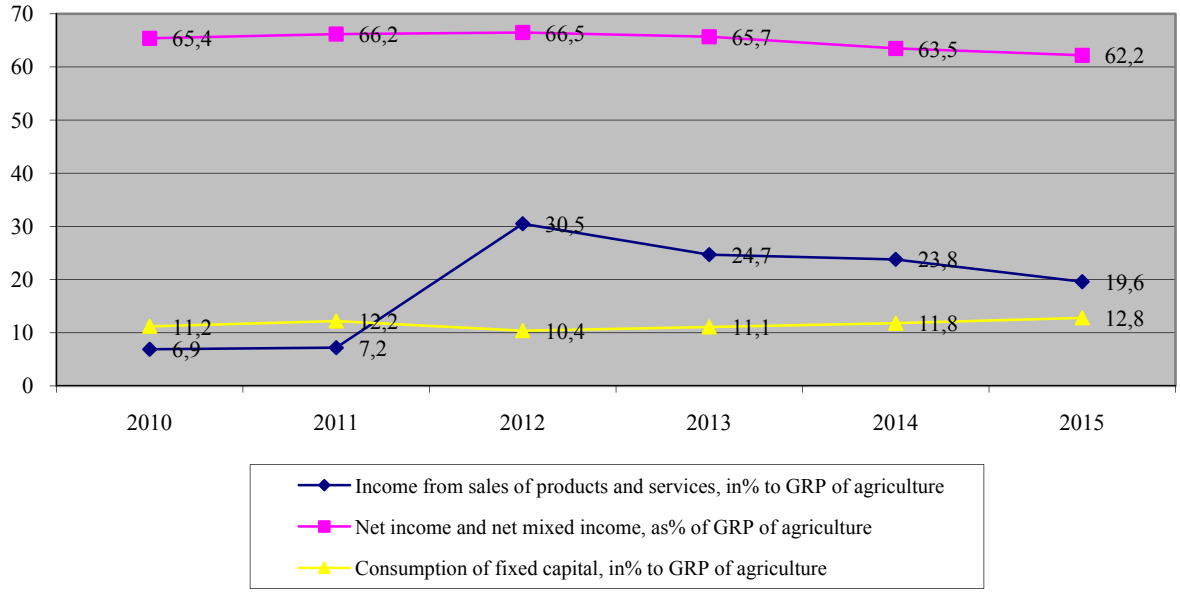
Source: Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan [15]

Figure 2 - Gross agricultural output of the Republic of Kazakhstan for 2012-2016 (million tenge)

To date, it is relevant to study the direction of integration of the state in the world economic community, characterized by the integration of world markets and national economies. The solution of the problem of creating a favorable domestic climate for the country, managing investment complexes, creating an effective infrastructure and providing legislative support for financial processes is impossible without studying the processes of formation and use of domestic financial resources of the country and, first of all, financial resources of economic entities.

In the conditions of the market, the development and implementation of a mechanism for the formation and use of financial resources of economic entities are becoming increasingly relevant and complex. The main stages of calculating the main financial resources taking into account the specifics of the industry are:

- determination of the value of own financial resources from internal sources (net profit, depreciation charges);
- Definition of borrowed financial resources (Figure3).

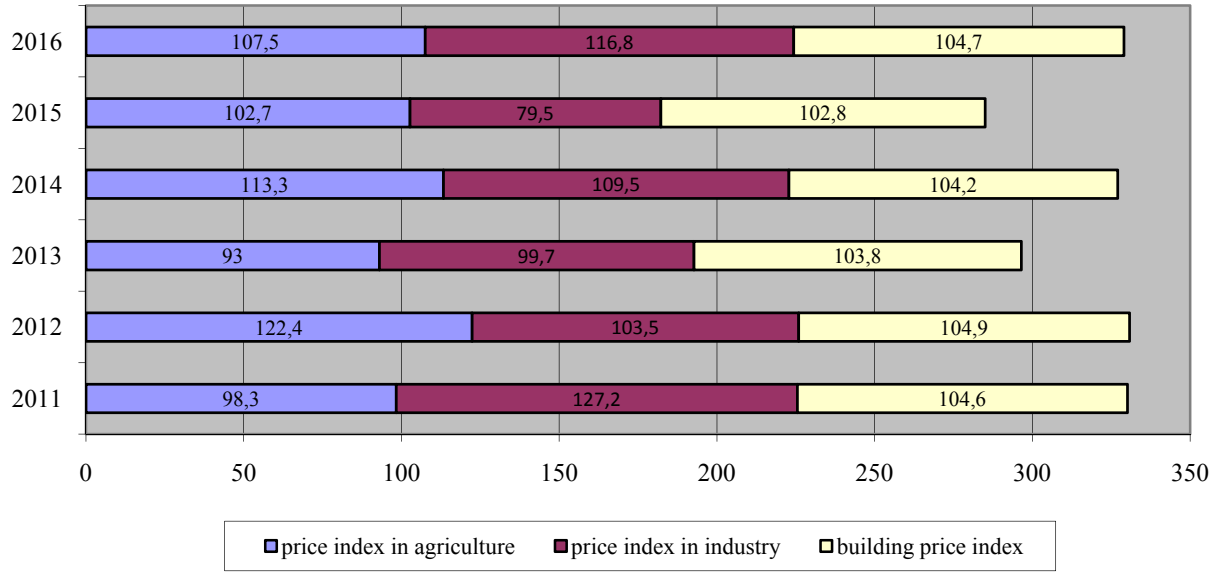


Source: Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan [15]
Figure 3 - Structure of primary incomes of enterprises of agriculture, forestry and fisheries in Kazakhstan for 2010-2015, in% to gross regional product of agriculture (GRP)

Figure 3 shows that the share of revenues from sales of products and services in GRP is characterized by an increase from 6.9% in 2010 to 19.6 in 2015. At the same time, net profit and net mixed incomes account for the largest share in the structure of primary incomes of agribusiness enterprises. During the analyzed period, it amounted to 65.4% to 62.2% of the GRP of agriculture. The net income of agricultural enterprises in 2015 amounted to 1198.6 billion tenge, the amount of which increased almost 1.9 times compared to 2010, which shows the profits remaining at the disposal of the agrarian sector as the main source of financial support for the activities of agricultural enterprises. Consumption of fixed capital is the sum of the decrease in the value of fixed capital as a result of its physical and moral depreciation, that is, the amount of depreciation deductions from the value of fixed assets of enterprises is also a source of financial resources for agro-industrial enterprises. However, their share in the income structure is insignificant and in the analyzed period tends to decrease from 15.5% to 10.5%, which indicates negative processes, since this source of financial resources of economic entities should play a significant role in investment processes. This once again shows that the domestic enterprises of the agro-industrial complex are not actively engaged in the problems of introducing progressive technology, use obsolete physical and moral equipment in production.

In recent years, there has been a trend in the republic to increase food consumption, which is explained by the improvement in the living standards of the population. As you know, the basis of competitiveness of any product is a combination of low price and high quality. High prices for products of Kazakhstan

processing enterprises are affected by higher rates of bank loans, communal and transport services, as well as the current taxation system, especially for VAT. The analysis of prices shows that, compared to other sectors, prices for agricultural products are growing at a faster rate (Figure 4).



Source: Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan [16]

Figure 4 - Price change by sector of the economy of the Republic of Kazakhstan

The price index for agricultural products in 2016 also tends to grow by almost 7.5% compared to 2015. So, the prices for crop production in 2014 increased by 20.8%, including for cereals by 22.2%, oilseeds decreased by 0.6 %%. The price of livestock products increased by 2.4% (Table 1).

Table 1 - The price index for agricultural products for 2006-2016 in the Republic of Kazakhstan

Name	Year										
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Agricultural products	109,5	139,1	119,3	87,3	123,4	98,3	122,4	93,0	113,3	102,7	107,5
Crop production	110,3	154,2	121,3	77,0	132,4	86,2	134,1	86,6	120,8	103,0	106,1
Crops	109,9	159,3	122,7	74,7	131,2	84,8	140,0	83,6	122,2	103,4	106,9
Oilseeds	99,8	118,6	121,4	89,1	127,1	113,2	94,9	100,4	98,4	119,0	115,4
Livestock products	108,4	119,2	116,8	101,2	111,1	114,9	105,7	102,3	102,4	102,3	109,4
Cattle and poultry	109,7	117,3	118,3	104,9	109,9	118,0	109,2	98,8	105,0	99,9	106,7

Source: Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan [16]

We should also highlight a number of factors that hamper the improvement of the price situation in the consumer market and the development of new units in the agricultural sector: material costs, including transportation costs, are rising due to higher prices for fuels and lubricants and spare parts, and energy tariffs are rising. In this regard, it is necessary to take measures to regulate energy prices to stabilize the price situation in the agricultural products market and its processing products. Also, one of the main problems of enterprises for processing agricultural raw materials is low competitiveness of domestic products. Thus, a harmoniously formed mechanism of state support is able to withstand the extreme impact of external economic and political factors, market, international, competition factors, etc. Studies show that an effective mechanism of state support is formed in compliance with the following principles: sufficiency

of allocated funds; timeliness of support; priority in the allocation of budgetary allocations; targeting and availability of state budget support; publicity and flexibility; consideration of regional peculiarities; transparency and control over timeliness, targeted use and effectiveness of state support [17].

Kazakhstan has a great potential for the development of the food industry, the development of livestock, fodder production, the organization of reception and procurement of agricultural products and raw materials from agricultural producers, the development of all other industries that provide the consumer market with all kinds of goods, products and services. In this regard, these industries are the most attractive for investment. In the country, there are potential opportunities for the production of high-quality biologically and environmentally friendly, agrarian products grown in natural conditions. There are serious prospects for the production of high-quality fruit and vegetable products in the southern regions of the country, incl. for export. Therefore, it is necessary to master the various market-based financial instruments used internationally in order to attract the savings of the state, the population, the private sector, including the funds of pension funds, into the development of the agricultural sector [18].

The financial and investment policy should be implemented in the following areas: increasing budgetary financing and, as a result, strengthening state control over the targeted and efficient expenditure of the republican and local budgets allocated in the form of irrevocable and repayable financing; expansion of the practice of guaranteeing state support of investment agricultural projects; creation of an enabling environment for attracting domestic and foreign investments; development of leasing of agricultural machinery; demonopolization of the organizations of the first and third spheres of the AIC [19,20]; maintaining a stable favorable market situation through the procurement of agricultural products; assistance in the development of market infrastructure; preferential system of taxation and crediting; training of qualified personnel for agriculture.

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АГРАРЛЫҚ САЯСАТТЫҢ МАҢЫЗДЫ СТРАТЕГИЯЛЫҚ МАҚСАТЫ ҚАЗАҚСТАННЫҢ АУЫЛ ШАРУАШЫЛЫҒЫ КОМПЛЕКСІНІҢ ҚАРЖЫЛЫҚ ҚОЛДАУ ҚҰРЫЛЫМЫ

Аннотация. Бұл мақалада соңғы жылдары Қазақстан Республикасының Ауыл шаруашылығын қар-жылай қолдау мәселесін талқылайды. Ол стратегиялық маңызы, деп атап өтті және ауыл шаруашылығы осы саланың басқару үшін арнайы тәсілдерді әзірлеуді талап етеді ерекшеленеді. ең маңызды мәселелердің бірі Ауыл шаруашылығын қаржылай қолдау мәнін теориялық және әдіснамалық негізі болып табылады. Ауыл шаруашылық кәсіпорындарының қаржы ресурстарын басқаруды жетілдіру мәселесі әрі қарай зерделеуді талап етеді. қаржы ресурстарын өсуі ауыл шаруашылығы өндірісінің өсуі, экономиканың аграрлық секто-рының тұрақты дамуына ықпал ететін негізгі факторлардың бірі болып табылады, өйткені бұл тұрғыда саланың экономикалық дамуының негізгі міндеті, ауыл шаруашылығы өндірісінің қаржылық және инвести-циялық дамуды жалғастыру.

Тірек сөздер: шығындар, шығындар, қаржылық қауіпсіздік, қаржы ресурстары, баға

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ОСОБЕННОСТИ ФИНАНСОВОГО ОБЕСПЕЧЕНИЯ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА КАЗАХСТАНА КАК ВАЖНЕЙШЕЙ СТРАТЕГИЧЕСКОЙ ЦЕЛИ АГРАРНОЙ ПОЛИТИКИ

Аннотация. В данной статье говорится о проблемах финансового регулирования АПК Республики Казахстан за последние годы. Отмечается, что стратегическая значимость и специфические особенности сельского хозяйства требуют разработки особых подходов к управлению данной отраслью. Одним из наиболее важных вопросов является теоретическое и методологическое обоснование финансовой поддержки агропромышленного комплекса, вопросы совершенствования управления финансовыми ресурсами. Главной задачей государственного регулирования экономического развития отрасли выступает дальнейшее финан-совое обеспечение сельскохозяйственного производства, так как рост финансовых ресурсов является одним из основных факторов, способствующих подъему агропромышленного производства, обеспечению устойчи-вого развития аграрного сектора экономики.

Ключевые слова: доход, расходы, финансовая безопасность, финансовые ресурсы, цена.

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INTEGRATED RISK MANAGEMENT SYSTEM IN KAZAKHSTAN BANKS

Abstract. The article gives an analysis of the nature of risks of the banking sector and the importance of implementing an integrated risk management system. The purpose of the study is to study the risks of the banking system, the importance of applying management methods in the risk management of banks. The scientific significance of the research topic is that the use of an integrated risk management system in the banking sector will improve their manageability before they arise, and not in the period of appearance. in Kazakhstani banks. The practical importance of the topic is aimed at the use of risk management tools in the management of banks, bringing this category of management in a system that can effectively prevent emerging risks in banking. The research methodology includes the use of statistical methods, the study of previous studies, comparison methods. The main results of the study are recommendations in the application of an integrated risk management system in Kazakhstan banks. The study systematizes the existing search for effective risk management in changing economic conditions and is aimed at improving the effectiveness of risk management in banking. The practical importance of the study is in the use of its results in the construction of an integrated risk management system in Kazakhstan banks.

Keywords. Risk management, an integrated risk management system, the nature of risks in banking.

Introduction. The risk management topic in bank activity is rather widely covered in materials of foreign scientists and practical experience of foreign banks activity. For determination of the research importance we will conduct the short review of the available material.

During the modern period of time the great value is obtained by processes which are directed to creation of integration systems in risk management, risk management tools on the basis of the analysis of risk/profitability ratio. The credit risks that is considered in bank activity have narrowly targeted character therefore the existing processes and attempts of management don't make sense without system projection.

Object of the research is the integrated risk management system of banks. Subject are assessment processes and introduction of the integrated risk management system of banks. Research objective is studying of the nature of the banking sphere risks and assessment of decrease in risks by introduction of the integrated management system. For achievement of the goal the following tasks are set:

- the characteristic of the nature of risks on the basis of researches of foreign scientists;
- assessment of risks of the banking sector;
- justification of importance of the integrated risk management system in commercial banks;

The hypothesis of a research consists that banking products as loan and credit portfolios have considerable risk level at various stages of granting, and there are new risks which have to be estimated proceeding from introduction of the integrated risk management system.

Such approaches as assessment of internal and external risks of the bank sphere have been used, the ways of impact on risk by creation of the risk management system in bank and risk control have been defined in the research.

Methods

Article uses materials of researches foreign bank management, quantitative and qualitative factors of risks which have been applied in bank management. On the basis of the analysis of the available experience, research questions have been raised:

- how the bank management can prevent the available risks;

- how important are the elements of the integrated system of a risk management.

The problem of risks in bank activity has been studied on the basis of systematization of bank divisions' risks. Bank divisions' risks are considered as separate elements or most often as one division of risks. Such approach can't do expanded assessment of risks of bank activity and emergence of new risks didn't allow estimating them systemically. Therefore, during the research the following stages have been carried out:

- 1st stage - studying of experience of regulatory and supervising activity of banks in foreign practice;
- 2nd stage: the analysis of activity of second-tier banks of the RK have been noted the level tendencies of credit risks growth;
- 3rd stage: quantitative assessment of risks on the basis of determination of gain dynamics of loans with past-due payment;
- 4th stage: development of the integrated risk control system in the Kazakhstan banks.

In the broadest sense, the risk represents work which is connected with transformation of uncertainty in process of decision choice, which allows estimating this risk quantitatively and qualitatively [3]. At the same time, the risk is connected with the adverse sphere of consequences at which there is a loss of income or depreciation of the capital of bank [4]. In bank activity the financial risk is considered as a case of loss of the bank capital, or its part, increase in an account part in the course of bank activity, impossibility of income generation [5]

Classifications of risks are rather various and appear with bigger evidence in connection with global changes in world economy and the crisis phenomena which exert the impact on emergence of new risks. In Basel 2 three components of management of credit risk are noted. These components include calculations of capital adequacy, supervising process for percentage risk, credit risk, and operational risk. The third component includes market discipline in disclosure of information on activity of credit institution.

In Fraser and Simkins [6] researches definitions of risk types on their branch and business direction are presented and reflects emergence in process of carrying out various operations of bank on trade financing, determination of loan portfolio structure when carrying out credit operations with the borrower. Information on credit, operational, liquid risks and also structuring derivatives is provided in Ph. Jorion [7] work, also theories on extreme values and corporate risk management have been considered.

L. Borodovsky [8] considers different aspects of financial risk and carries out the analysis of risk management which is based on risks of capital adequacy and efficiency taking into account risk. Approach is interesting, which is considered in the standard of a risk management, which defines all internal and external risk factors in classification that considerably expands activity of risk management and demands creation of a control system. Such systems successfully work in various western credit institutions.

J. Monahan [9] considers a practical side of risk management, representing operational methods and approaches. Practical risk management (ERM) is the most attractive to use in practice of risk management in credit institutions. Strategic aspects of management which are directed to creation of system of strategic management in credit institution are reflected in it. Such approach considerably concentrates levels of risks. As a rule, banks deal with credit risks and their efforts are directed to elimination of non-payments of borrowers. Whereas current trends of development of the Kazakhstan banks have to be concentrated on prevention of emergence of risks, and further strengthening of credit discipline not to be dependent on the state help in the problem credits. D. Iverson [10] considers practical approaches in risk management during creation of investment funds for real projects which investors have to take into account. Strategic decisions for investors are always connected with risks and these types of risks are also important in practice of researches.

D. Bessis [11] considers market and financial risks according to the changes made by Basel 3 covers such fields of risk management as the analysis of liabilities and assets based on capital risk, level of control of the loan portfolio. Considering the current trends of the crisis phenomena in a financial sector, suggests using behavioral financing and non-linear hazard rates.

For creation of the successful integrated risk management system it is important to emphasize need for changes of philosophy of the top management and support of restructuring of financial policy for the purpose of creation of the optimum organization oriented on risk.

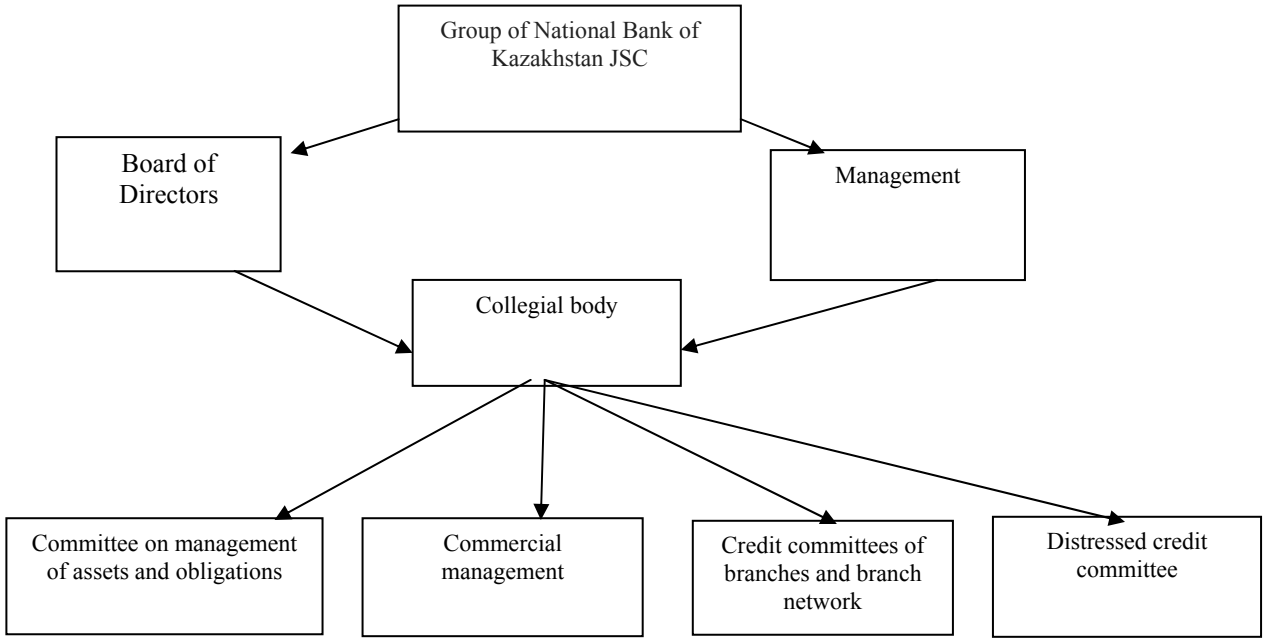
Uncertainty is inherent in the current trends in all fields of business, especially banking activities. Actually, uncertainty is probability of a deviation of results which are expected from activities. For banking

activities the principal criterion is value of cost and this index defines financial stability [12]. The main objective of bank is control of purposeful activities and maintenance of optimum level of risk. Here the optimum level of risk is understood as such risk in case of which there will be no reduction of cost of assets of bank. As a result of control conditions under which banking activities are not subject to changes and have resistant parameters of opposition to external influence will be created. Information technology development creates new niches of risk financing which banks can use for increase in profit. At the same time, possibilities of risks also increase.

At assessment of risks of the banking sector it is necessary to proceed from the analysis of risk management of RK banks on the example of Halyk-Bank JSC. National Bank of Kazakhstan JSC has subsidiaries and is called Group. At management of risks National Bank of Kazakhstan JSC uses the principles of protection of activity of bank against risks, basic of which credit risk, market risk, risk of liquidity.

The main emphasis in risk management of National Bank of Kazakhstan JSC is put on management of credit risks as they are those types of risk to which bank activity is subject. In this process the division of risk management is most important. The division carries out identification of risks, assessment and monitoring of credit risk, participates in direct decision-making according to credit decisions, coordination of rules and programs of credit policy, limit restrictions, drawing up the reporting. For increase in efficiency the Group of National Bank of Kazakhstan JSC defines its risk level at the expense of a risk sum maximum concerning one borrower or group of borrowers, in branch segments.

The structure of management of credit risks is presented in the figure 1.



The figure 1 - Structure of management of credit risks of National Bank of Kazakhstan JSC [13]

Commercial management - Collegial body of Bank which main objective is realization of domestic credit policy of Bank on credit operations and credit applications of corporate clients.

Commercial management – Collegial body of Bank which realizes domestic credit policy of Bank on all actions of credit operations and applications of clients.

Credit committees of branches and branch network ("CCB", "CCBN")

CCB, CCDN of Bank which main objective is realization of domestic credit policy of Bank regarding granting financial instruments through branches to subjects of small and medium business. Determination of limits of crediting among the filial environment which are made by Board of bank. The branch then itself puts crediting limits within the sums. Consideration and decision-making is made on the basis of assessment of data of bank expert services and the provided analysis.

Retail credit committee of Head Bank ("RCC of HB") and the Center of Decision-making ("CDM") which main objective is realization of domestic credit policy of Bank regarding granting financial instruments through branches to subjects of retail business. CDM consists of the credit underwriters having the delegated powers on decision-making based on the principle of four eyes. CDM makes decisions within the powers approved by Board of Bank and the limits approved by RCC of HB. RCC of HB is authorized to consider superlimit and excess applications and also other questions within the powers approved by Board of Bank. Along with functioning of CDM and RCC of HB there is an automated approach of decision-making when crediting the individuals receiving the salary whose level of income is documented by data of independent public authority. Such approach considers risk profile of the borrower and allows to minimize risks at decision-making. Distressed credit committee of Head Bank, branches - collegial bodies of Bank which main objective is realization of domestic credit policy of Bank regarding the organization and control of activity of Bank and its branches on management, service and ensuring return of means on the distressed credits.

Excess and superlimit credit applications are approved by the Board of directors of subsidiary by preliminary consideration on the relevant Credit committee of Head Bank in the order provided by internal normative documents of Bank.

Committee on management of assets and obligations - collegial body of Bank which purpose is maximizing profitability and restriction of the risks of bank activity connected with attraction and placement of money. The main objectives of CMAO are: management of liquidity, management of risk of an interest rate, management of price risk and management of other bank risks.

CMAO also carries out functions on establishment of country limits and limits on banks contractors. CMAO is accountable to the Board of directors.

Group of National Bank of Kazakhstan JSC exercises control of credit risks through the system of head bodies as the Board and the Board of directors, credit committees and also collegial bodies which make decisions on credit applications and carry out monitoring for the purpose of preservation of protection of solvency and providing limits of the credits according to policy on risk management.

The characteristic of activity in risk management which carries out Committee on management of assets and obligations can be given on the example of management of credit risks. Financial assets can be characterized according to the current credit rating of the international rating agency or according to the internal system of assessment of Group. Financial assets have rating from AAA to BBB.

The rating model uses the following classification:

• Rating point 1 – the highest rating on a loan, the minimum degree of credit risk;

• Rating point 2 – very high quality of a loan, very low degree of credit risk;

• Rating point 3 – high quality of a loan, low degree of credit risk;

• Rating point 4 – satisfactory quality of a loan, insignificant degree of credit risk;

• Rating point 5 – credit risk can increase depending on state of the economy;

• Rating point 6 – high degree of credit risk depending on state of the economy;

• Rating point 7 – high degree of default risk, solvency of the borrower depends on favorable economic conditions;

• Rating point 8 – 10 – very high risk of default/default

Pools of uniform loans – the loans to clients united by the principle in uniform groups of assets with similar credit characteristics (such, as: branch of economy, business type, program of crediting, level of defaults, internal ratings and other factors). The assets estimated on a collective basis belong to pools of uniform loans.

We will notice that in 2016 the highest credit point has been assigned to the 5th point – the credit risk can increase depending on state of the economy. The highest point 1 – not noted and has been appropriated only in 2014. Therefore, the credit risk has considerably grown since 2014 and has high dependence on a condition of the external environment. Assessment and monitoring of the external environment – an important indicator in risk management.

Besides, CMAO makes assessment of book value, the depreciated assets. Also assessment of liquidity risk by the analysis of financial assets, obligations, obligatory reserves taking into account schedules of payments on the loans presented to clients.

Table 1 - Credit ratings of assets of National Bank of Kazakhstan JSC for 2014-2016

Rating point	31.12.2016	31.12.2015	31.12.2014
1-3	-	-	81984
4	118,300	158,907	198.407
5	461,059	270,049	191,679
6	421,288	500,177	340,418
7	425,337	412,839	200,867
8-10	148,467	162,838	223,515

Note: taken from [13]

In economic literature there are more definitions on quantitative characteristics in dynamics of risk assessment. Loans with arrears over 90 days which make the considerable volume of a loan portfolio are of the greatest interest. For assessment of the quantitative party of loans, we will use methods of absolute values of gain of loans' values.

The average volume of loans is calculated on a formula of chronological average [2].

$$\overline{y} = \frac{\frac{1}{2}y_1 + y_{2\ldots} + \frac{1}{2}y\,n}{n-1} \quad (1)$$

ỹ (average volume growth of volumes of loans in 4 years)= 8,7

The coefficient of growth is defined by the ration of growth rates of the current value to the previous value.

When calculating average growth rates we use a formula of arithmetic average [14, page 125].

$$\Delta T = \sqrt[n-1]{T_{p1} x\, T_{p2}\ \ x T p3} \quad (2)$$

Results are presented in the table 2 .

$$\Delta T = \sqrt{}\ \text{cub.} = \sqrt{}\ 57{,}97x83{,}75x138{,}81 = 87{,}67$$

Table 1 - Current state of a loan portfolio of second-tier banks

	Loans with arrears, over 90 days (billion tenge)	Growth rates %,
2014	2445,5	13,8
2015	12369	8,0
2016	1042,1	6,7
2017	1265,2	9,3

Note: taken from [13]

Table 2 - Rates of gain of loans with arrears

	Loans with arrears, over 90 days (billion tenge)	Growth rates %,	Growth coefficient $У_1$ / У i -1	Average annual growth rate of loan volumes ($\overline{y}$)
2014	2445,5	13,8	-	
2015	12369	8,0	57,97	
2016	1042,1	6,7	83,75	
2017	1265,2	9,3	138,81	87,67

Note: calculated by the author on the basis of data [15]

It is necessary to mark that growth coefficient – an intensity index of change of dynamics level of loans with arrears. Therefore, increase in growth index specifies saving the high level of the inoperable credits. Increase in growth coefficient since 2015 made from 57,97% to 138,81%. In case of computation of average growth rate of loan volumes the average growth rate of loan volumes – 87,67% is calculated. Therefore, within 3 years the mid-annual growth rate of loans was 87,67%. In case of such growth level of loans with arrears there can be problems of recoverability and prevention measures are needed. Such loans are very sensitive to changes of the economic environment, an external surrounding as borrowers can have difficulties with return of loans. Therefore need of creation of finds for covering of deliquent loans – an important part of banking management. At the same time, development of a risk management directly in second-tier banks – an important part of risk management.

Results. An important method of risk management is the integrated risk management system which is widely implemented in large foreign banks. The basic principles of implementation of the concept of risk management are:

- features of the integrated management system of risks include subdivisions which carry out tasks on risk management [14]
- all relevant information representing an essential source of risk shall be included in well developed integrated risk management system;
- all measurements of risk including as the quantitative and the qualitative elements, but as far as it is possible, the quantitative approach shall become a basis of banking risk management;
- the quantitative tools can include use of big databases; when data have insignificance, the bank can prefer to rely more on use of stress tests and scenario analysis [15].
- banks shall understand in case of measurement of risks, there is an opportunity to measure it quantitatively. In general, increase in uncertainty, connected to simulation and complexity of banking business, and shall lead to increase in a financial pillow.

Then different types of integration risk management systems are possible. Banks shall define new risks in case of implementation of new types of banking operations, use new methods of management [16]. This approach reflects horizontal risk management, or combining of all types of risks in a single whole. As a rule, banks have departments of risk management which estimate credit and operational risks, market risks, based on data of the quantitative analysis of statistics and changes of market oscillations of monetary aggregates. But such data cannot reflect the broad picture of all risks which can be both internal and external. Besides, there are diagonal positions of risk management which are carried out by various divisions, not having hierarchy, or assessment of risks is carried out by one division, defining limits on issuance of credits and defining currency positions [17].

Introduction of the integrated risk management system in the Kazakhstan banks has to be carried out on the basis of accounting of all available information. At the same time risk management tools as the analysis, assessment, monitoring are possibility of the description of all activity of bank, its profits and losses. Then the risk management increases stability of banks and predictability concerning further development. Increase in cost of bank consists of the sum of cash flows, expenses, rates of gain and discount rate [18].

Many financial institutions which have taken risk management, divisions of financing and planning have joint jurisdiction on the integrated risk management. In such cases risk management of division usually are responsible for creation of the corresponding mechanism of risk management and also by quantitative assessment and monitoring of risk. Planning and financial divisions bear responsibility for distribution of the risk capital and assessment of risk [19]. This division of responsibility to some extent reflects the principles of joint management and integration in risk management. Planning of limits and financial security of funds – basis in risk management. Any operation in bank activity is subject to risk and possibility of assessment of information on growth of currencies or interest rate has to be correlated in activity of risk management division. In National Bank of Kazakhstan JSC this function is performed by CMAO.

At implementation of planning of the subsequent operations or introductions of new banking products are made on the basis of the analysis of financial results [20]. Thus, the integrated risk management has two

parties: management of risk of the sums which have to be accepted by financial institutions by means of quantitative assessment of risks and monitoring; and optimization of business by distribution of the risk capital between divisions of bank.

Importance of creation of the integrated risk management system expresses that credit risks which usually are calculated in the Kazakhstan banks cannot reflect all completeness of risk varieties. So, according to [21] in case of control of market risk many financial institutions accepted determination of the extent of their risks, using BPV, VaR and other indices, monitoring of these indices and monitoring of risk. The analysis of balance of assets was carried out. This analysis allowed to determine in a broad sense intuitively the extent of susceptibility to risk, but did not allow financial institutions to determine quantitatively the size of influence of the actual oscillations of interest rates on profit and losses by means of oscillations of asset cost. As a result BPV began to be used as risk management as the indicator which quantitatively identifies a level in which a certain interest rate can change the cost of assets.

However BPV does not consider such factors as frequency which assumes oscillations of an interest rate. That is why VaR which includes probable information on the basis of historical data for statistical calculation. Therefore implementation of the integrated risk management system shall include a ratio of administrative functions of different subdivisions of bank [22]. Though cooperation between subdivisions of risk management and planning and departments of financing are important, it is also necessary to support an objective line item in the quantitative assessment of risk, and their assessment of risk shall not be at the level of reviewing of bank profit or assessment of activity efficiency.

Therefore it is extremely important that independence of subdivisions of risk management shall be provided, when it comes to risk assessment. To reach it, the financial institutions which made decisions on assessment of risk not only in the quantitative expression, decided to create risk management subdivisions which irrespectively from subdivisions of the quantitative assessment, see the need for assessment and control of market and credit risks.

As for operational and other risks which are hard for evaluating objectively by means of the quantitative assessment, it is preferable creation of subdivisions of "a policy of planning" which can use information on the quantitative assessment of risks in planning of banks' activities and assessment of future risks [23, 24]. Moreover, in investment activities of banks in the stock market, estimates about investments into share products, where data collection on risks is insufficient, are important, and, thus, identification of risk profile is difficult, therefore many institutions create additional subdivisions in risk management in these activities. Such approach expands activities of bank, and requires adequate assessment of the risks connected to securities, to ratio of profitability and risk in these activities [25, 26].

The divisions responsible for integrated management of risks often are called "Integrated risk management sections" or "sections of risk management". Actually, their responsibility is often limited to management of market risk, risk and management of set of various types of the risks determined by other sections. As the integrated risk management is directed to management of all risks, institutions in uniform and comprehensive order, it is supposed that ideally there has to be a uniform committee. However now circumstances mentioned above, complicate and, perhaps, in an inadequate way in many cases unite all functions of risk management in one division.

In National Bank of Kazakhstan JSC the uniform assessment of all types of risks is carried out by CMAO. However such approach complicates management of all risks. Focus of CMAO on assessment of credit risk and its monitoring doesn't give the chance to estimate other types of risks which already arise and fill up registers of risks. It is connected with questions of information support of bank activity and expansion of bank operations as in the territory of Kazakhstan, and other countries.

For this reason many institutions don't create the uniform section of risk management, but instead use the interorganizational divisions consisting of representatives of the relevant divisions, such as integrated management of risks for determination of risk. All divisions of risk management as planning, and controlling, both financial and administrative have to participate in this work. Merging of all divisions creates a possibility of uniform risk management which joins not only assessment, monitoring, planning, but also prevention of risks, as this is management.

On the other hand, it is also necessary to expect a certain income from these assets within the next year; therefore it is quite possible that such profit should be added to the funds allocated for the risk capital. The idea to add future profit to funds which will be distributed for the risk capital is acceptable, if rather exact and rational forecasts of future profit can be made. In general, however, the uncertainty influencing future profit is often considerable. As a result most institutes apply conservative approach which doesn't include future profit in funds for the risk capital.

Discussion. Quantitative assessment of risk is focused on possible "losses" which can result from fluctuations of cost of assets, but "income" which can be expected and in the future [27, 28] are sometimes possible. For example, the risk connected with certain stocks of assets is estimated the next year on the basis of data of previous year. So the calculations given in table 1 estimate growth coefficient of loans with past-due payment, proceeding from data of last year. And the average annual gain makes the considerable sums. At assessment of official statistical data such pro-growth is insignificant. Therefore, use of growth coefficient allows predicting future growth of such "delinquent" loans. Though this method can't be applied in assessment of all bank activity, all at certain indicators of development of financial activity, it is possible to make quantitative forecasting of risks.

The analysis of structure of risk management of National Bank of Kazakhstan JSC indicates the need redistributions of functions of Committee of management of assets and obligations. The committee, according to the consolidated reporting of JSC National Bank of Kazakhstan JSC carries out assessment of credit risk, liquidity risk on the basis of the analysis of financial assets, financial obligations and obligatory reserves taking into account schedules of payments on the loans granted to clients. Besides, carries out assessment of market risk. For creation of an effective risk management it is offered the integrated system of risk management with use of three basic principles which define the strategy of bank and distribute functions of divisions.

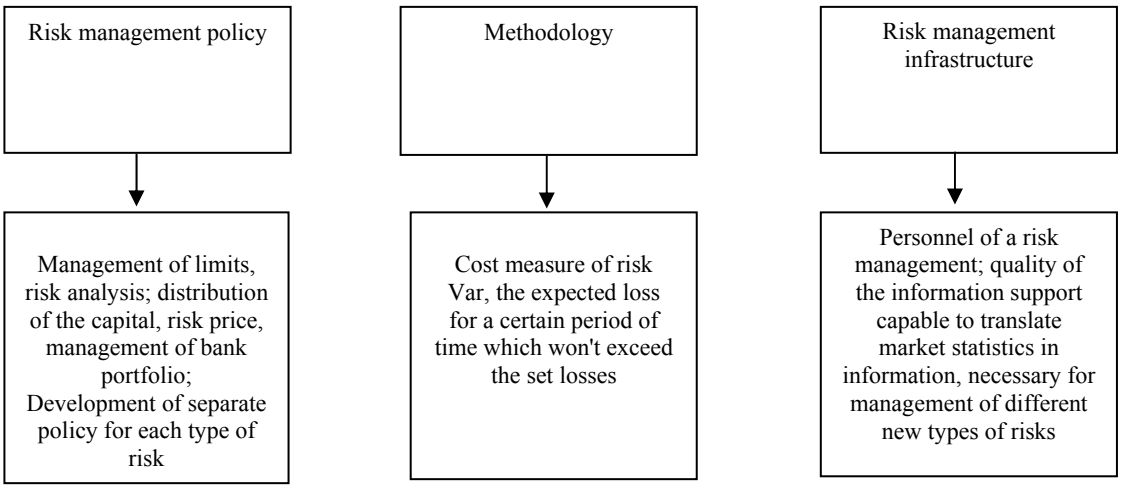


Figure 2 - Schematic diagram of the integrated risk management system [29]

This diagram explains the basic principles of such system which can be implemented in application to separately to the taken banking institution. Integration shall affect the main subdivision which carries out assessment of different types of risks as a separate body. Such operation shall be carried out by several subdivisions of bank which shall be integrated into a single system. Need of transition of information from one subdivision to another, creation of databases, the information analysis, calculations of sensitivity analysis of different operations will allow banking institution to have the broad torn picture of risks, to control them in case of their variety.

The policy of market risk management, including factors of market parameters which can influence income and the capital, shall include possible statistical scenarios of movement of a yield curve. The market risk consists of changes:

- interest rate;
- exchange rates of foreign currencies;

- prices of security portfolio.

Therefore, the policy of market risk is directed to installation of limits for security portfolios, the opened line items, limits stop-loss and other restrictions. The optimum policy of credit risk monitors changes of margin cost in case of losses in case of default on obligations by the borrower.

The methodology includes use of measuring tools in order that Var had effective boundaries of risk to profitability. When using these tools, determination of average market price for a certain operation, taking into account a residue of the amount of the expected expenditures on the credits and administrative expenses, is important to know the level of the reserve capital for these activities. The methodology and policy of risks cannot be used without the appropriate infrastructure which shall include an effective staff and information technologies. The quality of information is an important element of risk management which the bank can use in bank activities. The banking institution shall integrate databases of information support in effective management. Process of decision-making of a manual shall be based on information analysis and quality standard of risks, use of all quantitative methods and statistical analysis.

Generalizing the above principles, it is possible to note that certain parameters of the uniform integrated risk management system have to define the general strategic idea of development of banking institution. Now qualitative assessment of risk is the most important, which on an equal basis with quantitative assessment, enters a concept of riskiness of operations with financial instruments. Expansion of banks' activity in stock market also defines possibilities of riskiness of activity. For this purpose of the politics of controls, based on quantitative assessment of risks, can be combined with quality standard of financial assets in which the bank decides to make investments. Association of resources of all divisions of risk management or divisions of bank for creation of the integrated system allows having effective strategic base.

Then the general principles of the integrated system include:

- complex analysis of a condition of risks;
- possibilities of interaction of various divisions performed by a certain idea on risk management;
- accurate definition of official regulations in implementation of management;
- preventions of risks on the basis of analytical indicators of yield on assets and ratio of income and risk.

Possibilities of the integrated risk management system have to be defined by quality standard of risks, not quantitatively to measure risk and to refuse new types of business because of riskiness. High-quality determination of risk opens new opportunities for bank activity and is expressed in development of the integrated risk management system.

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ҚАЗАҚСТАНДЫҚ БАНКТЕРДЕ ТӘУЕКЕЛДЕРДІ БАСҚАРУДЫҢ КЕШЕНДІ ЖҮЙЕСІ

Аннотация. Мақалада банк секторының тәуекелдерінің сипатын және тәуекелдерді басқарудың кешенді жүйесін енгізудің маңыздылығын талдайды. Зерттеудің мақсаты банк жүйесінің тәуекелдерін зерттеу, банктердің тәуекелдерді басқарудағы басқару әдістерін қолданудың маңыздылығы. Зерттеу тақырыбының ғылыми маңыздылығы, банк секторындағы тәуекелдерді басқарудың кешенді жүйесін пайдалану пайда болғанға емес, пайда болғанға дейін олардың басқарылуын жақсартады. Тақырыптың практикалық маңыздылығы банктерді басқарудағы тәуекелдерді басқару құралдарын пайдалануды көздейді, бұл жүйеде менеджменттің осы санатын банкке әкелетін тәуекелдерді тиімді түрде болдырмауға мүмкіндік беретін жүйеге келтіреді. Зерттеу әдістемесі статистикалық әдістерді пайдалануды, алдыңғы зерттеулерді, салыстыру әдістерін қамтиды. Зерттеудің негізгі нәтижелері қазақстандық банктерде тәуекелдерді басқарудың кешенді жүйесін қолдану бойынша ұсыныстар болып табылады. Зерттеу экономикалық ахуалдың өзгеруіне байланысты тәуекелдерді тиімді басқарудың қолданыстағы іздестіруін жүйелейді және банктегі тәуекелдерді басқару тиімділігін арттыруға бағытталған. Зерттеудің практикалық маңыздылығы қазақстандық банктерде тәуекелдерді басқарудың кешенді жүйесін құруда оның нәтижелерін пайдалану болып табылады.

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ИНТЕГРИРОВАННАЯ СИСТЕМА РИСК-МЕНЕДЖМЕНТА В КАЗАХСТАНСКИХ БАНКАХ

Аннотация. В статье приводится исследование природы рисков банковского сектора и значение внедрения интегрированной системы управления рисками. Целью исследования является изучение рисков банковской системы, важность применения управленческих методов в риск-менеджменте банков. Научная значимость исследуемой темы состоит в том, что использование интегрированной системы управления рисками в банковском секторе позволит повысить их управляемость до их возникновения, а не в период появления. Практическая значимость исследуемой темы направлена на использование инструментов управления рисками в менеджменте банков, приведение данной категории управления в систему, которая может эффективно предупреждать появляющиеся риски в банковской деятельности. Методология исследования включает в себя использование статистических методов, изучение ранее проведенных исследований, методов сравнения. Основные результаты проведенного исследования – рекомендации в применении интегрированной системы управления риск-менеджмента в казахстанских банках. Проведенное исследование система-тизирует имеющиеся поиски эффективного риск-менеджмента в меняющих экономических условиях и направлено на повышение эффективности управления рисками в банковской деятельности. Практическое значение исследования – в использовании его результатов в построении интегрированной системы риск-менеджмента в казахстанских банках.

Ключевые слова. Риск-менеджмент, интегрированная система управления рисками, природа рисков в банковской деятельности.

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DIFFERENT WAYS OF TEACHING FOREIGN LANGUAGE

Abstract: This publication offers a different approach to the uses of learning technologies in the language classroom. Using of ICT in the learning process makes it possible to activate the cognitive, mental and independent activity of the students, to intensify the learning process. The intensive method combines, on the one hand, the case study, and on the other - a real connection on the basis of high motivation to communicate. Motivation is achieved, in particular, using game incentives included in all types of educational materials. The development of intensive methods has a very long history, since there was always a need for usage and practical learning of a foreign language. The most widely used intensive methods in the early 20th century, due to the political and socio-economic factors and popular direct method has prepared a fertile ground for intensive foreign language teaching.

Key words: language skills, keeping of educational motivation, intensive methods,

It is rare to find a language class that does not use some form of technology.

Recently we often ask a question about using the new information technologies in Higher Educational Establishment. The main task of teaching foreign languages (FL) is forming and developing communicative culture of students, teaching practical using foreign languages.

“Teacher’s task consists of creating conditions of practical using language for each student, choosing such method of teaching to allow students to show their activity, their creativity. Contemporary pedagogical technologies such as teaching in cooperation, project method, using new informational technologies; Internet resources help to realize personal orientation approach in teaching, support individualization and differentiation of teaching in calculation with students abilities, their pre-higher educational preparation level, inclination and etc. “ according to E. Polat. Informational technologies contribute to increase academic motivation of teaching FL and advance students’ knowledge. Using computer during English lessons increase significantly academic process intensity. Computer teaching assimilates a large amount of material, than it was acquired using traditional teaching conditions. Besides material in using a computer is acquired more substantially. Computer supplies multisupporting, that is current, intermediate, total academic process control. Computer supplies multisupporting control of academic process that is current intermediate, total. Using the computer control of quality students’ knowledge to achieve the large objectiveness of valuation. Besides, computer control considerably economizes academic time, as it checks students’ knowledge simultaneously.

Internet suggests different pieces of information and resources to their users. Basic collection of services may include:

- e-mail;
- Usenet;
- video conference;
- possibility to publish own information, to create own homepage and to advertise it on web-server;
- access to informational resources;
- reference books (Yahoo! InfoSeek/Ultra Smart, LookSmart, galaxy);
- searching systems (Alta Vista, HotBob, Open Text, WebCrawler, Excite);
- chat.

Present days knowledge of foreign languages is not only an attribute of human cultural development, but also the condition of its success in various spheres of production, such as better employment, further study, recreation, tourism and foreign language teaching has developed a unique situation when the practice ahead of theory. The most viable in the transition from the old to the new technique proved intensive method. A distinctive feature of it is the predominant installation on involuntary memory (which is provided by the creation of an atmosphere in the classroom emotional), support of speech communication and maximum use of the features replicas and statements. Consequently, the value of clear practical knowledge of foreign language communication gave rise to new forms and methods of teaching. And it gave impetus to further development of intensive foreign language teaching, the foundations of which have been developed in Bulgaria Dr. G. Lozanov and will be continued in the writings of Professor G.A. Kitai-Gorodskoy.

The intensive method, combining, on the one hand, the case study, and on the other - real communication, based on the high motivation of communication. Motivation is achieved, in particular, using game incentives included in all types of educational materials. The development of intensive methods has a very long history, since there was always a need for usage and practical learning of a foreign language. The most widely used intensive methods in the early 20th century, due to the political and socio-economic factors and popular direct method has prepared a fertile ground for intensive foreign language teaching. In these latter days new options for intensive methods of using television, radio, telephone, building on one learning tool, such as a tape recorder have been developed in America and other countries. Such, for example, the method Stack, which is based on the use of technical means to compensate for the lack of language environment. Malt is adjacent to the Stack - the creator of the automatic method, designed for intensive training in the laboratory. The meaning of the method is to use phonorecording.

In the beginning of 1960s and 70s. due to the increased need of mastering foreign languages in a short time and often with narrow practical purposes (language skills of business communication, conversational speech, and so on. d.) various methods of language teaching had already been appeared, so-called - intensive. In this regard, a new direction of research of the technique of intensive training was formed

This direction of the original development was in the mid-1960s. in Bulgaria, where the Research Institute under the direction of suggestologist Lozanov developed the foundation suggestopedy foreign language teaching method which is widely spread in many countries of the world in relation to the teaching of different disciplines, not just a foreign language. In the former Soviet Union, where the problem of intensification of training has always had many supporters, on the basis of this method have been proposed various modifications: emotional-semantic method (I.Yu.Shehter), suggestocybernetic integral method (V.V.Petrusinsky), the method of intensive learning vsroslyh (L.Sh.Gegechkori), the method of activation of individual and collective capacities (G.A.Kitaygorodskaya) immersion method (A.S.Plesnevich), the rate of verbal behavior (A.A.Akishina), "Express-method" (I.Davydova) and several others. Called methodological direction is being developed in the centers of intensive training of foreign language, which were established in Moscow, St. Petersburg and other cities.

Intensive methods of teaching focused mainly on mastering oral speech of foreign language in a short time with a significant concentration of daily hours of training and creating an environment of "immersion" in a foreign environment.

All intensive methods tend to intensify psychological reserves of the individual student, is often used in traditional teaching. From this intensive learning different ways of organizing and conducting training pays special attention to the various forms of pedagogical communication, the creation of a special socio-psychological climate in the group, keeping of educational motivation, removal of psychological barriers during learning of the material and its activation in speech.

At present the practical tests were passed with different versions of intensive training, from relevant manuals and the expediency of wide application of intensive methods in terms of short-term training during the installation on the development of oral language in a short time was issued and shown a carefully selected themes and communication situations. The method of suggestopedy was developed by the Bulgarian scientists G.Lozanov and his followers. The word suggestion comes from the Latin. Suggestum, which means whisper, inspire. Suggestology is the science of suggestion, suggestopedy -its application in pedagogy. Information from the outside can penetrate into the inner world of the individual through to two channels - consciousness and unconsciousness, G. Lausanov confirms.

The method of activation of the individual and collective capabilities developed in the late 1970s and

early 80s. based on the concept G.Lozanov with the active participation of G.A.Kitaygorodskaya that in a number of his publications suggested theoretical and practical feasibility of the method (Kitaygorodskaya, 1982,1986,1992). The method is aimed primarily at learning to communicate and to a lesser grade-on mastery of language material. Theoretical position of the method based on the achievements of the Russian school of psychology and especially on the psychology of communication in the framework of the theory of speech activity, as well as on the use of reserves of the unconscious learning (G.Lausanov). On the basis of these psychological theories were formulated the following position of the method:

1)the creation of collective interaction in the classroom and the organization managed of verbal communication;

2) creative potential of the individual student, providing hypermnesia effect (memory state in which there is memorizing of large amount of material). Source of activation of memory are suggestive means (authority, infantilization, duality behavior pseudo passivity concert and several others.);

3) the use of different sources of perception including the unconsciousness. Psychological and pedagogical principles of the method in its entirety is also determined by the formula "in the community and through the collective", which allow a targeted process of control communication in the classroom. The number of teaching principles in various publications, representatives of the method is not the same and do not always distinguished by uniformity. The policy of manual "bridge of trust" (Kitaygorodskaya et al., 1993), we are talking about the six principles of the method.

1) The principle of personal communication.
2) The principle role of the educational material.
3) The principle of collective interaction.
4) The principle of multifunctional exercise.
5) The principle of concentration in the educational material.
6) The principle of duality training.

The emotional-semantic method was developed I.Yu.Shehter (1973), who considered the reliance on the meaning of education that occurs in the process of the role-playing game, as the main way of mastering speech communication.

Intensive method of teaching speech of adults is defined as "cycle-intercycle method." This method was developed at the University of Tbilisi 1970s. under the leadership of L.Sh.Gegechkori. Elements of suggestopedy were used in the method, and its characteristic feature is a succession of lessons during the speech (voice training) and inter-cycle training (language training). As a methodological techniques used during the intercycle training are recommended: a) Drill type exercises performed under the supervision of an instructor; b) independent work in a language laboratory.

Intensive course language immersion was developed under the guidance of A.S.Plesnevich in 1970s . and designed to teach English scientists during the 10-day course. The course provides intensive training with elements of suggestopedy and mental processes that occur at the subconscious level.

Suggestocybernetic integral method was developed by V.V.Petrusinsky in the 1980s. The method is based on suggestive process control training using technical means.

Rhythms pediya method was developed in Chisinau University. It provides an intensification of the process of memorizing by creating favorable conditions for the mechanisms of memory.

Hypnopedia (learning during sleep) was popular in the 1960-70s. The essence is that the learner is offered while sleeping to listen to material introduced by a tape recording.

Relax opediya- complex didactic techniques, including the use for educational purposes relaxation, ie mental and physical relaxation induced by suggestion**.** *"Express-method*" was developed by I.Davydov in the 1990s. and thanks to the great advertising caused interest primarily in seeking to learn foreign language quickly and with the least expenditure of energy.

"Smart-method" is widely advertised today as "an intelligent method of teaching", was developed in the early 1980s. in of Academy of Sciences of the USSR on the basis of the use of hypermnesia effect (beyond memorization), in which the information is acquired in the amount exceeding the existing rules.

Review of modern intensive methods suggests that at present there have been two main ways to improve language learning: one- through use of technology and modern technology, the other is due to activation of the reserves of the individual student (method activation hypnopedia et al.). The development of intensive methods in the coming years will go through organic inclusion in the educational system of

technical means and activation of psychological abilities of the individual student as a source of increasing the efficiency of language tuition. The method of teaching foreign languages in which the shortest possible time interval achieved the best possible result; while students not only do not experience congestion in mastering academic material, but it is easy enough to learn and enjoy.

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ШЕТ ТІЛІН ОҚЫТУДЫҢ ӘР ТҮРЛІ ТӘСІЛДЕРІ

Аннотация: Бұл мақала жаңа технологияны қолдана отырып ағылшын тілін үйренуге арналған. Қазіргі кезде білім жүйесі күннен-күнге ақпараттық технологиялар мен компьютерлік телекоммуникацияларды қолдануда. Студент оқу процесіне активті түрде қатысады, өз бетімен ойлауға бейімделеді. Шет тілін оқытудағы қарқынды әдіс бір жағынан тақырыптық зерттеулерді, екінші жағынан белсенді шынайы қарым-қатынастың негізінде нақты үйлесімділігінің болуын қамтиды. Тілді оқытуда ынталандыру үшін оқу материалдарының барлық түрлерін, ойынның әртүрлілігін қолдану арқылы қол жеткізуге болады. Сонымен бірге 20 ғасырдың басында саяси және әлеуметтік-экономикалық даму кезінде оқытудың тездетілген әдісі қолданылды. Бұл ағылшын тілін үйренудегі біліктілік сатысын көтерудің тездетілген түрі болып табылады.

Түйін сөздер: тілдік қабілет, білімін дамытуға қызығушылығын арттыру, интенсивтік әдістеме.

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РАЗЛИЧНЫЕ МЕТОДЫ ОБУЧЕНИЯ ИНОСТРАННОГО ЯЗЫКА

Аннотация: В статье рассматриваются некоторые инновационные методы в преподавании английского языка. Применение ИКТ в процессе обучения даёт возможность активизировать познавательную, мыслительную и самостоятельную деятельность учащихся, интенсифицировать учебный процесс. Интенсивное метод, сочетающий, с одной стороны, в тематическом исследовании, а с другой - реальной связи, на основе высокой мотивации общения. Мотивация достигается, в частности, используя игровые стимулы, включенные в всеми видов образовательных материалов.

Развитие интенсивных методов имеет очень долгую историю, так как всегда было необходимо для использования и практического изучения иностранного языка. Наиболее широко используются интенсивные методы в начале 20-го века, для развития политических и социально-экономических факторов. Интенсивное обучение английскому языку применяется при необходимости ускоренной подготовки, т.е. в случае, если задачи слушателя накладывают временные ограничения на период обучения, за который необходимо повысить свой уровень знания английского языка.

Ключевые слова: языковые навыки,мотивация, интенсивная методика.

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THE SIGNIFICANCE OF THE CORRIDOR 'CASPIAN SEA -BLACK SEA- EU" FOR KAZAKHSTAN'S ENERGY COOPERATION WITH THE EU COUNTRIES

Abstract. The subject of our study is the impact of signing three major international programs – TACIS, INOGATE and TRACECA, on the economic policy of the European Union countries concerning Central Asia states, including Kazakhstan.

The purpose of the study is, in particular, the determination of the significance of "Caspian Sea - Black Sea - EU corridor" (TRACECA program) for expanding cooperation Kazakhstan - EU countries in the field of energy.

The paper analyzes the importance of signing this document for the practical implementation of the Kazakh-European economic cooperation

Besides, the authors emphasize the importance of other international documents, signed by the RK since gaining Independence. It's noted, that these documents were signed in accordance with the statements of Kazakhstan's President N.A. Nazarbayev concerning necessity of closer cooperation with the EU.

In the end, the authors have come to the conclusion that these days the EU policy towards RK and other CA countries is ambivalent: on the one hand, these are purely market interactions while, on the other hand, it's EU's geopolitical strategy. If the latter becomes a necessity, then the basics of the EU's actions will be precisely regional geopolitical interests.

Key words: diversification, fuel and energy base, oil and gas resources, energy market, "green" energy, renewable energy, geopolitics.

Introduction. The Energy Report of the European Commission, dated by 1997, made a turn in the policy of European countries regarding Central Asia. Since then, the EU has advanced its policy in this region, pursuing namely these goals, and thanks to three large programs: TACIS, INOGATE and TPACEKA. TACIS (Technical Assistance to the Commonwealth of the Independent States), INOGATE (Interstate Oil and Gas Transport to Europe), and TRACECA (Transport Corridor Europe- Caucasus- Asia).

The main aim of this study is to examine the importance of energy in developing the EU-Kazakh relation s in the EU energy policies. The EU relations with Kazakhstan and Central Asia have undergone a gradual but important evolution in the last two decades; this subregion has become more significant to the EU security interests.

TRACECA implies the development of transport networks that will eventually link Central Asia with South Asia and the Far East, as well as with Europe. INOGATE are investments by Europeans in the fuel and energy base of Central Asia and the Caspian. "Framework agreement on the basics for the establishment intergovernmental system for the transportation of oil and gas" was concluded between Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Romania, Tajikistan, Turkmenistan, Ukraine and Uzbekistan in 1999. In the same year it was initiated in Brussels. It was only a

framework agreement then, but it seems nowadays that Europe - Central Asian countries relationship are moving forward to a practical purposes [1].

Methods. Urgent practical and theoretical considerations underlay the fundamental problem of this research, which presents the evolution of the Kazakh-European relations in energy sphere with the strong geopolitical and international context. In analysis of bilateral cooperation authors used modern theories of foreign structures, researching international relations, world economy, in following directions: integration and appearing diversity of international actors and channels of their interaction, hierarchy of priorities in bilateral and multilateral cooperation.

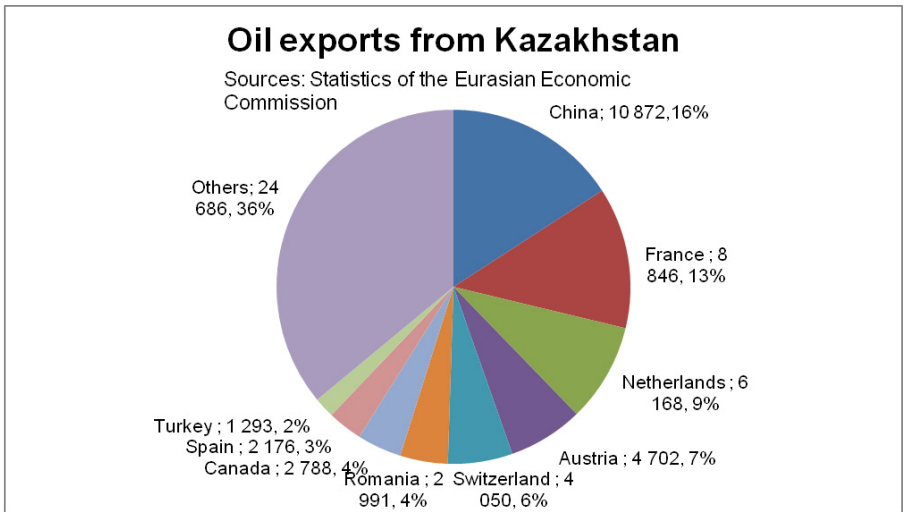
Results. For landlocked Central Asia, the EU is thus destined to play a major role in the 21st century in opening-up the region – as Russia played it in the 19th and 20th centuries – and represents the most credible economic alternative to freeing Central Asia from Russian tutelage.

Oil supply and price instability have increasingly led to focus on energy security, reduction of oil consumption and subsidies, and use of indigenous sources of energy. For these measures to be successful, a comprehensive and coordinated approach is necessary. This encompasses policy decisions, legal and regulatory framework, energy conservation and efficiency, reduction in fossil fuel use, increase in use of renewable sources of energy, and market orientation towards sustainable development.

Discussion. The key to diversifying fuel supplies to Europe is the transit energy corridor "Caspian Sea - Black Sea - EU". Therefore, for the EU the construction projects of terminals for liquefied natural gas and the Trans-Caspian gas pipeline are of great importance.

The so-called Caspian-Black Sea corridor has already begun to take its shape as the gas pipeline Baku-Tbilisi-Erzurum (Turkey) has been completed. By 2012, it was planned to implement the Nabucco project (Turkey, Bulgaria, Romania, Hungary and Austria), but it was not realized. Meanwhile, Europeans counting hope on gas supplies from Central Asia in a liquefied form.

In fact, the Caspian-Black Sea corridor is conceived as the most powerful alternative to Russian supplies of natural gas to Europe. Germany is guided by the principle of partnership and is carrying out its work in an atmosphere of transparency towards Russia, taking into account the interests of the USA, China and other "players" in Central Asia, - believe in Berlin. It is not necessary to consider the issue as strengthen the EU's influence in the region. This is not a new philosophy, but a concrete project, a kind of European neighborhood policy, only for Central Asia. The trade has reached a record of $ 23 billion a year, which exceeds the total trade volume of the remaining seven states of Central Asia and the South Caucasus. Nowadays, the basis of Kazakhstan's exports is oil: $ 12 billion a year, Kazakhstan is the third supplier to Europe among non-OPEC members [2].



For Germany, for example, the oil supply from Kazakhstan is especially attractive. According to the Ministry of Economy of this state, in 2007, Kazakhstan ranked the fifth place among oil exporters to the German market, delivering more than 703 thousand tons. For comparison, Russia is on the first place (3100 thousand tons).

The energy dialogue is one of the key mutually beneficial trends of the Kazakh-European cooperation. According to the provisions of the Memorandum of Understanding on Cooperation in the Field of Energy [4], Kazakhstan is the main supplier of Caspian oil and gas resources to Europe [5]. At present, the largest European companies such as Total, Agip KCO, Eni, Shell, British Gas, BP, Exxon and others are operating in the oil and gas sector of the Republic of Kazakhstan. The issues of diversification of energy export routes are of mutual interest both for Kazakhstan and the European Union. The EU's interests in the Caspian Sea are focused on establishing the Southern route for gas supplies to Europe, as it is evident by the following points:

- At the Energy Summit on February 4, 2011, all heads of EU member states recognized the importance of the Southern Corridor;

- all EU countries authorized the European Commission to take negotiations with Azerbaijan and Turkmenistan on the construction of the Trans-Caspian pipeline system. According to the statement of the Head of the EU Delegation in Kazakhstan A. Bushez [6], "this was the first time when the European Union proposed an international agreement in support of an infrastructure project". The Trans-Caspian gas pipeline project is a cornerstone of the EU-2020 Energy Strategy.

European countries would like to have access to the oil and gas resources of the region, while the Central Asian states seek to diversify trade partners and supply routes. The EU and Central Asia as well are determined to reduce dependence on Russian transit routes and sources. Thus, they need additional means to ensure their own security in the energy sector.

The role of Kazakhstan is also unchangeable, as it plays a significant role in Moscow’s and Brussels relations in ensuring their present and future energy security.

It should be emphasized that Kazakhstan had signed the European Energy Charter in December 1991. For Kazakhstan, it was the first international document. In 1997, the Basic Treaty on the European Energy Charter, signed in 1994 began to work out. This treaty guarantees non-discrimination of the Republic of Kazakhstan within the energy market, contributes to the country's integration into the world economic community, protection of its trade interests and economic security as well. Europeans hope greatly on gas from Azerbaijan, Turkmenistan and Kazakhstan, which will come in large quantities in the next ten years.

The process has already begun with the launch of the Baku-Tbilisi-Ceyhan project in 2006. Light oil from Azerbaijan goes to the refineries of Europe, and its volumes, according to the agreements, will increase to 1.8 million barrels per day (that is, 85 million tons per year).

The question is as follows: how to export hydrocarbon resources to Europe? Obviously, there is a need for building new pipelines. Natural gas can reach the consumer directly from Central Asian producers, thus enhancing security of supplies.

It is obvious that in the short term the cooperation Kazakhstan - European Union in the field of energy will be held in the course of preparation and holding EXPO-2017 "Energy of the Future". Carrying out this event of international level will enable us to obtain a unique experience in the field of energy saving, as the best world developments and the latest technologies for the use of solar, wind and water energy, in particular developed in the EU countries, will be presented in Astana.

Currently, German partners are planning to invest about 1.5 billion Euros in different projects within such spheres as energy conservation, infrastructure and communications of the "green" economy. It is expected to intensify cooperation with representatives of the Dutch and British business in order to attract investments for EXPO. Great Britain, Germany, Holland, Spain and Portugal expressed their readiness to share their experience within the fields of "green" energy and innovative development with Kazakhstan.

Thus, EXPO-2017, having become a catalyst of the country’s development on the basics of economic pragmatism and the principles of the "green" economy, will open a new stage in Kazakhstan's bilateral cooperation with the countries of the European Union.

Since May 1, 2016, the economic part of the Expanded Partnership and the cooperation agreement with the EU has begun working. It covers 29 areas of cooperation, and a prominent position in this occupies the trade [7].

The European Union is considering the possibility of greater involvement of Kazakhstan into the Eastern Partnership initiative. The EU at this stage already could invite Kazakhstan to participate in the meetings of it's working groups, as it's possible in accordance with the established rules

But due to the geopolitical struggle between the Russian Federation and the EU for the post-Soviet space, especially at the height of the political crisis in Ukraine, this is not a matter of the nearest future.

Kazakhstan's accession to the WTO in November 2015 opens perspectives for closer economic ties with the EU. Kazakhstan regards Europe due to its unique experience of integration as a model for expanding regional cooperation in the field of energy. Besides, Europe can help Kazakhstan in solving the issue of energy exports, as with the growing demand of China for oil and gas, Kazakhstan does not want to fall into dependence on its eastern neighbor.

For the EU, Kazakhstan's economic and strategic importance goes beyond its geographical location and oil fields: the country's gross domestic product exceeds that of four other Central Asian countries combined. The business environment of Kazakhstan is considered as the best in the region. Besides, the country will continue to play a leading role in the construction of new transcontinental transport routes.

Nevertheless, Moscow had always viewed at Central Asia as a region that falls under its geopolitical sphere of influence. Russia had expanded its energy partnership, for instance, on a number of pipeline projects with the regional states after the EU announced its strategy in Central Asia in 2007. China had also intensified its "energy diplomacy" after the deteriorating prospects for discovery of new large deposits in their country.

In July 2015, the European Council adopted an Energy Diplomacy Action Plan to support diversification, with an emphasis on the Southern Gas Corridor - the South Caucasus-Central Asia. The initiative predictably had led to a discussion: whether Kazakhstan (along with Russia) can supply gas to Europe. Besides, Kazakhstan is a key state in world exports of uranium and many other important raw materials used in the production and storage of renewable energy. However, the country's export potential runs counter to the economic and geopolitical interests of Russia- the largest gas supplier to the EU. Kazakhstan and the EU agreed to focus on renewable energy sources, but did not solve the issue of delivering Kazakh gas to the EU market. However, Russia is increasingly concerned about expanding ties on renewable energy sources, as it will reduce gas consumption by Kazakhstan. This will free up resources for exports to Europe and Asia, where Kazakhstani gas will become another undesirable competitor of Russia. Kazakhstan, according to some estimates, produced in 2014 about 1 billion kW / h with the help of renewable energy sources, thus exceeds the 2009 figures by almost three times. Kazakhstan's efforts to increase the efficiency of renewable energy production can provide a perspective for future cooperation with the EU.

Oil exports from Kazakhstan and Russia to EU (2014)

Main importers	Total (kg)	Kazakhstan %	Russia %
Австрия	4 427 702 000	100,0	-
Германия	18 634 085 948	0,1	92,0
Греция	4 852 071 998	13,9	86,1
Испания	6 079 101 234	33,1	66,9
Италия	35 787 521 505	47,6	52,4
Нидерланды	48 741 189 476	19,2	80,8
Польша	19 007 019 423	0,5	99,5
Словакия	5 316 230 000	-	100,0
Соединенное Королевство	4 070 931 192	16,0	84,0
Финляндия	8 925 738 655	3,7	96,3
Франция	6 791 478 627	85,9	14,1
Austria Sources: Statistics of the Eurasian Economic Commission 0,0-			

For the Either are numerous opportunities to support Kazakhstan's efforts. And, undoubtedly, Kazakhstan and the EU will try to implement these projects taking into account Russia's energy interests in Central Asia and Europe.

The uneasy times experienced nowadays by the Eurasian Economic Union cause some disappointment among its members, especially Kazakhstan. In his address to the heads of the EEA member states on February 11, Nazarbayev put forward a proposal for greater integration with the China-promoted "Economic belt of the Silk Road", as well as with the EU. Russia, because of its policy in Ukraine has complicated relations with the EU.

President of Kazakhstan Nursultan Nazarbayev while meeting the chairman of the Federation Council of Russia's Federal Assembly Valentina Matvienko on May 11, 2016, had made a statement on the need for closer cooperation with the European Union.

Nazarbayev had written the following: "We consider the Eurasian Economic Union as an open economic community organically integrated into the world economic system, and as a reliable bridge between Europe and growing Asia" Besides, he called the 2016 year as "the year of deepening economic relations of the union with countries of the third world and with leading integration associations" [8].

The European Union encouraged and supported Kazakhstan's accession to the WTO constantly, hoping that the entry of our country into this organization will help it to integrate into the world economy Besides, the implementation of international rules and norms of trade will lead KZ to more intensive trade and investment relations.

Conclusion. It should be noted that, in general, Europe is balancing between a market-oriented strategy and a geopolitical strategy. On the one hand, the EU is promoting ideas of transparency, reciprocity, justice and non-discriminatory relations in trade. But, on the other hand, the EU is constantly shifting from purely market interactions to a geopolitical strategy. If the latter becomes a necessity, the European Union will base its actions on geopolitical interests.

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ӘОЖ 327(5-191.2) (87)

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ҚАЗАҚСТАННЫҢ ЕО ЕЛДЕРІМЕН ЭНЕРГЕТИКАЛЫҚ СЕРІКТЕСТІГІНДЕГІ "КАСПИЙ ҚАРА ТЕҢІЗ - ЕО" ДӘЛІЗІНІҢ МАҢЫЗЫ

Аннотация. Біздің зерттеудің мәні – үш ірі халықаралық бағдарламалар ТАСИС, ИНОГЕЙТ және ТРАСЕКА-ға қол қоюдың Орталық Азия мемлекеттеріне, әсіресе Қазақстанға қатысты Еуроодақ мемлекеттерінің экономикалық саясатына әсері.

Зерттеу мақсаты – Қазақстанның ЕО елдерімен энергетика саласындағы серіктестігін кеңейтуге арналған «Каспий-Қара теңіз-ЕО» (ТРАСЕКА бағдарламасы) дәлізінің маңызын анықтау. Жұмыста Қазақстан Еуропалық экономикалық серіктестігін тәжірибе жүзінде жүзеге асыруға арналған құжатқа қол қоюдың маңызы сарапталады.

Одан бөлек, жұмыста ЕО-мен тығыз серіктестікке қатысты мемлекет Президенті Н.Ә. Назарбаевтың өтініштерімен негізделген, Тәуелсіздік жылдары ҚР қол қойылған халықаралық деңгейдегі басқа да құжаттардың маңызы анықталады.

Жұмысты қорытындылай келе авторлар, қазіргі деңгейде ҚР мен басқа да ОА мемлекеттеріне қатысты ЕО саясаты дуалистік сипатқа ие: бір жағынан, бұл тек нарықтық өзара әрекеттесу болса, екінші жағынан – геосаяси стратегия деген шешімге келді. Егер екінші сипаттама қажет дүниеге айналса, онда ЕО-тың негізгі әрекеттері аймақтық геосаяси қызығушылықтарға қатысты болады.

Түйін сөздер: әртараптандыру, отын-энергетикалық база, мұнай-газ ресурстары, энергетикалық нарық, «жасыл» энергетика, жаңартылатын энергия көздері, геосаясат.

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ЗНАЧЕНИЕ КОРИДОРА «КАСПИЙ – ЧЕРНОЕ МОРЕ – ЕС» В ЭНЕРГЕТИЧЕСКОМ СОТРУДНИЧЕСТВЕ КАЗАХСТАНА СО СТРАНАМИ ЕС

Аннотация. Предмет нашего исследования – влияние подписания трех крупных международных программ – ТАСИС, ИНОГЕЙТ и ТРАСЕКА на экономическую политику стран Евросоюза относительно государств Центральной Азии, в том числе Казахстана.

Цель исследования – определить значение коридора «Каспий-Черное море-ЕС» (программа ТРАСЕКА) для расширения сотрудничества Казахстана со странами ЕС в области энергетики.

В работе приводится анализ значения подписания э того документа для практической реализации казахстанско-европейского экономического сотрудничества.

Кроме того, в работе определяется значение также ряда других документов международного уровня, подписанных РК за годы Независимости, что было обусловлено заявлениями Президента страны Н.А. Назарбаева относительно тесного сотрудничества с ЕС.

В заключении работы авторы приходят к выводу, что на данном этапе политика ЕС в отношении РК и других стран ЦА носит двойственный характер: с одной стороны, это чисто рыночные взаимодействия, с другой- геополитическая стратегия. Если последнее станет необходимостью, то основой действий ЕС станут именно региональные геополитические интересы.

Ключевые слова: диверсификация, топливно-энергетическая база, нефтегазовые ресурсы, рынок энергоносителей, «зеленая» энергетика, возобновляемая энергия, геополитика.

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INNOVATIVE ECONOMY OF THE COUNTRY: PROBLEMS AND THE WAYS OF THEIR SOLUTIONS

Abstract. In the opinion of the authors, the landmark of modern politics has been chosen correctly, the processes of industrialization based on a high technological base are, today, an objective necessity. As we are talking about the activation of the most important factor of increasing competitiveness - innovative industrialization. The modern transformation of the national system of management is a complex and phased process. Therefore, in order to improve the efficiency of the state's economic policy in this area, a systematic, balanced approach to the transformational processes is needed. An innovative economy for Kazakhstan is a way of responding to systemic constraints on the path of economic growth through the creation, implementation and commercialization of new technologies at all decision-making levels. To ensure high rates of annual growth in the indicators of innovative development in modern conditions, a purposeful state policy in the innovation, scientific, technical and socio-economic spheres is needed.

Keywords: innovation policy, economy, science, security, problems, landmark.

Introduction. The Concept of Kazakhstan's entry into the list of the 30 most developed countries of the world indicates the long-term priorities of the country's socio-economic development. The President in his Message "Kazakhstan way - 2050: common goal, common interests, common future" The activation and activation of the innovative and industrial component in the overall system of reform programs is an actual problem for today. Over the past decades, the state has actively pursued a policy of industrialization, diversification, and increasing the competitiveness of the national economy. The goal of almost all state programs was to ensure a stable and balanced growth of the economy through diversification and increase of its competitiveness.

Methods of research. The study of this topic was based on modern materials of domestic and foreign sources recognized by world-wide scientists in the field of economic security. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction.

The discussion of the results. The main leitmotif of adopted strategies is a benchmark for industrialization and activation of the country's innovative potential. Therefore, the implementation of the State Program on Forced Industrial-Innovative Development for 2010-2014 (GPFIIR) is of interest. Accelerated diversification of the country's economy is the main objective of this program document. The state's efforts are focused on the development of the following priority sectors of the economy:

1. Traditional: the oil and gas sector, the mining and metallurgical complex, the nuclear and chemical industries, followed by the transition of raw materials industries to higher redistributions;

2. Demand-based subsoil users, national companies and the state: machine building, construction industry, pharmaceuticals;

3. Production not related to the primary sector and oriented mainly to exports: agro-industrial complex, light industry, tourism;

Sectors of the "future economy" that will play a dominant role in the world economy in the next 15-20 years: information and communication technologies, biotechnologies, alternative energy, space activity. According to the experience of foreign countries, the Council on Technological Policy under the Government of the Republic of Kazakhstan, the Specialized Development Institute on innovations, National Innovation Fund (NIF). NIF and the investment fund did not have a significant impact on the development of the innovation sector. Since the beginning of the 2000s, when these development institutes were

established, the innovation performance of the Kazakh economy was declining - the share of manufacturing industry and the share of innovative products in GDP. Therefore, on the basis of the NIF, the National Agency for Technological Development (NATR) was created, with the creation of which the concept of project support was laid at all stages of implementation from the idea to the developing large-scale production. The main tools of the NATR are innovative grants, technological business incubation, assistance in the transfer of technology, as well as project and venture financing.

State support for innovation activities is carried out in the following main areas:

1) stimulation of innovation through the creation of organizational and economic conditions, including ensuring the attraction of investments for the implementation of state innovation policy;

2) identification of priorities for innovative development;

3) formation and development of innovative infrastructure;

4) state participation in the creation and implementation of innovations;

5) promotion of domestic innovations to foreign markets;

6) international cooperation in the field of innovation, including the transfer of technology.

State support for innovative activities is carried out in the following main forms: participation in the creation of specialized subjects of innovation; creation, coordination of activities and further development of existing state development institutions; implementation of innovative projects at the expense of budgetary funds; granting of innovative grants; organization of personnel support of innovation activities.

In general, innovative development in Kazakhstan is still underdeveloped and has low activity. The functional capabilities of technology parks over the past few years have been narrowed to the functions of technological business incubators and business centers due to the lack of financial security in technoparks for the commercialization of technologies and the lack of an experimental industrial base.

Rigid competitive environment in the world market, weak level of industry management, as well as limited time-frames for commercialization, conditions of implementation have led to the fact that venture funds of the country can not yet invest innovative technologies.

The problem of Kazakhstan's innovation policy is a weak domestic demand for innovation. Low level of competition and specialization at low rates of technical progress explains the lack of interest of companies to innovation. In addition, most innovations in the country occur in the market of machinery, and the share of innovations in the production of consumer goods is insignificant for reasons of unsophisticated consumer demand, a limited market size and dependence on imports. Such a low demand is also exacerbated by inadequate production capacities within the country, developing industries meet their technological needs abroad, as the underdeveloped Kazakhstan research sector is not yet able to meet their requirements.

At present, Kazakhstan is only at the initial stage of transition of the economy from a resource-oriented to an innovative type of development, while the innovation market is being formed through the creation of state development institutions, technological business incubation, technology transfer. To achieve the set goals on the path of innovative development of the country, there is a need for managerial flexibility and adaptability, the ability to rapidly introduce scientific and engineering resources into production, system interaction. The most important trend in the development of innovative activity is its globalization. Kazakhstan so far in the world markets of high technology is mainly represented only as their recipient. Therefore, an important task is to enter these markets and pursue a niche. The geographical position of the country allows developing high-tech production oriented to the regional market, where Kazakhstan in the future should become the service and technology center of the region. The President of the country set the task of participating in the international business of high technologies. Kazakhstan plans to become a shareholder of some of the world's leading high-tech companies.

Conclusions. Successful solution of these problems requires the availability of qualitative human capital in the field of science. Therefore, state policy includes such areas as the preservation and development of human resources, training and certification of highly qualified specialists, their internship in the best scientific centers of the world, and the support of young talented scientists.

It is necessary to start training specialists in new professions, which were not in Kazakhstan before. In particular, this concerns the production of stainless steel, which must necessarily appear in the country, aluminum, various types of rolled products, profile, foil, etc., as well as to intensify the training of specialists in engineering, chemistry and other fields.

The main advantage of the proposed approach is that through such a development of the higher education system it is possible to effectively integrate the results of the university, academic and branch science of Kazakhstan, as well as the advanced results of the world community's science in the creation,

implementation of innovative projects and the development of innovative activities, which is the prerequisite for the creation country of effective innovative economy.

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**ЕЛДІҢ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫ:
ПРОБЛЕМАЛАРЫ ЖӘНЕ ОЛАРДЫҢ ШЕШІМДЕРІНІҢ ЖОЛДАРЫ**

Аннотация. Авторлардың пікірі бойынша қазіргі заманғы саясаттың маңызды бағыты дұрыс таңдап алынды, жоғары технологиялық базаға негізделген индустрияландыру процестері бүгінгі күні объективті қажеттілік болып табылады. Біз бәсекеге қабілеттілікті арттырудың маңызды факторы - инновациялық индустриализацияны белсендендіру туралы. Ұлттық экономикалық жүйенің қазіргі заманғы трансформа-циясы күрделі және кезеңді процесс болып табылады. Сондықтан осы саладағы мемлекеттің экономикалық саясатының тиімділігін арттыру үшін трансформациялық үдерістерге жүйелі, теңдестірілген көзқарас қажет. Қазақстан үшін инновациялық экономика - шешім қабылдаудың барлық деңгейлерінде жаңа технология-ларды құру, енгізу және коммерцияландыру арқылы экономикалық өсу жолында жүйелік шектеулерге жауап беру тәсілі. Қазіргі жағдайдағы инновациялық даму көрсеткіштерінің жылдық өсуінің жоғары қарқынын қамтамасыз ету үшін инновациялық, ғылыми, техникалық және әлеуметтік-экономикалық салаларда мақ-сатты мемлекеттік саясат қажет.

Түйін сөздер: инновациялық саясат, экономика, ғылым, қауіпсіздік, проблемалар, маңызды

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**ИННОВАЦИОННАЯ ЭКОНОМИКА СТРАНЫ:
ПРОБЛЕМЫ И ПУТИ ИХ РЕШЕНИЯ**

Аннотация. По мнению авторов,ориентир современной политики выбран правильно, процессы индустриализации, основанные на высокой технологической базе, являются на сегодняшний день объективной необходимостью. Так как речь идет об активизации важнейшего фактора повышения конкурентоспособности – инновационной индустриализации. Современное трансформирование национальной системы хозяйствования является процессом сложным и поэтапным. Поэтому для повышения эффективности экономической политики государства в данной области необходим системный, взвешенный подход к преобразовательным процессам. Инновационная экономика для Казахстана – это способ реагирования на системные ограничения на пути экономического роста за счет создания, внедрения и коммерциализации новых технологий на всех уровнях принятия решений. Чтобы обеспечить высокие темпы ежегодного роста показателей инновационного развития в современных условиях, необходима целенаправленная государственная политика в инновационной, научно- технической и социально-экономической сферах.

Ключевые слова: инновационная политика, экономика, наука, безопасность, проблемы, ориентир

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KAZAKHSTANINTHEGLOBALWORLD: INTERNATIONAL AND LEGAL ASPECTS OF STUDY

Abstract. The current state of evolutionary development of lawprecedesthe general globalization, creating prerequisites and conditions for it. The unity of law is the basis of the integration and its result - global law and order. Integration demands the development of uniform precepts of law, procedures, and standards for ensuring the efficiency. Today certain characteristic features and legal processes of the evolution of laware possible in the conditions of reforms and quick development of law.It is quite necessary to designate them as the "legal integration". Until now process of evolutionary development of law, as well as the general globalization, proceeded not so promptly and wasn't expressed in such variety of forms and directions. However, today all legal systems of the world, fortunately, are connected by certain formal legal obligations, duties, responsibility, which has caused the reaction of interaction between them. This situation leans on understanding by mankind the fact of the creationof the standard and legal basis for the most productive and frictionless interaction between the national legal systems, and to recognize their role in the integration processes.

Key words: international law,harmonization of law, legal mechanisms of integration, law-making, globalization, legal families, legal system, unification, mechanism of legal regulation, international relations.

Famous research scholars write about need of the legal systems of various countries of capable interaction for further successful development and the solution of global problems. They also write that the modern world seeks for own stabilization and achievement of the common goal through the solution of these common problems with the assistance of joint efforts. This development of the world (globalization) some scientists also tie to increase the role of international law, international organizations and other factors, which cause the tendency of formation of the national legislation, and the effective world government.

The values of affect, empathy and compassion, are values that require the self to transcend its boundaries and from a human rights point of view, to extend those boundaries universally or globally. The political challenge is that the reproduction of negative sentiment may feed the impulse to parochialism, an impulse that may enhance the evolution of policies and practices of human rights deprivation. Therefore the critical challenge to the future of human rights is the biographical capacity of individual to enlarge the sense of personhood via affect to include all non-self-others. That would seem to be one of the important foundational stones of a culture of human rights and a foundation for human rights law. The human rights law, which seeks to prevent deprivations such as genocide, mass murder, torture, inhumane treatment or punishment, is a law that seeks to constrain the compulsions driven by negative sentiment (hate)[1].

The common goal and interest of the world community on creation the global society are inconceivable, without involvement of the mechanism of regulation of the public relations, butit is impossible without involvement of law and the corresponding legal tools. Concerning this situation it is possible to add that the concepts "interest" and "common goal" are applicable not only in relation to legal

system (states), but also in relation to societies and certain individuals. The understanding of law as expressions of common interests in society or forms of protection of the society.

Globalization creates the unified norms, standards and procedures for ensuring the efficiency. Especially it is important concerning topical issues of the international and national value, which constantly arise in development, and which are "actual" within a concrete historical situation. Increase in the qualitative and quantitative relation of mutually integration processes within economic information, modern "universal" problems in the sphere of ecology, terrorism and international crime create prerequisites and objective need "associations of efforts and formation of mechanisms of development of agreed decisions and other problems".

The cultural incentives to control and regulate the most intimate feelings and emotions tend to involve some degree of competition for power. Culture frequently assumes that the foundation of its identity and stability is rooted in the cultural prescription indicating how basic human emotions such as love and affection are to be shaped and shared. There is a general resistance to changing cultural norms implicating human intimacy. A.V. Seidov wrote: "Implicit in this is a collective fear that unsanctioned changes will provoke threats to cultural survival or group solidarity"[2, P.14].

The processes of legal integration are connected with the processes of the general globalization, in particular with the processes, connected with economic interaction, cultural exchange, global problems of mankind, etc. These processes of the general globalization cause the corresponding forms and tendencies of development of law. This communication and development of law and the general globalization is also applicable and leads to the development of process of globalization.

Arrangements and processes for establishing, maintaining and ending the institutional arrangements of affect through which intimacies are legitimately created are supported by confessional experience or cultural taboos sustained by totemic ritual. To the extent that control and regulation over the entire process has become secular, the politics of the modern state legislates to change the nature of the relationships of intimacy.

If to consider this question in relation to specific practical problem, it is possible we need to consider the development of modern legal integration, for example, in the sphere of customs regulation. It seems that it's quite important to consider the scheme of development of organizational and legal forms in legal integration in the sphere of customs affairs as "linear". Such approach is deprived of flexibility and notes the fact that integration is the subject of influence to the foreign policy.

Such understanding of communication between the general globalization and development of law is possible in the modern conditions.The world order is the system of the relations, which is based on the principles and norms of communication in the world.

Some changes have emerged from secular interpretations of fundamental rights. To a large extent, political authority may seek to provide progressive change for better equality and protections in different family forms. However, even political authority may be resisted. Human rights law, as well as the higher law of comparative constitutional law, provides important challenges to cultural norms and expectations about questions of sexual morality, intimacy and human dignity.

Very often an active legal integration, reforming of legal system, influence of international law show the general evolution of law in the conditions of so-called "transition period". This approach is interesting and reasonable.

By the way, the men and women have the different opinion about the globalization. Among the most important issues about gender or sexual identity has been the depreciation of the status of women worldwide. The concern for the equality of women has by implication served to raise the general question of equality and affect in terms of men, women and other variations of gender perspective. This issue of affect and equality has generated fundamental questions about the imposed ascription of identity by culture, society or the state. The critical question is how far should the self's conception of the self be given deference in the ascription of identity by political authority, which then allocates rights and obligations.

These problems provide a normative challenge of mediating between traditions that are repressive and those that are supportive of a human centered deference to positive emotional values that are compatible with fundamental rights and to develop strategies for change when change is mandated by the moral priority of fundamental human rights values[3].

The most conspicuous fact of social organization is that human beings identify with and are invariably affiliated with a group of some sort. The reproduction of negative sentiment is about identification, groups and power. If we describe social processes as involving human beings (participants) pursuing values (desired goods, services, honors) through institutions (political parties, corporations, labor unions, colleges, hospitals, churches, etc.), based on resources (bases of power, base values), it will be apparent that institutions are often group-based and specialized to the vindication of basic values. For example, power and ideology find expression in political parties, the wealth interests in commercial actors, the professional concern for health care in the institutions of health care, education in the schools and universities, the skill interest in organized labor and professional groups, as well as the moral concern of religious or faith-based groups.

Thus, different rate of transformations in various spheres represents one of the essential contradictions of transitional legal system that involves also circumstance, when rates of legal changes in various components of legal system also don't coincide.

As we already noted before, the process of evolutionary development of law is necessary to consider the question of character of the global society, as the result of the general globalization. The provision on “global society”is the result of globalization in a broad sense. Creation of such society is possible in the conditions of “integrity of the modern world”as the main tendency of the development of world order. Globalization is the cornerstone idea of all mankind, the concept of lawin the society, for development, and the concept of “the general heritage of mankind”. Also it declaresthe idea of unity of public relations and international law.

The universal nature of groups in social order is as ubiquitous as the “individual,” who is invariably a part of an aggregate or group. Sometimes groups are easy to identify: some peopleare against the globalization. Others support the policy ofthe globalization, and so on.[4]. Sometimes the same person may have an ascribed “ethnic identity” based on physical characteristics, but will have voluntarily affiliated with a political party and acquire a political identity. A person’s income may weaken or strengthen the links of “ethnic” identity if that person’s primary neighborhood and professional associations are in striking correspondence with economic and/or skill-related patterns of stratification. Social organization, thus, witnesses a rich plurality of “groups” as outcomes of social process, and depending on context, a wide proliferation of individual identifications with multiple group-based processes.

The question of the global society as the result of self-control in the society needs to be considered from the position of the qualities inthe possession. Self-control system of the public relations conducts to increase the efficiency and rationality in coexistence of various units.

A critical component of human rights deprivation includes the concerns for group rights, discriminations, deprivations, and the repression of groups and individuals based on “group” labels of identity remain central problems for the maintenance of international peace and security, as well as conditions that inhibit the progressive developmental agenda envisioned in the higher purposes and objectives.

Concept of the space lawis Meta law. Before describing why and in what measure “justice” is the defining concept of the question “orientations” of legal integration (and evolutionary development of law), it is necessary to analyze the question about so-called “meta-law”.The concept “meta- law” was appeared in jurisprudence in 1956.Its author is the practicing lawyer A.G. Haley. The name of his work is “The space law and Meta-Law- survey assessment”.

The problems of constitutional order, of world order, and of group dominance and subordination or extermination remain, therefore, important problems for international lawyers and specialists in the law of

humanitarianism and human rights. For example, the rules of international humanitarian law address a fundamental problem of how to humanize the "other" in the context of armed conflict, be it "international" or "internal." In the context of war or armed conflict, the hallmark of identification is the "other" (the enemy) and the "us" (the "we"). Thus, it may be seen that the rules of humanitarian law are concerned not with the justification of war as such, but with the limitations that international law and moral order require, viz., humane treatment for the enemy, the "other".

Modern scientists are also investigated Meta-Law as the part of the space law. This phenomenon allocates such aspects meta-law as: (1) genetic (metasocial), (2) ecological, (3) planetary, (4) intercivilization, (5) anthroposspace, (6) subjective and (7)informative[5].

It seems interesting the following provisions:

• political and legal forms of public life pass some levels together with the general social organization of mankind, its power and related technical and information equipment.... the consciousness and culture is transformed;

• stage of evolution of mankind is formation of uniform planetary system of ration, correlation, scaling, harmonization of interests, will, behavior models of individuals, small and big social groups;

• stages of achievement of a planetary step of evolution of the formed space civilization with its corresponding political and legal infrastructure;

• unity of planetary system, the system obligatory ideas of justice.

The central normative point of all of humanitarian law is the recognition of the "other" on the basis of a shared, common humanity. If armed conflict is occasioned by the problem of "groups" and the problems of their power-relations, then it may be acknowledged that armed conflict often includes the problem of "minorities," but more broadly, the struggle for dominance, or indeed, freedom from dominance. Moreover, among the key pillars of modern international law are the rules designed to protect aliens, the international law of humanitarian intervention,and the international protection of minorities or rules to protect the individual.

A more promising approach to the "ethnic" factor in social and political processes may be to root our explanations in the psychological processes of individual and group identity. From this perspective, ethnicity may be seen as an aspect of identity of politico-cultural salience. The basic elements of identity are not difficult to comprehend. First, we start with the individual self-system, the "I." The "I" is born into a family or primary kinship unit where the sense of the "I" is broadened to include those figures through whom one's intimate needs and gratifications are secured. The "I" gradually internalizes these "symbolic" parent and sibling figures as part of an ever evolving and expanding "we" self-system. However, the boundaries of the "we" are not limitless. The family or kinship unit of primary affiliation may constitute a "boundary" of the "we" for the individual self-system in which other similar units are symbolized in the negative as either the "non-we" or more affirmatively as the "other".

It is well known that the society without law ... unthinkable. It is common knowledge that law serves as a meaning, ensuring the smooth functioning of society. Alawless society is inconceivable.

As already noted, it is possible to consider the history of public relations as the process of self-preservation, which is the highest value of any organism and system, and in our case this organism and the system performs all of humanity (as a society). Under this approach, the history of mankind and globalization in general act as the process of building the "global society" on the basis of efficiency and reasonable coexistence. These two approaches are not contradictory, because they just an order and the key to survival Megasocium or "global society".

Precisely how the boundaries of identity are drawn between the "I," the contingent "we," and theoutgroup, "non-self" or "other" represents a great challenge. This centers on the sense of "community," the integration and cohesion of the nation state, the coherence and viability of regional alignments for the myriad purposes encompassed in the "common interest" (i.e., collaboration for security, for economic advantage, for the promotion of human rights in the broad sense of global solidarity). The ultimate

challenge for those who believe in a public order that makes human dignity on a global basis its most critical priority is whether the boundaries of the "I" and the "we" can be extended with sufficient coherence and sustainability to support an identification with the solidarity and dignity of humanity as a whole.

This is reflected in the fact that "legal matter spontaneously, by the very logic of the law" is "the most important human values ... as if it was originally laid mood ("tasks") on civilizational ideals and values of the highest order".

The normative question, in our view, is critical to those who seek normative guidance in the description, evaluation and predictive prospects for a meaningful resolution of so-called "ethnic" conflicts: What "future" system of identity is desirable? What kind of future system of political identity should scholars and activists promote and defend for a defensible world order? To our mind, the very conception of the "ethnic" remains both undefined and rather amorphous.

The phrase "ethnic identity" is often tautologically defined. Ethnic identity is meant to designate "national identity," and correspondingly, national identity is ethnic identity. It will remain so unless we are willing to understand it in the context of actual social and power processes. What we label "ethnic" or "national" identity is more generally the appropriate culturally transmitted sign or symbol by which the individual self-reproduces the "I," the "we," and at the same time internalizes by this symbolic-cultural marker, the "other" as in another. These symbolic pegs or markers might include color, racial pedigree, group affiliations, age, birth status, language, religion, ideology, class status, caste position, and gender differences,etc.

The ability of the self to identify with an in-group and to identify and exclude an out-group appears to derive from events relating to identification patterns that are accorded a symbolic character. Thus, such facts as sex, color, race, group affiliation, age, birth, language, religion, political belief, appearance, class, and intellect are the ubiquitous symbolic pegs that the individual internalizes as part of the "we". The implication of this analysis is that ethnicity is a part of the socio-political processes that vest political importance to symbolic "markers" that shape patterns of affiliation, loyalty and group identity.

In the conclusion we would like to remind aboutthe constitutive nature of law and its regulations. In particular, the universal validity of constitutive rule of law provides the background of the behavior of the citizens, which helps to preserve the integrity of the public relations, and affects the self-preservation the entire system of the society.

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ЖАҺАНДАНҒАН ӘЛЕМДЕГІ ҚАЗАҚСТАН: ХАЛЫҚАРАЛЫҚ- ҚҰҚЫҚТЫҚ ЗЕРТТЕУ АСПЕКТІЛЕРІ

Аннотация. Қазіргі кездегі құқықтың эволюциялық даму жағдайы жалпы жаһанданудан әлде қайда ілгері кетіп, оны жүзеге асырудың алғы шарттары мен мүмкіндіктерін жасауда. Тек қана құқықтың бірегейлігі жүзеге асырылмай, интеграцияның болуы мүмкін емес, және оның жетістігі ретінде жаһандық құқықтық тәртіп те қалыптаса алмайды.Өзінің тиімділігін жүзеге асыру үшін интеграция біркелкі құқықтық нормалар мен процедураларды, стандарттарды қалыптастыруды талап етеді. Бүгінгі күнде құқықтың дамуына белгілі сипаттамалар мен ерекшеліктер, белгілер болуы шарт, сол себептен де құқық эволюциясы қазіргі кезде

«құқықтық интеграция» түрінде көрініс табуда. Қазірге дейін құқықтың эволюциялық даму процессі, жалпы жаһандану процессі сияқты өте бәсең қарқынмен жүрді, аса көп формалармен бағыттарда көрініс тапқан жок. Бірақта әлемнің барлық елдерінің құқықтық жүйелері белгілі бір формальдық құқықтық міндеттермен байланыстырылған, осы процесстер барлық қарым-қатынастарды бір-бірімен байланыстыруға бастама болды. Осы жағдайлар адамзаттың сана сезімін мүлдем өзгертіп, мемлекеттердің құқықтық жүйелері арасындағы түсіністік пен силастық қатынастарды жіті қалыптастырудың нормативті-құқықтық негіздерін қалап, интеграциялық процесстен тыс ешқандайда мемлекет өмір сүреалмайтындығын ашып берді.

Түйін сөздер: халықаралық құқық, құқықты гармонизациялау, интеграцияның құқықтық механизмдері, заңнамалық шығармашылық, жаһандану, құқықтық жанұялар, құқық жүйесі, унификация, құқықтық реттеу механизмі, халықаралық қатынастар.

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КАЗАХСТАН В ГЛОБАЛИЗИРУЮЩЕМСЯ МИРЕ: МЕЖДУНАРОДНО-ПРАВОВЫЕ АСПЕКТЫ ИЗУЧЕНИЯ

Аннотация. Современноесостояние эволюционного развития права предваряет и идет немного впереди общей глобализации, создавая предпосылки и условия для нее. Именно единство права является той основой, без которой немыслима и сама интеграция, и как конечный ее результат - глобальный правопорядок. Интеграция требует для обеспечения своей эффективности выработку единых правовых норм, процедур, стандартов. На сегодняшний день развитию права присущи определенные характерные черты и особенности, и поэтому сам процесс эволюции права настоящего периода можно и следует обозначить как «правовая интеграция». До настоящего момента процесс эволюционного развития права, как и общая глобализация, протекал не столь стремительно и не выражался в таком разнообразии форм и направлений. Однако, сегодня все правовые системы мира впервые оказалось связаны определенными формальными правовыми обязательствами, что повлекло за собой цепную реакцию взаимодействия между ними. Эта ситуация опирается на осознании человечеством того, что необходимо создать нормативно-правовую основу для максимально продуктивного и бесконфликтного взаимодействия между правовыми системами, т.к. никто не может быть вне процесса интеграции.

Ключевые слова: международное право,гармонизация права, правовыемеханизмы интеграции, законотворчество, глобализация, правовые семьи, правовая система, унификация, механизм правового регулирования, международные отношения.

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REFLECTION OF NATIONAL AND CULTURAL STEREOTYPES IN PHRASEOLOGY

Abstract. The concept "stereotype" is studied in different branches of science. This concept is considered in branches of science as the philosophy, psycholinguistics, sociology, psychology, ethnography, cultural science, etc. Representatives of the above-stated branches of sciences consider and express opinion on the concept "stereotype" and do classification of a stereotype according to requirements of the branch.

Having analyzed the concept "stereotype" of various sciences, it is possible to note that formations of stereotypes are the cornerstone cognitive processes. Stereotypes are acquired in the course of socialization and an inculturation, also special place in formation of stereotypes borrow mass media. Stereotypes perform a number of cognitive functions such as schematization and simplifications, formations and storages of group ideology and other cogitative functions. Every person has individual personal experience, a special form of perception of the world around on the basis of which in his head the so-called "picture of the world" including an objective part and value judgment of reality an individual is created. The stereotype is an integral part of this picture.

In this article the author reviews the denotion ``linguistic stereotypes", as well as the expression of national – cultural stereotypes in the phraseological units of Kazakh and French languages and also different types of phraseological expressions.

Keywords: stereotype, stereotype, heterostereotype, thought patterns stereotypes, ethnic and linguistic stereotypes, phraseology.

Reflection of national and cultural stereotypes in phraseology

Phraseological phrases are the cultural wealth of every nation. Because the phraseological units reflect the material and spiritual culture of a particular nation, its religious positions, centuries-old history, its economy, customs, geo-environment where they live, national being, national symbol.

We believe that the concept of academician A.T.Kaidar, which can be taken as the scientific basis of ethnolinguistic research, will help to identify thematic and meaningful groups of different phraseological units that have been formed in Kazakh and French languages, and will help to define the worldview and stereotypical concepts inherent in the two nations:

«The centuries-old way of development of the ethnos, its signs can reach us through stone sculptures and rock inscriptions, in the form of cultural monuments and different buildings. But all this is only a small part of the life of the ethnos. In fact, its wisdom and worldview are preserved only in language. The tools of labor, equipment, clothing and all household items used in each era, the names and meanings of concepts associated with moral values, customs, beliefs, pirations, etc. can only come to us as facts of language, that is, through individual words and phrases, phraseological units and proverbs and sayings» [1, 18].

Hence, during the study of a certain language, it is necessary to conduct a comprehensive study, linking it with ethnographic, historical, philosophical, folklore, cultural and other facts, but not just with linguistic data. Because the national language units and phraseological phrases are associated with extralinguistic factors.

The national cultural semantics of phraseological units is reflected in its national cultural elements. As many linguists show, phraseology is a linguistic sphere where the national-cultural element is manifested widely and clearly, because many national and cultural concepts and worldview inherent in a certain national language, also stereotyped concepts of one nation about another are collected in phraseological phrases.

In the opinion of V.A. Maslova, the concept "stereotype" in the cognitive linguistics and ethnolinguistics refers to the semantic side of language and culture, in other words, it is explained by a mental stereotype that is logically connected with the picture of the world. Figurative standard concepts of things and phenomena that people meet in everyday life form a certain stable linguistic picture of the world that shows the truth[2, 69 pages].

This expressed idea is proved by the definition of V.V. Krasnyh, which he gave to the concept of "stereotype": "from a semantic point of view, a stereotype is one fragment of a picture of the world in consciousness. According to the national-cultural characteristics of the thing or phenomenon, this is a stable mental "picture", a picture - explanation "[3, 178-179 pages].

Representatives of the E.Bartminsky school understand the language stereotype as a reasoning associated with a certain object of the non-linguistic world, expressed the opinion that "this is a subjectively established concept where the descriptive and evaluative signs of a phenomenon, object, action are manifested together, and within the framework of cognitive examples from a social point of view, is the result of the convergence of truths» [5, 5 pages].

Representatives of the Moscow ethno-linguistic school consider the stereotype as a phenomenon referring to the "language of culture", therefore, representatives of this school consider semantic signs in the language of culture and the connection of linguistic and non-linguistic stereotypes as an object of study[5, 3 pages].

In the doctoral thesis of O.Belova, Russian linguists refer the formed conditional semantic and formal structures that make up the cultural and linguistic picture of the object, into the ranks of stereotypes; and shows that in the framework of linguistic studies, she studies the stereotype according to two layers of the language, namely, formal (phraseology, language cliches, etc.) or semantic (semantic connotations of linguistic units) [5, 3 pages].

The stereotype in French linguistics is divided into two categories: the stereotype of thoughts and the language stereotype. According to the French linguist Charlotte Schapira, stereotypes of thoughts embrace beliefs, rituals of a certain nation, universal views and interpretations. Stereotype concepts, certain beliefs, rituals, etc. are reflected in phraseological phrases, and are fixed in the language. They turn into stable phrases, the components of which can not be changed. Such stable phrases are linguistic stereotypes.

According to the French linguist, language (linguistic) stereotypes are «...sont des expressions figées, allant d'un groupe de deux ou plusieurs mots soudés ensemble à des syntagmes entiers et même à des phrases [stable phrases that are part of a syntagma, and consist of a group of two or more words that are included in phrases]» [6, 2 pages]. Linguistic (language) stereotypes can mean stereotypes of thoughts in a hidden (implicit) form and explicit form.

In order to become a linguistic stereotype, any belief, concept, image, views must have a definite linguistic form, and in this form is preserved in the language. We think that linguistic stereotypes are based on the nation's opinion about the environment, about a particular phenomenon or subject, so they can show the mentality and worldview of a nation in a certain period of language development

Taking as a basis the scientific concept of V.A. Maslova, Charlotte Schapira, O.V. Belova about the stereotype, we think that the language stereotype is not only the reasoning of the truth in relation to a particular subject or phenomenon, but any stable word combinations consisting of several words. For example: in the Kazakh language: *жүрегі тайдай тулау; ат жалын тартып міну; малдан құрық, басынан сырық кетпеу: зорлық - зомбылық көру; ат үздірмеді: күндіз түні хабарласты; ағаш атқа мінгізу: өсек ─ аяңға іліктіру; мал тарту: айыбын төлеу; ақ болған қойдай: суалған малдай; бие сауым уақыт : биенің екі сауымының арасы, қазіргі уақыт бойынша бір сағат шамасындағы мезгіл; және т.б.*

In French: *À main armée: une attaque à main armée; Arriver les mains vides: arriver sans cadeaux; Avoir en main: être habitué; Avoir la main heureuse/ malheureuse: réussir /échouer souvent; Avoir la main lourde: frapper durement; Avoir le cœur sur la main: être très bon, généreux; Avoir le coup de foudre :*

tomber amoureux; Avoir l'estomac dans les talons: avoir très faim; Avoir les mains libres: avoir l'entière liberté d'agir; Avoir une idée derrière la tête : avoir une idée qu'on ne connaît pas encore; Avoir un poil dans la main : être paresseux; Avoir un chat dans la gorge: être irrité, tousser;

Studying the aforementioned phraseological phrases in Kazakh and French, we see that there are stable phrases meaning stereotyped concepts inherent to each language. For example, if in Kazakh language there are often phraseological combinations that call different actions of a person, namely, his excitement, patience of violence, joy, sorrow, measurement of time, name of pets, names of parts of a person's body, then in French, along with somatic phraseological units, often there are stable combinations about the names of wild animals, animals living in the sea.

In order to study phraseological units in Kazakh and French languages grouping into thematic groups, we take as a basis the system used by the scientists A.Kaidar and Zhaisakova: «Subject-thematic systematization of phraseological units can be based on two principles: 1) considering the lexical meanings of words working as a basis; 2) to systematize, considering the general meaning of phraseological units, that is, the meaning of a given phenomenon or object» [7, 7].

Considering the research of phraseological units in linguistics, the experience in grouping phraseological units on topics, we distribute phraseological units in Kazakh and French languages to these thematic and semantic groups:

I. Thematic groups on words that are the basis of phraseological units in Kazakh and French languages:

1. It is known that somatic phraseological units are made with the participation of the names of parts of the human body.

In the Kazakh language: phraseological combinations made with the help of such somatisms as "eye", "head", "heart", “face "," hand " and others: *оқты көзбен ату, көзі ашылу, ала көз болу, көңіл көзін ашу, көзін жоғалту, көзін аудармау, көзін ала алмау, көзін аларту, көзі түсу, аузына ие болмау, аузын алу, аузымен құс тілсеген, жеңіл ауыз, аузын ашып тыңдау; басына күн туды, бас сауғалау, басын құ қазыққа байлап қою, бастары бірікпеу; жүрегі тайдай тулау, жүрегі сыздау; бет жыртысу, беті келмеу, бетін ашпау, беттен алу, қарауға беті болмау; қолы жүрмеу, қолы қысқа (ұзын) болу, қол қусыру, қолына түсу, etc.*

In French language: phraseological combinations made with the help of such somatisms as "eye", “mouth”, "head", "heart", “face "," hand " : *À vue d'œil - de façon évidente; accepter les yeux fermés - en toute confiance; avoir bon pied, bon œil - allure vive et alerte; avoir de la merde dans les yeux - ne pas voir une chose évidente; avoir des yeux dans le dos - voir ce qui ne doit pas être vu; avoir l'œil à tout - veiller à tout; avoir l'eau à la bouche - être mis en appétit; avoir l'injure à la bouche - être toujours prêt à dire des injures; avoir plein la bouche de quelque chose - parler continuellement et avec enthousiasme; avoir toujours un même mot à la bouche - se répéter; circuler de bouche en bouche - transmis d'une personne à l'autre oralement; de bouche à oreille - sans publicité; avoir la grosse tête - avoir des prétentions; avoir la tête ailleurs - penser à autre chose, être distrait; avoir le cœur gros - avoir de la tristesse; avoir le cœur au bord des lèvres - être sur le point de vomir; avoir le cœur bien accroché - ne pas être facilement écœuré; avoir le cœur en bandoulière - être toujours disponible; avoir le bras long - avoir du crédit, des relations influentes; avoir quelqu'un ou quelque chose sur les bras - en être chargé, embarrassé; avoir un bras de fer - montrer une grande autorité, une volonté inflexible; baisser les bras - renoncer à poursuivre (une action) etc.*

In our opinion, the fact that in two languages the phraseological units associated with the names of parts of the body are common, is the result of the fact that a person takes the environment through the senses and thinks it over.

2. Phraseological units which are based on numbers:

In the Kazakh language in phraseological units, which are based on numbers that have departed from the initial numerical meanings and whose meaning is abstracted, often there are numbers three, seven, nine, forty. These numerals, which are basic in phraseological combinations, are explained by the old customs and national consciousness of the Kazakh people. In the Kazakh language, phraseological units created on the basis of numerals have different meanings: *үш ұйықтаса түсіне енбеген, қырық күн шілде, бетінің кірі бес батпан, жеті атасынан бері уызы арылмаған, және т.б.*

The aforementioned numbers show the way of life associated with the national customs, values, and beliefs of the nation. For example, customs such as *«қырқынан шығару»* from the fortieth day of the birth of a person, *«жетісін беру», «қырқын беру»* after the death of a person and other ceremonies show the importance and value of these numbers in the Kazakh nation.

During the study, we encountered numerical phraseological units that originated in connection with certain customs, beliefs and ways of life of the French people and mean some national stereotypes. For example, *être sur son trente et un:* the literal translation: to be on your thirty-first: to wear your most beautiful clothes; There is such a hypothesis of the emergence of this phraseology: In former times, on the 31st day of each month, that is, 7 times a year, soldiers were paid a premium and on the 31st of each month in the army barracks checks were conducted. For this, the soldiers cleaned the barracks. In addition, they dressed cleanly and beautifully to this check.

3. Phraseological units based on animal names:

In the Kazakh language: *ат жалын тартып мінді, қой аузынан шөп алмайтын момын, мал тарту, жетім қозыдай,ат шаптырым жер және т.б.;* in French:a*voir un chat dans la gorge, муоре comme une taupe, parler français comme une vache espagnole, passer du coq à l'âne...*

4. Phraseological units based on plant names:

In the Kazakh language: *бетегеден биік, жусаннан аласа, гүлдей құлпыру, бетін шиедей қылды және т.б.;* in French:*tomber dans les pommes, rouge comme une cerise, une tomate, faire le poireau және т.б.*

5. Phraseological units based on the names of colors:

: In the Kazakh language: *қара бұқараға тізесі батқан, ақ жол, ақ дегені алғыс, қара дегені қарғыс және т.б.;* in French: *passer une nuit blanche ; connu comme le loup blanc ; montrer patte blanche ; un cordon bleu ; être gris ; être fait marron ; recevoir un marron ; secouer la poêle à marron ; avoir des idées noires ; voir la vie en rose ; donner le feu vert;*

Even if the colors are common to all of humanity, representatives of each ethnic culture perceive colors within their worldview.

When we analyze the perceptions of each nation, two different factors must be taken into account: first, for what purpose and in what meaning is used the word meaning a certain color; secondly, how representatives of a certain nation perceive colors. As a result of these two factors, a concept is formed. Any color is reflected in different shades. For example, if you take a yellow color, in the Kazakh culture it is associated with oil or gold, and the French people compare it with gold and egg yolk.

II. By the general meaning of phraseological units, they can be divided into the following thematic meaningful groups:

1) Phraseologisms in the meaning of gratitude or curse are used to show positive or negative views of a person on the environment or on the actions of another person. In the Kazakh language:*Ұзағынан сүйіндірсін! Алла жар болсын! Өркенің өссін! және т.б.;* in French: *Que Dieu vous bénisse ! Que Dieu vous le rende au centuple ! Que Dieu vous aide !, etc.*

2) Phraseological units that appeared in connection with religious beliefs or customs show the special significance of religion in the spiritual and cultural life of the people and the role in formation of the consciousness and worldview of the nation. Religion affects the vital values and the worldview system of a particular nation. For example: in the Kazakh language: *Құдайдың құдіреті, Құдайдың салғанына көну, Пайғамбардың сүннетін қабыл қылмау, көңіліне құрандай сақтау, сәждеге басы тимеген және т.б.;* in French: *L'assemblée des saints - le paradis; Le Bon Pasteur / le Rédempteur/ le roi des Juifs – Jésus; La cité de Dieu - l'Église; Les Armées célestes - les anges; La maison du Père - le Ciel, le paradis; Les princes de l'Église - les cardinaux, évêques et archevêques;*

3) Phraseological units, meaning measurable concepts, mean the measurement of time, size, space, length and distance of representatives of two languages and culture. Phraseological units related to this group, can be divided into the following small groups:

a) phraseological combinations denoting the measurement of space.

Duysekova K.K. in her scientific work shows: "It should be noted that the concept of " space " in the language and the concept of " space " in geometry (in physics) are two different concepts. In the language

the concepts " far" and "close" can be determined in a subjective form, for example: *Қазақтың мына тұрған жер дегені үш күндік жер,* and there are other specific volumes of measurement in the geometric space ... The key to the founder of the life form of spatial matter is the attribute, this is one of the realities that a person accepts and conceptualizes in the first place "[8, 189].

Phraseological units in the Kazakh language, which denote measurements of space: *қозы көш жер, көз көрім жер, аяқ жетер жер, тай шаптырым жер, таяқ тастам жер, бір аттам жер, қол созым жер, иек астында, көз жетер жерде және т.б.*; in French: *à deux pas d'ici <екі адым жерде>, au nez et à la barbe <мұрын мен сақал аралығында>, sous le nez <мұрын астында>, sous le coude <шынтақ астында>, sous la moustache <мұрт астында>, etc.*

As we see in the above examples, if the somatisms like "hand", "eye", "leg" and animal names like "horse", "lamb", " foal " are often used to designate the spatial dimension in the Kazakh language, then somatisms as "nose", "beard", "mustache", "elbow" are used in the French language.

b) Phraseological units that denote the measurement of time: in the Kazakh language: *бие сауым уақыт, көзді ашып жұмғанша, таң саз бергенде, ымырт жабылғанша, шай қайнатым уақыт ішінде, ет пісірім уақыт және т.б.;* in French: *en un clin d'oeil <көзді ашып жұмғанша>, en un tour de main <тез қимылмен>.*

c) Phraseological units that denote the volume measurement: in the Kazakh language: *бір шайнам миы, бір шөкім нан және т.б.;* in French: *une miette de pain*

In the above examples, in the notion of time and its units of measurement in the culture of the two nations that we compare, we can see the historical, geographical, social, national-cultural characteristics inherent in each nation.

Everyone knows that phraseological units are formed on the basis of the anthropometric principle, that is, the principle "human is the measurement of all matter". Human lives in space and time, carries out all his actions, and all objects and phenomena occur in space. This principle is manifested in the formation of stereotypes, which serve the role of indicating directions in the perception of truth from a quantitative and qualitative point of view. In other words, the stereotype measures the action and behavior of a person in a particular society.

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ҰЛТТЫҚ МӘДЕНИ СТЕРЕОТИПТЕРДІҢ ФРАЗЕОЛОГИЗМДЕРДЕ КӨРІНІС ТАБУЫ

Аннотация. “Стереотип” ұғымы ғылымның әр түрлі салаларында зерттеліп жатқандығы белгілі. Аталмыш ұғымды философия, психолингвистика, әлеуметтану, психология, этнография, мәдениеттану және т.б. ғылым салаларының ізденушілері қарастыруда. Әрине, жоғарыда аталған ғылым салаларының өкілдері стереотип ұғымына өз пікірін білдіріп, өз саласының талаптарына сәйкес классификация жасаған. Әр түрлі ғылым саласындағы “стереотип” ұғымына берілген анықтамаларға сараптама жасай келе, когнитивті

үдерістер стереотиптердің қалыптасуына негіз болады деп атап айтуға болады. Стереотиптер әлеуметтендіру және инкультурация үдерістерінде игеріледі, сонымен қатар стереотиптерді қалыптастыруда бұқаралық ақпарат құралдары ерекше орын алады. Стереотиптер топтық идеологияны нобайлау және жеңілдету, қалыптастыру және сақтау секілді когнитивті қызметтер және басқа да ойлау қызметтерін атқарады. Әр адамның жеке тәжірибесі, қоршаған ортаны қабылдаудың ерекше формасы бар, соның негізінде оның басында «әлем бейнесі» қалыптасады. «Әлем бейнесі» шынайы болмыстың объективті бөлігін және жеке тұлғаның оған субъективті бағасын қамтиды. Стереотип әлем бейнесінің құрамдас бөлігі.

Бұл мақала шеңберінде біз әр түрлі сала зерттеушілерінің "тілдік стереотипі" ұғымы туралы пікірлеріне сараптама жасай отырып, қазақ және француз тілдеріндегі ұлттық мәдени стереотиптерінің фразеологиялық тіркестерде көрініс табуына сараптама жасауды мақсат тұттық.

Түйін сөздер: стереотип, автостереотип, гетеростереотип, ой стереотиптері, этникалық және тіл стереоптиптері, фразеологиялық тіркестер.

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ПРОЯВЛЕНИЕ НАЦИОНАЛЬНО-КУЛЬТУРНЫХ СТЕРЕОТИПОВ В ФРАЗЕОЛОГИЗМЕ

Аннотация. Понятие «стереотип» изучается в разных отраслях науки. Данное понятие рассматривается в отраслях науки как философия, психолингвистика, социология, психология, этнография, культурология и т.д. Представители вышеуказанных отраслей наук рассматривают и выражают мнение о понятии «сте-реотип» и делают классификацию стереотипа согласно требованиям своего направления. Проанализировав понятие "стереотип" в различных науках, можно отметить, что в основе формирования стереотипов лежат когнитивные процессы. Стереотипы усваиваются в процессе социализации и инкультурации, также особое место в образовании стереотипов занимают средства массовой информации. Стереотипы выполняют ряд когнитивных функций такие как схематизация и упрощения, формирования и хранения групповой идеологии и другие мыслительные функции. Каждый человек обладает индивидуальным личным опытом, особой формой восприятия окружающего мира, на основе которого в его голове создается так называемая "картина мира", включающая в себя объективную часть и субъективную оценку действительности индивидуумом. Стереотип является неотъемлемой частью этой картины.

В рамках данной статьи рассматривается лингвистические стереотипы, также их выражение национально-культурных стереотипов в фразеологических единицах казахского и французского языков.

Ключевые слова: стереотип, автостереотип, гетеростереотип, стереотипы мышления, этнические и лингвистические стереотипы, фразеологические единицы.

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FORMATION OF PROFESSIONAL VOCAL EDUCATION IN KAZAKHSTAN

Abstract. The article is devoted to the formation of vocal education in Kazakhstan which created as a result of the great and consistent work of outstanding Kazakh singers, vocal teachers. The paper analyzes the stages of the development of musical educational institutions at the end of the 20th century.

Key words: vocal, teacher, opera, education.

Today's aggressive sound background, rapid development of pop-show, reality show programs effect positive and negative on vocal education. The good thing is that advertising of a singer profession has been greatly promoting for a few years. Because today vocalist is a very important profession. The downside is that everyone has only vocal talent, and immediately becomes a singer, and is meant to be a star. As a consequence, the professional approach to vocational education remains second.

In order to avoid this, it is necessary to revise the historical formation of vocal education in Kazakhstan. Each nation has a culture of centuries, and it is developed day by day. One of the most picturesque and expensive spheres is singing. The identity and the peculiarities of artistic thinking of a certain nation are clearly noticed from its melody. It is obvious from the history that the true values of classical Kazakh vocal art accumulating over the yearshave become professional.

Formation of professional vocal art in Kazakhstan starts from the 30s of the 20th century. Thus, both the Kazakh opera and the vocal art of Kazakhstan began to form as a common cultural and historical phenomenon. It is conditioned by the feature of the cultural and historical development of Kazakhstan in the 20th century, when it was introduced out of the way, by creating a new Europeanized musical culture, which was absorbed by the revolutionary reorganization of the social and political life that took place in the first decade of the twentieth century. The opera became a new phenomenon for Kazakhs as a European genre of music and a phenomenon of socio-cultural life. Because in the formation of Kazakh vocational vocal, traditional oral professional musicians - sal-seri, poets and jyrausplayed a major role. In their creative work, they rely on incredible auditory talent and highly developed musical memory, which is the basis for learning and continuing professional oral traditions that live in the world [1].

Consequently, the appearance and development of the Kazakh opera are closely linked to traditional Kazakh culture. This communication has been implemented in a comprehensive manner. The proof is that there was the plot of the first opera "Kyz Zhibek" was based on the genre of early folklore is known as "Kyz Zhibek", a family epic of traditional Kazakh (and other Turkic) culture of the Middle Ages. There was no musical experience at all, and it was especially noteworthy that there were no qualified specialists. Famous composer E.G.Bryusilovsky helped the young collective to master the best traditions of musical culture and classical opera. From 1934 to 1938 E.G.Bryusilovsky was the artistic director and main composer of the theater. During the first five years, he started the national opera art of Kazakhstan and wrote a novel. There were musical performances of "Kyz Zhibek", "Jalbyr", "Er Targyn" and "Ayman-Sholpan" drama.

"Kyz Zhibek" and "Jalbak" were recorded in the musical drama with their dialogues in their first edition, vocal and musical episodes were completely based on Kazakh folk music. This kind of opera was widely spread and played a positive role in the formation of professional music and national theater of the fraternal Central Asian republics.

The development of the national opera genre from the middle of the 20th century was accompanied by a general change in the musical culture of Kazakhstan. European musical culture has deepened the musical life of Kazakhstan. The repertoire of Abai opera theater, along with Kazakh operas, has also appeared in European operatic classics [2]. This was the reason for the birth of national opera, and in this regard, the problem of educating singers who sing academically in a wide range was taken up. The Vocal Faculty has started the production of European vocal singers, with a voice that meets the requirements of the European opera vocal. In this connection, on April 30, 1944, the Council of National Commissioners of the USSR ordered to organize a conservatory in Almaty. According to the Decree, on July 24, 1944, the Council of People's Commissars of the Kazakh SSR chaired by N.Ondassynov on the basis of the Musical-choreographic complex and decided to organize an institute, which was later transformed into the Almaty Conservatory by the example of Moscow and Leningrad Conservatories. In 1945 the conservatory was named after Kurmangazy Sagyrbayev, who had lived in the nineteenth century and promoted Kazakh steppes with his perfect cuis.During the Great Patriotic War (1941-1945), many prominent figures of Russian art such as G.S.Ulanova, Yu.A.Zavadsky, N.I.Sats, V.P.Maretskayawere evacuated from Moscow to Almaty. Their work in Kazakhstan had a significant impact on the formation of the new Kazakh culture phenomenon, which was able to adapt to the cultural traditions of Europe that had been formed over hundreds of years through the Russian culture, without being deprived of its originality. Almaty Conservatory played a leading role in this controversial and complicated process. From the first days of his life, his activity was carried out in two directions determined by the influence of this European and Kazakh national musical heritage. These two "branches" of the conservatory have always been harmoniously developed. The period of active formation and development of the Kazakh vocal school started at the main musical university of the republic. Teachers had looked for a stable, effective, most appropriate method of individual singing, taking into account national features. This responsibility was given to teachers who have worked in the first decade of the department of individual singing at the Kurmangazy Almaty State Conservatory. They were A.V.Gutsalovskaya, A.I.Mizonov, A.K.Karinsky, V.A.Shefer, A.B.Baykadamova, A.A.Leonteva, O.I.Girovskaya, N.I.Kozak-Orlova, N.F.Nagulina, A.M.Kurganov, N.K.Kuklina, B.B.Zhilisbaev and etc.

From the 50's European-style singers arrived to the opera culture. Training of professional singers has begun. Years of 50-60s were remembered with the arrival of professional musicians such as European famous opera masters Yermek Serkebayev, Rishad brothers and Muslim Abdullin and Roza Dzhamanova, Era Efeneshnikova, Z. Raibaev, S. Kusherbaeva, Nadezhda Nikolaevna, who received aspecial professional education. They performed folk songs in the musical performances and acted as actors. At the same time, the goal of their disciples was to teach what they have learned. The opera diva Nadezhda Nikolaevna, who was performing in the theater scene in 1941, during a high creative career of vocal talent, began to play vocal with the soloists of the Kazakh State Philharmonic Society named after Zhambyl. In 1948, the initiator of the first musical university in Kazakhstan, the People's Artist of the Kazakh SSR, academician, Doctor of Arts, Professor Ahmed Zhuanov invited Nadezhda Nikolaevna to work as a teacher of the vocal department at Almaty T.Tchaikovsky College of Music. In 1951 he became a teacher of the vocal department at Kurmangazy Alma-Ata Conservatory. In 1952 he was appointed as head of this department and worked for almost three years [3].

More than 20 students graduated from the Conservatory in those years. Among the students of Samyshina are prominent figures of vocal art were People's Artist of the USSR, Professor B.A.Tulegenova, People's Actress of Kazakhstan A.Baikadamova, honored artists of Kazakhstan N.B.Bakhilova, N.V.Pavlyuk, V.Kim, N.Nusipzhanov, V.K.Karmisov, professor N.Sharipova, Professor N.D.Yumashev, c.p.s. A.A.Bafina.

Roza Zhamanovais also known for her role as a vocal trainer was a great successor to A.Zhubanov and L.Khamidi's "Abay" and M.Tulebayev's Azhar and Sara parties of "Birzhan and Sara" operas, which were written for the soprano's voice. these operas were written in the 50s. Since 1987 she has lectured on the vocal class at the Kurmangazy Kazakh National Conservatory. She has been involved in the development of curriculum for vocal singers in musical universities, and since 2008 she has been a mentor-instructor at the conservatory. She is a great teacher who is not tired of giving her long-term stage experience in the younger generation. Her pupils are the influential singers of the opera theater. Winners of international and republican singers' competitions are B.Zhubayeva, D.Dutmaganbetova, A.Chasovitina, A.Satybaldieva, A.Kystanova and others [4].

It is worth noting that Yermek Serkebayev has been taught individual singing lessons from 1973, laureate of the USSR State Prize (1970) and Bibigul Tulegenova, laureate of the State Prize of the Kazakh SSR (1960). The settled singers have been delighted to serve their people with their art in every corner of the country. With the independence and sovereignty of Kazakhstan, the Conservatory was awarded the title of "Kazakh National University". Thus, a new qualitative level of the task of creating a competitive Kazakhstan model of musical education was established and this university was ranked among the state's cultural and political priorities [5].

Tchaikovsky Almaty Music School, one of the vocational training institutions, was the first musical school in Kazakhstan. The history of college began with the decision of the Central Committee of the Kazakh Central Executive Committee and the Council of People's Commissars of January 13, 1931, "to open Almaty musical and drama school in the autumn of 1931 with the involvement of childrenof workers, poor and farmers". However, on April 23, 1932, the decree "On restructuring literary and artistic organizations" was an important decision in the development of musical education in Kazakhstan. His first director was Sagyr Kamalov, and his assistant was future academic, prominent Kazakh composer Ahmet Zhubanov. The first graduates of the Technicum were prominent figures such as Gaziz Dugashev, Shabal Beisekova, Rishat and Muslim Abdullin, Kapan Musin and Galina Chumbalova. In 1940 it was renamed the technical school in the centenary of the famous composer P.Tchaikovsky. Specialized music teachers such as People's Artist of the Kazakh SSR Y.Ivanov, A.Yushkevich, I.Dubovsky, G.Aravin, N.Samyshina, G.Alekseeva, N.Nagulina, V.Lushchenko, L.Noskova, O.Krylovskiy, V.Milenko, S.Lebedev, M.Polevoy, G.Griswil, G.Gataullina, N.Raspopov and others were called from Russia. Since December 11, 1995, Almaty Music College was renamed to the College of Music.

Thus, the center of vocal education was Almaty. Singers who studied in these schools were the most popular not only in our country, but also in the CIS. They received lectures from the best teachers.

Today our singers have reached the level of performance of world classical musical compositions. The generation of singers - vocalists, who have a musical education, continues to be the generation of folk singers in our republic. Kazakh national vocal culture is based on the traditions and creativity of the nation, which are continuing for centuries, folk singing. But over time, the demand for the modern world is growing. There is also a need of high culture art in a prospering country. In this regard, the recognition of folk talent in the Republic is becoming increasingly urgent.

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ҚАЗАҚСТАНДАҒЫ КӘСІБИ ВОКАЛДЫҚ БІЛІМНІҢ ҚАЛЫПТАСУЫ

Аннотация. Мақала қазақстандық вокалдық білім берудің қалыптасуында еңбек еткен ұстаздардың, вокалисттердің ерең еңбектеріне арналған. Жұмыста XX ғасырдың соңындағы алғашқы вокалдық білім мекемелерінің шығуы тал-данады.

Түйін сөздер: әншілік өнер, вокал, опера, музыкалық білім.

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СТАНОВЛЕНИЕ ПРОФЕССИОНАЛЬНОГО ВОКАЛЬНОГО ОБРАЗОВАНИЯ В КАЗАХСТАНЕ

Аннотация. Статья посвящена становлению вокального образования в Казахстане, созданному в результате большой и последовательной работы выдающихся казахстанских певцов, педагогов вокала. В работе анализируется этапы развития музыкальных учебных заведений в конце XX века.

Ключевые слова: вокал, педагог, опера, образование.

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MAIN DIRECTIONS OF EFFECTIVE DEVELOPMENT OF ENTREPRENEURSHIP. SOCIAL ECONOMY

Abstract. The average business depends more on its activities from the domestic economic environment and is forced to compete within it, which determines the interest of medium-sized businesses in protection in the domestic market through the implementation of state economic policies and the formation of market relations rules that ensure a close link between medium-sized business and national interests. The social function of small business is to mitigate the consequences of the structural transformation of the economy and the transition to market relations, to solve problems of employment of the population, to involve the least socially protected segments of the population in economic activity. According to the authors, the entrepreneur is the main creator of jobs, even during recessions, small business helps to maintain or increase sources of income, contributes to their more even distribution, thus contributing to ensuring social stability.

Keywords: entrepreneurship, public policy instruments, public authority, social responsibility, living standards of the population, effective social investments.

Introduction. The development of entrepreneurial activity should have a complex, multi-level nature, since this activity is the economic basis for achieving the strategic goals of implementing the country's industrial and innovative development.

The social function of small business is to mitigate the consequences of the structural transformation of the economy and the transition to market relations, to solve problems of employment of the population, to involve the least socially protected segments of the population in economic activity.

One of the important social functions that small business performs in society is a change in the consciousness of the population. In a market economy, small business is not only a source of livelihood, but also a means of revealing the potential of the individual. This is especially true for post-socialist countries, where the implementation of structural changes related to market transformations of the economy led to the fact that a significant number of people had to turn to small business as a means of securing self-employment.

Methods of research. The political function of the small business sector, on the example of foreign countries, is to form an independent class of owners in society. It is widely known that successfully developing small business representatives replenish the middle class, which is the guarantor of political stability in the society.

In the social and economic policy of the Republic of Kazakhstan at the turn of the 21st century, the development of small business is given special attention. His role in improving the social climate is taking a leading place. First of all, the employment of the population grows faster in this sphere, and conditions for stability in society are created.

To successfully develop their business, entrepreneurs should have free access to regulatory and legislative acts, explanatory documents and instructions governing their activities. In addition, they need to know information about the demand and supply in the market, competitors, suppliers of raw materials, the possibilities of marketing finished products for participation in tenders. Equally important for entrepreneurs is the opportunity to increase the level of knowledge and specialized skills that they apply in their daily activities.

Results. For the social sphere, an important achievement is the transition to a balanced targeted social policy, the formation and development of a national model of education and science.

The acquisition of Kazakhstan's independence has served as a growth of attention and stimulus for the development of the cultural and historical heritage of the people of Kazakhstan, political stability and civil consent have been preserved in the society. The created Assembly of the people of Kazakhstan solves issues of national policy, where the interests of all ethnic groups that live in Kazakhstan are represented.

In the social sphere, close attention is paid to reform in education. One of the main topics for discussion and research in Kazakhstan's education system today is reform, according to which students can switch to trilingual instruction. The Ministry of Education is considering the issue of teaching subjects in Kazakh, Russian and English. On the one hand, this can be viewed as a qualitatively new step towards global peace, on the other hand, according to many experts, simultaneous training in several languages can cause a deplorable result, when children cannot competently speak any of them. According to the plans of the Ministry, this reform should be implemented before 2020, for which preliminary research will be required to determine the effectiveness of the results. The supporters of the reform take an active part in developing the reform program, in particular, the Daryn Scientific and Practical Center, which conducts experiments in a number of schools where children are taught subjects in three languages, with the curators of the experiment positively responding to the program and the results, innovations a huge step towards the Western world and, accordingly, new opportunities and perspectives for pupils and students from Kazakhstan.

As for higher education, the National model of Kazakhstan higher education was formed taking into account the experience of almost all educational models existing today in the world - Anglo-American, European (mostly German), Japanese, and the Soviet model also had a significant impact. [5] To date, according to the public, it is necessary to pay attention to the factors of reforms that are an important condition for their successful implementation.

Despite some positive dynamics of the educational services market, it should be noted that the achievements of recent years indicate that the Education Development Program has by no means achieved its goals. In the conditions of worsening of the economic situation, it is possible to predict further deterioration in the indicators of the market of educational services. Publications in periodicals in vain inform each other about the deduction of a significant number of students from higher educational institutions, about not using the loans for education allocated by the funds and other negative trends.

The basic tendencies of the market of educational services are the following:

- Higher education is increasingly becoming massive.

Another important trend is the diversification of higher education by institutional forms, levels and content.

- dynamically gaining strength, is the tendency of the internationalization of human capital, based on the universal nature of knowledge, on mobilizing the collective efforts of the international scientific community. This manifests itself both in the growing role of international cooperation in the activities of national educational institutions and organizations, and in the emergence of supranational organizations, programs and funds. In the sphere of higher education there is a close rapprochement, if not a commonality, of problems, trends, tasks and goals, which make us, forget about national and regional differences and specifics. There is a universalization of the content of education, which cannot be stopped in the era of the information revolution and with the existing world-wide universal communication systems in the form of the Internet.

Conclusions. The internationalization of higher education, which responds to the growing need for intercultural understanding, caused by the global nature of modern means of communication, consumer markets, is certainly a favorable trend. However, the mobility of students and teachers in the face of strong differences in the economic development of different countries leads to such a negative trend as a "brain drain". The loss of skilled human resources by developing countries and countries in transition is caused not only by academic mobility, but also by the intensification of international migration, and the fact that developed countries are purposefully building their migration policies provide more favorable conditions.

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КӘСІПКЕРЛІКТІҢ ТИІМДІ ДАМУЫНЫҢ НЕГІЗГІ БАҒЫТТАРЫ. ӘЛЕУМЕТТІК ЭКОНОМИКА

Аннотация. Орта бизнес барған отандық экономикалық жағдайға өз қызметінде сүйенеді және бәсекеге керек, ұлттық тығыз байланыс орта бизнесті сендіргім үкіметтің экономикалық саясаты мен нарықтық экономиканың ережелерін қалыптастыру арқылы ішкі нарықты қорғау орта кәсіпорындар, қызығушылығын айқындайды мүдделері. Шағын бизнестің әлеуметтік функциясы экономикалық қызмет жұмыссыздық, тарту халықтың ең әлеуметтік тұрғыдан осал топтарын мәселелерін шешу, экономиканы құрылымдық қайта құру және нарықтық экономикаға көшу салдарын жұмсарту болып табылады. Авторлардың айтуынша, кәсіпкер осылайша, әлеуметтік тұрақтылықты қамтамасыз етуге ықпал ететін, қабылдау, тіпті Құлдырау кезінде, қолдау немесе ұлғайту табыс және олардың біркелкі бөлу астам жәрдемдесу шағын бизнес көмек тапсырмаларының негізгі жасаушы болып табылады.

Түйін сөздер: кәсіпкерлік, мемлекеттік саясат құралдары, мемлекеттік орган, әлеуметтік жауапкер-шілік, халықтың өмір сүру деңгейі, тиімді әлеуметтік инвестициялық.

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ОСНОВНЫЕ НАПРАВЛЕНИЯ ЭФФЕКТИВНОГО РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСТВА. СОЦИАЛЬНАЯ ЭКОНОМИКА

Аннотация. Средний бизнес в большей мере зависит в своей деятельности от внутренней экономической конъюнктуры и вынужден вести конкурентную борьбу внутри, что и определяет заинтересованность среднего бизнеса в защите на внутреннем рынке путем проведения государственной экономической политики и формирования правил рыночных отношений, которые обеспечивают тесную связь среднего бизнеса с национальными интересами. Социальная функция малого бизнеса заключается в смягчении последствий структурной трансформации экономики и перехода к рыночным отношениям, решении проблем занятости населения, вовлечении в экономическую деятельность наименее социально защищенных слоев населения. По мнению авторов, предприниматель это основной создатель рабочих мест, даже в периоды спадов, малый бизнес помогает сохранить или повысить источники доходов, способствует их более равномерному распределению, внося, таким образом, вклад в обеспечение социальной стабильности.

Ключевые слова: предпринимательство, инструменты государственной политики, орган государственной власти, социальная ответственность, уровень жизни населения, эффективные социальные инвестиции.

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METHODOLOGICAL PRINCIPLES OF RESEARCH OF SOCIAL PROCESSES IN THE PHILOSOPHY OF ALI SHARIATI

Abstract. The aim of the work is to determine the methodological principles of the study of social processes in the philosophy of Ali Shariati. The methodology of the work is a concrete historical, comparative, sociological research methods. The result of the work is the conclusion that Shariati founded five basic methods, the principles of research of all religions, the main feature is that its methodology is based on the principles of religious, primarily Islamic philosophy.

The field of application of the results obtained by the author of the article is the improvement of the methodological principles of the study of social processes in the philosophy of Ali Shariati. The author's conclusions can be used in the teaching of social and humanitarian faculties of the disciplines of the religious and philosophical modules.

Keywords: God, Eastern philosophy, prophet, existentialism.

In modern conditions of globalization, which takes place under the flag of modernization and Westernization, there is the imposition of Western values with its consumer and mass culture and the corresponding standards. In the process of globalization, along with certain positive moments, negative aspects can also manifest themselves, this can lead to the disappearance of ethnic diversity. In connection with this situation, the question of the transition from one-vector development of spiritual culture is being updated, including philosophy as a worldview basis to multi-vectorization. In modern realities, the development of cultures and civilization must be based on two fundamental principles: the principle of tolerance and the dialogic culture. This approach makes possible the parity development and co-existence of different cultures, including various philosophical systems. This will contribute to a deeper exploration of the spiritual and moral values of the East, in particular, the mastery of the Islamic philosophy of the contemporary East. Modern Islamic philosophy today takes a worthy place among other philosophical systems and modernist trends both in modern Western philosophy and in modern world philosophy. The current situation in the world philosophy updates the problem more extensive, detailed.The constituent of the world philosophy occures in different ethnic, philosophical systems and the more diverse world philosophy, the deeper, multifaceted and interesting it is. Therefore, ignoring or underestimating the significance of others, mainly Eastern philosophical systems, will negatively affect the development of world philosophy. Starting from the middle of the XIX centurya radical change in Western European philosophy began in relation to Eastern philosophy. This is due to the philosophy of irrationalism in the person of Schopergauer A., Kierkegaard S, Nietzsche F., Freud Z. F. Moreover, all the subsequent development of Western modernist philosophy can be said to be based on the methodology and principles of Eastern philosophical systems [1]. Eastern philosophy is more diverse: if Western European philosophy, mainly developed in one direction as a rationalistic philosophy, Eastern philosophy, without limiting or denying it, equally based on both rationalistic and irrational methods of research, thereby mutually complementing each other and expanding the horizons of knowledge. In the world Oriental philosophy,

modern Islamic philosophy as a dynamically developing philosophical system is also given a worthy place. Today, there is an acute need for Islamic philosophy, not only in Kazakhstan, in the post-Soviet space, but, in general, in world philosophy. Today, on the background of these and other changes in the world philosophy, the question of its rethinking, the need to give a true assessment of the role and place in it of the eastern, including Islamic philosophy, is also updated. In connection with this, the issue of developing new methodological principles for the study of world philosophy, in particular Islamic philosophy, is topical.

In modern conditions of existence of our Kazakhstan society, for the development of spiritual foundations, it is also necessary to restore our historical ties with the Muslim East. In this regard, our ties with one of the most ancient eastern civilizations, with modern Iran, with which we have much in common, are of special interest. The revival of our traditional ties will promote the mutual enrichment of two cultures.

The name of the modern Iranian philosopher Ali Shariati (1933-1977) is not widely known both in Kazakhstan and in the post-Soviet space. This is due to the lack of research on the generally modern eastern, including Islamic and, particularly, Iranian philosophy, of which Ali Shariati was the representative. Shariati, being one of the theoreticians and ideological inspirers of the Islamic Revolution in Iran, as a supporter of the reformist wing in Islam is widely known and popular not only in his country, but also far beyond its borders. He was the second most important after Imam Khomeini leader of the Islamic revolution. The works of the Iranian philosopher are widely known both in Iran and in modern Muslim countries.

Ali Shariati (1933-1977) was one of the famous contemporary Islamic philosophers of the 20th century.

Ali Shariati was not only one of the main ideologists of the Iranian revolution, but also one of the modern Iranian philosophers, whose philosophical and religious, socio-political views had a certain influence not only on the views of modern Iranian thinkers, but also far beyond its borders. The authority of Ali Shariati as a Muslim thinker was also reinforced by individual facts from his personal life. Shariati, studying in Europe, particularly in France in Paris, being familiar with modern ideological doctrines and philosophical and religious concepts of the West did not change his views, remaining on the positions of Islam.

But, at the same time, the fact that he studied in the West influenced on the formation of his religious, philosophical and socio-political views, the need to modernize the entire Islamic ideology. This allowed him to consider the issue of revival, reforming of the Islamic religion.

In the religious Muslim philosophy of Shari'ah, an important place is taken by the socio-political problems not only of Iran's contemporary society, but also of the Muslim world as a whole. In this connection, the question arises: "... can the East provide something useful in the aspect of social philosophy, if its spiritual teachings (religious, metaphysical, esoteric), in which precisely this type of attitude to the world is concentrated, turns away from society as such. It is known that the East, unlike the West, is addressed to the absolute, eternity, the world as a whole. Consequently, it has no direct interest in matters concerning the narrower sphere of social relations and social history "[15, p.22]. Further, as Kolchigin S.Yu. quite rightly observes: "All this is so, but it is impossible not to see that turning to the world whole inevitably includes, as its special moment and consideration of society. Moreover, in a universally integral worldview, social realities acquire new, unusual lighting. At the same time, the entire insufficiency of the society is revealed, and at the same time the need for a transition to completely different ways of human existence "[15, p.23]. Indeed, in particular, the Shari'ah philosophy is also a search for a different human being - a "non-industrial", not a Western type of human existence and coexistence.

All the philosophical heritage of the modern Iranian thinker Ali Shariati can be divided into three main areas: first, religious philosophy, second, social philosophy and, third, the philosophy of politics. Of these three areas, the primacy belongs to religious philosophy and whatever problems he raised, he considered everything through the prism of religious philosophy, so it is quite possible to agree with the assessment of

another modern philosopher Tabari A. [9] who considers him "a non-clerical Islamic thinker". But, at the same time, it should be noted that, on the whole, his philosophy also had a political character. According to Shari'ati himself, all his theories were of a political nature, including religious ones. Undoubtedly, in his philosophical views, a great deal was devoted to the problems of man and society, i.e. social philosophy.

Ali Shariati, in his studies devoted to the problems of social philosophy, did not simply consider the problems of human existence and society, but also studied their methodological foundations. In particular, he noted that "the methodology of European social sciences is unacceptable for analyzing the social realities of" non-industrial society", in the countries of the" third world "[9, p.102]. Indeed, the total dictatorship of the West, the dominance of the principle of Eurocentrism in modern studies prevents adequate study of modern processes occurring in a non-Western world. Therefore, as Ali Shariati rightly noted, there was an urgent need to develop our own methodological principles for investigating non-Western, i.e. eastern world, taking into account the specificity of culture, mentality, customs and traditions, especially religion. Shariati had a huge success, "he was and remained" the most holy thinker "of Iran in the 60s and 70s, the creator of a new methodology in the study of Islam" [22, p.188].

The main distinguishing feature of the social and philosophical views of Ali Shariati is that he considered the problems of human and social life through the prism of religious philosophy, primarily in the context of Islamic philosophy and ideology. A striking proof is that, his main works are devoted to Islam, the Koran as a sacred book and, in general, Islamic philosophy. This, in particular, such works as "Sociology of Islam" (1979), "Marxism and other Western misconceptions: Islamic criticism" (1980). Ali Shariati, studying Islam and the Koran as a sacred text, came to various social and philosophical ideas. But, merit of Ali Shariati, a specific feature of his coming to Islam is that he, as a modern philosopher, viewed from the modernist positions, in terms of seeking answers to the current political, social, ethical problems of human existence. The next moment that characterizes the specifics of his socio-philosophical views can be attributed to the fact that he was trying to develop a religious, social and religious-philosophical concept of Islam, based on scientific methodology, that is, his socio-philosophical views can be characterized as a synthesis of religion and science, more precisely Islam and science.

As the main method of studying the main provisions of Islam, he considered the recognition of the multidimensionality of Islam and as a consequence of this the existence of a multitude of approaches to its study.

In his opinion, the study of Islam should be based not only on mystical intuition, but also on a comprehensive study. Based on the multidimensionality of Islam, along with mystical intuition as a specific form of religious knowledge, he considered it necessary to include such methods of scientific knowledge as:

1) philosophical (studying the relationship of man with god),

2) general humanities (study of human life on earth),

3) historical and sociological (study of the social aspect of society and

civilization) [23].

In the study of the Qur'an, he also proposed to base on three methods of investigation:

1) study of the biography of the prophet;

2) study of the prophet's revelation, its intellectual content;

3) use of the typological method (god, prophet, Koran,

historical circumstances, freedom of choice).

Shariati wrote: "To have the right method in seeking truth is more important than being knowledgeable in the field of philosophy and science or possessing talent" [23]. According to Shariati, it is necessary not only to read the Koran, it requires decoding and analysis, because this is a special language of symbols and metaphors. The Qur'an requires understanding and explanation, it can find answers to questions about how a person's earthly existence, i.e. problems of nature, society, man, and problems associated with the existence of super-material entities, right up to the knowledge of Allah. According to Shariati's deep conviction, thanks to the comprehension of the Koran, Islam as a true religion and ideology from "frozen

nations and illiterate tribes created a civilized and mobile nation" [25]. The current crisis situation in Islam is connected, according to Shariati, with the fact that today there are no experts on the interpretation of sacred texts. Similarly, Islam, formerly armed with logic, the achievements of philosophy and science, having lost its important quality as mobility, has become a dogmatic doctrine, losing the sense of time and reality, where there is no room for logic, rational and philosophical comprehension of the problems of human existence: public. Therefore, modern society worships not Islam as a true religion, but for science: both natural and humanitarian.

Along with the scientific methods of researching religion, Shariati also tried to develop religious methods for the study of religion itself. First of all, this is the study of the Koran itself, and secondly, the knowledge of the history of religion (Islam). Shari'ah were grounded in five basic methods, the principles of the study of all religions:

- Study of God or the gods of each religion, who are worshiped by followers of this religion;
- The sacred book of religion, where the basic postulates of this religion are based;
- A prophet of every religion who declares the mission of this religion, his human dimension and his prophetic mission;
- Forms and ways of manifestation of the prophetic mission;
- Followers of religion.

Existentialism can also serve as a methodological basis for researching both social processes and human beings, Shariati said. i.e. it promotes self-knowledge of a man. Existentialism confronts the philosophy of consumption, trying to revive in the one-dimensional man his "I", which has lost support in the spiritual life, where a person is regarded as the creator of himself, his own "I". When developing methodological bases for the study of social processes, Shari'ati relied on existentialism. According to Shariati, existentialism, like Islam, will help a person to know himself, his inner world, his experiences and his possibilities. According to existentialism, through freedom of will and choice man becomes a person. In the opinion of Shariati existentialism returned a person confidence in his self-worth and self-sufficiency, restored to the person a sense of dignity. But, at the same time, according to Shariati, the main shortcomings of existentialists are that they, having given the person freedom of will and choice, did not show and did not explain how to use their abilities for their own good. "According to existentialism, God or nature gave life to a person without indicating to him the ultimate goal, without explaining what the human being will become and how it will be, how in the course of evolution the human person will fill its inner void and take up self-creation" [47].

Summarizing, we can say that the methodological principles of social processes research, worked out by the Shariati, are eclectic, peculiar and contradictory. In developing methodological principles for the study of social processes, on the one hand, he criticizes, in particular, such Western trends of modern philosophical thought as Marxism, Marcousianism, existentialism, and mysticism, but on the other hand, he actively used the basic theses of these philosophical systems.

The methodology of Shariati is based on a peculiar intertwining of Western and Eastern philosophical systems. But the main feature is that his methodology is based on the principles of religious, primarily Islamicphilosophy.

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АЛИ ШАРИАТИ ФИЛОСОФИЯСЫНДАҒЫ ӘЛЕУМЕТТІК ҮДЕРІСТЕРДІ ЗЕРТТЕУДІҢ ӘДІСНАМАЛЫҚ ҚАҒИДАЛАРЫ

Аннотация. Жұмыстың мақсаты Али Шариатидың философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын анықтау болып табылады. Жұмыстың әдіснамасын нақты-тарихи, салыстырмалы, әлеуметтанулық зерттеу әдістері құрады. Жұмыстың нәтижесінде мынадай қорытындылар жасалды: Шариати барлық діндерді зерттеудің бес негізгі әдістерін, қағидаларын негіздеді, оның басты ерекшелігі оның әдіснамасы діни, ең алдымен ислам философиясының қағидаларына негізделетінінде болып табылады.

Мақала авторы алған нәтижелерді қолдану аясы, Али Шариати философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын жетілдіру болып табылады. Автордың шығарған қорытындылары әлеуметтік-гуманитарлық факультеттерде діни-философиялық циклінің пәндерін оқыту үдерісінде пайдаланыла алады.

Түйін сөздер: Құдай, Шығыс философиясы, пайғамбар, экзистенциализм.

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МЕТОДОЛОГИЧЕСКИЕ ПРИНЦИПЫ ИССЛЕДОВАНИЯ СОЦИАЛЬНЫХ ПРОЦЕССОВ В ФИЛОСОФИИ АЛИ ШАРИАТИ

Аннотация. Целью работы является определение методологических принципов исследования социальных процессов в философии Али Шариати. Методологию работы составляют конкретно-исторические, сравнительные, социологические методы исследования. В результате работы были сделаны следующие выводы: Шариати обосновал пять основных методов, принципов исследования религий, главной отличительной его чертой является то, что его методология обосновывается прежде всего на принципы исламской философии.

Сфера использования результатов статьи автора является усовершенствование методологических принципов исследовнаия социальных процессов в философии Али Шариати. Выводы, олученные автором могут быть использованы в процессе обучения предметов религиозно-философского цикла на социально – гуманитарных факультетов.

Ключевые слова: Бог, Восточная философия, пророк, экзистенциализм.

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ASSESSMENT OF QUALITY AND EFFICIENCY OF USE OF HUMAN CAPITAL

Abstract. The main problem faced by modern enterprises is the evaluation of the effectiveness of investments in human capital. The difficulties arising in this case, to a certain extent, are explained by the fact that investments in human capital have a number of features that distinguish them from other types of investments. 1. Return on investment in human capital directly depends on the life of its carrier (on the duration of the working age). The earlier investments are made in a person, the faster they start giving returns. But you need to keep in mind that higher-quality and longer-term investments bring a higher and longer-lasting effect. 2. Human capital is not only subject to physical and moral deterioration, but it is also capable of accumulating and multiplying. Wear of human capital is determined, firstly, by the degree of natural wear and tear (aging) of the human body and the psycho physiological functions inherent in it, and secondly, by the degree of moral (economic) wear due to obsolescence of knowledge or changes in the value of the education received.

Keywords: human capital, valuation, modernization, policy, competitiveness, potential

Introduction. Clearly aware of the need to develop human capital through innovation, the importance of investing human capital, the Head of State, NA Nazarbayev, in his Address in 2010 emphasized that the main thrust of the "Strategic Plan 2020" is active investment in the future to improve the competitiveness of human capital. At the same time, the Leader of the Nation indicated that the priority is the education of Kazakhstanis of the new pharmacy and the establishment of Kazakhstan as a country with developed, competitive human capital.

The accumulation of human capital is carried out in the process of periodic retraining of the worker and the accumulation of production experience. If this process is carried out continuously, then as the human capital is used, its qualitative and quantitative (quality, volume, value) characteristics are improved and increased. 3. With the accumulation of human capital, its profitability rises to a certain limit, limited by the upper limit of active labor activity (active working age), and then sharply decreases. 4. In the formation of human capital, there is a "reciprocal multiplier effect."

Methods of research. Its essence lies in the fact that in the learning process, the characteristics and abilities not only of the trainee, but also of the person who trains, which subsequently leads to the growth of earnings of both the first and the second, improve and increase. 5. Not every investment in a person can be recognized as an investment in human capital, but only those that are socially appropriate and economically necessary.

For example, the costs associated with criminal activities are not investments in human capital, as socially inappropriate and harmful to society. 6. The nature and types of investments in a person are determined by historical, national, cultural characteristics and traditions. Thus, the level of education and the choice of profession by children largely depend on family traditions and the level of education of their parents. 7.

Results. Compared to investments in other different forms of capital, investments in human capital are the most profitable both from the point of view of the individual and from the point of view of the whole society. [2]

Table 1 - Methods for assessing human capital at the micro level

Classification feature	The evaluation methodologies considered (evaluation indicators)	Source, which presents the methodology
Structure of human capital	In the structure of human capital, two components are distinguished: the basic and developed human capital, which differ in the methods of formation, content and, as a consequence, in the methods of valuation used	Cretsky M.M. Human capital. L .: Izd-vo Leningr. University. 1991. Stukach FV, Lalova E.Yu. Formation and assessment of the basic human capital of agriculture // Omsk Scientific Bulletin. № 4-111 / 2012
Depreciation by type of asset	Considers human capital as an inseparable intangible asset of the second category, accordingly applying to its evaluation methods for valuing intangible assets	Leontiev BB, Mamadzhanov H.A. Management of intellectual property in the enterprise: monograph. Ekaterinburg, 2011
	It is connected with the estimation of depreciation of each type of investment in human capital multiplied by the time of their actual turnover	Tuguskina G.N. Basic approaches and methods for assessing human capital in business value // http: // www. rusnauka.com / 20_ AND_2009 / Economics /49162.doc.htm
	Asset models; presume keeping records of capital costs (by analogy with fixed capital) and its depreciation	
Factors determining the cost of human capital	Income factor, expenditure factor, value added of human capital, return on investment	Noskova K.A. Assessment of the human capital of the i-th employee of the organization / / Actual issues of economic sciences: Ufa: Summer, 2013. - P. 4-8.
Type of assessment: quantitative and qualitative	Methods are divided into monetary (monetary valuation) and non-monetary (qualitative assessment of human capital). One of the basic monetary methods is the model of net added value.	Milost F. Net value for the evaluation of human capital // European scientific journal. 2014. - No. 1
	Economic evaluation is the evaluation of the incomes generated by human capital (the individual); price estimation of human capital by the volume of investments; reflection of the sum value in the balance sheet of the firm (enterprise).	Tuguskina G.N. Basic approaches and methods for assessing human capital in business value // http: // www. rusnauka.com / 20_ AND_2009 / Economics /49162.doc.htm
Type of costs incurred	Integral assessment of human capital includes both natural and value indicators of human capital assessment	Kastryulina Yu.M. Analysis of methods for estimating the value of human capital of economic entities // http: //economics.ihbt. ifmo.ru/file/article/19.pdf
Type of income received	The method of assessing human capital based on the calculation of the costs of human capital; method for determining initial and replacement costs for staff; method of measuring the individual value of an employee, etc.	Krakovskaya I.N. Measurement and evaluation of the human capital of the organization: approaches and problems / / Economic analysis: theory and practice. - 2008. - No. 19. - P. 41-50.

As a result of the research, approaches to the classification of existing methods of assessing human capital in Russian and foreign practice were identified. The main criteria for the classification are the economic level and the purpose of assessing human capital.

K. McConnell and S. Bru distinguish three types of investment in human capital: - expenditure on education, including general and special, formal and informal, on-the-job training; - health care costs, consisting of the costs of disease prevention, medical care, dietary nutrition, improvement of living conditions; - mobility costs, through which workers migrate from places with relatively low performance to locations with relatively high productivity. [3] From the point of view of Suleymanova L.Sh. investments only create the basis for the production of human capital in the system of education, health, advanced

training, economic motivation, geographical mobility, etc. Their content is not just an investment of funds, but also a real, conscious and purposeful activity of the investor. At the same time, the important role in the creation of human capital is played by the expenditure of labor and efforts for self-development and self-improvement. The costs incurred are inevitably included in social costs throughout the reproduction process. The structure of investments in human capital includes the following types of investment: education, training in production; health; motivation; information search and migration; fundamental scientific developments; ecology and a healthy lifestyle; culture and leisure. [5] Education and training at work increase the level of human knowledge, and, consequently, increase the volume and quality of human capital. With an increase in the level of education, the efficiency of a worker's labor is increased either by increasing labor productivity or by acquiring knowledge that makes an employee capable of performing such labor activity, the results of which are of great value.

Conclusions. Studies conducted by Robert Zemsky, professor at the Department of Education of the University of Pennsylvania, together with economist Lisa Lynch from the Fletcher School of Business at Taft University and the professor of management from Wharton, Peter Cappelli (analyzed more than three thousand one hundred jobs), showed that with a 10% productivity increases by 8.6%. For comparison: with the same increase in fixed assets, labor productivity rises only by 3.4%. In other words, the marginal return on investment in human capital is almost three times greater than the return on investment in technology.2 The accumulation of human capital (human capital grows in two ways: when an organization uses the maximum amount of knowledge of its employees and when the maximum number of people owns knowledge) the amount of knowledge, how much the development of the skills of applying this knowledge, the realization of its importance and its place in society, the ability to adapt to changing loviyam. Along with education, the most important are investments in human health. The economic value and significance of health for the accumulation of human capital are unconditional. The low level of life expectancy in the country automatically includes investment in the number of priority expenditures for maintaining health, which contributes to the prolongation of a person's life, and, consequently, the time of the functioning of human capital.

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АДАМНЫҢ КАПИТАЛЫН ПАЙДАЛАНУ САПАСЫ ЖӘНЕ ТИІМДІЛІГІН БАҒАЛАУ

Аннотация. Заманауи кәсіпорындар алдында тұрған басты проблема адами капиталға инвестициялардың тиімділігін бағалау болып табылады. адами капиталға инвестициялар инвестициялар басқа түрлері,

оларды ажырата бірқатар ерекшеліктері бар екендігіне байланысты белгілі бір дәрежеде осы туындайтын қиындықтардың. 1. адамдарға инвестицияларды қайтару оның тасымалдаушы өмір (жұмыс уақытының ұзақтығы) тікелей тәуелді болып табылады. Бұрынғы инвестициялар адамға жасалады, қайтып оралуды тезірек бастайды. Бірақ біз жоғары сапалы және ұзақ мерзімді инвестициялар және одан жоғары ұзақ мерзімді әсер әкеледі екенін есте ұстауымыз керек. 2. Адам капиталы киюге бейім және көзден жас ағызатын ғана емес, сонымен қатар жинақтауға және көбейту мүмкіндігі бар. адами капитал, екіншіден салдарынан қартаю өзгерістер немесе білім құндылығы оқыту моральдық (экономикалық) нашарлауы дәрежесі, біріншіден, анықталады адам организміне және оның тән психофизиологиялық функциялардың табиғи тозу (қартаю) дәрежесі, және киіңіз.

Түйін сөздер: адами капитал, бағалау, жаңғырту, саясат, бәсекеге қабілеттілік, әлеует

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ОЦЕНКА КАЧЕСТВА И ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА

Аннотация. Основной проблемой, с которой приходится сталкиваться современным предприятиям - это оценка эффективности вложений в человеческий капитал. Сложности, возникающие при этом, в определенной мере объясняются тем, что инвестиции в человеческий капитал имеют ряд особенностей, отличающих их от других видов инвестиций. 1. Отдача от инвестиций в человеческий капитал непосред-ственно зависит от срока жизни его носителя (от продолжительности трудоспособного периода). Чем раньше делаются вложения в человека, тем быстрее они начинают давать отдачу. Но нужно иметь в виду, что более качественные и длительные инвестиции приносят более высокий и более долговременный эффект. 2. Человеческий капитал не только подвержен физическому и моральному износу, но и способен накапливаться и умножаться. Износ человеческого капитала определяется, во-первых, степенью естественного износа (старения) человеческого организма и присущих ему психофизиологических функций, а во-вторых, степенью морального (экономического) износа вследствие устаревания знаний или изменения ценности полученного образования.

Ключевые слова: человеческий капитал, оценка, модернизация, политика, конкурентоспособность, потенциал.

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THE PLACE AND ROLE OF LOGISTICS IN MANAGEMENT OF COMPETITIVENESS IN THE TEXTILE INDUSTRY OF SOUTH KAZAKHSTAN OBLAST

Abstract. The logistics is a science which includes planning, management and control of operations on transportations and warehousing, but it can be considered still as management of the movement and storage of raw materials and a finished product in a turn. The high relevance of introduction of logistics is connected with an intensification and expansion in our country of the commodity-money relations, with increase in economic communications between the enterprises, with development of production infrastructure and expansion of economic independence of the enterprises and organizations. The system analysis shows that the role and value of logistics more and more continue to increase in the modern world. There is a steady opinion that the 21st century will become a century of logistics. Each company respecting itself needs adepartment of logistics. Also, the branch of the textile industry which promptly develops recently is not an exception.

Key words:logistics, management,transport, warehousing, distribution, Kazakhstan

In present time the high relevance of introduction of logistics is connected with an intensification and expansion in our country of the commodity-money relations, with anincrease in economic communications between the enterprises, with thedevelopment of production infrastructure and expansion of economic independence of the enterprises and organizations.

The logistics can be divided into the several types:

- Transport (rational delivery of goods);
- Production (production with the minimum expenses);
- Distributive (performs marketing function and placement of goods by the consumer);
- Information (carries out control of data exchange in each link);
- Supplying (directly considers operations on creation of stocks).

The logistics system is a difficult system which consists of elements, namely links, which are interconnected in uniform process of management of the material and accompanying those streams.

The system analysis shows that the role and value of logistics more and more continue to increase in the modern world. There is a steady opinion that the 21st century will become a century of logistics (among other things). Each company respecting itself needs adepartment of logistics, also the branch of the textile industry which promptly develops recently is not an exception. First of all, for the enterprises of light industry, the logistics system has to provide timely obtaining information on materials, placement them in warehouses, production of products, realization, productions of products, the prices, competitors, about document flow [1]. The main minus which significantly is slowing down distribution and development of the textile industry is an illegal import of commodity products according to illegal schemes and also informal, underground, shadow production. Therefore, there are a large number of goods with poor, doubtful quality and according to the low price of them, as attracts consumers [3]. Respectively the commodity products containing only the correct components are not in demand.

The textile industry is one of the primary branches forming the budget in many countries of the world. Its share is considerable in thestructure of GDP, an export turn and in the general employment of the population. In Germany, France and the USA it makes 4%, in Italy – 12%. It allows them to form up to 20% of the budget and to provide filling of thedomestic market for 75-85% with theproduction of own production. In Turkey and China, the textiles share in GDP makes more than 20%. In Kazakhstan, the specific weight of textile and clothing industry in a total amount of GDP is only - 0, 2%. And it provides only the tenth part of therequirement of thedomestic market. It should be noted that for the last years problems of textile branch remain invariable. One of main is plentiful presence in the market of import production from China, Pakistan, Turkey and other countries of "the third world". Owing to the low price of work in the markets of developing states, production made there turns out much lower at prime cost and, as a result, more competitive.

Now the situation is complicated by the fact that the countries of Asia, according to forecasts of the international experts, will recover from crisis much quicker, than the countries of the European Union. Growth of internal consumption in these countries and proximity of raw material resources will become the engine of the accelerated rise. In completion of everything, experts expect thedevelopment of the clothing and textile industry in Russia, Uzbekistan and in Kyrgyzstan. The matter is that in these countries pursue apolicy of creation of own production in recent years.

For formation of economic security of the country, the volume of domestic production has to satisfy a third of domestic demand at least. Despite weak development in Kazakhstan rather high potential for development of the textile industry, the General tendency of development of branch is characterized by decrease in its share of the industry of the country that is accompanied by reduction of jobs, replacement of a domestic producer from domestic market by foreign producers.

Today such corporations as "Textiles.kz" (JSC Yuteks/JSC Melanzh), "South Textiline.kz" LLP (SKO), "Bal-tekstil" LLP which process 18.8 thousand tons of cotton fiber a year treat the largest enterprises of the textile industry.

In textile companies the latest began to be used the equipment of well-known companies "Rieter", "Benninger", "LTG Air Engineering" (Switzerland); "Dornier", "Thies Monforts" (Germany), "Savio" (Italy) with release of the competitive production consisting of 100% of cotton yarn, severe and ready cotton fabric with use of domestic raw materials.

Feature of the textile industry also is that as a part of the women working a big share. As a result of a scientific and technological revolution the nature of work of working professions of weavers and spinners which is characterized by high production loading, thedensity of working operations, nervous and emotional pressure, an inconvenient working pose that respectively exerts animpact on health and health of women significantly changed. As a result of the conducted researches, it was revealed that the largest specific weight in thestructure of incidence was occupied by respiratory infections, sharp pharyngitisand tonsillitis, diseases of bone and muscular system, a disease of female genitals and cardiovascular diseases [4]. In this connection heads of the companies need to develop a comprehensive plan of actions for improvement of the working personnel, because the health of workers plays an important role at therelease of qualitative production.

The competitiveness of the enterprises of branch is considered as production and realization of the fabrics having a complex of attractive qualitative, consumer and cost properties which in the conditions of the offer provide a requirements satisfaction of buyer's logistic and commercial success of producers for receiving arrived, conducting expanded reproduction and the solution of social problems of workers. It is shown in the conditions of the competition in thedomestic and foreign market, is connected with thesolvency of demand of the population.

The analysis of the backbone factors influencing the level of competitiveness of the enterprise shows that the greatest impact on its efficiency is exerted by the following groups of factors: political (economic policy of the state, regulatory base, customs policy, development mechanism of the external economic

relations); economic (organizational and economic relations, strengthening of the competitive environment, transition of garment factories to import fabrics, high wear of fixed assets); social (decrease in level of consumer ability, preference by the population of import products, reduction of solvency); technological (high wear of the equipment, import from foreign countries of outdated technologies and the equipment). The ratio of these factors has mobile character, atchange of one of them, there is a transformation of others.

The methodology of a problem of increase in competitiveness of the enterprises has to be based on the integrated approach to its decision based on the strategy of creation of the uniform mechanism of steady competitive advantages in the long term at the expense of the coordinated interconnected actions of the state, regions and the enterprises on the basis of the market relations, improvement of the organizational and economic mechanism, the solution of social problems, especially regarding increase in level of financial position of the population.

The purpose of the organization of the entering material stream is effective ensuring production with material resources. Change of consumer preferences in relation to textile production influences production of textile production and as a result causes change of type, quality and quantity of the purchased resources. Therefore the research of tendencies of demand for textile production is an important problem of development of all textile industry of the country.

The textile industry of the Republic of Kazakhstan till 90-iesworked steadily and in the first years of market reforms suffered most strongly, than others. The branch faced such problems as a rupture of old production contacts, weak management, deficiency of current assets and raw materials, unfair import, the global financial crisis. All this aggravated a deplorable condition of branch even more. In 2013 the number of the enterprises which are engaged in production of textile production was 141 units. The share of production of thebranch in the total production of industrial output in 2013 made 0, 2%.

Reduction of indicators of activity of textile branch happened generally because of influence of the global financial crisis. Since 2009 the branch gradually began to recover from crisis in spite of the fact that the volume of investment in 5 years was reduced, since 2009 its increase is observed, and the share of production of branch in the total production of industrial output increased with 0.1 in 2009 to 0.4 in 2015.

The main link of optimum performance of textile branch of the republic is raw materials, its volumes and quality.

It should be noted that the textile branch which is most developed in thestructure of light industry of the Republic of Kazakhstan. It is based on production from cotton - fiber; these are cotton threads and fabrics. The areas of sowing campaigns under cotton increase for a growth in volumes of cotton-fiber. As traditionally cultivation of cotton is carried out in South Kazakhstan Oblast, the enterprises for processing of cotton are concentrated exactly there. In South Kazakhstan Oblast the cotton and textile cluster was created in 2005. The cotton and textile cluster functions in the territory of Free Economic Zone (FEZ).

In the territory of FEZ, it is planned to construct about 15 textile enterprises providing processing of 100 thousand tons of cotton a year and creation over 10 thousand workplaces. The total amount of investments had to exceed 500 million Euros. Today it is constructed 4 units; construction of 2 more enterprises comes to the end. Despite all measures (allocation of subsidies, the preferential taxation, the state support of investments, etc.) taken by the state, at theimplementation of the project on creation of a cluster a number of miscalculations which affect in FEZ flowing activity was allowed.

First, the binding to own raw materials promotes decrease in the competition and increases prime cost of end products in case there are external cheaper sources.

Secondly, at unstable and unpredictable demand the binding to one production technology also negatively influences thecompetitiveness of end products. It is known that light industry more depends on fashionable tendencies which form demand. Therefore this factor is relevant in this sphere of production.

Thirdly, though integration can lower costs of management, it cannot eliminate them completely, and it represents areal restriction of expansion of limits of vertical integration, proceeding from profitability of the company. Also, that domestic cotton is not suitable on quality for production of competitive production. A serious problem in thedevelopment of a cluster is the shortage of investments.

Except above the called reasons, the situation was aggravated with the fact that for construction of the enterprises in the territory of FEZ a part of means, in a size 47,5 million US dollars, were allocated with Development Bank of Kazakhstan "Leasing" (DBK), andother part of the enterprise had to co-finance themselves. However, in connection with the global financial crisis of the enterprise met difficulties which directly affected their activity. First, they needed to return borrowed funds of DBK, secondly, the prices of raw materials-cotton increased. For purchase of raw materials at high prices the enterprises do not have enough current assets.

For the purpose of normalization of a situation in thebranch, the leaders of region made the decision on thedecrease in volumes of acreage of cotton from 200 thousand hectares to 140 thousand hectares. It is connected with the fact that country farms of increase in productivity tried to obtain due to increase in acreage. So, about 30% of small-scale country enterprises of area had the area to 5 hectares for which contents at them were not enough financial, a manpower, the equipment, knowledge and experiment on competent maintaining agro-technologies. Creation of large-scale country enterprises by association small and reduction of acreage will allow achievingincrease in productivity of a cotton and increase in its quality.

Also, the leaders of theregion with theassistance of the Ministry of the Industry and new technologies of the Republic of Kazakhstan carry out work on thecreation of Stabilization fund. A task of fundis stabilization of the prices in domestic market and providing the textile enterprises with raw materials. For this purpose from republican and regional budgets funds of eight billion tenges are allocated for purchase about 40 thousand tons of cotton-fiber.

Thus, the conducted researches showed that in the conditions of the high competition increase in efficiency of development of the domestic textile industry very difficult task. Creation a cotton and textile cluster in SouthKazakhstan Oblast of the Republic of Kazakhstan so far also does not result in notable results.

Foreign experience shows that if originally clusters were formed only thanks to "an invisible hand of the market", first of all at modernization of multinational corporation, then recently the governments of many countries began "to grow up" them on own initiative within public-private partnership, rendering this process notable material and moral assistance.

In this regard, determining strategic prospects of an export-oriented of cotton and textile production by foreign countries, it is possible to reveal the positive moments according to the solution of problems which can be adapted to conditions of the Republic of Kazakhstan:

– the state support in a type of direct financial aid, including granting soft loans;

– the state encouragement of innovations (introduction of new technologies, skilled and serial release of new production), including by granting to the enterprises the rights for additional cancellation of taxes;

– the export orientation and encouragement of development of foreign economic activity, which includes insurance, the organization and participation in the international exhibitions, providing information on the market, search of foreign partners.

Thus, for increase in competitiveness of production of the textile industry the general problems of logistics and technological updating of branch, replenishment of current assets of the enterprises, organizational reforming of the enterprises, increases in level of management and efficiency of scientific and technical ensuring production have to be solved. Also inincrease in level of competitiveness, the important place has to be allocated to activization of functioning of marketing service.

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МЕСТО И РОЛЬ ЛОГИСТИКИ В УПРАВЛЕНИЕКОНКУРЕНТНОСПОСОБНОСТЬЮ В ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация. Логистика - это наука, которая включает в себя планирование, управление и контроль за операциями по транспортировки и складированию, но ее можно рассмотреть еще как процесс управления движением и хранением сырья и готовой продукции в обороте. Высокая актуальность внедрения логистики связана с интенсификацией и расширением в нашей стране товарно-денежных отношений, с увеличением хозяйственных связей между предприятиями, с развитием производственной инфраструктуры и расшире-нием хозяйственной самостоятельности предприятий и организаций. Системный анализ показывает, что роль и значение логистики в современном мире всё более продолжают возрастать. Существует устойчивое мнение, что 21 век станет веком логистики. Каждая уважающая себя компания нуждается в отделе логистики. Не является исключением и отрасль текстильной промышленности, которая стремительно развивается в последнее время.

Ключевыеслова: логистика, менеджмент, транспорт, складирование, распределение, Казахстан

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ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ ТОҚЫМА ӨНЕРКӘСІБІНДЕГІ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІКТІ БАСҚАРУДАҒЫ ЛОГИСТИКАНЫҢ РӨЛІ МЕН РӨЛІ

Аннотация. Логистика - бұл көлік және сақтау операцияларын жоспарлау, басқару және бақылауды қамтитын ғылым, бірақ шикізат пен айналымдағы дайын өнімді сақтау және сақтау үдерісі ретінде қарастырылуы мүмкін. Логистиканы енгізудің аса өзектілігі біздің еліміздегі тауар-ақшалай қарым-қатынастарды күшейтуге және кеңейтуге, кәсіпорындар арасындағы экономикалық байланыстардың өсуіне, өндірістік инфрақұрылымды дамытуға және кәсіпорындар мен ұйымдардың экономикалық тәуелсіздігін кеңейтуге байланысты. Жүйелік талдау қазіргі заманғы әлемдегі логистиканың рөлі мен маңыздылығының арта түсуін көрсетеді. XXI ғасыр логистиканың ғасыры болады. Әрбір өзін-өзі құрметтейтін компанияға логистикалық бөлім қажет. Соңғы уақытта жылдам дамып келе жатқан тоқыма өнеркәсібі саласы ерекшелік емес.

Түйін сөздер: логистика, басқару, көлік, қойма, тарату, Қазақстан.

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G.A TIKHOV IS THE FOUNDER OF ASTROBOTANY

Abstract. The President of the Republic of Kazakhstan N.A. Nazarbayev has defined an entry into a 30 of the most developed states of the world as a priority strategic objective of the state. Achievement of a goal among other assumes also the expansion of the taken positions in the world market of space services. In this regard need of carrying out a multidimensional research of history of development of space activity in the territory of our state, both during the Soviet period, and since finding of independence by Kazakhstan is represented axiomatic. Knowledge created, thus, will allow to estimate adequately value of astronautics in the history of Kazakhstan and directly a role of Kazakhstan in the history of astronautics. In this article, in the context of detection of the contents of the Kazakhstan contribution to development of astronautics historical bases of the advanced character of the Kazakhstan scientific thought as important factor of complex activity of the Soviet state in development of space technologies reveal. The principles of historicism and an integrated approach of scientific knowledge used in the course of the research have allowed to consider evolution of scientific knowledge of space in their historical development from the moment of origin and up to now in interrelation with various aspects of space activity. The reliability of the presented materials is defined by character of the used sources most of which part is made by funds of the Central archive of the National Academy of Sciences of the Republic of Kazakhstan. In the content of the received results the formation fact in the Academy of Sciences of KAZSSR in the forties of the XX century of the new earlier not existing independent scientific direction – sciences astrobotany which founder was the honored worker of science of the Kazakh SSR Gavriil Adrianovich Tikhov is established. The received results can be used in the context of expansion of knowledge in the field of national history and also for definition of the relevant directions of further historical researches. Historically reasonable fact of important value of the Kazakhstan science for development of world science about space is established.

Key words: astrophysics, astrobotany, G.A. Tikhov.

Introduction

In domestic historiography questions of the Kazakhstan contribution to development of astronautics have received rather narrow aspect of the consideration; that visually appears from results of the carried-out analysis of the existing publications [1 Page 46-48, 2 of Page 92-98]. Meanwhile, this problematics is rather many-sided and perspective from the point of view of carrying out historical researches as it owing to depth of the contents abounds with the historical events and the facts which provide scientific interest in the set allowing to take out her as self-contained and unique category of historical science of Kazakhstan; in a type of the fact that lighting of these pages of the Kazakhstan chronicle can not only promote significant enrichment of national consciousness but also have a positive impact on formation of patriotism of new generation of the Kazakhstan citizens [3 Pages 303-308].

In the context of told, as a objective of this research is carried out the studying of a role of the Kazakhstan science in development of astronautics, in a type of the fact that consideration of this problematics allows to elicit the unique historic facts, clearly showing that results of research activity of domestic scientists during the Soviet period, having determined by itself the advanced character of the Kazakhstan scientific thought, have allowed not only to solve many technical problems arising in the course of development of the space equipment acts but also to head absolutely new earlier not existing scientific directions under the auspices of Academy of Sciences of KazSSR.

Methods

During conduction of the research, the principles of historicism and an integrated approach of scientific knowledge were fundamental. In the set, they have allowed to consider an object of research in a

retrospective of his formation and in interrelation with various aspects of the appearance. At the same time, also concrete historical methods of scientific knowledge have found the application; namely historical and genetic and ideographic methods. Thus, it was succeeded to show historical occurrence and a human factor – the value of the personality in the development of scientific knowledge.

Results

The Kazakhstan scientific thought represents the whole pleiad of bright uncommon talented scientists. In this row a specific place is held by Gavriil Adrianovich Tikhov's personality – astrobotany, the corresponding member of the Academy of Sciences of the USSR, the academician of the Academy of Sciences of KazSSR, the honored statesman of science of the KazSSR; laureate of the Orders of Lenin and Labour Red flag, medal «For valiant labor in the Great Patriotic war of 1941 – 1945» [4].

The native of Smolevichi of the Belarusian SSR (1875) Gavriil Adrianovich has devoted all the course of his life to professional studying of astronomy. He has graduated from physical and mathematical faculty of the Moscow university on the speciality of astronomy (in 1897); successfully protected the degree of the master of astronomy (in 1913); a scientific degree of the doctor of astronomy (in 1934); professor of astronomy is awarded an academic status (in 1949). In different years he worked in various profile institutions, including Astrophysical observatory in Medona (near Paris), Pulkovo Observatory for about forty years, and Academy of Sciences of the Kazakh SSR – from 1941 to his last days. Since 1947 he had headed the Sector of astrobotany organized by him. Merits of the scientist are recognized by both domestic, and foreign scientific community that among other predetermines value of the available archival materials transferred after Gavriil Adrianovich Tikhov's death on January 25, 1960 by the Sector of astrobotany and his foster daughter Anna Gavriilovna on continuous storage to the Central archive of National academy of sciences of the Republic of Kazakhstan. The personal archival fund of the academician of the Academy of sciences KazSSR was made by the unique documents systematized according to seven sections [5]:

- biographic materials;
- G.A. Tikhov's works and materials to them;
- materials of public, pedagogical and scientific activity;
- correspondence;
- photoillustrations;
- materials about Tikhov G.A.;
- materials of other persons.

About two hundred scientific works belong to G.A. Tikhov, among which scientific articles about possibility of life on other planets of solar system [6], results of observations of Mars, Saturn [7], the Moon [8], a technique of astronomical observations [9], brightness and blueness of the sky [10] and others. Being a militarian, the corporal Tikhov has offered a number of new ways of observation on the basis of use of opportunities of the light filters allowing to improve visibility of underwater objects and constructions when holding actions of visual air reconnaissance [11]. Besides, the scientist was interested in the effect of self-emission of plants [12 Pages 3-7], adaptability of flora to various extreme living conditions [13 Pages 673-676], a variety of manifestation of life and a possibility of her existence outside of the Earth [14 Pages 145-152].

Thus, it is noted that the materials of personal archive of Gavriil Adrianovich Tikhov presented in the Central archive of the National Academy of Sciences of the Republic of Kazakhstan allow to thoroughly investigate the public, pedagogical and research activity of the scientist and, thus, to reveal prerequisites and conditions of formation of new branch of scientific knowledge of space.

The fact, that the G.A. Tikhov’s ideas about the development of the independent directions of astronomy and astrophysics originated from results of the observations made by him in 1909 in Pulkovo Observatory by the 30-inch refractor [15] and also in 1918 and 1920 by the 15-inch refractor [16 Pages 5-6], is undoubted.

However, as it testifies from Gavriil Adrianovich's memoirs, the repeated analysis of the data obtained earlier, which is carried out in 1945 in Alma-Ata, became for the scientist the starting point for carrying out in 1946 in mountains of Zailiysky Alatau of new researches; as a result of which the new division of the Academy of Sciences of KazSSR – «The sector of astrobotany» has received its official existence on November 11, 1947. In a consequence (in 1948-1951) under the leadership of G.A. Tikhov expeditions on

studying of optical properties of plants in the subarctic region (the area of the ostium of the Ob River), in the desert of the Central Tien Shan, in the mountains of Kyrgyzstan, on coast of Issyk Kul, the area of the Lake Chatyr-Kul, on Pamir and the Southern Kazakhstan were organized; by results of which analysis together with astronomical observations of the planet Mars (during oppositions 1948, 1950 and 1952) the rich scientific material has been accumulated; among other things, this work allowed to formulate the main postulates of astrobotany as a science [17]:

1. Laws of life in the Universe are uniform in essence, but are various in a form and manifestation;
2. The adaptability of life to conditions of the environment is extremely high;
3. Plants have the optical adaptability to environment conditions.

Thus, analyzing the available archival materials it is possible to state with confidence the fact that the astrobotany as directly new science has originated in 1945 in the city of Alma-Ata of the Kazakh SSR [18 Pages 36].

During the research activity G.A. Tikhov has developed a number of techniques [19 Pages 526-528] and also special devices for execution of observations among which by its originality marks out designed by him sapphire cyanometer – the device intended for the determination of optical properties of the sky. So, by means of its usage the scientist drew a conclusion about the uniqueness of atmospheric conditions for production of astronomical observations in certain areas of the Southern Kazakhstan. In his reports, Gavriil Adrianovich, in particular, notes the following words: *«Observations were made by me in August, 1943 in Achisay (Ak-Dzhar) ... Already the first proximate impression of the clear sky in Achisay and in Baydzhansay was absolutely exclusive. Such clear sky, with such depth of a sapphireness I saw very seldom, only on the high mountains. Besides the sky in both places struck with the stability of its purity ... I have never observed such a clear sapphire sky near the Sun anywhere»* [20].

In this way it is necessary to notice that in the observations G. Tikhov focused a great attention to the formulation of color of the sky and, in accordance, he searched the definitions which optimally characterize it, that has found the reflection in a number of the works which are carried out by him: *«As a result of the research I consider that the comparison of color of the sky with color of sapphire used in the Bible is extremely successful. We will be much closer to the truth calling the sky not blue, but sapphire»* [21].

Under the auspices of the created Sector of astrobotany the activity on a search of the optimum place for deployment in the territory of Kazakhstan of observatory [22 Pages 2] has been sped up. For searching of the best places for placement of the astronomical tools in 1950-1952 G. A. Tikhov have been initiated three expeditions in 11 places of Kazakhstan and Uzbekistan, an research object of which was assessment of quality of astronomical images, therefore the images received in the area around Turkestan [23] have been recognized as the best.

At the same time on consideration of optical characteristics of suitability of the area for carrying out observations of celestial bodies – the Kazakhstan territory has been recognized by the scientist as the best in comparison with the being available analogs of the foreign states. Thus, G. Tikhov noted: *«The Kazakh republic at the its extensive territory has the numerous places suitable for the specified purpose (a comment of the author: organizations of astrophysical observatory). On Ridge Karatau around Achisay and Baydzhansay the transparency of the atmosphere and blueness of the sky are considerably surpass the best areas of Europe and America»* [24 Pages 9]. In this way, it is necessary to notice that quite possibly the mentioned physiographic conditions haven't lost the relevance to this day owing to what they can be used as well in nowadays.

Nevertheless, the necessity of the developed infrastructure, availability and proximity of locations of scientific and educational institutions and a combination of a number of additional factors (such as, providing with electricity, water, a condition of the soil, a platform relief, the presence of suspensions in the air, etc.) have defined the choice of the location of present astrophysical laboratory near the city of Almaty [25 Pages 15-19].

Thus, the fact that research activity of Gavriil Adrianovich Tikhov had a great importance for development directly Kazakhstan and in general the Soviet science is established, moreover received by him results and the formulated conclusions have brought a notable contribution to many-sided process of expansion of scientific knowledge of space, having allowed to distinguish as the independent scientific direction new science – astrobotany. All the professionalism, all himself G. Tikhov has devoted to studying

of astronomy, formulating: *«The main objective of the sector of astrobotany is the research of a possibility of life on other planets of solar system, except Earth»* [26].

However seeking life traces among stars, he organized and made a large number of surveys in various corners of Earth; relying on works of K.A. Timiryazev, S.N. Vinogradsky, P. Bekkerel and other scientists, comparing the elicited facts and drawing logical parallels, he have substantiated and alleged a possibility of existence of life forms on Mars and Venus, supposed existence of microorganisms on giant planets of solar system Jupiter, Saturn, Uranium and the Neptune. Undoubtedly, the scientist allowed probability of differences in manifestation of organic organisms on other planets, at the same time with a confidence claiming that *«... life is incomparably more flexible, than all lucky coincidences ... life is the natural phenomenon, which is happening with iron necessity as a result of evolution of substance»* [27].

After the death of the scientist the activity of the scientific direction developed by him has weakened, a part of materials has been transferred to archive, the Sector of astrobotany has been abolished, however, the significance of results received under his management have its recognition in wide circles of scientific community to this day, visually testifying the contribution of the Kazakhstan scientific thought to development of the specific direction of science.

Summary, discussion, conclusions

In the context of the previously mentioned, following states are argued:

1. Astrobotany as the separate scientific direction has originated and got its development in the 40-50th years of the XX century in scientific community of the Academy of Sciences of KazSSR;

2. The founder and the main driving force of astrobotany as sciences, the doctor of astronomy, professor, the corresponding member of the Academy of Sciences of the USSR, the academician of the Academy of Sciences KazSSR, the honored statesman of science KazSSR Gavriil Adrianovich Tikhov appeared;

3. The relevance of results of the scientific research received under the auspices of G.A. Tikhov is characterized by three aspects:

- the uniqueness of the Kazakhstan territory from the point of view of carrying out optical observations of celestial bodies is by practical consideration proved and optimum sites of the area for placement of astronomical tools are substantiated;
- the extensive material characterizing special properties of flora, among other growing in the territory of Kazakhstan, is received;
- the conception of astrobotany is created and evidence-based theories of a possibility of the existence of life on other planets are formulated.

It is quite probable that led by necessity to expansion of an area of the existence, the mankind in the near future will face the need of the practical solution of questions of colonization of territories of new planets owing to what the problems of astrobotany formulated by G.A. Tikhov will find the direct relevance, and therefore the perspectivity of this scientific direction can't lose the novelty.

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Г.А ТИХОВ - АСТРОБОТАНИКАНЫҢ НЕГІЗІН ҚАЛАУШЫ

Аннотация. Қазақстан Республикасының Президенті Н.Ә. Назарбаев әлемдегі ең дамыған 30 мемлекеттің стратегиялық мақсаттарына кіру басым ретінде айқындады. Алға қойған мақсатқа жету үшін басқалардың қатарында ғарыштық қызметін әлемдік нарықта алып жатқан позицияларын кеңейтуді көздейді. Осыған байланысты, кеңестік кезеңде, сондай-ақ Қазақстан тәуелсіздікке ие болғаннан бері, еліміздің аумағында ғарыштық қызметтін тарихын дамытудың көпаспектілі зерттеу жүргізу қажеттігі аксиомалық болғанын ұсынылады. Осылайша қалыптастырылған білім, Қазақстан тарихында ғарыштын мәні, және ғарыш тарихында тікелей Қазақстанның рөлін дұрыс бағалауға мүмкіндік береді. Бұл мақалада, ғарышкерлікті дамытуда қазақстандық үлесінің мазмұнын анықтау контексінде, қазақстандық ғылыми озық ойлар сипаты, ғарыштық технологияларды дамыту үдерісіне кеңес мемлекетінің кешенді қызметінің маңызды факторы ретінде тарихи негіздері ашылады. Зерттеу үдерісінде пайдаланылған тарихаят және кешенді тәсіл принциптері ғарыш туралы ғылыми білім тану сәттен бастап біздің күнге дейін ғарыш қызметін әртүрлі аспектілерін өзара байланыстыра отырып, эволюциясын қарауға мүмкіндік берді. Ұсынылған материалдардың дұрыстығы пайдаланылған дереккөздер сипатымен анықталады, онын басым бөлігін Қазақстан Республикасы Ұлттық ғылым академиясының Орталық мұрағатынын қорлары құрайды. Алынған нәтижелердін мазмұнында XX ғасырдың 40-шы жылдары ҚазКСР Ғылым академиясында жаңа, бұрын болмаған дербес ғылыми бағыттың – астроботаника ғылымының қалыптастыру фактісін бекітеді, оның негізін қалаушы Қазақ КСР

Ғылым еңбек сіңірген қайраткері Тихов Гавриил Адрианович көрсетіп келді. Алынған нәтижелер, отандық тарих саласындағы білімдерін кеңейту контексінде, сондай-ақ одан әрі тарихи зерттеулердің өзекті бағыттарын анықтау үшін пайдаланылуы мүмкін. Әлемдік ғарыш туралы ғылымды дамыту үшін Қазақстандық ғылымның маңызы бар тарихи дәлелденген фактісін көрсетіп негізделген.

Түйін сөздер: астрофизика, астроботаника, Г.А. Тихов.

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Г.А ТИХОВ – ОСНОВОПОЛОЖНИК АСТРОБОТАНИКИ

Аннотация. Президент Республики Казахстан Н.А. Назарбаев в качестве приоритетной стратегической цели государства определил вхождение в 30-ку самых развитых государств мира. Достижение поставленной цели в числе прочего предполагает и расширение занимаемых позиций на мировом рынке космических услуг. В этой связи представляется аксиоматичной необходимость проведения многоаспектного исследования истории развития космической деятельности на территории нашего государства, как в советский период, так и со времени обретения Казахстаном независимости. Сформированные, таким образом, знания позволят адекватно оценить значение космонавтики в истории Казахстана и непосредственно роль Казахстана в истории космонавтики. В данной статье, в контексте выявления содержания казахстанского вклада в развитие космонавтики раскрываются исторические основы передового характера казахстанской научной мысли, как немаловажного фактора комплексной деятельности советского государства в процессе развития космических технологий. Использованные в процессе исследования принципы историзма и комплексного подхода научного познания позволили рассмотреть эволюцию научных знаний о космосе в их историческом развитии с момента зарождения и до наших дней во взаимосвязи с различными аспектами космической деятельности. Достоверность представленных материалов определяется характером использованных источников, большую часть которых составляют фонды Центрального архива Национальной академии наук Республики Казахстан. В содержании полученных результатов констатируется факт формирования в Академии наук КазССР в 40-х годах XX века нового ранее несуществовавшего самостоятельного научного направления – науки астроботаника, основоположником которой явился заслуженный деятель науки Казахской ССР Гавриил Адрианович Тихов. Полученные результаты могут быть использованы в контексте расширения знаний в области отечественной истории, а также для определения актуальных направлений дальнейших исторических исследований. Констатируется исторически обоснованный факт немаловажного значения казахстанской науки для развития мировой науки о космосе.

Ключевые слова: астрофизика, астроботаника, Г.А. Тихов.

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SOME ASPECTS OF REALIZATION OF THE STATE SUPPORT OF BUSINESS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. Stimulation of small and average entrepreneurship development is one of the priority directions of public policy on formation of modern economy. Small business has unsolved potential and can play an essential role in ensuring stability of social and economic development of society, and involvement in an entrepreneurial activity of the population of the region has the indisputable advantages for local economy which are expressed in generation of jobs, development of production, trade and rendering services, increases in tax base. In this regard, creation of favorable conditions, including by means of activity of funds is the important area of work of public authorities and local self-government.

Keywords: small business, entrepreneurship, state support, economic development, Kazakhstan

Activity of SME in regions of the country, at the existing unevenness of their development, according to priorities proceeding from resources and specifics of the local markets is carried out. Thanks to the advantages in comparison with the large enterprises small business, in case of creations of conditions for its functioning which is able to solve such relevant economic and social problems facing the state as rational use of labor, decline in unemployment, a population requirements satisfaction in goods and services, development of new technologies, increases in tax base, growth of number of an economically active population.

The sustainable development of small business is one of economic priorities of the state. Small business is capable to react mobile and quickly to time calls. Small business needs serious system and consecutive support from the state as hopes in the solution of the main problems of the Kazakh economy are pinned on its development: employment of the population, generation of new jobs, development of service trade, growth of number of an economically active population, tax revenues in budgets of all levels. Increase in a role of state support of small and medium business as the sector of economy, most unprotected from external influences, causes need of assessment of the effect of the spent resources and means.

The role of local government bodies, in a type of the fact that they directly adjoin to business is important and form enterprise climate of the subject. Reasonable distribution of means can have positive effect of measures of support of small business of JSC “Damu”, is designed to stir up an entrepreneurial activity and support of subjects of SME and is significant structure by means of which actions for financial security of SME within programs of the state and regional support are carried out. The activity of fund is also significant for business communities in respect of providing services of information and consulting support to them. Fund, providing direct availability of instruments of regulation, promotes increase by subjects in SME of their professional level, and its activity influences the level of enterprise activity.

The data analysis of business development in Kazakhstan from 2010 to 2015 shows that in general growth of absolute measures of the sector of SME was observed (the nominal number of the registered, acting subjects of SME, number of an occupied population, production volumes). Disproportions in the

structure of subjects of SME on branches and legal forms remain: the share of the subjects rendering trade and intermediary services increases, the advancing rates the number of individual entrepreneurs in comparison with the enterprises and country farms increases. Against the background of decrease in growth rates of deposits of the population in national currency which are one of the main sources of financing in tenge for banks of the second level, there is a reduction credit small business [1].

Thus, there is a need for further state regulation of SME for maintaining the reached level of development and leveling of negative tendencies of development of SME with the help of both financial, and non-financial tools.

The state support of business is an integral part of the general strategy of the state on ensuring introduction of the market principles of management of economy.

Considering a role of the state in this question it is possible to note a number of factors which investigation the state support is considered necessary. The state for support to business and creating favorable conditions for its self-development has to:

First, to develop strategy of growth of this sector of the economy in interrelation with the general social and economic development of the country. It means acceptance of the complex long-term measures providing to small business ample opportunities for growth and achievement of competitive advantages by it. Similar strategy can be implemented in the form of specific republican and regional programs.

Secondly, to simplify and do more clear standard and legal base and the taxation system, to constantly carry out adjustment state and regional legislative and normative legal acts, bringing them into accord with requirements of developing economy.

Thirdly to minimize administrative and allowing and control functions of the state to a reasonable degree of sufficiency, to exempt business from excessive officials, to protect the rights and safety of businessmen and their property, in every possible way to encourage enterprise activity.

Fourthly, to carry out financial and material and logistical assistance by creation numerous (first of all, non-state) and available sources of the risk (venture) capital, leasing means of production and giving an opportunity of purchasing them on favorable terms, simplifying access to the state orders.

Fifthly, to form the infrastructure of support of small business, to develop the system of rendering specialized consulting services, to improve training and professional development of businessmen.

State regulation of business in the Republic of Kazakhstan is defined by the Constitution of the Republic of Kazakhstan, the Commercial Code and other regulations of the Republic of Kazakhstan.

Main objectives of state regulation of business are creating favorable conditions for business development, protection of interests of the state and the rights of consumers.

“Infrastructure of private business is the complex of the created or operating organizations providing the general operating conditions and development of private business including assistance in the organization of own business, commercialization of technologies, providing with information in the field of the right, marketing, engineering and management, support in providing with material, financial and other resources on a commercial basis” (Art. 93 of the Commercial code of RK) [2].

Infrastructure of support of subjects of SME is the system of commercial and non-profit organizations which are created, carry out the activity or are attracted as suppliers (performers, contractors) for placing orders for deliveries of goods, performance of work, rendering services for the state or other needs at implementation of development programs of the subjects of SME providing conditions for creation of subjects of small and average business, and support.

The infrastructure of support of subjects of SME includes also the centers and business development agencies, the public and regional funds of support of business. Funds of assistance to crediting (guarantee funds, funds of guarantees), joint-stock investment funds and closed-end investment funds attracting investments for subjects SME, science and technology parks, scientific parks, the innovative and technological centers, business incubators, chambers and the centers of crafts, the centers of support of a subcontract marketing and educational business centers, agencies on support of export of goods, the leasing companies, advice centers and other organizations.

JSC “The fund of development of business “Damu” is created on the basis of the resolution of the government of the RK of April 26, 1997, No. 665 “About creation of Fund of development of small business” [3].

According to the Presidential decree of RK "About Some Measures for Optimization of a Control System of Institutes of Development, Financial Organizations and Development of National Economy" No. 571 of 22.05.2013, the Only shareholder of Fund "Damu" is JSC National Operating Holding Bayterek.

Since 2010, the Fund "Damu" is a financial agent of subsidizing of rates of remuneration on the credits of businessmen and guaranteeing the credits of businessmen before banks and also "The Road map of business of 2020" performs functions of the operator of programs for training and consultation within the state program.

Since 2015, the Fund "Damu" is the financial agent enabling the realization and monitoring of financial support (subsidizing of rates of remuneration on the credits of businessmen, guaranteeing the credits of businessmen before banks) within the Uniform program of support and development of business "The Road map of business of 2020" [4].

The uniform program of support and development of business "The Road map of business of 2020" (further – the Program) is developed for implementation of the President's letter of the Republic of Kazakhstan to the people of Kazakhstan "New decade – New economic recovery – new opportunities of Kazakhstan" and the National development plan for Kazakhstan till 2020. The program is directed to the achievement of the goal of the President's letters of the Republic of Kazakhstan to the people of Kazakhstan "Strategy "Kazakhstan – 2030" and "The Kazakhstan way – 2050: uniform purpose, uniform interests, and uniform future". And also for combination of some earlier existing industry programs of support and development of business in Kazakhstan (including "The Road map of business of 2020") directed to improvement business of climate in the country.

The purpose of the Program is ensuring steady and balanced rise of regional business and also maintenance acting and creation of new constant jobs.

In general, according to programs of the caused placement for 01.01.2016, 18812 projects (borrowers) for the total amount of 1192.9 billion tenge are financed [5]. Including for 2015, 2541 businessmen for the total amount of 236.6 billion tenge are financed. Due to realization of these programs, more than 53 thousand workplaces are created (fig. 1).

In a regional section, the largest sums are given in the cities of Almaty and Astana, Karaganda, Pavlodar and Kostanay Oblasts.

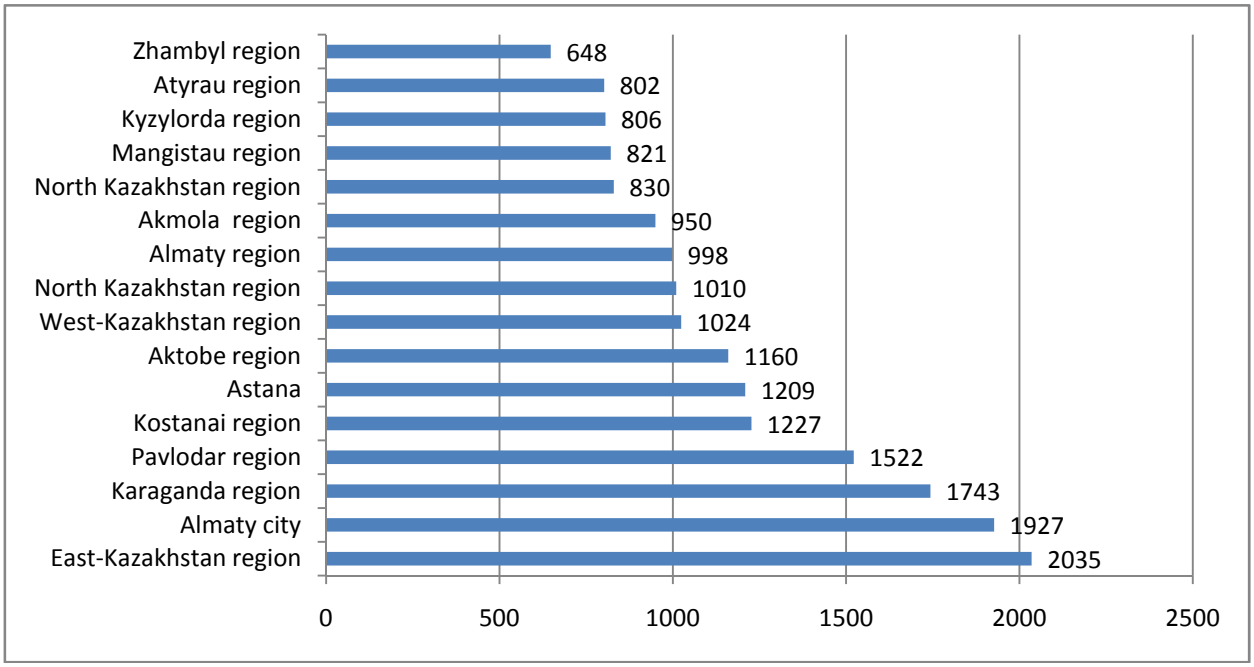

Figure 1 - Number of the issued credits in a regional section for 01.01.2016, units

Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

The greatest number of projects is financed in East Kazakhstan Oblast, Almaty and also in Karaganda, Pavlodar and Kostanay Oblasts (fig. 2).

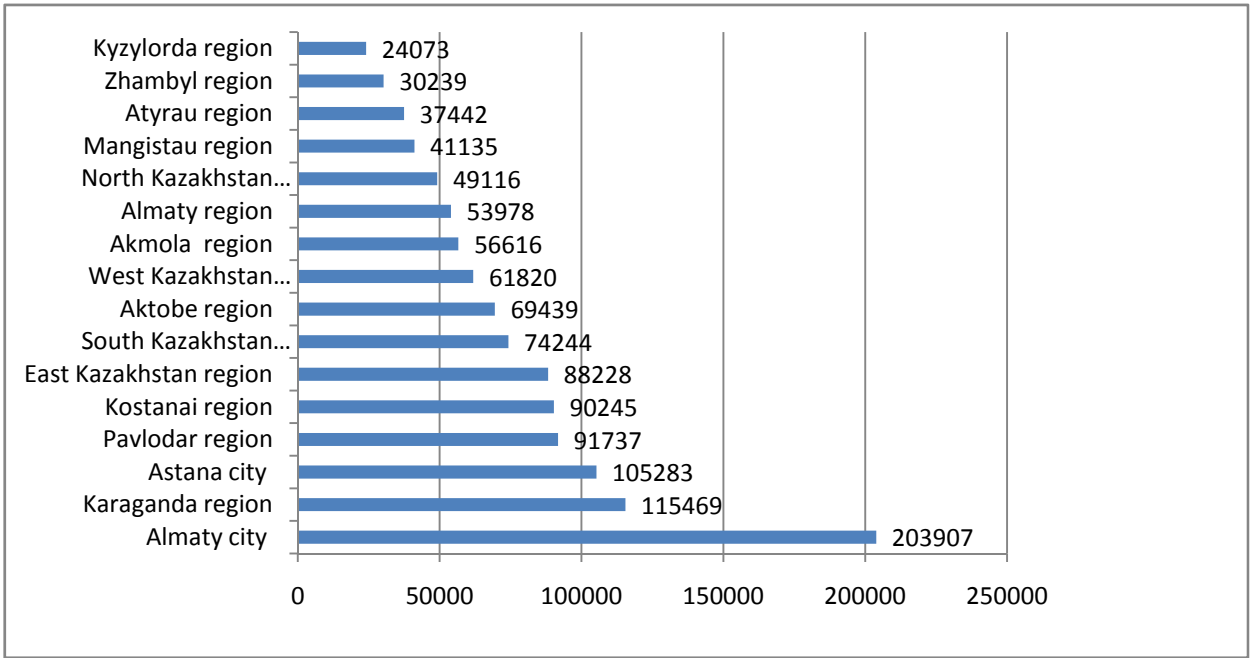

Figure 2 - The volume of the issued credits in a regional section for 01.01.2016, mln.tenge
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

In legal form to structure of the financed participants the leading positions are taken by the enterprises in the form of limited liability partnership (8254 projects by the sum of 952 502 million tenge) and individual entrepreneurs (9939 projects by the sum of 187378 million tenge) (fig. 3,4).

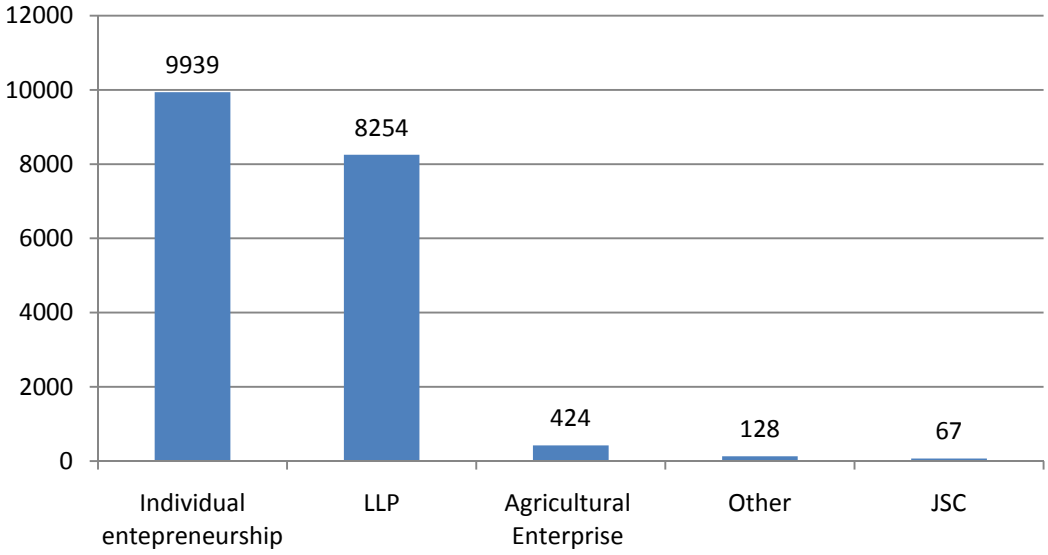

Figure 3 - The number of projects in a section legal forms of participants for 01.01.2016, unit
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

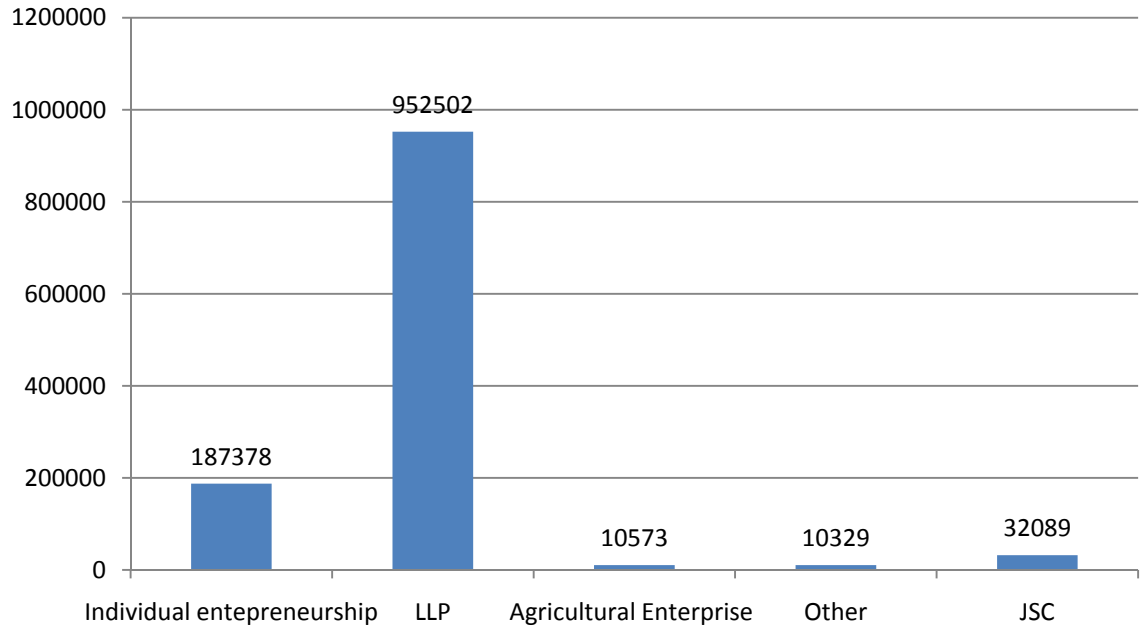

Figure 4 - The financing sum in a section legal forms of participants for 01.01.2016, one million tenge
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

In a branch section on the volume and the number of deliveries branches of wholesale and retail service, processing industry and the sphere of providing other types of service (fig. 5,6) are in the lead.

Projects of education, information and communication and also the sphere of art, entertainment and rest are least actively financed.

For 01.01.2016 among financial institutions, the leading positions on volume and the number of deliveries occupy JSC Kazkom, JSC Centercredit Bank, JSC ATF bank.

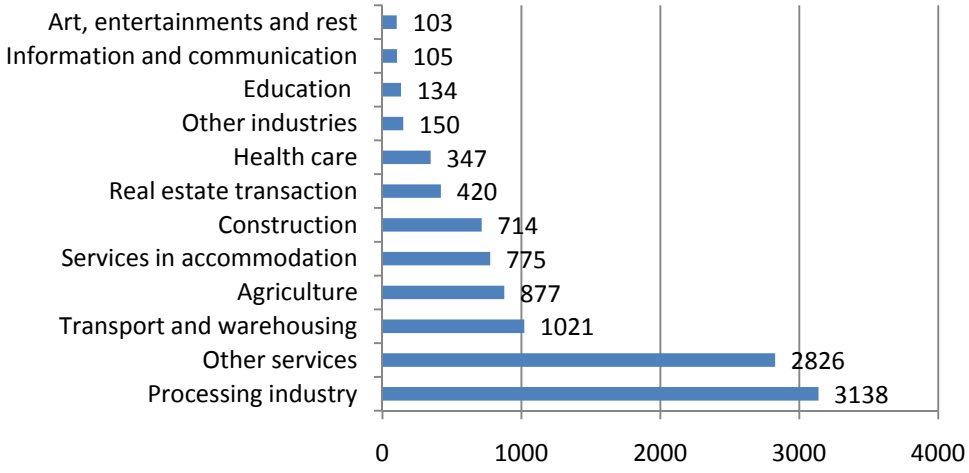

Figure 5 - The number of projects in a branch section participants for 01.01.2016, unit
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

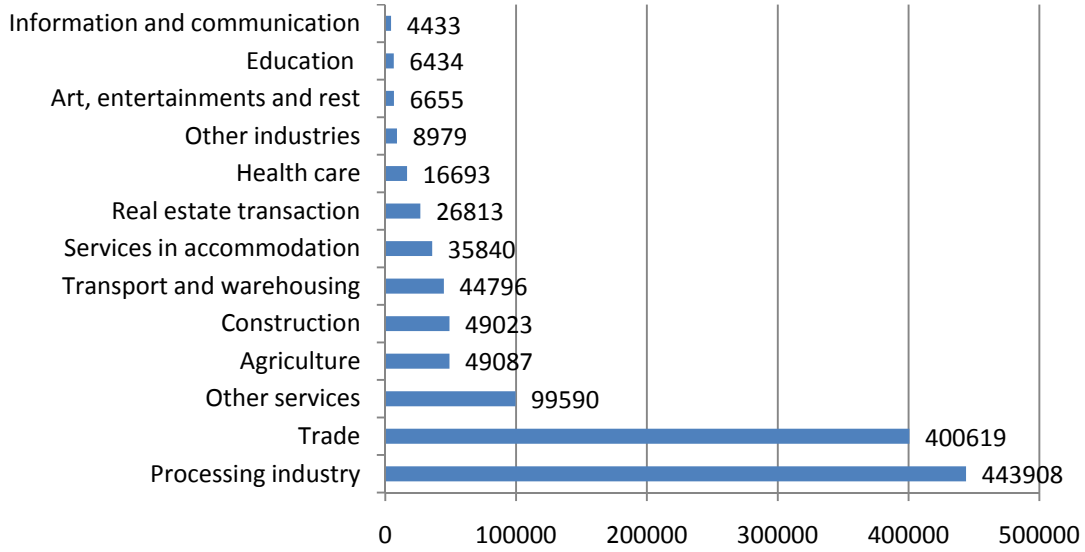

Figure 6 - The financing sum in branch section participants for 01.01.2016, mln. tenge
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

Since the beginning of the implementation of programs of the caused investment of funds in banks of the second level and the leasing companies 777 projects of young businessmen by age up to 29 years for the total amount of 15 648 mln. tenge are financed (fig. 7).

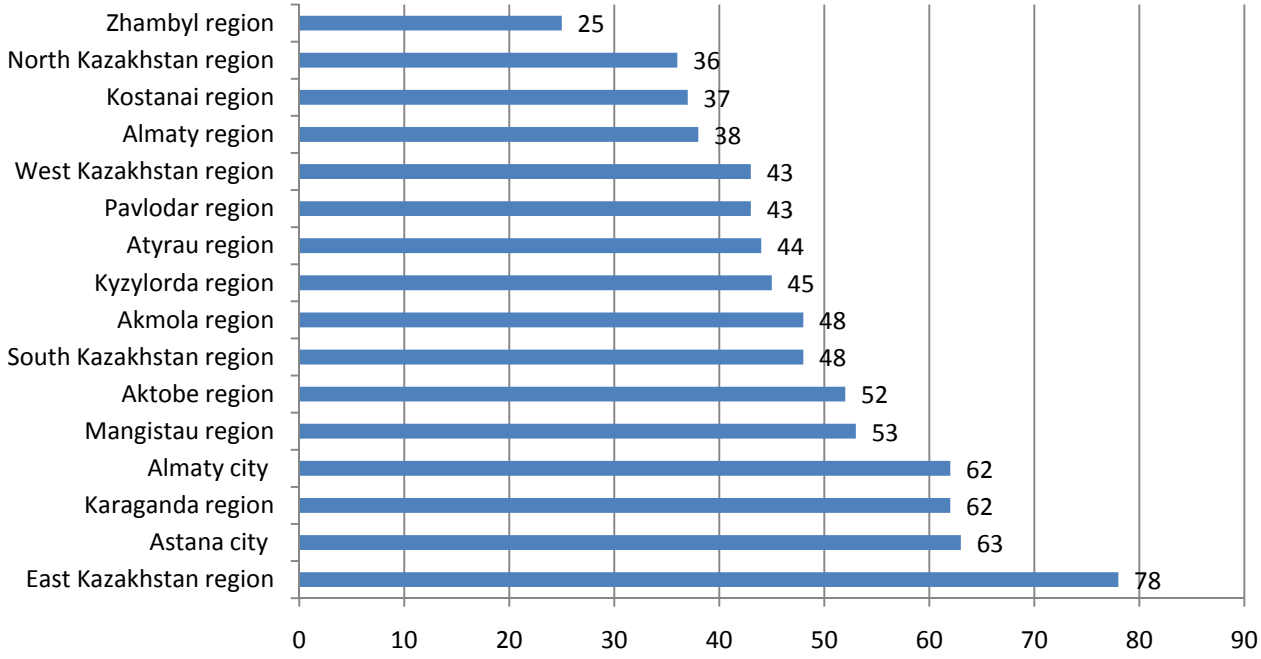

Figure 7 - The number of projects of young businessmen in a regional section for 01.01.2016, unit
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

In a regional section the greatest number of young businessmen is financed in East Kazakhstan Oblast, Astana and Almaty, Karaganda and Mangystau Oblasts. At the same time on the volume of the issued credits to women the cities of Astana and Almaty, East Kazakhstan, Akmola Oblasts are in the lead.

For 01.01.2016 year within programs of the caused investment of funds 6 566 projects of female businessmen for the total amount of 119,9 billion tenge are financed. Also, 41,9% of all volume of the

given means are sent to young businessmen to the sphere of trade, 23,8% – to the sphere of granting other types (fig. 8). The greatest number of youth is financed in spheres of trade and services.

On January 1, 2016, 13 banks of the second level financed 333 projects of SME in the processing industry and service trade for the total amount of 43262 mln. tenge, including for the purpose of replenishment of current assets – 109 projects for the sum of 12500 mln. tenge. In a section of regions, the greatest number of projects is financed in Almaty (38 units), East Kazakhstan Oblast (34 units), Astana (33 units), South Kazakhstan Oblast (30 units). The largest amount of financing is recorded in South Kazakhstan Oblast (8614 million tenge), Almaty (6089 mln.tenge) and Astana (3907 mln. tenge), Almaty region (3479 mln. tenge).

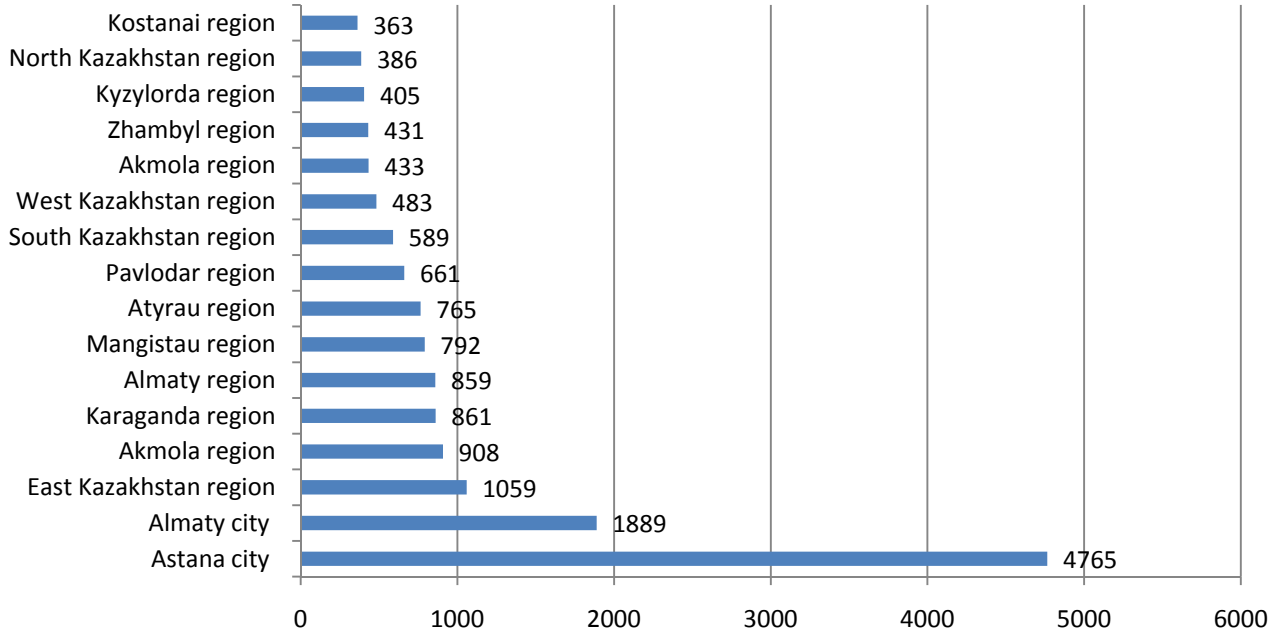

Figure 8 - The sum of financing of young businessmen in a regional section for 01.01.2016 year, mln.tenge
Note: Compiled according to the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan

In a branch section the greatest share on quantity and the sum of the financed projects is occupied by branch of the food industry (129 projects for the sum of 16357 mln. tenge), metallurgy and mechanical engineering (54 projects for the sum of 8319 mln. tenge) and production of construction materials

Subsidizing of a rate of remuneration is the instrument of financial support used by the state for partial reimbursement of the businessman on payment of remuneration on credit/leasing on a gratuitous and irrevocable basis.

During the implementation of the uniform program, the instrument of subsidizing gained popularity among businessmen and showed effectiveness from the point of view of attraction.

In 6 years of implementation of the uniform program contracts of subsidizing of a rate of remuneration on 6778 projects on the general are signed sum of the credits of 1343,1 billion tenge [5]. It is paid subsidies for the sum of 113.6 billion tenge. Including for 2015, 1595 projects are supported subsidizing of rates of remuneration for the total amount of the credits of 230,1 billion tenge.

In a regional section on subsidizing the leading positions on the number of projects are taken Pavlodar Oblast (9,2%), East Kazakhstan Oblast (8%), Karaganda Oblast (7,3%), Aktyubinsk Oblast (7,2%), South Kazakhstan Oblast (7,1%). On the volume of the pro-subsidized loan portfolio areas, are in the lead Almaty Oblast (11,3%) and South Kazakhstan Oblast (10,9%), Almaty (10, 7%).

In legal form to structure of participants on subsidizing the leading positions are taken by the enterprises in the form of limited liability partnership (56,1% of all projects for the sum of 80,5% of all sum of the credits) and individual entrepreneurs (38,3% of all projects for the sum of 5,1%). In structure of the subsidized projects on branches of economy the sphere of processing industry (33,6% of all projects for the

sum of 51,8%) both transport and communication (28,2% of all projects for the sum of 15,2%) continue to be in the lead.

For January 1, 2016, in a regional section, the greatest number of guarantees was given to businessmen East Kazakhstan Oblast (140 projects), Zhambyl Oblast (137 projects), North Kazakhstan Oblast (132 projects) and Kostanay Oblast (128 projects).

On the sum of the credits on guarantees are in the lead Kostanay Oblast (6893 million tenge), Astana (5785 million tenge), East Kazakhstan Oblast (5043 million tenge), North Kazakhstan Oblast (4771 million tenge).

In a section of legal form of participants on guaranteeing about 58% of projects (950 projects) are concluded with individual entrepreneurs and 39% of projects (636 projects) – on the sum of the credits on the guaranteed projects the leading positions are taken by the projects issued to the enterprises in the form of limited liability partnership.

Projects of processing industry continue to take the leading positions in a branch section of the guaranteed projects on branches of the economy (569 projects for the sum of 28998 million tenge).

Interest of businessmen in services JSC "Damu" is high that is naturally caused by difficulties of receiving the credits in the bank sphere because of the existing interest rates and conditions of bank pledge. Other important activity of Fund is providing educational services that helps businessmen to raise and develop, solving social, economic and political problems. Assistance of JSC "Damu" to growth of business and rendering other forms of support noted above is the powerful help for formation and development of subjects of SME. At assessment of overall performance of JSC "Damu", it is important to consider a contribution of social and economic effect of activity of the enterprise which got support that allows, in turn defining efficiency of business thereby to estimate ensuring implementation of the programs declared by fund and a business contribution to national economy and the region. In general activity of Fund has real program character and the development potential in many respects depending on financial resources.

The question of sustainable development and support by the state of the small business which is the basis for formation of the competitive environment are important for achievement of significant social and economic effects in regions: improvements of quality of life of the population, saturation of the markets by goods and services, employment and growth of number of an economically active population, tax revenues in budgets. The existing system of support of JSC "Damu" of small business of regions is focused on support of business depending on a type of their activity, however, includes a wide range of branches and kinds of activity. The modern objective situation of financing by fund of the directions of support demands its reorientation to targeted support which will open possibilities of balancing of interests of the state and business, and in our opinion, will allow satisfying the needs of business of regions for certain types of target programs. So, in the realized JSC "Damu" the directions of support high interest of enterprise community of regions is observed. Topical issue of assessment of the efficiency of these measures as the problem of search of effective forms of support and tools will allow stimulating business community of regions directly. In this case assessment of economic efficiency of use of invested funds is necessary for the system of support of successful business structures of regions.

As for formation and development of small and average business, the state support of stimulation is fundamental, the measures which are carried out by the state have to be subjected to the careful analysis of the achieved or achieved objectives before their introduction to practice, and especially later. Having only estimated public policy of support of SME on the basis of real statistical data, it is possible to predict degree of its effectiveness that will promote further development of more detailed and successful policy of stimulation of development of small and medium business.

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НЕКОТОРЫЕ АСПЕКТЫ РЕАЛИЗАЦИИ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ ПРЕДПРИНИМАТЕЛЬСТВА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Стимулирование развития малого и среднего предпринимательства (далее – МСБ) является одним из приоритетных направлений государственной политики по формированию современной экономики. Малый бизнес обладает нераскрытым потенциалом и может сыграть существенную роль в обеспечении стабильности социально-экономического развития общества, а вовлечение в предпринимательскую деятельность населения региона имеет неоспоримые для локальной экономики преимущества, выражающиеся в генерировании рабочих мест, развитии производства, торговли и оказания услуг, увеличения налоговой базы. В связи с этим создание благоприятствующих условий, в том числе посредством деятельности фондов, является важным направлением работы органов государственной власти и местного самоуправления.

Ключевые слова: малый бизнес, предпринимательство, государственная поддержка, экономическое развитие, Казахстан

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА КӘСІПКЕРЛІКТІ МЕМЛЕКЕТТІК ҚОЛДАУДЫҢ КЕЙБІР АСПЕКТІЛЕРІ

Аннотация. Шағын және орта бизнестің дамуын ынталандыру (бұдан әрі - ШОБ) қазіргі заманғы экономиканы қалыптастырудың мемлекеттік саясатының басым бағыттарының бірі болып табылады. Шағын кәсіпкерліктің әлеуеті ашылмаған және қоғамның әлеуметтік-экономикалық дамуының тұрақтылығын қамтамасыз етуде маңызды рөл атқара алады және облыстың тұрғындарын кәсіпкерлік қызметке тарту жергілікті экономика үшін жұмыс орындарын құруға, өндірісті дамытуға, сауда мен қызмет көрсетуге. Осыған байланысты қолайлы жағдайлар жасау, соның ішінде қорлар қызметі арқылы мемлекеттік органдар мен жергілікті өзін-өзі басқарудың маңызды саласы болып табылады.

Түйін сөздер: шағын бизнес, кәсіпкерлік, мемлекеттік қолдау, экономикалық даму, Қазақстан

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DEVELOPMENT OF THE PERSONNEL POTENTIAL OF INNOVATIVE ENTERPRISES - THE BELL IN THE NEW MODEL OF ECONOMIC GROWTH

Abstract. In a planned economy, the social factor was a sufficient incentive for economic growth and development. In the realities of the principle of universal employment, the labor market was "tightly tied" to the branches of the production and social sphere, and the education system - the trained technical and professional cadres in vocational, technical, secondary and higher educational institutions were distributed to ministries and regions. Thus, in the planned economy there was practically no unemployment and there were no problems with the employment of graduates of the education system. In other words, there was a balance in the output of specialists in the middle and senior level with the economy's need for cadres. All these established interrelations between labor markets and educational services with their adequate response to the demands of the production and social spheres of the economy were significantly deformed in the conditions of the market stage of development of Kazakhstan.

Keywords: grain, personnel, model, competition, innovation, agriculture, economic growth

Introduction. In the early years of market transformations, production and the economy, on the whole, were based on personnel prepared in planned times, in time, serious disproportions arose: on the one hand, universities began to focus not on labor market demand, but on training specialists for the spheres of activity that caused the greatest interest of young people. Due to the fact that practically all the existing and newly created universities began to be involved in this transformed system of "training for people by interests", regardless of their profile, this led to a decrease in the level of quality of specialists.

On the other hand, as a result of the processes of denationalization and privatization in Kazakhstan, the system of training vocational and technical personnel for production was completely destroyed.

All this causes today an imbalance between the labor market and the needs of the economy in technical and professional personnel, which is especially acute in structural inconsistencies.

In the conditions of the formation and development of an innovation-oriented economy, in our opinion, the elimination of such disproportions in the system "educational system-labor market-economy" is already inadequate, the educational factor in the new, innovative training of personnel for the market labor. In this context, the article presents a description of the training of personnel for the fuel and energy sector and the data of the Atyrau region, as it is here that the petrochemical cluster is formed and the only special university of oil and gas in the country is located, where, according to the training program of the GPIIIR- 2 "students of specialties" Oil and gas business "and" Chemical technology of organic substances "are trained.

Methods of research. The purpose of the article is dictated by the message about the need to train personnel for enterprises of the State Program for Industrial and Innovative Development of the Atyrau region, which are included in the development plans of the region.

The first stage of the implementation of the State Program for Forced Industrial Innovative Development (hereinafter GPFIIR) of the Republic of Kazakhstan (- further RK) is recognized by foreign and domestic experts as successful.

GPFIIR is a colossal project to dramatically change the country's industrial economy, which was nominated by the President of the Republic of Kazakhstan N.A. Nazarbayev [1]. The reform was able not only to provide tens of thousands of people with work, but also allowed Kazakhstan to produce new products that we had not previously produced. During the period 2010-2014, the main goal of the First Five-Year Plan was achieved, the legislative base, the industrial infrastructure, the investment climate were improved, the formation of an innovative environment was developed, and potential industries-locomotives of the Kazakhstan neo-economy were identified.

The discussion of the results. Among the concrete results, the following achievements can be named:

- Since 2011, the processing sector has grown, ahead of the mining sector. At the same time, Kazakhstan became the leader in real growth of manufacturing industry among the countries of the Customs Union;

- for 5 years of implementation of GPFIIR in the manufacturing sector, foreign direct investment was raised by 2.9 more than in all previous years of independence. Twenty-nine foreign investors from the Global 2000 list (TNC), which launched 46 projects, were attracted;

- 28 new (significant) sectors of manufacturing industry appeared, the range of exported goods increased by 38%;

- The share of domestic production in the domestic consumption of a number of technologically complex products has grown;

- Labor productivity in the manufacturing industry increased 1.6 times. Kazakhstan entered the top 50 countries in terms of labor productivity.

The energy intensity of the economy decreased by 18.6%. New projects became the impetus for re-industrialization in 7 regions (updating ≥1 / 5 of total manufacturing sector output);

- it was possible to develop the free economic zones from a sluggish regime to a phase of active filling with industrial projects;

- the historic maximum has been reached for all the main indicators of innovative development;

- a breakthrough in the development of innovations in the Global Competitiveness Index of the World Economic Forum.

The second cycle of the program of industrial-innovative development has undergone significant changes, since the main goal of the new stage is the diversification of Kazakhstan's economy based on a breakthrough in industry and manufacturing industries. The format of the transformations has been changed, now the focus is on the manufacturing industry, and the service component is implemented in other programs, including the state program for the development of education.

The reason for changing the format can be explained as follows. The way, which was based on hydrocarbons, exhausted itself. A critical mass of innovations has accumulated, allowing efficient distribution of energy, reducing the demand for hydrocarbons. In this connection, the initial assumptions change, and the task of reviewing the GPIIIR itself arises. This led to the instructions of the State Head, the Government of the Republic of Kazakhstan on making changes to the Second Five-Year Plan of the GPIIIR.

We see that as the first five-year plan, and the second was focused more on the growing demand for industrial products, which will be made in Kazakhstan. Program GPIIR 2015-2019gg., [1], in contrast to the SPFIID 2010-2014 [2], have focused on manufacturing, and 80% of all resources were to be sent on the 14 priority sectors in manufacturing. The sharp drop in commodity prices and the emergence of a new, additional integration project "Economic times are New Silk Road", reinforcing the integration process in the macro-region, greatly changing the context in which the program is being implemented. The main

features of the program, mainly related to the change in business models, the development of technology and human capital.

Further development of this message was in the Address of the President of the Republic of Kazakhstan to the people of Kazakhstan dated November 11, 2014, where it is presented that "10 universities are defined within the framework of the industrialization program, on the basis of which science will be connected with sectors of the economy and personnel training. I instruct to form the material and technical base of these educational institutions, having directed up to 10 billion tenge for these purposes "[3].

In the Address of the President, special attention is paid to the development of the system of training technical personnel and vocational education, therefore, when the economy is diversified and the tasks for modernizing the oil and gas industry are set, this thesis is an important area for universities that are training in technical specialties. The search for new forms of partnership of science, education and industry, the quality of engineering education programs, new tools and technologies for teaching, and other issues are being actualized. In this context, the labor market was diagnosed and results obtained: an excess of graduates in various specialties, but a shortage of young professionals with practical training in the regions. This is due to the lack of systemic coordination at the national level of the number of applicants and the number of graduates with employer plans, that is, a lack of a job support system. Therefore, the T-shaped training system acquires special importance: basic training and in-depth competences, emphasis on practical-oriented training and internships. These areas of training are structure-forming in training and at the university.

To provide qualified specialists with projects implemented in the framework of GPIIIR and in accordance with the order of the Ministry of Education and Science of the Republic of Kazakhstan, the Atyrau University of Oil and Gas (hereinafter AUNG, University) is entrusted with the preparation of bachelors in the direction "Petrochemistry" for the sectors "oil refining" and "oil and gas chemistry" .

The university solves the complex task of providing qualified personnel with oil and gas enterprises of the Atyrau region, both for the construction period and during the operation, in accordance with the needs of investment projects.

To implement the state policy in the preparation of highly qualified personnel for the petrochemical cluster enterprises, innovative educational programs were developed in the specialty 5B070800 - Oil and Gas Business (Development and Operation of Oil and Gas Fields on Land and Sea) and Production and Preparation of Downhole Products. specialty 5B072100 - "Chemical technology of organic substances" ("Technology of production of petrochemical products" and "Chemical technology of oil and gas"). These programs are innovative and saturated with new content that meet the requirements of modernizing the oil and gas industry. Over 160 state educational grants have been allocated for GPIIR programs, where students are enrolled and trained.

To implement the basic strategy of education with emphasis on improving the quality of teaching at the University there are 4 laboratories of a new generation:

- Laboratory of production of petrochemical products;
- Laboratory for the collection and preparation of wells;
- Laboratory of oil and petroleum products research;
- Unique training laboratory "Virtual deposit".

New educational programs are developed with the involvement of foreign partner universities and are tied to specific GPIIIR projects from the Republican and regional maps of Kazakhstan's industrialization for 2015-2019. For the development of educational programs for 2015-2017, budget funds were allocated in the amount of 962.1 million tenge per year for the country and 80,178,200 tenge for a separate institution.

To realize the tasks set, the university cooperates with many leading foreign universities from the Russian Federation, the United States, the Czech Republic, the Italian Republic, the People's Republic of China, Finland, the French Republic, Great Britain and others.

All educational programs are designed jointly with foreign partners and employers. Expert opinions and reports on the examination of working curricula of educational programs were received and changes were made in educational programs, according to their recommendations, more than 25 new disciplines were included.

In the period from 2015-2016, 2016-2017 academic years 160 teachers and staff of the University passed courses of qualification upgrading with obtaining certificates in the near and far abroad [4].

To strengthen the training of specialists, regional scientific and practical conferences "Oil and gas industry - the priority of growth and development of the Republic of Kazakhstan" are held with the participation of foreign professors, representatives of local executive bodies, the PPS, the press and television; round tables with the involvement of employers and representatives of local executive bodies, since for the implementation of the main strategy of the educational direction - improving the quality of education, it is necessary to create conditions for obtaining knowledge on modern technology and technology, production management and personnel.

For the development of academic mobility and the implementation of the policy of multilingualism, courses for intensive study of foreign language (English), Englishclub, ParleItaliano, and the Chinese language center Zhibek Zholy are organized. Currently, 8 students of the university undergo a one-year language training in universities of the People's Republic of China [4].

To strengthen the practical orientation of teaching at the University, the experimental site "Polygon" has been created. Dual training, together with JSC "Embamunaigas", LLP "ZhigerMunayServis" covered specialties 5B070800-Oil and Gas business, 5B070600 - Geology and exploration of mineral deposits; with KazNIGRI, specialty 5B072900-Construction; with LLP "Atyrau Oil Refinery", specialties 5B070200-Automation and control, 5B072100- Chemical technology of organic substances [4].

In dual training, the principle of the relationship between theory and practice is realized, which allows the future specialist to acquire the necessary competencies in the process of work at the enterprise. Such education is as close as possible to specific requests for production, while employers themselves participate in the training of specialists of the required level. To strengthen the educational component in the university, 28 professors from Europe, the USA, the Russian Federation, and Azerbaijan conduct classes.

The academic mobility of students occupies a special place in the educational process, which will allow achieving a high level of quality of higher education in the next decade until 2020, satisfying the needs of the labor market, corresponding to the tasks of industrial and innovative development of the country. Kazakhstan can succeed in this effort only if it maximizes the capabilities and capabilities of its citizens, will participate fully in the lifelong learning process, and in expanding participation in higher education. Result-oriented learning and mobility will help learners develop competences that they need to adapt to the changing labor market and that will enable them to become active and responsible citizens. In this context, in pursuance of the Order of the Ministry of Education and Science of the Republic of Kazakhstan "On the direction for study abroad in the framework of academic mobility" of 09.06.15, No. 369 [4], from 30.09.15, within the framework of training personnel for innovative economy, from the Atyrau University oil and gas, are sent to the leading US, European and Russian educational institutions (Lane Community College (USA, Oregon)), to the State Higher School of Professional Education named after Jan Amos Komensky, Liesno, to the Polytechnic University in Turin (Italian Republic), University of Chemistry and Technology, Prague (Czech Republic) Kaya Republic); in Astrakhan State Technical University, Astrakhan,. in the Russian State Oil and Gas University named after Gubkin, Russia) 24 students in different specialties of training [4].

Academic mobility of students is a response to the global challenges of modern trends, one of which is the internationalization of higher education. International integration of education implies for universities of different countries:

• the introduction of comparable qualifications and their mutual recognition;

• three-level system of higher education: bachelor's degree - master's degree - doctorate;

• increased mobility of students and teachers;
• Harmonization of the regulatory framework of the education system;
• comparability of the name of specialties;
• a unified system for assessing the labor intensity of educational courses and programs;
• the identity of the mandatory component of basic and professional disciplines.

An equally important prerequisite for international integration of education is the globalization of capital and labor markets. In connection with the expansion of international relations, there is a need for specialists receiving vocational education under programs that meet international standards.

New technologies with their powerful infrastructure, accessibility of information in the global network, universalize the content of higher education, provide a transfer of knowledge, the opportunity to get education distantly from the world's leading educational centers.

Expanding access to international educational programs of prestigious European and Russian universities, ensuring the successful employment of graduates due to the fact that all academic degrees and other qualifications are geared towards their high competitiveness, increased mobility of students and teachers, as well as mutual recognition of qualifications and diplomas of higher education, allows to build the format of university education in accordance with the needs of modern techno-logical Yes, it requires constant development and improvement. That is why Kazakhstan in 2003 signed the Great Charter of Universities, and in 2010 - the Bologna Declaration [5].

The commitment, problems and prospects of Kazakhstan in the international integration of education Kazakhstan is characterized by low density of population and territorial dispersion of the settlements: on the territory of 2717 square kilometers. kilometers are home to 16.8 million people. The share of pensioners is more than 10%, i.e. significantly exceeds the critical threshold of population aging. The quantitative limitations of the economically active population can be compensated for by the high productivity of social labor, the attainment of which is possible with a high level of education of the population.

Conclusions. Thus, in modern conditions vocational education is the basis of economic development based on knowledge. The key role of education and knowledge in the economic development of society is explained by the entry of the economy into the innovative stage of development, characterized by high technology and new structuring of production, a priority of quality over quantity. The growth of the science intensity of products, the rapid renewal of technology, and the intensification of competition put forward the knowledge and professionalism of the individual worker and the personnel of the enterprise. A special role in this is given to the system of higher education. Studies show that, at present, there are four approaches to assessing the role of higher education in training [6].

1. In high school students acquire special knowledge and skills that will be directly used in future professional activities.

2. The higher school does not teach special professional knowledge and skills, but provides fundamental training that allows them to master the necessary set of professional skills in specific situations and adapt to changing circumstances. Training in this case is designed to develop the creative and logical thinking of students.

3. High school is the final stage of selection of young people who have the intellectual abilities necessary for professional or technical activities.

4. The transition to an innovative economy expands the production functions of specialists with higher education. There is a change in the number and proportion of individual occupations and professional groups of production personnel. The production need for engineers and technicians and specialists is growing at a faster pace than the growth in the number of workers with relative stability of the proportion of managers and technical executors. The growth in the number of these categories of workers is due to the expansion and improvement of production, its technical equipment, changes in the industry structure, the appearance of jobs that require special engineering training, and the increasing complexity of products. We

are talking, first of all, about those sectors and spheres of the economy that ensure its innovative development.

Thus, GPIIIR for 2015-2019 has become a powerful stimulus for the further development of our country's economy. However, an effective implementation of GPIIIR is possible only if its breakthrough projects are provided with competitive personnel. And this process can not be delayed: already in 2017 engineers of the new formation should become the drivers of the Kazakh industry.

At the same time, the content of higher technical education is now lagging behind today's realities, that is, the requirements of the technosphere have come into conflict with the level of education provided. This gap leads to the release of quasi-engineers, who are simply afraid of activity in production enterprises. However, technicians and engineers, who possess modern knowledge and have professional practical training, still remain the motor of modern production. The demand for specialists of a new formation with a wide range of competencies and skills necessary to implement large-scale GPIIIR projects is exploding in avalanche. Increasing the level of competitiveness of the economy and the entry of Kazakhstan into the number of world leaders is determined by the effectiveness of innovative development of industry, which in turn depends on the modernization of the system of higher technical education systematically interacting with science, generating new knowledge and modern technologies, and with production. Today, the potential of universities is determined not only by the quality of the educational services provided, but also by the development of the entire triad "Education-Science-Innovation", aimed at the formation of a man of labor.

Systemic work of basic universities and colleges in cooperation with the world's leading universities and leading professors, as well as with employers, with budgetary support for the implementation of new programs and the acquisition of laboratory equipment, should lead to the creation of a qualitatively new infrastructure of the country. This will allow to continue the implementation of social programs, support investment activity and become the driver of economic growth in the Republic of Kazakhstan.

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ЖАҢА ЭКОНОМИКАЛЫҚ ӨСУ МОДЕЛІН СІЛТЕМЕ – КАДРЛЫҚ ӘЛЕУЕТТІ ИННОВАЦИЯЛЫҚ КОМПАНИЯЛАР ҚАЛЫПТАСТЫРУ

Аннотация. Жоспарланған экономикада әлеуметтік фактор экономикалық өсу мен даму үшін жеткілікті ынталандыру болды. еңбек нарығы өндіріс және әлеуметтік саланың, және білім беру жүйесінің филиалдары үшін «тығыз байланысты» болды толық жұмыспен қамту принципі Шындығында, - кәсіптік техникалық және кәсіптік қызметкерлерді қамтамасыз ету үшін, орта және жоғары оқу орындары, министрліктер мен өңірлер

бойынша бөлінген. Осылайша, іс жүзінде ешқандай жұмыссыздық болған және жоспарлы экономикадағы білім беру жүйесінің түлектерді жұмыспен қамту проблема жоқ болды. Басқаша айтқанда, аясында экономиканың қажеттілігімен орта және аға менеджерлер үшін балансы мәселелер болды. экономиканың индустриялық және әлеуметтік секторлардың өтініштеріне олардың барабар жауап еңбек нарығы мен білім беру қызметтерінің арасындағы осы сондай-ақ белгіленген қарым-қатынас барлық айтарлықтай Қазақстан дамуының нарықтық фазасында деформацияланған болатын.

Түйін сөздер: астық, персонал, модель, бәсекелестік, инновация, ауыл шаруашылығы, экономикалық өсу

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ФОРМИРОВАНИЕ КАДРОВОГО ПОТЕНЦИАЛА ИННОВАЦИОННЫХ ПРЕДПРИЯТИЙ – ЗВЕНО В НОВОЙ МОДЕЛИ ЭКОНОМИЧЕСКОГО РОСТА

Аннотация. В условиях плановой экономики, социальный фактор являлся достаточным стимулом для экономического роста и развития. В реалиях принципа всеобщей занятости, рынок труда был «жестко привязан» к отраслям производственной и социальной сферы, а система образования – подготавливаемые технические и профессиональные кадры в профессионально-технических, средних специальных и высших учебных заведениях распределялись по министерствам и регионам. Таким образом, в плановой экономике практически не было безработицы и не было проблем с трудоустройством выпускников системы образования. Другими словами, имело место сбалансированность выпусков специалистов среднего и высшего звена с потребностью экономики в кадрах. Все эти налаженные взаимосвязи между рынками труда и образовательных услуг с их адекватным реагированием на запросы производственной и социальной сфер эконо-мики были существенно деформированы в условиях рыночного этапа развития Казахстана.

Ключевые слова: зерно, кадры, модель, конкуренция, инновации, сельское хозяйство, экономический рост

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GENRE SPECIFICS OF SYMPHONIC PICTURE IN THE WORKS OF KAZAKHSTAN COMPOSERS

Abstract. The article describes the genre "a symphonic picture" in the works of Kazakhstan composers. The attempt to study this genre as a whole style formation was made for the first time together with the questions considerable for comprehension of the genre specific and implementation of the ethnic traditions.

The formation of the genre, singularity of the creative solutions of Kazakhstan authors, a great number of works created in the preferred genre necessitate profound scientific reasoning of the gained achievements.

The information concerning origination and the symphonic picture development in Kazakhstan were included into the article. The brief survey of the figurative system, the principles of shaping and the means of musical expressiveness peculiar to the works of the genre model were afforded as well. The best works of the Kazakhstan composers composed in compliance with the researched genre had been described.

Keywords: The works of Kazakhstan composers, the symphonic picture genre, formation, historical and theoretical questions and principal stages of the chosen genre development.

Symphonic music of Kazakhstan is a sphere of active and original implementation of ethnic traditions. It is presented by variety of genres and forms of Kazakh song and kuy culture. This considerable field of instrumental music consists of large works. They may include several parts – symphonies and one part – symphonic poems and symphonic pictures.

Referring to the genre models of the past, the composers strive to rethink the basis and contents, enrich them with the modern attitude and vision, considerably expand the opportunities through the accumulated resources of art expressiveness, performing methods and composite techniques. Thus, the symphonic picture is of special interest in respect of the interaction of the composers and performers and as well as various styles and genre interference. It should be noted that the symphonic picture genre has passed a considerable path of development.

The formation of the symphonic picture, singularity of the creative solutions of Kazakhstan authors, a great number of works created in the preferred genre necessitate profound scientific reasoning of the gained achievements. The problem of this genre examined in the works of Kazakhstan composers is important and relevant because of its insignificant opening in Kazakh musicology. The research of the process of formation and development of the musical picture in the context of symphonic art in Kazakhstan is caused by the need of creation of a complete picture of the genre as one of the samples of symphonic music.

It is well-known that this genre is directly connected with reflection of any real object or subjects such as landscape, genre scene or fight pictures. The composer has to own the skills of musical imagery (sound imagery) as a method of realization of images. They may be nature, legends and epos and fairy tales and so on to embody the necessary artistic design completely.

It should be noted that lyric-epic and pictorial-descriptive images prevail in Kazakh symphonic music. Only one phenomenon or picture is at the center of our attention. The interest of the composers to embody

one steady-state picture of nature or the Kazakhs' way of life was conducive to the intensive development of the symphonic picture genre. In fact, renunciation of difficult drama collisions and cumbersome and tedious plots demanding impetuous development is obvious as well as refusal of image contraposition and also resolving the conflicts connected with the opposition of the good and evil and with the matters of life and death. These criteria are characteristic for the genre of a many part symphony that is a large-scale tool form reflecting reality.

The symphonic picture genre holds a high position in the works of Kazakhstan composers. Being formed in the middle of the 20th century (1948) it passed through three stages of development. The first stage (1950-1970) is connected with formation of the ethnic repertoire which was implemented within the European genres. The principle of citing ethnic musical material (songs and kuys) dominated in the first repertoire. The second stage (1970-1990) was characterized by clear and mediated attitude to the ethnic standards and birth of opuses with bright folk originality. The third stage begun in the 1990s and is actual nowadays. It is connected with the expansion of the composition methods as well as considerable enrichment of the program and search of new means of sound transmittal.

The symphonic picture genre attracted attention of many Kazakh composers throughout the entire period of its existence as the programme music has its own specific features. The most essential of them are domination of the coloristic illustrative elements defining the concept of picturesqueness and also harmony of sounding, texture, a tempo variety, dynamics, brevity of exposition (one part), seclusion (to express a lot in a small space).

The specifics of a program plan of any symphonic picture depend on the objective which is targeted to be revealed by composers. A variety of creative search generates originality of musical statement.

It is remarkable that historically this genre in Kazakhstan was formed as an independent one not at once. Its formation occurred inside the other genres – chamber-instrumental, symphonic and musical-stage works. The first elements of picture representationalism appeared distinctly in the chamber-instrumental sphere. It is enough to remember dombra kyus of the outstanding folk composers living in the 19th century such as Kurmangazy, Dauletkerey, Tattimbet, Kazangap, Dina, etc.

The content of the kuys is diversified. One of them reflect philosophical views of the authors about meaning of life, display of the good and the evil (Dauletkerey "Zhiger", Kazangap "Kokil", Ussen-tore "Ottin duniye, kettin duniye"), the others draw psychological portraits of the separate personages (Kurmangazy "Toremurat", Mamen "Aksholpan", Dina "Assem konyr"), the others glorify the beauty of the boundless steppe, mountains and the native land (Kurmangazy "Sary-Arka", "Alatau", Tattimbet "Sarzhaylau"). A considerable part of the kyus represents animals and birds ("Boz ingen", "Telkonyr", Ashimtai "Kohyr kaz", Sugur "Akku", etc.). Thus, kyus are capable to embody all the ranges of nomadic life.

Various pictures of ethnic life and household scenes are shown in Kurmangazy's kuys "Balbyraun", "Sary-Arka", "Kobik shashkan". The active and life-asserting position of the author embodied in the images of the characters and events such as dashing horse races and optimistic victorious song is presented in them.

Dauletkerey impressed some particular and original images in his kuys. This composer is a bright representative of the lyric psychological style. His compositions are directed to disclosure of the inner world, emotional state and experiences. His kuys "Bul-bul", "Iskyrma" and "Zhyger" are the most impressive and well-known. They are connected with the picture representationalism.

The images reflected in the kyus "Saryzhalau" are extraordinary refined. Its author Tattimbet was a brilliant representative of the original dombra performing tradition called "Shertpe". The melody of the kuy "Saryzhalau" represents boundless spaciousness of Kazakh steppe, green meadows, pastures rich with thick grass and transparent lakes. The listed examples might be continued. However, indicating only the above-stated kuys it is quite obvious that the picturesqueness was an integral part of the instrumental compositions of the great Kazakh authors living in the 19th century.

Nowadays the folk music in Kazakhstan continues to develop vigorously thanks to the impulse received after finding independence. Describing the current state of composer creativity it is possible to say that picturesqueness also plays an important role in music of the domestic authors as it always reflects concrete images. It should be noted that many orchestral compositions of the Kazakhstan composers not having the definition "a symphonic picture" can be referred to this genre model in view of similarity of some lines inherent in the chosen genre. It finds expression in the manner of statement of the represented images.

Brusilovsky E. was the founder of the professional musical culture in Kazakhstan. His symphony "Sary-Arka" (1943) consists of 4 parts. The 2nd part "Scherzo" is composed with using of Kurmangazy's kuy "Balbyraun" and the final part includes the kuy "Kara-Zhorga"). The abovementioned parts are symphonic pictures. Another musical figure Vyzgo-Ivanova I. expressed her opinion as follows, "…processing the cheerful kuy "Balbyraun" and including it into the second part of the symphony the composer remained within a graceful genre sketch. But he created ae grandiose and generalizing picture of a public celebration imbued with joy and triumph in the final part. The genre-characteristic and figurative element contained in the program Kazakh kuys used in the symphony is placed under the through symphonic development and pictorial generalization". [1, p. 64].

A symphonic picture may be a part of any large composition such as an opera, a ballet, an oratorio or a cantata. For example, the symphonic picture "Serper" from the opera "Kurmangazy" composed by the authors Zhubanov A. and Zhubanova G. or "Khan saraiy" and "Makhabbat tussi" from the opera "Makhabbat perishtesy" written by Daldenbay B.

The ballet genre included symphonic pictures as well. The symphonic picture "Mergen" originally entered into the composition of the ballet "Aliya" by Sagatov M. as a matter of fact. Later it was segregated into a separate work. There are a lot of similar examples. They are the symphonic pictures "Geishas" and "Auyl" from the ballet "Hiroshima" by Zhubanova G., "Tobyk playing" and "Auyl" from the ballet "A steppe legend" by Kazhgaliyev T., the musical pictures "Running onagers", "Shaman", "Hunters" and "Hunting" from the ballet "Akssak Kulan" by Serkebayev A., the symphonic pictures "Idols" and "Intervention» from the ballet "Frescoes" by Mynbayev T. The symphonic picture "Idols" presents the image of the goddess Ishtore making a solemn rite of worship. The natural phenomenon – whirlwind – wiping everything off the face of the earth was imaged with musical means in the symphonic picture "Intervention".

The scenes of the Dzungarian intervention are shown in a symphonic picture from the oratorio "The Voice of Centuries" by Mukhamedzhanov S. The effect of galloping cavalry is represented in the orchestral party. The especial tonal pictorialism of this work is based on the striking ethnic color.

In addition to that, there are some independent opuses called "symphonic pictures". They were created later in the middle of the 20th century. They are presented by the Kazakhstan composers widely. The famous symphonic pictures are "At the alpine meadow" by Mussin K. (1948); "A grand occasion" by Tulebayev M. (1953); "A grand occasion at the collective farm" by Baikadamov B. (1954); "Kyz kuu" Mukhamedzhanov S. (1958), a dance-picture "Planets" by Zhubanova G (1961); "Field pictures" (1970); "A party" by Kuzhamyarov K. (1972); a symphonic pictures "The Symphony of a Round Star" (1982) by Besstybayev A.; "Bakssy" by Meiyrbekov A. (1991); "Dastan" by Sagat A. (1991); "Tobyk playing" (1992), "Auyl" (1992) by Kazhgaliyev T.; "Assar" by Raimkulova A. (1992); "Argymak" by Besstybayev A. (1998); a symphonic fresco "The voice of the calling one" (1999) and the 2nd edition was called "Andrei Rublev" (2005) by Khromova O.; "Kashkyndar" by Kydyrbek B. (2008); "Nauryz" by Zhumanova L. for a chamber orchestra (2008); a symphonic fresco "The silent polygon" and "Murat" (2012) by Bayakhunov B. (2009); "A spring waltz" (2010) by Zhumanova L.; "The life is flying implacably" (2010) by Zhumanova L.; "Tulpar" by Zhumanova L. (2011); "The winds in Astana" by Ostankovich D. (2001) and others.

Since Kazakhstan composers' school develops not separately but in the course of the central tendency of the world musical art it is obviously that appearance of such mixed genres is quite appropriately.

It is necessary to note that the symphonic poem and a symphonic picture are related genres possessing

some general and distinctive features. Therefore, any elements can prevail in them during the process of forming an adjacent genre. Each variety may exist independently, contain original means and deserves close attention.

The symphonic poem may lose some characteristic features in some cases and approaches a symphonic picture. The mixed genre is formed at such association. It has dual character in this case. Connection of the both genres with the programme is observed at the same time. The subject remains but in a picture look mainly. The static image of the image gains the paramount importance. Picturesque properties and means of phonic level come to the forefront, as a matter of fact.

The inverse process is possible and images begin to change and develop because action starts to predominate over the statics. A program part acts in the general and subject plan or in the consecutive and subject one. The plot disposes to complete reflection of the sequence of the events that it is obviously important for the symphonic poem genre.

The formed mixed genres possess the ability to combine the psychological plan with the picturesque one. They also have a great number of visual ideas influencing on the event-trigger and logical bonds between the sections making them not so essential. Thus, the dance-picture «Planets» by Zhubanova G. and the symphonic poem-picture “Zhalates the Batyr” (the author's name is kept) by Duysekeev K. may become the necessary examples as well as the poem-fantasy “Kaharmandyk nakyshtar” (“A heroic fresco”) by Daldenbay B.

The work “At the alpine meadow” by K. Mussin (1948) was the first experience in the process of creation of the symphonic picture genre. This composition has to be considered in details. It is a small musical fresco, a picturesque sketch based on song motives. It is composed in a three-part form. The immense open spaces of the alpine meadows and the beauty of the native land are represented in it. The poetical solo of the French horns in the middle part is marked out especially. It has the song sources reflected in the widely flowing melody.

The first and the third parts are contrast to the middle part as they are more vigorous. The composer used the melody of the folk song “Ak-Dariga” as the necessary musical material. The image created in the picture was not transformed or changed as the section do not contain sharp contrast but mutually supplement each other and create a whole picture. The work is notable for its unusual integrity and stylistic unity. The picture is perceived in one breath. The entire musical images are vivid and relief. They elucidate the genre choice of the composer.

The composers of different generations have made a big contribution to the genre development. The representatives of the senior generation: Brusilovsky E., Tulebayev M., Mukhamedzhanov S., Kuzhamyarov K., Kumysbekov K., Zhubanova G., Rakhmadiyev E., Tlendiyev N., Sagatov M., Botpayev D., Mangitayev M., Bazarbayev T. and others.

The younger composers applying the a symphonic picture genre: Dzhaniyarov O., Kazhgaliyev T., Serkebayev A., Mukhamedzhanov T., Ussenov E., Kydyrbek B., Meirbekov A., Erkimbekov S., Khusainov E., Bestybayev A., Raimkulova A., Khromova O., Zhumanova L., Ostankovich D. and others.

One or several images are impressed in the symphonic pictures of the domestic composers. The static character, contemplation, a meditation and the new concept of «space» allow veiling a temporary component and acting as obligatory components of the genre basis. Many objects in symphonic pictures remain invariable throughout all the composition keeping the initial qualitative characteristic.

The whole artistic image consists of several components in most cases. Each of them can act as an independent episode. The new musical material flows in proportion to the previous basic one. Their alignment is contrast and compared. All the musical tissue has a consistently replaced structure as a result.

Taking into account the studied material it becomes possible to notice some tendencies in development of the genre including implementation of the folk subject area and embodiment of genre and everyday scenes and images. It is remarkable that the both directions are characterized by active search in the sphere of expression means, use of folk motives and Melos methods.

The quotation method of folk themes using can be found in many works. The traits of ethnic culture are skillfully and freely combined with the visions of the authors. The originality of the folklore is shown in the instrumental works and song creativity. They have proved their surprising vital firmness and flexibility. They give to the composers of the academic direction an opportunity of their reconsideration. The folklore basis in their works is emphasized with variations and moments of improvisation.

Domination of the lyric and epic system of the exposition is obvious. It is characterized with processing of the supporting voices of the song melodies, rhythmics and texture and the features of the kuy structure. Kopytman M. and Tiftikidi N. notices that, "…a lyric-epic genre takes an important place in the Kazakh symphonic music. It is caused by a narrative structure and lyricism of the Kazakh national music.... "The Kazakh Symphony" by Velikanov V. is next to the genre of lyric and epic symphonic style. The same line of development is seen in the works by Tulebayev M. and Mussin K. who limited their task and strove to create small genre pictures" [2, p. 181-182].

The programme structure of genre and picture feature appears as a typical phenomenon in symphonic music of Kazakhstan. This structure is directly connected with the specific music properties capable to hand down various feelings, mood and state of mind of the characters.

There are two types of programme structure in the works of the Kazakhstan authors. They are pictorial and topical ones. Only one image or phenomenon may prevail when the first type is used. It does not undergo any considerable changes throughout the composition. The examples of such symphonic pictures are "At the alpine meadow" by Mussin K., "Dala korenystery" by Mukhamedzhanov S., "The blue minaret" by Erkimbekov S, "Three symphonic pictures" by Raimkulova A.

The second type, as a rule, is connected with an art source (literature, poetry). Its musical images are presented as constantly moving and developing that favors to disclosure of the plot. The subject programme structure is divided into several types in the works of the Kazakhstan composers as well as in world music. The story written under the specific demands of the abstract and subject type are not shown in an exact sequence and do not disclose all the complexity and fancifulness of the storyline. It reflects the plot generally and largely being separated from any details. The examples of such symphonic pictures are "A grand occasion" by Tulebayev M., "Mashrap" by Kuzhamyarov K., "Kyz kuu" by Mukhamedzhanov S., "The silent polygon" by Bayakhunov B., "Bakssy" by Meirbekov A. and "The voice of the calling one" by Khromova O.

The consecutive subject type of the programme structure may be characterized by the increased aspiration to reflect all the collisions of the plot including the intermediate moments and details to show its intricacy and originality. Such composition are "Running onagers", "Shaman", "Hunters", "Hunting" from the ballet "Aksak Kulan" by Serkebayev A., "Intervention" from the ballet "Frescoes" by Mynbayev T., "Tobyk playing" by Kazhgaliyev T.

The research conducted by the author has allowed drawing the following conclusions concerning development of the symphonic picture genre in Kazakhstan:

1. The prerequisites of this music picture genre origin were formed long ago. It took place before its actual origin in the academic professional music in Kazakhstan. Obviously, the traditional instrumental heritage of the Kazakhs promoted the successful development of the genre along with the evident visual reflection of the reality and bright specification of the figurativeness.

2. Crystallization of the symphonic picture genre happened long ago as well. It is caused by active studying the regularities of the European and Russian musical traditions by the Kazakhstan authors as well as the search and introduction of the acceptable decisions and the embodiment of the symphonic picture genre features based on the Kazakh folk materials. As the result, the best compositions within this genre model possess democratic character and originality of the musical language based on the folklore components.

3. The musical picture possesses a unique ability to combine deep psychologism and picturesque picturesqueness. The plot and logical interrelations do not play the major role.

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ҚАЗАҚСТАН КОМПОЗИТОРЛАРЫНЫҢ ШЫҒАРМАШЫЛЫҒЫНДАҒЫ СИМФОНИЯЛЫҚ СУРЕТТЕМЕНІҢ ЖАНРЛЫҚ ЕРЕКШЕЛІКТЕР ТУРАЛЫ

Аннотация. Мақала Қазақстан композиторлары шығармашылығындағы симфониялық суреттеме жанрына арналған. Оны біртұтас стильдік құрылым ретінде жанрлық ерекшелікті түсіну, ұлттық дәстүрлерді жүзеге асыру үшін маңызды мәселелер кешенінде зерделеуге алғашқы әрекет жасалған.

Симфониялық суреттеменің қалыптасуы мен дамуы, қазақстандық авторлардың шығармашылық шешімдерінің бірегейлігі, таңдалған жанрда шығармалардың көптілігі жинақталған жетістіктерді ғылыми тұрғыдан зерттеу қажеттілігін тудырады.

Ұсынылып отырған бұл мақалада осы жанрдың пайда болуы мен бірге оның даму процесстері баяндалады. Мақалада музыка тілінің дәйектілімен қатар музыкалық формаларының образдық құрылымының үйлестігі жәйлі осы жанрдың деңгейінде тиянақты анықтама орынды берілген. Сонымен қатар, қазақстандық композиторларының озық шығармаларына дәйекті сілтеме жасалған.

Тірек сөздер: Қазақстан композиторларының шығармалары, симфониялық суреттеме жанры, қалыптасуы, тарихы және теориясы, таңдалған жанрдың негізгі өркендеген кезеңдері.

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О ЖАНРОВОЙ СПЕЦИФИКЕ СИМФОНИЧЕСКОЙ КАРТИНЫ В ТВОРЧЕСТВЕ КОМПОЗИТОРОВ КАЗАХСТАНА

Аннотация. Статья посвящена жанру симфонической картины в творчестве композиторов Казахстана. Впервые предпринята попытка его изучения как единого стилевого образования в комплексе вопросов, существенных для понимания жанровой специфики, претворения национальных традиций.

История формирования и становления симфонической картины, оригинальность творческих решений казахстанских авторов, солидное количество сочинений в избранном жанре вызывают необходимость глубокого научного осмысления накопленных достижений.

В предлагаемой статье содержатся сведения об истории зарождения и развития симфонической картины в Казахстане. В работе дана краткая характеристика образного строя, принципов формообразования и средств музыкальной выразительности, свойственных для сочинений данной жанровой модели. Указаны лучшие сочинения казахстанских композиторов в исследуемом жанре.

Ключевые слова: творчество композиторов Казахстана, жанр симфонической картины, формирование, вопросы истории и теории, основные этапы развития избранного жанра.

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Abstract. Nowadays politeness is one of the most reinforcements of interactional communication and social everyday life. The article demonstrates the most important theoretical and analytical frameworks that attempt to make sense of politeness within and across cultures with the aim to reveal the universality of linguistic politeness.

Key words: Cross-cultural; Linguistic; Politeness.

LINGVOCULTURAL PECULIARITIES OF CONCEPT «POLITENESS» IN KAZAKH AND ENGLISH LANGUAGES AND ITS INFLUENCE ON FORMING CROSS-CULTURAL COMPETENCE

Introduction.

Being a very important aspect of humans' lives, politeness has become ubiquitous in different research areas. It is the central concern of many scholars in different fields of studies including pragmatics, sociolinguistics, cultural studies, comparative/contrastive studies and so forth. It is, therefore, no surprise to see that a single definition of politeness is by no means possible. However, although definitions abound, they happen to overlap in one aspect or another. The universality of politeness principles has been investigated by different scholars to determine to what extent they vary or coincide from language to language and from one culture to another. The aim of this article is to present an analysis and interpretation of the different views about politeness and to establish the similarities and differences between the various conceptualizations of politeness principles in order to answer the question of whether politeness is culture specific or reflects more universal norms.

Politeness - is a philosophical, ethical concept, a set of actions that people spend in the relationships, attitudes and attitudes of people in a particular environment. Because politeness is a socially-linguistic phenomenon, its main function is the following:

1) Both macro-language and micro-language linguistic functions are the same;
2) One of the special functions of politeness - the function of expression of culture;
3) One of the special functions of politeness is regulating activity;
4) The role of communication skills plays a key role in determining communication skills.

Almagul Seisenova, a Kazakh-language researcher, also provides information on grammatical aspects of politeness in her article entitled "Virtue Category".

Spandiyar Telkozuly, a Candidate of Chemical Sciences, in his article "Official and Reliable Words of the Kazakh Language", studied grammatically comparative study of the Kazakh language.

Scientists recognize the need to study the polite language in the common language. V.M.Alpatov stated, "It is important to study the ways to be polite in general linguistics as there is no real scientific work to study polite linguistic aspect". Therefore, in linguistics, it is still necessary to examine the different features of linguistic differentiation in the language. Scientifically differentiation of the ways of polite expression or its lexico-semantic groups in different nationalities has not been systematically implemented.

Kazakh language researcher Tomaeva B.G.in his work "The lexical-semantic group of meaningful words in the Kazakh language", he studied only the lexical-semantic group of honor. The lexical and semantic nature of the common word is still not studied.

According to Lakoff (1973), politeness is the system societies develop to lessen the friction inherent in

communicative interactions; therefore, it is by no means a chaotic but rather "a strategic conflict-avoidance" that can further be "measured in terms of the degree of effort put into the avoidance of a conflict situation" (Leech, 1980, p.109). Lakoff's assumption is that pragmatic competence encompasses two general sets of rules. The first rule, "Be clear" is a literal abidance by the Gricean conversational maxims of quantity, quality, relation, and manner. The second rule, "Be polite", is composed of other sub-rules that represent Lakoff's own conceptualization of politeness:

• Don't impose: used when formal, impersonal politeness is required in formal and impersonal settings.

• Give options: used when informal politeness is required in informal settings.

• Make (the hearer) feel good: used when intimate politeness is required in more intimate relationships.

Although, in her model, Lakoff does not clearly define politeness, she conceives it as a means of avoiding conversational conflicts most often at the expense of the rule of clarity. She, however, rationalizes this assumption as follows, "Politeness usually supersedes: it is considered more important in a conversation to avoid offense than to achieve clarity. This makes sense, since in most informal conversations, actual communication of important ideas is secondary to merely reaffirming and strengthening relationships" (1973, p. 289). However, the importance attached to each rule is something that Lakoff (1973) considers to be context-bound.

Lakoff's (1973) model of politeness deals with politeness as a set of rules that were postulated to be universal assuming the occurrence of patterns of reverberation across cultures with the possibility of detecting some instances of cross-cultural variation as far as the ordering of the rules and the priority given to each are concerned. Both claims, however, were conceived as means which steered a number of empirical investigations of politeness across different languages and cultures.

The different maxims underlying the Politeness Principle, according to Leech (1983) are explained as follows:

• Tact maxim: minimize cost to other; maximize other's benefit. (e.g., could I interrupt you for a second? If I could, just clarify this then.)

• Generosity maxim: minimize self-benefit; maximize cost to self. (e.g., you relax and let me do the dishes.)

• Approbation maxim: minimize dispraise to other; maximize praise to other. (e.g., I know you're a genius - would you know how to solve this math problem here?)

• Modesty maxim: minimize self-praise; maximize self-dispraise. (e.g., Oh! I'm stupid- I didn't make a note of our lecture! Did you?)

• Agreement maxim: minimize disagreement between self and other; maximize agreement between self and other. (e.g., yes—yes, but if you do that- you- your tea towel's soaking and at the end of the night, nothing's getting dried.)

• Sympathy maxim: minimize antipathy between self and other; maximize sympathy between self and other. (e.g., I was sorry to hear about your father…) Leech's (1983) work has been adopted by many researchers as a suitable analytical framework for linguistic politeness phenomena within or across different languages and cultures.

Another purpose politeness serves is suggested by Grundy (2000) as being the degree to which a speaker's linguistic action meets the addressee's expectations as to the way it should be expressed. To phrase it differently, these definitions go beyond explaining what linguistic politeness consists of to encompass the purpose it serves, namely, systematic conflict avoidance in the form of concern and awareness for the others.

Because language use is purposeful, some scholars tend to view both the form and the purposes it serves as inseparable entities and have provided definitions of the phenomenon of politeness with equal reference to both the nature (form) and the function it expresses. Politeness according to Brown (2005) is seen in terms of modifying one's language in a particular way as to consider the feelings of other interlocutors; consequently, the linguistic expression the speaker uses will take a different form than the one he would produce if he did not consider his addressee's feelings. This claim suggests that there is an interchangeable influence between the language used in a given interaction and the social relationships between the people involved in that interaction. Brown and Levinson (1987, p.281) explain how "On this view, a very considerable intentional and strategic mediation connects linguistic forms with social relationships." For them, linguistic politeness refers to the linguistic strategies the speaker uses to express

his communicative intention taking into consideration his hearer's feelings and face, and the relationship between the two participants.

One would say that politeness is neither a typical instance of the universality of language use nor an inflexible cultural property. Otherwise, how on the one hand, would one explain that people sometimes succeed to understand each other and communicate with people from other cultures? And how would one explain cross-cultural communication breakdowns on the other hand? Linguistic politeness universality is a matter of relativity.

METHOD

Participants and Setting

About 20 respondents aged 16 to 40 from the USA, Great Britain and Canada took part in the first survey.

About 50 citizens of Kazakhstan aged 14 to 55 took part in the survey. The survey was uploaded to Vkontakte, the most popular social network in Kazakhstan.

Data collection and Analysis

To find out associative peculiarities of politeness among speakers of English and Kazakh an experiment was held. The interview method was chosen as the main for this experiment. The respondents were several residents of the USA, Canada, Great Britain and Kazakhstan. The results of the survey were later used to create an associative field of the concept «politeness» in the English language and for the comparative analysis of this concept in Kazakh and English.

An associative field is a set of associates, i.e. reactions to stimulus words. It is created after results of an associative experiment are processed. An associative experiment can be of two types – free and directed. A free associative experiment means that its participants can respond to a stimulus using any word. In the case of a directed associative experiment, a response is restricted by some predetermined conditions (e.g. the necessity to use certain part of speech or constructions).

Both free and directed associative experiments were used in the study. Two questionnaires were compiled for speakers of Kazakh and English.

FINDINGS AND RESULTS

About 20 respondents aged 16 to 40 from the USA, Great Britain and Canada took part in the first survey. They were suggested to answer the following questions:

What forms of politeness do you use?

special words (ex. please,)

special constructions (ex. could you..., wouldn't be you so ..)

both of them

How will you ask for something from:

an unknown person (ex. asking time, way,)

your close friend (ex. asking help in organizing party,)

your relatives

What does «politeness» mean for you?

The answersare various though having some ideas in common.

The first question:

What forms of politeness do you use?

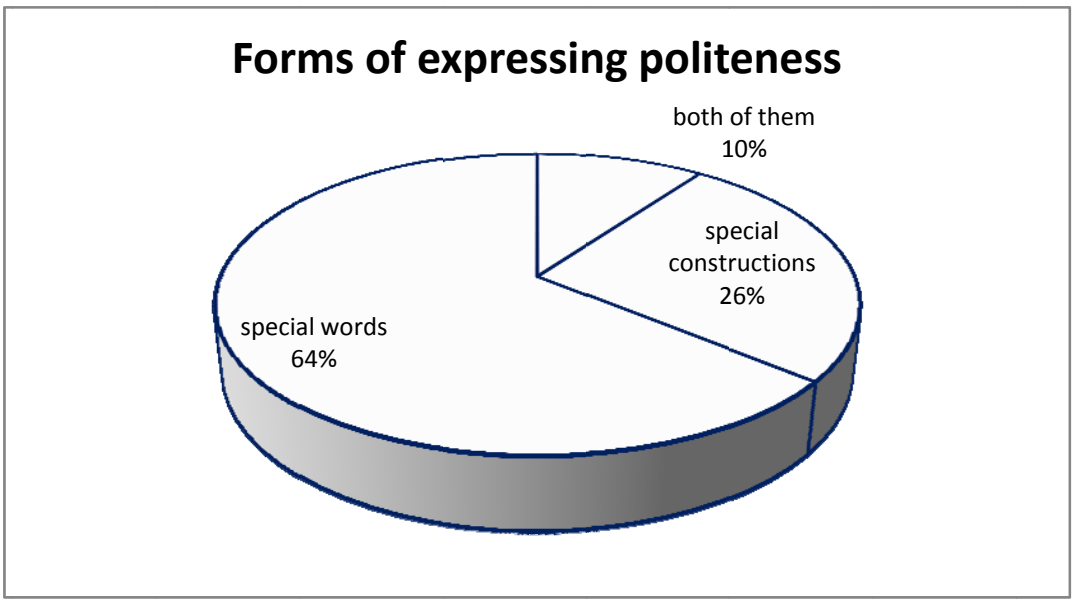
special words (ex. please, etc)

special constructions (ex. could you..., wouldn't be you so ..)

both of them

Having analyzed the responses one can say that 64% of the respondents use special words, 26% — special constructions and 10% — both special words and constructions. It is shown in Diagram 1.

D i a g ra m 1



From this diagram we can see that the Britons and the Americans mostly use special words like please, thank you, you are welcome to express politeness.

As for the special constructions, the following were pointed out: Could you…, Couldn't you…, Wouldn't you….

It is interesting to notice that the use of constructions was stressed mostly by the respondents from Great Britain. It can be assumed that for Britons it is important to use not only one word to show their polite attitude to somebody but the whole constructions.

The second question:

How will you ask for something from:

an unknown person (ex. asking time, way,)

your close friend (ex. asking help in organizing party,)

your relatives

Let us quote some of the answers to this question to illustrate the concept of politeness in English:

Sorry, what's time now? Could you tell me the time? Excuse me, can you show me the way to the nearest shop? I'm sorry, tell me please where I can buy a book. Excuse me, where can I have a snack?

In most of the responses the initial word was can, with please also mentioned.

What does «politeness» mean for you?

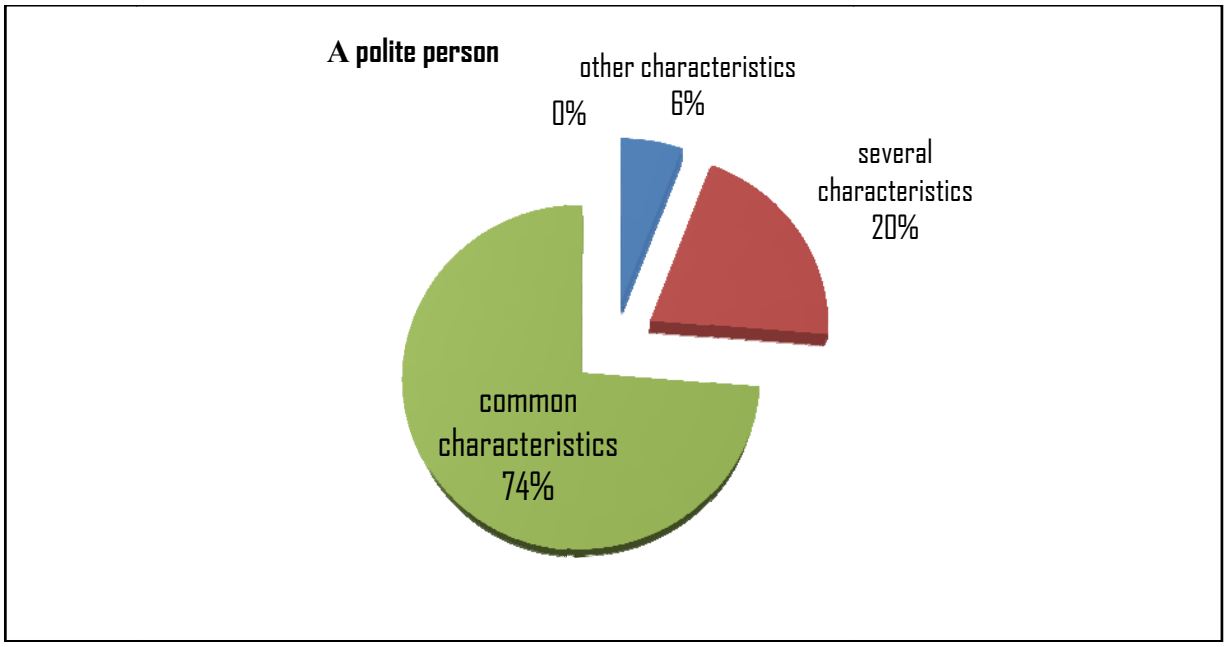
Some of the responses can give a good insight into the matter. Almost all the respondents characterized not the word 'politeness' bur a polite person.

Doing this the British respondents mostly mentioned that a polite person shows consideration, respect for other people; courteous, respectful, considerate and sensitive towards other people; thoughtful of others;

thinking of others; who is aware of other people; often use the words «please» and «thank you»; (each criterion was named by more than 50% of the informants). One response contained a repetition of several characteristics (39%): A polite person is someone, who says «please» and «thank you» and has respect for other people; a person who uses manners, says «please» and «thank you». Only a few responses enclosed other characteristics (11%): a polite person is reserve), tactful, calm and cool, friendly, kind, pleasant).

Percentagewise it looks as follows in Diagram 2:

D i a g ra m 2



Respondents from Kazakhstan were offered to answer the following questions:

Write your immediate association with the word «politeness».

Describe a polite person.

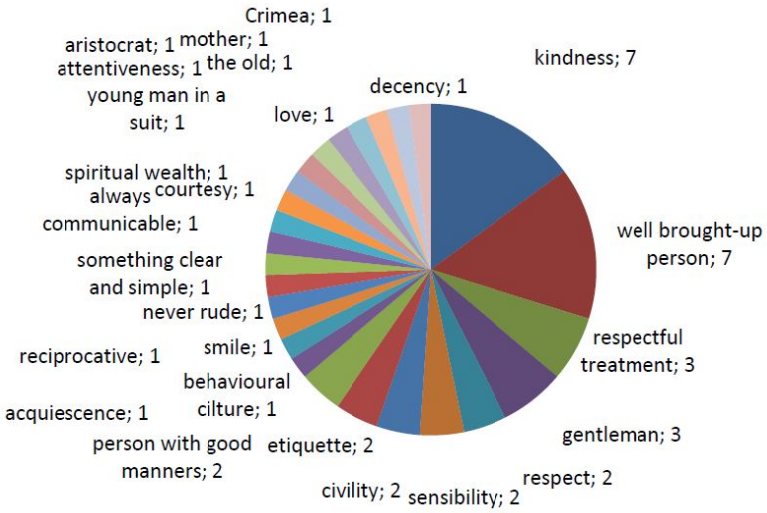
About 50 citizens of Kazakhstan aged 14 to 55 took part in the survey. The survey was uploaded to Vkontakte, the most popular social network in Kazakhstan. The following results were obtained:

Write your immediate association with the word «politeness». 47 answers were given to this question. The results are presented at Diagram 3.

The results suggest that politeness in the minds of the Kazakhstan people is kindness and a well brought-up person. For the Kazakh respect is the background in contrast with the speakers of English for whom it is the main characteristic feature of politeness.

The conclusion can be made that English politeness is oriented to others (demonstration of respect to others) while Kazakhstan politeness is subject oriented and concentrates on the speaker and his/her kindness.

D i a g ra m 3



CONCLUSION AND DISCUSSION

In conclusion, a polite person in the mentality of speakers of English is someone who respects the others. This characteristic is not the first in the Kazakh mentality. Only one Kazakh respondent stated that a polite person always says «thank you» whereas this feature is rather frequent in the answers of the English speaking respondents.

It is worth mentioning that the responses of the Kazakhs are more full and diverse comparing to the English responses. Speakers of English usually gave single-type answers. It might indicate that the concept of politeness is more clear cut in the English language and mentality while in the Kazakh mentality the ideas about this concept are still mostly vague.

The results of the survey of Kazakhs and English speaking respondents became a basis for a comparative analysis of politeness in different cultures. The general outcome is the following.

The so-called approach strategies aimed at getting communicants closer to each other are more characteristic of the English than of the Kazakh communication.

Predominance of these strategies in the English communicative culture manifests itself both in the qualitative and quantitative aspects, e.g. the use of the special constructions and markers such as can you…, please. These structures are less common in the Kazakh communicative culture while behavior of Kazakh is exemplified by a greater degree of naturalness and less rituals. The use of the same special constructions is not obligatory with kindness being the main feature of a polite person. This quality is the most important manifestation of politeness in the Kazakh culture.

In communication speakers of English pay a great attention to the plain of expression while the speakers of Kazakh - to the plain of content. That is why an important attribute of a polite person in the English language culture is the use in speech (depending on the purpose and participants of a communicative act) the words «please» and «thank you». For Kazakh it is not the main feature of politeness. «Communicable», «livable», «sympathetic» — these features reveal the content of a communicative act.

The conducted analysis revealed deep discrepancy in the ways politeness is expressed in the English and Kazakh communicative cultures. These differences must be clearly indicated to Kazakh speaking students studying English. They should be taught not only the vocabulary, but also the very idea of politeness for English speaking communities and the contexts in which various forms of expressing politeness should be used. The essence of politeness as a mental category should be explained to such students. Otherwise they are not likely to succeed in intercultural communication as politeness being also an extra-linguistic feature will influence greatly their communicative adequacy. Special exercises on politeness as well as other behavioral attributes and analyzing texts in English could become a suitable form of improving students' competence in foreign languages.

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Шетел филология кафедрасы

СЫПАЙЛЫҚ ҰҒЫМЫНЫҢҚАЗАҚ ЖӘНЕ АҒЫЛШЫН ТІЛДЕРІНДЕГІ ЛИНГВОМӘДЕНИ ЕРЕКШЕЛІКТЕРІ ЖӘНЕ ОНЫҢ МӘДЕНИЕТАРАЛЫҚ ҚҰЗІРЕТТІЛІКТІҢ ҚАЛЫПТАСУЫНА ЫҚПАЛЫ

Аннотация. Қазіргі уақытта сыпайылық тұлғааралық өзара іс-қимыл, коммуникация және әлеуметтік күнделікті өмірді толықтырады. Мақалада ең маңызды теориялық және аналитикалық құрылымдар, сыпайылық және әртүрлі мәдениеттің мақсатында ашып олардың жан-жақтылығы, және лингвистикалық сыпайылықты іске асыруға тырысады.

Түйін сөздер: Кросс-мәдени; лингвистикалық; сыпайылық.

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ЛИНГВОКУЛЬТУРНЫЕ ОСОБЕННОСТИ КОНЦЕПТА «ВЕЖЛИВОСТЬ» В КАЗАХСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ И ЕЕ ВЛИЯНИЕ НА ФОРМИРОВАНИЕ МЕЖКУЛЬТУРНОЙ КОМПЕТЕНЦИИ

Резюме. В наше время вежливость является одним из самых подкрепления из межличностного взаимодействия, коммуникации и социальной повседневной жизни. В статье показаны наиболее важные теоретические и аналитические рамки, которые пытаются осмыслить вежливость внутри и между культурами с целью раскрыть универсальность языковой вежливости.

Ключевые слова: Кросс-культурный; лингвистический; вежливость.

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SELF-EMPLOYMENT OF POPULATION IN KAZAKHSTAN

Abstract. The authors of the article, as a result of the study of self-employment, state the difficulties of classifying and statistical accounting of self-employed citizens. Since the self-employed are practically not registered anywhere, they do not pay taxes and social payments, which means that in the future there will be loss of pensions. Self-employed people are people who have lost their previous qualifications and, accordingly, cannot contribute to the development of the economy, since they do not possess the necessary knowledge and skills. Their vulnerability lies in the fact that they can be a breeding ground for anti-social, extremist, corrupt and various protest actions.

According to the authors, the ratio of growth in labor productivity in industry and agriculture to growth in wages is topical and in demand. The establishment of such a sound interconnection will be achieved through the technological re-equipment of the national economy and the development of professional skills of employees through the introduction of innovations.

Keywords: self-employment, employment policy, unemployed potential, legalization, qualification.

In the economic theory the concept of "employment" has several aspects. It is interpreted as employment by useful work, study, work, craft, care of children and the elderly, military service [4]. In modern conditions, employment has become one of the essential characteristics of the economy and the well-being of the people, an integral part of the social and economic policy of the state.

Employment of the population is the activity of citizens connected with the satisfaction of personal and social needs, not contradicting the legislation and bringing, as a rule, to them earnings (labor income).

In the annual Address to the people of Kazakhstan, the Head of State identified key areas for further social and economic modernization of the country. A new stage in the development of Kazakhstan's society is associated with the strengthening of the economy and the improvement of the well-being of the people, which is inextricably linked with the solution of the problem of employment of the population [1].

Researchers of the phenomenon of self-employment state the difficulties of classification and statistical accounting of self-employed people. It seems that it is more correct to treat them not as a single social and economic category, but as a conglomerate of different groups. Moreover, the boundaries of these groups are vague, and the statuses are not yet settled.

In the social sciences, at the level of the theoretical premises of the self-employed, they are usually clearly separated from both employees and employers, as well as those employed in domestic subsistence farming [4].

The Law on Employment of the Population of Kazakhstan provides the following definition: "self-employed - individuals who are individually engaged in the production (sale) of goods, works and services for income generation, including production for own consumption, members of production cooperatives, unpaid family workers (farms) and Employers who employ the work of hired workers "[5].

However, state statistics uses a different formulation: independent employment is employment, in which the amount of remuneration directly depends on the income received from the production (sale) of goods and services.

At the same time, four groups of self-employed workers are singled out: individual employers with one or more employees, self-employed workers, members of cooperatives and unpaid family workers.

In general, self-employed people are concentrated in South Kazakhstan (20.5%), Almaty (15.4%), Zhambyl (10.8%), East Kazakhstan (8.6%), Kostanai (8%), Akmola (6 , 4%) areas. The smallest number of self-employed people is observed in Atyrau (1.2%) and Mangystau (0.7%) oblasts. At the same time, the number of self-employed is low in cities of the republican value: Astana - 1.1%, Almaty - 2.2% [6]. The high level of self-employment reflects the problems of labor markets in the middle and underdeveloped regions of the republic. On the one hand, high self-employment reduces the social obligations of the state, but, on the other hand, it hinders the growth of human capital in the regions.

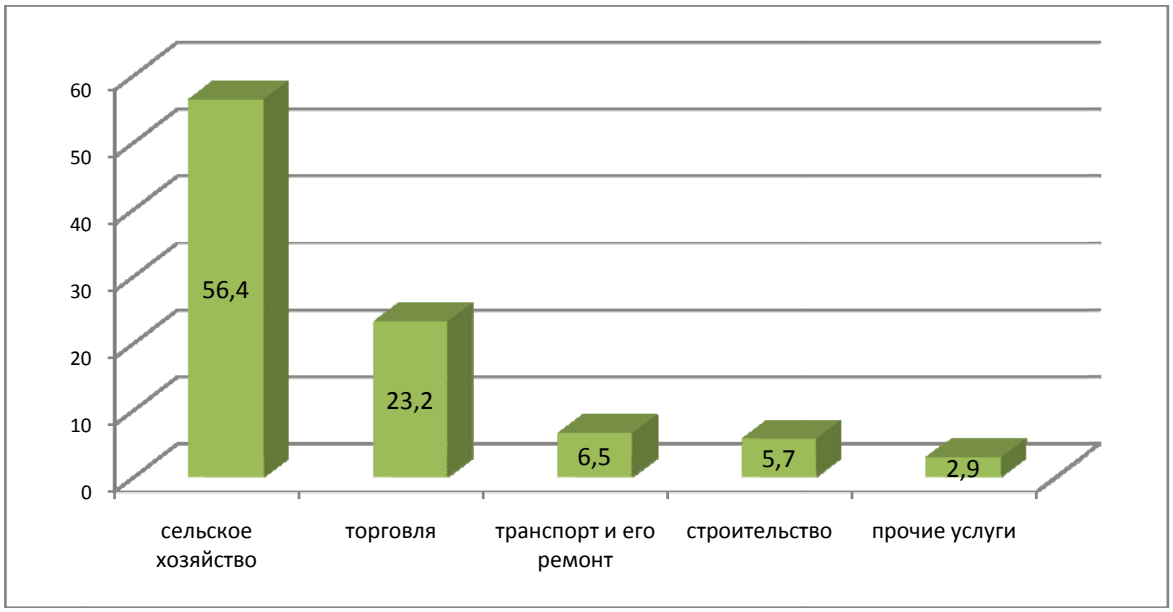

Figure 1 - Distribution of independent workers by types of economic activity,%

Some researchers consider the phenomenon of self-employment as a positive phenomenon. At the same time, they consider the self-employed as the most efficient, proactive, resilient part of society.

Others, negatively assessing the existence in society of a large army of self-employed, reinforce their position with the following arguments:

1) self-employed are not registered anywhere, do not pay taxes and will not have pensions in the future;

2) self-employed, having lost their previous qualifications, can not contribute to the development of the economy, since they do not possess the necessary knowledge and skills;

3) self-employed can be a breeding ground for antisocial, extremist, corrupt and various protest actions.

The legalization of the activities of independent workers is seen by many researchers in the implementation of the following measures:

1. Targeted approach to job creation. However, it does not take into account the fact that jobs created by the state are often unattractive for the self-employed in connection with the proposed activity and low pay.

2. Assistance in the establishment of small and medium-sized enterprises through the efforts of large business structures. True, large entrepreneurial structures prefer to deal with their own current problems and long-term tasks.

3. Re-qualification of self-employed, taking into account the current and potential needs of the state and the labor market. However, according to experts, most of the training programs are outdated and do not meet the requirements of the labor market. With a formal approach, free retraining courses become completely useless and ineffective [7].

Problems of independent workers are trying to solve the state, implementing the program "Business Roadmap - 2020". In particular, work is under way to subsidize and guarantee entrepreneurial initiatives, to reduce administrative barriers in the process of organizing their own business.

The Human Development Index of Kazakhstan showed that the main indicators of the HDI as maternal and child mortality, life expectancy, functional literacy of the population are also lagging behind those of other countries.

In general, in recent years, as a result of economic growth in Kazakhstan, there has been a tendency to reduce unemployment, but the absolute number of self-employed is steadily holding at the level of 2.7 million people. If we do not take drastic measures to reduce their share, then it is possible that in the short term they can become a stimulant to destabilize the socioeconomic situation.

In the current social model of Kazakhstan, the principle of social partnership is based on the allocation of responsibility to the state, employers and citizens.

The joint responsibility of the state, the business community and citizens implies the development of social partnership, when each party - the state, employers and citizens - has certain obligations and responsibilities to achieve a better quality of life and ensure the full range of socio-economic opportunities. If the state provides support to a person who has found himself in a difficult life situation, but the person himself will not make efforts to improve his position, then state aid may be suspended.

Thus, the national employment policy is built on the principle of activating the labor market and increasing labor mobility, by creating incentive measures to formalize employment through increasing the participation of self-employed in the mandatory social insurance system, continuous development and new labor skills that will increase labor productivity and provide competitiveness of the national economy.

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ҚАЗАҚСТАНДАҒЫ ХАЛЫҚТЫҢ ҚЫЗМЕТІН ҚЫЗМЕТ КӨРСЕТУ

Аннотация. өзін-өзі анықтау жіктеу және статистикалық өзін-өзі жұмыспен қамтыған азаматтардың қиындықтарды зерттеу авторлар. өзін-өзі жұмыспен тіркелген ешқашан дерлік бастап, салықтар мен әлеуметтік қауіпсіздік төлемдерді төлеуге емес, және, демек, Lisheen зейнетақы жалғастырады. Өзін-өзі жұ-мыспен - бұл олардың алдыңғы біліктілігін жоғалтқан адамдар, сондықтан олар қажетті білім мен дағды-ларды жоқ, өйткені олар, экономиканың дамуына үлес мүмкін емес. Олардың осал олар қоғамға қарсы, төтенше, сыбайлас жемқорлық және түрлі наразылық іс-әрекеттері үшін асыл тұқымды жер болуы мүмкін табылатындығында.

Тиісті және сұранысқа ие, авторлардың айтуынша, өнеркәсіп және ауыл шаруашылығы саласындағы еңбек өнімділігінің өсу, жалақының өсу қатынасы болып табылады. дыбыс қарым-қатынас құру инновациялар негізінде қызметкерлердің кәсіби дағдыларын ұлттық экономиканың және даму технологиялық қайта жарақтандыру арқылы қол жеткізілетін болады.

Түйін сөздер: өзін-өзі жұмыспен қамту, жұмыспен қамту саясаты, жұмыссыздық әлеуеті, заңдастыру, біліктілік.

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САМОЗАНЯТОСТЬ НАСЕЛЕНИЯ В КАЗАХСТАНЕ

Аннотация. Авторы статьи в результате исследования самозанятости констатируют трудности классификации и статистического учета самозанятых граждан. Так как самозанятые практически нигде не зарегистрированы, не оплачивают налоги и социальные выплаты, а значит в дальнейшем будут лишины пенсионного обеспечения. Самозанятые – это те люди, которые потеряли прежнюю квалификацию, соответственно не могут внести свой вклад в развитие экономики, поскольку не обладают необходимыми знаниями и навыками. Их уязвимость заключаются в том что они могут оказаться питательной средой для осуществ-ления антиобщественных, экстремистских, коррупционных и различных протестных действий.

Актуальным и востребованным, по мнению авторов, является соотношение роста производительности труда в промышленности и сельском хозяйстве росту заработной платы. Установление такой обоснованной взаимосвязи будет достигнуто через технологическое перевооружение национальной экономики и развитие профессиональных навыков работников на основе внедрения инноваций.

Ключевые слова: самозанятость, политика занятости, потенциал безработных, легализация, квалификация.

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EUROPEAN MODEL OF COOPERATION OF THE STATES IN THE POWER RELATIONS

Abstract: One of the most important tasks of the international community is necessity of a solution of the problem of energy security. Settlement is necessary not only at the universal level, but also on regional. The foundation of activity of the European community in the sphere of power is laid in article 3 of the Treaty on the EU of 1957. Competence of the EU of this sphere is implemented mainly through Art. 95 of the Treaty on the EU which for ensuring functioning of domestic market provides carrying out measures for rapprochement of the legislation of member states. Also, one of the main roles is played by such international documents as the European Energy Charter of 1991 and the Treaty of Lisbon to the Energy Charter of 1994. However, despite a positive contribution of these acts, progressive extension of the international legal regulatory base in the sphere of ensuring the international energy security by acceleration of process of formation of the principles and norms in this direction. Also creation of system of the international control over the implementation by the states of obligations under international treaties is necessary in this area. The international aspect of power cooperation concerns approach to energy resources not only as to a subject of trade and means of receiving have arrived the certain states or group of the states, but also as to one of bases of sustainable economic and humanitarian development of the international community in general.

Key words: power relations, cooperation, international treaties, European Union, international organizations.

Introduction.

The need for reliable and stable provision with energy resources, in turn, makes the issue of energy security among the most important challenges facing the international community.

Sustainable energy supply represents one of the most important conditions of international stability.

The problem of improving the international legal regulation of energy relations acquires particular relevance on both universal and regional level.

Fuel and energy complex has always been the weakest link of economies in Western Europe, therefore, the partial integration in this area was carried out initially with the advent of Community within the ECSC and Euratom. The energy crisis of the early 1970s caused by the shortage of energy resources, once again reaffirmed the need for joint coordinated efforts of the member States of the Community in this area. However, to the serious practical measures for the integration in the field of energy sector, member States came only with the creation of the internal market.

In May 1988, the Commission in its Working document entitled as "The Internal energy market", determined the creation of the internal energy market as a crucial goal of expanding the common market and presented a plan for gradual liberalization of the energy sector of economies of member States. This plan which envisaged the coordination of energy prices at the Community level and the introduction the common rules of transit of electricity and gas through their territory for member States, was generally carried out at the beginning of the 1990s [1; p. 178].

In addition to the activities on the formation of the internal energy market, in the 1990s the Community was also undertaken measures aimed at stimulating investments in the energy sector, ensuring reliability of energy supplies, support energy efficiency and power saving mode, the development and expansion of energy consumption from alternative sources, conservation of the environment in the processes of energy production and energy consumption.

Main part.

Today the basis of the activities of the European community in the field of energy lays out in article 3 of the EU Treaty of 1957, defining among other activities of the Community "activities in the field of energy". However, today the energy policy of the EU does nщt find the reflection among the policies of Community, contained in part III of the Foundation agreement. The EU competence in this area is realized mainly through the article 95 of the EU Treaty, which provided the implementation of the measures for the approximation of legislation of member States in order to ensure the functioning of the internal market. A key role for the development of its energy policy of the EU is played by such international instruments as the European Energy Charter of 1991 and the Lisbon Energy Charter Treaty 1994.

It is also important to remember that the legal bases of integration in the field of nuclear energy are implemented on the basis on the provisions of the Treaty of 1957, establishing Euratom [2; p. 133].

Today the most important document in the sphere of energy policy of the European Union is the first common program of action of the Union in this field "Intelligent energy – Europe" established by Decision of the European Parliament and of the Council N 1230/2003/EC of 26 June 2003, the Document was adopted for the period up to 2006. The common agenda in the field of energy supply has consolidated several preexisting in this area programs such as SAVE (increasing energy efficiency and rational use of energy), ALTENER (searching of new and using renewable energy sources), STEER (support energy initiatives in the transport sector) and COOPENER (support of using renewable energy sources in developing countries), which ended in 2002 [3; p. 189-193].

"Intelligent Energy for Europe" is a new EU program, which purpose is to create a new direction and new objectives of energy policy in Europe for four years (2003-2006). The previous energy program ended in December 2002. Old programs ETAP, SYNERGY, SURE, CARNOT, ALTENER, and SAVE are summarized in four programs: SAVE (program that promotes energy efficiency), ALTENER (program promoting the use of renewable sources of energy) and two new programs – COOPENER (international cooperation program on energy efficiency and renewable sources of energy) and STEER (transport).

Through these programs, DG TREN (Directorate General for transport and energy EC) intends to address a number of issues associated with transportation and energy demand, renewable energy sources and energy supply. The total budget for the agreed program is 200 million euros (previous program was spent 175 million euros). It is divided as follows: 69.9 million euros is designed to SAVE, 80 million – to ALTENER, 17.6 million – on international cooperation and 32.6 million to energy aspects of transport. There are opportunities to increase funding after 2004. It is expected that this program will be formally approved in July and the first deadline for submission of proposals is scheduled for November 2003.

In addition, there will create a new Executive Agency to manage this and future energy programs. This Agency will be responsible for the formulation of annual guidelines and priority directions for spending, rules for participation and implementation schedules. It will also be responsible for the management of funds and evaluation of funded projects. European Parliament proposed to create a larger strategic European Intelligent Energy Agency. The initial Commission's proposal stipulated funding more small projects. In the same way as the old program, the new program requires that most projects received funding from the EU is not more than 50%, with a simultaneous attracting of external financing for most projects.

Support of reliability of energy supply, integration of energy policy of the European Union in the contemporary Union strategy for sustainable development and also reduced the dependence of the internal energy market from energy imports from developing countries are the main ideas of the first multi-annual program of Union action in the field of energy. The implementation of the program is carried out by defining so-called key actions covering energy priorities, which are held in the four mentioned sectors, combined or separate, there may also hold the key actions for the individual regions of the Community.

Leading role in the implementation of the energy policy of the European Union allocated to the Commission. Today the work of the Institute in the field of energy is based on the priorities outlined in the Commission communication of 23 April 1997 on an overall perspective of energy policy and actions.

The functions of the Commission in this area primarily focused on coordination, supervision and control of the activities of participants in the energy market of the Union. For example, Regulation (EC) No. 736/96 of 22 April 1996 on notifying the Commission of investment projects involving Community interests in oil, gas sectors and electricity industry, requires disclosure information on investors for major investment projects in the energy sector before the Commission.

In the structure of the Commission operates a special Department in charge of European energy – Directorate-General for transport and energy. The Commission also established a number of specialized

agencies in this field such as the European forum on transport and energy and the European regulatory group for electricity and gas.

The liberalization of the energy market of the member States, provided in the Working document of the Commission 1988, began with the adoption on 26 June 1990 Directive 90/377/EEC concerning a Community procedure to improve the transparency of prices for gas and electricity for consumers. The Directive obliged member States to provide the Statistical Bureau of the European communities information on market prices for electricity and natural gas. The community has reached that such information may not be confidential, and has established the measurably control over pricing in the energy markets, which led to the equalization of prices for electricity and gas for the Community as a whole.

The process of liberalization of the electricity market was ended by adoption on 19 December 1996, Directive 96/92/EC concerning common rules for the internal electricity market. Full liberalization of the market of gas supply which provided by the Directive 98/30/EC of 22 June 1998 concerning common rules for the internal market in natural gas.

In July 2003 the energy law carried out a radical reform. Four directives on the liberalization of markets supply of gas and electricity Directive 90/547/EEC, Directive 91/296/EEC, Directive 96/92/EC and Directive 98/30/EC were repealed. From 1 July 2004, their place in the legal regulation need to occupy new, modernized and codified documents - Directive of the European Parliament and Council 2003/54/EC of 26 June 2003 regarding common rules on the internal electricity market and the repeal of Directive 96/92/EC and Directive of the European Parliament and of the Council 2003/55/EC of 26 June 2003 concerning common rules for the internal natural gas market and the abolition of Directive 98/30/EC [2; p. 137].

Directive 2003/54/EC defines the General rules regarding the generation, transmission and supply of electricity among the Community. It reflected the norms on the organization and functioning of the energy sector of economies of member States, the criteria and conditions for access to the internal energy market of the Community. According to the Directive 2003/54/EC, member States themselves determine the rights and obligations of enterprises of electricity supply and at its discretion, determine the access of power producers to the market either on the basis of licensing or Declaration system. Member States should ensure the access of consumers to electricity supply systems based on the principles of non-discrimination and transparency, including in respect of tariffs, and also to take measures to maintain the openness of their energy markets.

Provisions of the Directive 2003/54/EC are supplemented by the norms embodied in the Regulations of the Council and the European Parliament (EC) No. 1228/2003 of 26 June 2003 on conditions of access to networks for order to cross-border exchange in electricity. This Regulation aims to create fair conditions for cross-border exchange of electricity under normal competition and subject to regional specificities in member States by establishing a single tariff for access to the EU internal market.

So-called "gas" Directive 2003/55/EC establishes common rules for the transportation, delivery, supply and storage of natural gas. The document lays down rules concerning the organization and functioning of the gas sector of the economy of member States, including the market supply of liquefied gas, ensures the harmonization of the provisions on the procedure of access to the market of the respective enterprises. The Directive introduces common criteria and procedures for issuing permits to enterprises in the transportation, supply, delivery and storage of natural gas [4; p. 89].

Directive 2003/55/EC is aimed at demonopolization and development of the market of gas supply in member States through its full open, encouraging competition in the gas sector, the integration of gas-transport networks in accounting for the dependence of the gas market from gas suppliers from third countries. The basis of the above-mentioned events is the principle of subsidiarity.

Today the need to develop a system of ensure the reliability of energy supply in the European Union is caused by two problems. The first of them is economic- political. The European Union and its member States are the largest consumers of energy, 70% of the demand for which is provided by imports from third countries. The main producers of energy resources for the European Union are the countries of the Middle East and Russia. With the enlargement of the European Union, its energy dependence will only increase as the Union will include a state completely dependent on energy supplies from outside.

The second problem is economic-ecological. Modern energy consumption is directly related to the harmful effects on the environment. Provisions of the Kyoto Protocol and events in the context of sustainable development put energy consumers in the strict framework of environmental conditionality.

The growth of energy consumption today must be linked with the stimulation of efficient energy use through environmental regulation on energy prices and holding the events on energy saving and energy efficiency and also with the development of alternative energy sources, which are more environmentally friendly.

The most important act in the sphere of ensuring the reliability of energy supply is the Council Directive 68/414/EEC of 20 December 1968 imposing an obligation on member States of the EEC for the establishment of a minimum reserve of refined oil and/or petroleum products, amended by Directive 98/93/EC of 14 December 1998. In connection with the fact that refined oil and petroleum products play a critical role in the energy supply of the Community and any disruption in supply can seriously disrupt the activities of the organization, the Directive introduces a requirement for member States on the strategic reserve of such products. Each member state is obliged to have in its possession such quantity of refined oil and petroleum products, which can ensure the normal use, within 90 days throughout the year. A significant role in maintaining the stability of oil supplies in the Community also plays Regulation No. 2964/95 of December, 20, 1995, introducing the registration in the Community of the import and supply of crude oil. The regulation obliges all persons and enterprises importing crude oil from third countries or receiving the flow of crude oil from another member state, provide to the member state in which they are established, information regarding the characteristics of the import and filing. Information that collecting by member States on the extent of discovery available to the Commission in order to create a General picture of the conditions of importing and filing among the Community. The collected information includes information about price. Information should be provided regularly, at least once per month. This information is confidential, but it does not prevent the compilation and publication of open reports on the problem of a General nature and do not call details of the participation of specific enterprises.

The Commission is currently preparing a reform of the measures for creation of strategic reserves of energy resources. In particular, it is planned to replace Directive 68/414/EEC by new and also to create a similar system for the sphere of gas supply.

The necessary task of maintaining the reliability of power supply is carrying out actions on energy saving and energy efficiency. In accordance with the determination of the Commission in its report on the action plan to improve energy efficiency in the European community, energy efficiency means reducing energy consumption without reducing the use of energy production and equipment.

A number of Community directives provide for such events. First and foremost, it is the Council Directive 93/76/EEC of 13 September 1993 on the limitation of carbon dioxide emissions by improving energy efficiency (SAVE), which laid down the General actions in the framework established by it for the SAVE program to improve the energy efficiency of industrial facilities, buildings, and other structures. In pursuance of the provisions of Directive 93/76/EEC there were adopted a Directive of the European Parliament and of the Council 2000/55/EC of 18 September 2000 on energy efficiency requirements for wiring fluorescent lighting and Directive of the European Parliament and Council 2002/91/EC of 16 December 2002 on the energy operating characteristics of the construction. In the spirit of these actions are being implemented norms of Council Directive 92/42/EEC of 21 may 1992 on efficiency requirements for modern installations of heating water, which burns liquid or gaseous fuel [5; p. 90].

Industrialized countries are deeply interested in broader energy cooperation. Supplies of energy carriers from resource-rich States help them meet the growing energy needs and lead to greater diversification of energy flows, thus reducing dependence on any particular region. The idea of creating a multilateral international Treaty serving as the legal basis for energy cooperation among the States of East and West was first made in 1990 by the Prime Minister of the Netherlands Mr. Lubbers and supported by the European Commission (the Commission). On the 17 of December 1991, in the Hague, 46 States signed the European Energy Charter legally non-binding document establishing the intention to develop energy cooperation based on principles of market economy, openness and competition. Parties to the European Energy Charter, despite its title, were not only the Nations of Europe. It was signed by OECD countries, including member States of the EU, US, Canada, Japan and Australia, New Zealand (Western block), as

well as all the countries of the former USSR and Council for mutual economic assistance (Eastern block) [6; p. 259].

The Charter is a political commitment to cooperate in the energy sector on the basis of certain objectives and principles. The first important principle is the development of open and efficient energy markets. Second – creating conditions that will stimulate the inflow of private sector investments and participation of private enterprises. Herewith there are prohibited any discrimination between the participants. Also, it is necessary to consider the principle of respect for state sovereignty over natural resources as the important principle. Not to mention the need to recognize the importance of environmentally sound and energy-efficient policies for international relations.

The Energy Charter stressed the need for the establishment of an appropriate international legal framework for energy cooperation among its members. Negotiations on the Energy Charter Treaty (ECT) began in 1992. Parties involved in the negotiations, was more than 50 delegations with various different positions, different views and interests. Experience of negotiations on such agreement did not exist. However, after a relatively short three-year period, negotiations are to succeed. The ECT was signed in Lisbon on 17 December 1994 and entered into force on 16 April 1998.

The Treaty was developed on the basis of the European Energy Charter of 1991. While the latter was composed as a Declaration of political intent to promote energy cooperation between East and West, the Energy Charter Treaty is the only kind of legally binding multilateral instrument specifically addressing interstate cooperation in the energy sector. The main objective of the Energy Charter Treaty – enforcement of the legal norms on energy issues by creating a unified field of rules to be followed by all participating governments, thus minimizing the risks associated with investment and trade in energy.

The Treaty's provisions focus on five broad areas: the protection and promotion of foreign energy investments based on the extension of national treatment or most-favored-nation (depending on which one is the most favourable); free trade in energy materials, products and energy-related equipment based on WTO rules; freedom of energy transit through pipelines and grids; reducing the adverse impact of the energy cycle on the environment through energy efficiency; and dispute resolution mechanisms between States or between the investor and the state [7; p. 137].

The peculiarity of this Treaty is the fact that by ECT's subjective structure, it is a tool that unites, mainly the oil-importing States. The largest States-exporters of energy sources, namely the Arab States and the countries of Africa and Latin America, refused to sign the Contract. In the ECT the point of view of the energy-rich States exporting to the East of the EU are represented, mainly, by Russia, and also Kazakhstan and Azerbaijan as the fastest growing major manufacturers of oil, and Turkmenistan and Uzbekistan — gas producer, and Ukraine as the main transit country. For them, as for most other "Eastern" 10 States, ECT is interesting primarily as an opportunity to become more attractive to investors, to demonstrate that they play by the rules of the global economy, reduce the impact of risks associated with their political situation, and not to fall out from meaningful dialogue on energy policy. It was and remains the most important factor, as most "Eastern" States is attracting (and retaining) foreign investment, which are needed for inflowing of new technologies and for the reduction and allocation of risks associated with the implementation of new projects, mainly due to the lack of legal and political stability and protection of such investments [7; p. 41-42]. Thus, the effect of the ECT applies to the countries of Europe, former USSR, Japan, Mongolia, Turkey and Australia, and displays ECT beyond the regional framework, but does not give it a universal character and the sign of "universal recognition".

The institutional structure of the ECT includes a Conference on the Energy Charter, Secretariat and subsidiary bodies. The conference on Energy Charter is an intergovernmental organization which was established in 1994 under the Energy Charter Treaty and is the governing and policy-making body of the Energy Charter process. Its members are all signatories to the ECT side. Observers at the Conference are 24 States and 10 international organizations that have not signed the ECT. Important powers of the Conference include the supervision of the implementation of the Energy Charter Treaty, decisions on the adoption of the texts of the amendments to the Energy Charter Treaty of accession to the ECT the new sides about the authorization of negotiations on the protocols and declarations. The conference bears the political responsibility for the implementation of the Energy Charter, the Energy Charter Treaty and related documents. It also decides on possible amendments to the Energy Charter Treaty and the admission of new members. All countries that signed or acceded to the ECT are members of the conference, which meets

regularly to discuss political issues affecting energy cooperation between the signatories of the ECT, as well as to monitor the implementation of the provisions of the ECT and PEEREA. In addition, the conference has the right to consider possible new instruments and projects on energy issues on legitimacy. The conference is convened on a periodic basis.

As for the content of the Energy Charter Treaty, it must be noted that the text of the Contract is particularly complex, because in addition to the basic provisions it includes 14 applications and 5 decisions, which are recognized as its integral parts. In addition, the ECT has three groups of auxiliary rules: declarations, protocols and understandings. The declarations are devoid of legal force of legal acts which are concluded between two or more parties ECT for clarification and more comprehensive interpretation of its rules. Protocols, in turn, are a legally binding agreement to be executed by the signing parties. However, understandings represent explanations of specific rules of the Energy Charter Treaty and their legal status is still not defined. With the signing of the ECT, the participants were also adopted various declarations and understandings on certain provisions and also signed the Energy Charter Protocol on energy efficiency and related environmental issues.

Interesting is the fact that the legal force of the norms of the ECT heterogeneous. ECT includes both norms having the character of strict obligations, and norms-desire that constitutes "soft law". Herewith the norms of the Energy Charter Treaty (with some exceptions) are protected by the mechanism of obligatory arbitration of disputes between the parties (article 27), which gives even to the standards-aspirations a certain legal force. Some relationships are governed parallel by hard and soft norms, without defining their hierarchical subordination, making it difficult to understand what the nature of regulation, the parties intended to give the relevant relations. Investment norms of ECT have a "double level of protection", as they are subject to a mechanism for arbitration of disputes between investors and host parties (article 26). The question of whether ECT is endowed with direct effect, i.e. whether it is applicated by national courts of the parties is debatable, but the arbitration clause to allow the Energy Charter Treaty arising from the "horizontal" (interstate) and "diagonal" (investment) disputes to neutral international bodies whose decisions the ECT parties are required to recognize and enforce in their territories [8].

In article 2 of the Energy Charter Treaty, there is a provision, which determines the importance of the ECT to "facilitate long-term cooperation in the energy field based on complementarities and mutual benefits, in accordance with the purposes and principles of the Charter". Thus, when interpreting the provisions of the ECT into account should be taken of not only the literal meaning of its wording, but also the purposes and principles of the European Energy Charter. The content of the ECT covers a broad range of relations in the energy sphere. The standards of ECT can be divided into three main blocks: trade, investment and transit.

The section on investment is the cornerstone of the ECT. Its provisions aim is to promote and protect foreign investment in member States. The investment norms contained in part III of the ECT represents the core content and meaning of the ECT. They have a twofold objective: regulation of market access and investment protection. These norms apply to the relationship between the host parties ECT and investors of the other parties to the ECT in connection with the implementation of investments in the first territories. For this purpose, the Treaty provides foreign investors with certain fundamental rights with respect to their investments in the host country. Foreign investors are protected against the most serious political risks, such as discrimination, expropriation and nationalization, breach of individual investment contracts, damages resulting from war or similar events, and unjustified restrictions on the transfer of funds. The Treaty's provisions for dispute resolution, which covering both interstate arbitration and resolution of disputes between the investor and the state, reinforce these investor rights. The estimated level of political risk in the host country greatly influences the decision of foreign companies as to whether, firstly, to invest, and what level of income it will require. The higher the perceived risk– the higher the income which foreign investors require. Conversely, the lower the perceived risk, the greater the likelihood of investing larger amounts of capital and more potential income the host state will receive the host state. Reducing the political risks that foreign investors face in the host side, the ECT seeks to boost investor confidence and to contribute to the increase in international investment flows.

The ECT is the first multilateral international Treaty establishing rules of network energy transit. Existed at the time of the conclusion of the Energy Charter Treaty, the multilateral agreement on transit of goods did not reflect the specifics of the network transit of key importance in the energy sector.So, the

Barcelona Convention and Statute on Freedom of Transit of 1921 and the New York Convention on Transit Trade of Land-locked States, 1965 regulate only transit of rail and waterways. The latter allows the possibility of the application to the network transport only if the States specifically separately agree to that. These conventions apply to a limited number of States that cannot be considered as having universal recognition.

GATT 1947 (and the GATT 1994) covers a large number of States. The included transit article V does not formally exclude from its scope network transportation, but in fact, States do not distribute it for this type of transportation, and a number of States (including Russia) challenge the possibility of expanding this article into a network transit of energy. The United Nations Convention on the Law of the Sea 1982 sets out a number of important rules concerning the laying of pipelines and cables in marine space, but substantive and territorial scope of these rules is limited.

Article 7 of the Energy Charter Treaty defines transit in two situations. Major (when involving three countries): the movement of energy through the territory of a party to the ECT, if either the state of origin or the state of destination of energy is also a party to the ECT. No need to all three States involved in the "transit chain", were members of the ECT. Optional (when involving two States): moving the energy through the territory of a party to the ECT, originating from and destined for the other side of the ECT (for example, transit through the area of the Kazakh territory of gas, originating from one and destined for another region of Russia). Herewith the ECT includes in the definition of territory also Maritime spaces, in respect of which party has no sovereignty, but in accordance with the international law implement the sovereign rights and jurisdiction (clause 10, article 1 of the ECT). Thus, in respect of transit through Maritime space works parallel regulation of the Energy Charter Treaty and the UN Convention on the Law of the Sea 1982 [9; p. 231-234].

The Energy Charter Treaty and the Energy Charter Protocol on energy efficiency and related environmental aspects were signed in December 1994.

Currently, in the framework of the European Union were developed a set of sectoral legislative acts and legal norms, that allows to speak about the formation of European energy law. The EU has created an institutional framework for the implementation of a common energy policy, one of the main objectives of which is the security of supply of energy resources from external sources. An important role in achieving this target allotted to the Energy Charter Treaty (ECT), the implementation of which had to develop an institutionally legal framework for multilateral energy cooperation in the Eurasian space.

18 October 1995, Kazakhstan ratified the Energy Charter Treaty and the Energy Charter Protocol on energy efficiency and related environmental aspects.

Conclusion

Thus, it should be noted that the cooperation of States in energy relations requires a new international legal approaches, namely the progressive expansion of international legal base regulation in the field of ensuring international energy security by accelerating the process of formation of principles and norms in this direction; the establishment of a system of international control over the compliance of States with obligations under international treaties in this field.

The international dimension of energy cooperation concerns the approach to energy resources not only as an object of trade and a means of profit by individual States or group of States, but also as a pillar of sustainable economic and human development of the international community as a whole.

The Treaty to the Energy Charter and its instruments form the international legal framework for investment, reduce the risk of its implementation by reducing the technical and financial costs and increase the economic potential of the projects. The attractiveness of this Treaty is caused by the fact that it establishes a relatively efficient mechanism for the application of external pressure on governments of the States that violate the provisions of the ECT, exceeding their authority, establishing, thus, guarantees for investors and other interested parties.

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ЭНЕРГЕТИКАЛЫҚ ҚАТЫНАСТАР АУДАНЫНДА МЕМЛЕКЕТ АРАЛЫҚ СЕРІКТЕСТІКТІҢ ЕУРОПАЛЫҚ ҮЛГІСІ

Аннотация: энергетикалық қауіпсіздік мәселелерін шешу халықаралық ұйымдардың ең маңызды тапсырмала-рының бірі болып табылады. Тек қана универсалды деңгейде емес, сонымен қатар аудандық деңгейде де бірың-ғайландыру жұмыстары қажетті. Еуропалық ұйымның энергетика саласындағы жұмысының негізі 1957ж. ЕС жайлы келіссөздің 3-бабында қаланған болатын. Бұл салада ЕС құзіреті ішкі нарықтың жұмыс істеуін қамтамасыз ету мақсатында, мемелекет-мүшелердің заң шығару ұйымдарын жақындастыру шараларын жүргізетін ЕС құзіреті ЕС жайлы келіссөздің 95-бабы арқылы айрықша жүзеге асады. Сондай ақ, 1991ж. Еуропалық энергетикалық қолжазба және 1994ж. Лиссабондық энергетикалық қолжазба келіссөзі сияқты халықаралық құжаттар басты рөлдердің бірін ойнайды. Алайда, бұл әрекеттердің оңтайлы салымына қарамастан, халықаралық энергетикалық қауіпсіздікпен қамтамасыз ету ауданында қағидалардың және осы бағыттағы жолдардың қалыптасуын үдерісті түрде жылдамдату жолы арқылы халықаралық-құқықтық нормативтік негіздің үдемелі кеңеюі қажет. Сондай ақ, осы ауданда халықаралық келіссөздер бойынша мемлекеттердің міндеттерінің орындалуын қадағалайтын халықаралық бақылау жүйесін құру қажет. Энергетикалық серіктестіктің халықаралық аспекті энергетикалық ресурстарға тек қана сауда заты және жеке мемлекет болып немесе мемлекеттік топ болып пайда көру көзі ретінде ғана емес, сондай ақ, халықаралық ұйымдадың экономикалық және гуманитарлық дамуының негіздерінің бірі ретінде қатысты болып табылады.

Тірек сөздер: энергетикалық қатынастар, серіктестік, халықаралық келіссөздер, еуропалық бірлік, халықаралық ұйымдар.

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ЕВРОПЕЙСКАЯ МОДЕЛЬ СОТРУДНИЧЕСТВА ГОСУДАРСТВ В ОБЛАСТИ ЭНЕРГЕТИЧЕСКИХ ОТНОШЕНИЙ

Аннотация: Одной из важнейших задач международного сообщества является необходимость решения проблемы энергетической безопасности. Необходимо урегулирование не только на универсальном уровне, но и на региональном. Основа деятельности Европейского сообщества в сфере энергетики закладывается в статье 3 Договора о ЕС 1957 г. Компетенция ЕС в этой сфере реализуется преимущественно через ст. 95 Договора о ЕС, которая в целях обеспечения функционирования внутреннего рынка, предусматривает проведение мер по сближению законодательства государств-членов. Также одну из главных ролей играют такие международные документы, как Европейская энергетическая хартия 1991 г. и Лиссабонский договор к Энергетической хартии 1994 г. Однако, несмотря на положительный вклад данных актов, необходимо прогрессивное расширение международно-правовой нормативной базы в области обеспечения международной энергетической безопасности путем ускорения процесса формирования принципов и норм в этом направлении. Также необходимо создание системы международного контроля за выполнением государствами обязательств по международным договорам в этой области. Международный аспект энергетического сотрудничества касается подхода к энергетическим ресурсам не только как к предмету торговли и средству получения прибыли отдельными государствами или группой государств, но и как к одной из основ устойчивого экономического и гуманитарного развития международного сообщества в целом.

Ключевые слова: энергетические отношения, сотрудничество, международные договоры, Европейский Союз, международные организации.

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THE ORGANIZATIONAL CULTURE AND ITS INFLUENCE ON DEVELOPMENT OF THE ORGANIZATION

Abstract: Issues related to the formation of organizational culture are keeping and arousing the interest, due to thedirect impact on the activities of the organization, on the construction of the organizational structure, strategic planning, the business processes, the socio-psychological climate. Modern management considers organizational culture as an internal entity that expresses the values of individual groups and organizations as a whole. Organizational culture consists of basic characteristics that should indicate which principles prevail in one or another organization, how values are formed, how conflicts are resolved. In this connection, the organizational culture influences the formation of organizational behavior, and is defined as the totality of values, customs, traditions, norms, beliefs and assumptions embodied in various aspects of the organization's activities and that make this or that organization unique.

Therefore, the management of the enterprise uses the organizational culture as one of the tools that guides all departments and employees of the organization for general purposes.

To study the influence of organizational culture factors on enterprise activity, the method of questioning and the method of calculating the integral coefficient determining the level of organizational culture were applied in this article. Based on the results of the comparative analysis, conclusions which were madefurthercould be helpful in establishing business communications and improving the socio-psychological climate of the organization.

Keywords: Organizational culture, development, organization, process, management.

Introduction. Each organization face on needs to create an individual image, careful elaboration and regulation of the relevant values and goals, as well as the development of technology for the production of its products or services, cultural standards and moral and spiritual framework for the conduct of employees, in order to create and maintain a good reputation on the market. All this includes the concept of organizational culture, without the development of which it is impossible to achieve maximum efficiency of the company[1].

Priority issues are those that constitute the fundamental foundations of beliefs and values brought by management and shared by most of the company's personnel. Organizational culture is associated with an extensive conceptual framework that includes the moral foundations of employees, their relationships and interaction with the external and internal environment of the company. The organizational structure based on psychology of formation of practical experience, expressing itself as the value orientations of this experience. In the organization, with a favorable moral and psychological climate, the staff believes that its managers genuinely trust the employees, and the success of the company is in their attitude to the staff. Modern authoritarian organizations in Kazakhstan do not welcome the authoritarian leadership style, which is characterized by total centralization, rigid framework, unquestioning obedience, unfair hierarchy, and result at any cost. Therefore, most successful companies prefer a democratic management style, which includes, maximum decentralization, self-determination, significance, a united team, an orientation toward the needs of clients, competence, disclosure of the potential of the individual and creativity.

Organizational culture reflects the attitude of the organization to the individual, the way to approach to the quality of the output and to the accessibility and authenticity of all information. In the aggregate, it is

realized in a set of rules, values, norms and symbols that improve and develop constantly. In developed foreign companies, the question of the need to develop organizational culture is no longer posed, there for a long time understand and apply various methods of its perfection and strengthening. In our republic, so far, this concept has a formal character, and is taken into account only in large industrial enterprises.Thus, the formation and development of organizational culture is the way to increase the efficiency of the enterprise, and the operating system of organization, culture is important and relevant for modern enterprises of Kazakhstan, seeking to be competitive and successful.

The concept of organizational culture is a combination of the norms and approaches adopted in the organization, the forms of relations and the achievement of the results of activities that distinguish this organization from all others.

Methods.The organizational culture performs two main functions:

- the function of internal integration: performs the internal integration of the personnel of the organization so that each member of the organization knows how to interact with the rest of its members;
- the function of external adaptation: creates a favorable background for the organization to be easier to adapt to the external environment.In order to assess the organizational culture of an enterprise, it is necessary to identify its main elements (Figure 1).

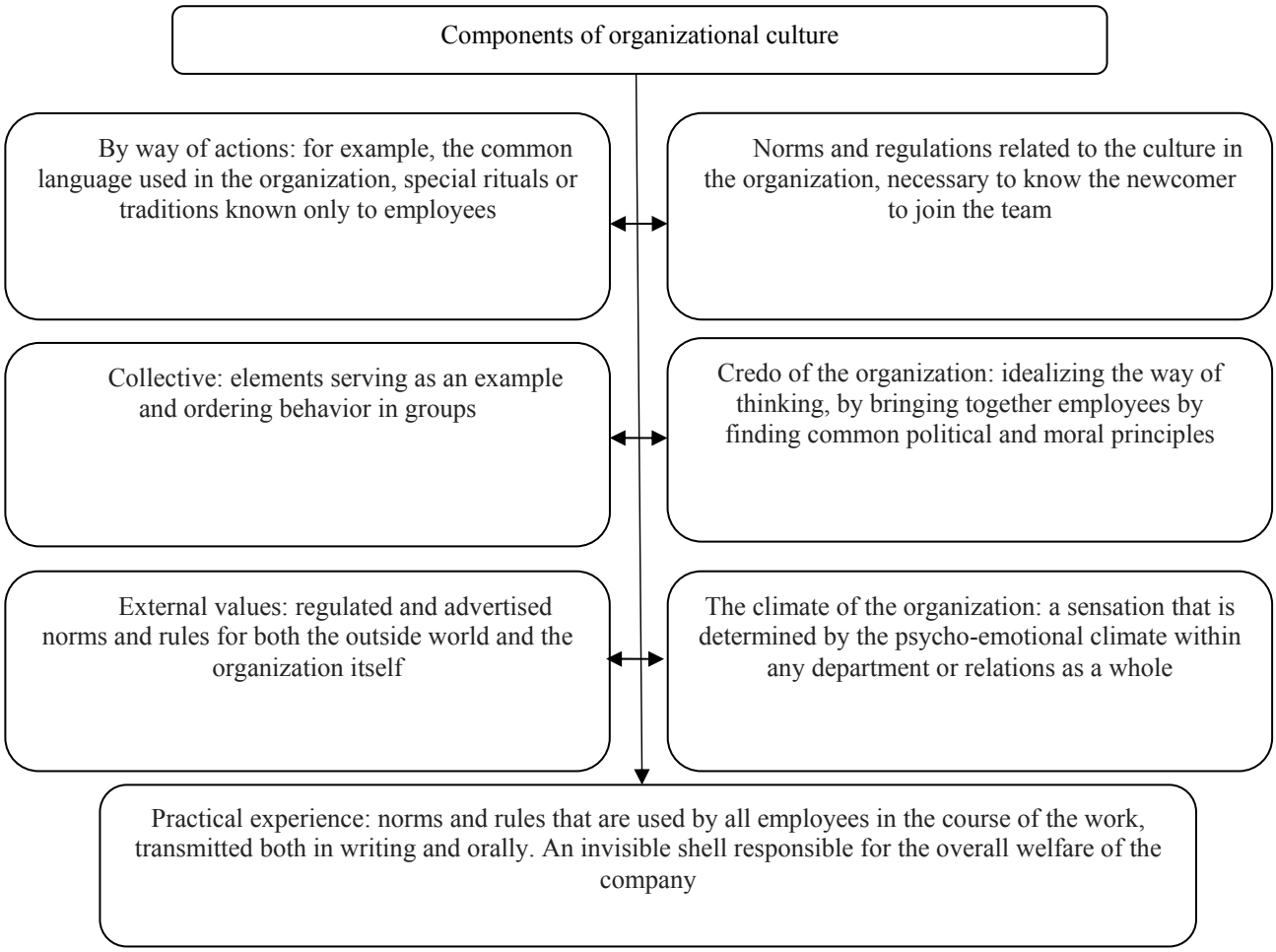

Figure 1- Elements of organizational culture

In the questionnaire,there were involved 50 employees from the administrative and production sector (the studies were conducted in December 2017). The results of each questionnaire were processed and compared with the results of other questionnaires, and generalizations were made. Subsequently, the information obtained from the questionnaires was processed and were identified the results presented in Figure 2.

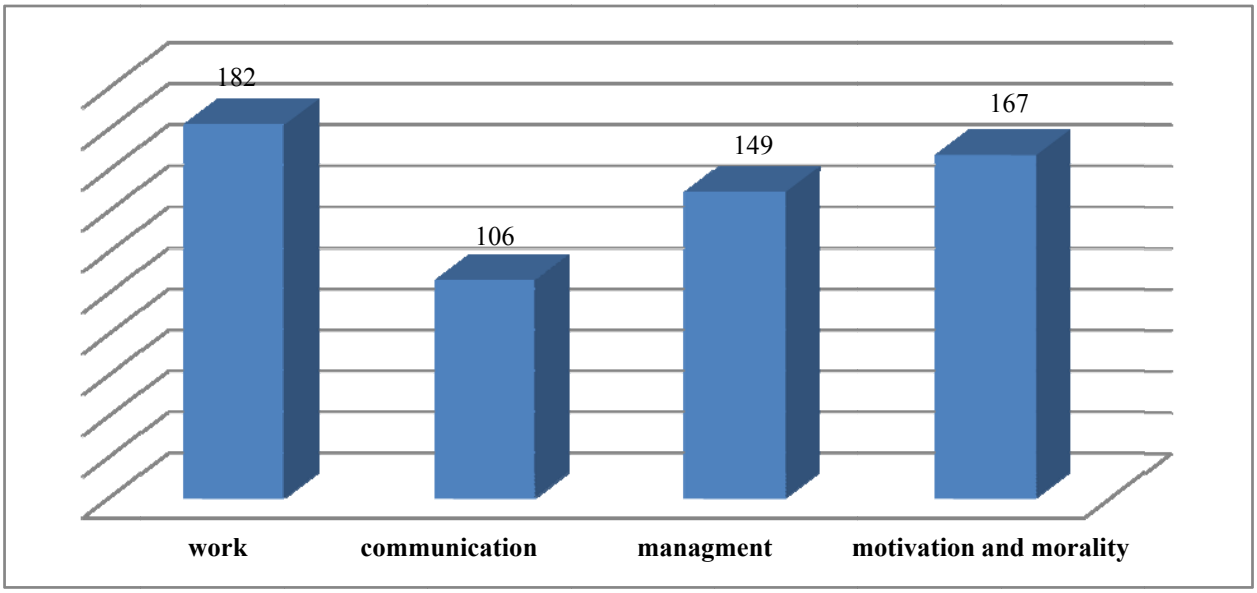

Figure 2- Processing of the questionnaire of the organizational culture of the LLP "BC" Aksay" by the method of C. Handy [3]

The data obtained from the questionnaire give us an opportunity to evaluate the first factor in a direct form: the overall score is above 100 points, which indicates a positive orientation of the organizational culture in the enterprise. The category "Work", implying the existence of goals and a clear mission of the organization, as well as the desire of personnel to perform their work at a high level is at the level of 182 points, which indicates a positive orientation of the organizational culture of this category. The level of communication in the organization has the lowest value and speaks about the lack of development of this sphere, and the need to increase it, respectively.

The integral coefficient of development of the organizational culture, we calculated, using the methodology proposed by E.O. Glass [4].

The formula for calculating the integral coefficient (Formula 1):

$$\text{Integral coefficient} = \sqrt[n]{K1 \times K2 \times K3 \times K4}, \quad (1)$$

Where

Coefficient.integ. - determines the level of the integral coefficient of organizational culture,

n - the magnitude of the characteristics of the analysis of the level of organizational culture,

K1, K2, K3, K4 - characteristics of the analysis of organizational culture, shown in the form of coefficients.

Thus, for our research organization, the integral coefficient is:

$$\text{Coef.integ} = \sqrt[4]{182 \times 106 \times 149 \times 167} = 3{,}48.$$

According to E.O. Glass, the average value of the integral coefficient for modern organizations varies in the amplitude from 3 to 5 units. Consequently, the indicator 3.48 obtained by us in LLP "KhBC" Aksay "speaks also of the average level of organizational culture and indicates the need for its improvement.

This indicator is not critical, but for particularly large limited liability partnerships this may be a signal to increase this indicator, since this may be the main reason for the low or average profitability of the enterprise.

Next, we conducted a study of organizational culture through interviews and acquaintance with the documentation of LLP "KhBC" Aksay ", which resulted in the following indicators [5]:

1.HR policy

a) Effectiveness of personnel policy

At the enterprise, comfortable working conditions are created, allowing employees to develop their skills in the best possible way, increasing labor efficiency.

b) Incentives for employee motivation.

At the company there is a system of bonuses, for overfulfilment of the plan, motivating staff to work extremely efficiently, which is a good motivation for all personnel. This allows you to achieve maximum efficiency from the work of each individual employee, by engaging him in the result and quality of the work performed.

c) Staff turnover and absenteeism

The turnover of personnel at the enterprise is close to zero. Absents are rare, as employees are extremely serious about fulfilling their work duties and cherish theirjobs.

d) Experience

A large number of workers have been working at this enterprise since its opening, and have a great experience, which they gladly share with young employees, becoming for them mentors.

2. Organization of general management

a) Reputation

The company has been functioning for more than 20 years and during this time has managed to gain a good image, and to earn the trust of a huge number of consumers.

b) Efficiency of the organization control system

Due to an effective control system, the company manages to cope with any emergingdifficulties in the production or marketing process.

3. Organization of General Management

a) Code of Ethics for Employees

Absent

b) Mission and objectives of the organization

The company has a clearly defined mission and sets specific goals.

c) Individual autonomy

The enterprise is managed by the CEO from the inside and is autonomous.

d) Organizational structure

At the enterprise there is a clearly formulated organizational structure, each employee clearly understands and knows his job responsibilities.

4. Organizational culture

a) Level of communication

The level of communication at the enterprise is quite high, since production is conveyor communication, both verbal and non-verbal, are extremely important, and it is up to them to determine the speed and clarity of performance.

b) Dress code

Production personnel does not have the right to enter the workshop without wearing a special uniform and, if necessary, equipment. To the management link, certain rules of the dress code are also applied, for non-observance of which the employee receives a penalty or a fine.

c) The daily routine

Observance of all time intervals and schedules, as well as punctuality, are one of the basic requirements.

d) Employees attitude to the work

As it was noted earlier, the company has a number of bonuses, which stimulates employees to work harder and with maximum efficiency. All this appeals to the staff's interest in the work and best influences their attitude to work.

Results. In analysis of the results, we considered elements indicating the relationship between the organizational culture and the activities of the enterprise personnel, and its direct impact on motivation.

All items have a positive result, except "3.a" - the existence of a code of ethics for employees. Proceeding from this, it follows that the level of organizational culture is above the average indicator in LLP "BC" Aksai ". And as we can see, according to the results of the research, there are a small number of shortcomings. However, we cannot say that they are completely absent. Also, there are a number of advantages and disadvantages, which are reflected in Table 1.

Strengths of organizational culture of LLP "BC"Aksay" are:

- the higher management hands over to the specialists all the necessary set of authorities for the fulfillment of the goals and tasks set before them, and they bear full responsibility for their decisions and actions.
- constant stimulation of employees in achieving the company's overall goals, fostering loyalty in them and encouraging initiative;
- Presence of clear orders of the director, indicating the status of the issue, activities, resources, timing and responsibilities.

Table 1- Advantages and disadvantages of the organizational culture of the LLP "BC" Aksay "

Index	Advantages	Disadvantages
Leadership	smooth increase of the personnel's interest in the long-term development of the enterprise itself.	Lite inertness in the application and development of new approaches to problem solving for most managers anddistrust of innovative methods of problem solving.
Technical part	availability of the necessary number of administrative and industrial premises.	the documentation is not relevant and does not correspond to the current reality.
Level of professionalism	a sufficiently high level on the upper layers of the administrative "pyramid".	but there is a sharp decline in the lower and middle levels.
Management	highly professional, reliable and flexible.	at times there is a violation of the promptness of making managerial decisions.
Structure of organization	completely corresponds to the object and style of management.	uneven distribution of duties and high level of workload for some posts.
Note: made by author		

Weak sides:

- the production team does not work as closely as the administrative staff;
- the broken integrity of the communication process in the field of documentation, which in turn reduces the effectiveness of the interaction of the indicators of one department with another;
- there is no specially developed strategy to improve the organizational culture of the enterprise as a whole.

Conclusion. In the research, we determined that the organizational culture has a significant impact on the life of the organization. The results of the analysis showed that the main shortcomings in the formation of organizational culture are the strategic planning system, the management process and the information system. This makes it possible to continue research on the development of an organizational culture modeling algorithm and its impact on the regulation of business processes and the improvement of the management process in the organization.

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ҰЙЫМДЫҚ МӘДЕНИЕТ ЖӘНЕ ОНЫҢ ҰЙЫМ ДАМУЫНА ӘСЕРІ

Аннотация. Ұйымдық мәдениеттің қалыптасуына байланысты сұрақтар әрдайым қызығушылық туды-ратын және де тудырады, бұл жағдай, фактордың толықтай ұйым қызметіне тікелей ықпалынан, яғни ұйымдастырушылық құрылымды құру, стратегиялық жоспарлау, ұйымда жүретін бизнес-үрдістер, әлеумет-тік-психологиялық ахуалынан туындайды. Заманауи менеджмент ұйымдық мәдениетті жекелеген топтар мен толықтай ұйымның құндылықтарын бейнелейтін өзіндік ішкі негіз ретінде қарастырады. Ұйымдық мәдениет негізгі сипаттамалардан қалыптасады, олар өз кезегінде қайшылықтардың қалай шешілетіндігін, құндылық-тардың қалай қалыптасатындығын, ұйым қызметіне байланысты қандай қағидалардың басым екендігін көрсетеді. Осыған байланысты, ұйымдық мәдениеттің ұйымдық мінез-құлықтың қалыптасуына да ықпал ететіндігін айтуға болады және де ұйымды бірегей ретінде көрсететін ұйым қызметінің түрлі жақтарында орын алатын құндылықтар, дәстүрлер, мөлшерлер, болжамдар, жиынтығы негізінде анықталады. Сондықтан да, кәсіпорын басшылығы ұйымдық мәдениетті ұйым бөлімшелері мен қызметкерлерін жалпы мақсатқа бағыттайтын құралдардың бірі ретінде пайдаланады.

Мақалада кәсіпорын қызметіне ұйымдық мәдениет факторларының ықпалын зерттеу үшін сауалнама жүргізу әдісі мен ұйымдық мәдениеттің деңгейін анықтайтын интегралдық коэффициентті есептеу әдісі қолданылған. Жүргізілген саыстырмалы талдау негізінде болашақта ұйымдағы бизнес-коммуникацияны жолға қою мен әлеуметтік-психологияны ахуалды жақсартуға көмектесетін қорытындылар келтірілген.

Түйін сөздер: Ұйымдық мәдениет, даму, ұйым, үдеріс, менеджмент.

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ОРГАНИЗАЦИОННАЯ КУЛЬТУРА И ЕЕ ВЛИЯНИЕ НА РАЗВИТИЕ ОРГАНИЗАЦИИ

Аннотация.Вопросы, связанные с формированием организационной культуры вызывали и вызывают интерес, в связи с тем, что этот фактор имеет непосредственное влияние на деятельность организации в целом. На построение организаионной структуры,стратегическое планирование, протекающие в организации бизнес-процессы, социально-псиологический климат. Современный менеджмент рассматривает организа-ционную культуру как некую внутреннюю сущность, которая выражает ценности отдельных групп и организации в целом. Организационная культура складывается из базовых характеристик, которые должны указывать, какие принципы преобладают в той или иной организации, как формируются ценности, как разрешаются конфликты. В связи с чем, организационная культура оказывает влияние и на формирование организационного поведения, и определяется как совокупность ценностей, обычаев, традиций, норм, верований и предположений, воплощенных в различных сторонах деятельности организации, и которые делают ту или иную организацию уникальной. Поэтому руководство предприятия использует *организационную культуру* как один из инструментов, который ориентирует все подразделения и работников организации на общие цели.

Для изучения влияния факторов организационной культуры на деятельность предприятия в данной статье был применен метод анкетирования и метод расчета интегрального коэффициента определяющего уровень организационной культуры. По итогам проведенного сравнительного анализа были сделаны выводы, которые могут в дальнейшем помочь в налаживании бизнес-коммуникаций и улучшении социально-пси-хологического климата организации.

Ключевые слова: организационная культура, развитие, организация, процесс, менеджмент.

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INFLUENCE OF EXTRACURRICULAR ACTIVITIES ON ECOLOGICAL CULTURE AND THINKING OF ECOLOGIST STUDENTS

Abstract. The article is devoted to extracurricular activities of university students. The authors of the article, using the example of the activity at the Innovative Eurasian University in Pavlodar, give a scientific-methodological and methodological substantiation of the essence, content and technology of formation of ecological thinking in extracurricular activities of students of specialties "Ecology" and "Life safety and environmental protection". Great importance in the university is attached to improving the system of scientific and technical creativity and research work of students. Organization and coordination of work in this direction at the university is entrusted to student self-government. Also, various associations are organized, one of them is the "Ecological Society", which organizes and coordinates various environmental actions. To improve the quality of training specialists and the effectiveness of research work at the university, the activation of scientific events is planned for further development of scientific olympiads, competitions, exhibitions of scientific and technical creativity of students, scientific youth schools and conferences. Proposals and recommendations have been developed to improve the system of extracurricular research work of students, which allow them to actively participate in student conferences, constantly increasing their level of development.

Key words: extracurricular activities, scientific research work, ecological education, ecological culture, ecological education, formation of ecological culture.

Introduction. Extracurricular activities of the university is an important part of the process of quality training of specialists, an integrated system of each higher educational institution. The goal is the development of the student's personality activity, realized in its interaction with the university community, the surrounding social environment; Support and help the student in self-fulfillment, readiness to defend their professional independence and responsibility.

In the ecological education, youth in our country has already accumulated a certain experience [1-4]. In addition to studying special subjects of the natural-geographical profile, information in the educational process is increasingly being updated and information is finding environmental information. As the development of ecology as a science appears a large number of works that reveal the problems of environmental education. Various aspects of environmental education, the formation of the teacher's readiness for the work on the ecological education of schoolchildren are considered in the scientific works of V.A. Afonin [5], N.F. Vinokurova [6], A.N. Vorobyov [7], SN Glazachev [8-9], V.P.Golov [10], S.S. Kashlev [11], E.S. Slastenina [12], etc. The ecological culture, those or other aspects of its formation and development are investigated by such authors as V.A. Ignatova [13], S.N. Glazachev and E.A. Kogai [14].

Methodological approaches to the problem of education of human ecological culture are based on the ideas of modern philosophers about harmonization of human interaction, nature and society and the role of culture in this process (V.I. Vernadsky [15], V.G. Gorshkov [16], N.N. Moiseev [17]).

In the development of the conceptual foundations of environmental education at the present stage, a significant contribution was made by A.N. Zahlebny [18-22], I.D. Zverev [23-26], L.V. Moiseyev [27], A.P. Sidelkovsky [28], I.T. Suravegina [29-33] and others.

Recently, a number of dissertational studies have been carried out, showing different aspects of environmental education. The development of ecological culture in the academic work on the example of

subjects of the natural-science cycle and elective courses was conducted by G.N. Karopa [34], C.E. Pavlyuchenko [35] and others.

However, as shown by the study of the special literature, the question of studying extracurricular work of students has not been sufficiently studied. It is known that environmental education in a university should be aimed at the formation of a person with a new ecological thinking, an ecological worldview that allows interacting with the natural environment, his ability to cooperate with nature, and not only to manage.

The urgency of the problem and its insufficient elaboration in pedagogical science has determined the choice of the topic of our study.

The aim of the research is the scientific, methodological substantiation of the essence, content and technology of formation of ecological thinking in the extracurricular activities of students of the universities of the specialties "Ecology" and "Life safety and environmental protection".

Ecological education is associated with the formation of students in the environmental consciousness, which includes a set of views and ideas on the problems of the optimal relationship between society and nature in accordance with the specific needs of life and the possibilities of nature. Education in this area is aimed at changing the technocratic style of thinking and creating an emotional and psychological attitude towards nature as not only a source of raw materials, but also as an environment that provides social and cultural progress for humanity.

Materials and methods. The methodological basis of the research was based on general scientific methods of theoretical research (analysis, synthesis, interpretation, comparison, classification, induction, deduction, generalization, modeling, etc.), empirical methods (observation, questioning, documentation), and statistical methods (quantitative and qualitative analysis of experimental data). The theoretical basis of the study was the work of scientists in the field of environmental education and ecology.

Discussion. There is a fairly large number of scientific and pedagogical studies proving that various forms of extracurricular activities have efficacy in the process of training future specialists comparable to, and sometimes even greater than traditional forms of training [36-40]. It is no accident that modern institutions of higher education, as a rule, carry out extensive activities to involve students in various extracurricular programs and activities, which leads to a more complete achievement of the educational and upbringing goals of higher educational institutions.

The following goals and tasks of extracurricular work with students are distinguished:

1. Education of a highly moral, the spiritually advanced and physically healthy person, capable of high-quality professional activity and moral responsibility for his decisions

2. The formation of students' moral, spiritual and cultural values, the needs of the scientific worldview, ethics and accepted rules of behavior in society, healthy lifestyle.

3. The formation of students' civil position and patriotic consciousness, legal and political culture

4. Formation of personal qualities necessary for effective professional activity, intelligence.

5. Orientation for human values and the lofty humanistic ideals of culture.

6. To impart skills of the management team by using various forms of student government.

7. Preservation and enhancement of historical and cultural traditions of the University, the continuity of students ' education.

8. Accession to the university spirit, the formation of a sense of university solidarity and corporate identity.

9. Improving physical condition, fostering the need for a healthy lifestyle, education of intolerance to drugs, drinking, anti-social behavior.

10. The interconnection of educational process, educational and scientific work;

11. The creation of humanitarian space - conditions for mastering by the student of material culture and spiritual values, accumulated by mankind.

12. Creating an environment of creative, intellectual, cultural dialogue, promoting self-determination, self-affirmation and self-actualization of the student;

13. Creation of conditions for updating research capacity of students (including youth conferences on scientific, cultural and social issues of our time).

Tasks extra-curricular activities are implemented in specific activities in accordance with the stages of socialization of students.

The most problematic is the adaptation period, which tested the students of the first course. It is possible to allocate social and individual parameters of successful adaptation to the system of university education. Social options include the formation of the band student group with reference to the installations to increase the educational level. The individual options include the degree of internalization of the demands of the university students' awareness about the university and faculty: the specifics of the specialty chosen, its demand in the labour market.

Successful adaptation allows the students to integrate into the system of higher education. The integration period continues usually from 1-2 to 3-4 courses. The duration of the period depends on the level of development of extracurricular infrastructure at the university and the individual activity of the student. Criteria of integration of the student in the higher education system can be considered indicators of learning outcomes, and as an option, a systematic research work, and regular participation in one or more extracurricular activities.

Ways of extracurricular work with students:

- conducting of cultural-mass, scientific, educational and sports activities, organization of leisure of students;
- creation and organization of work of creative, sports, scientific associations and collectives, associations of students and teachers on interests;
- organization of civil and patriotic education of students;
- organization of work on the prevention of crime, drug addiction and HIV infection among students;
- studying of problems of students and the organization of psychological support, consulting help;
- work to ensure the secondary employment of students (labor, socially significant);
- organization of research work of students during extra-curricular time;
- carrying out activities to strengthen and support the young family;
- propaganda of sports culture and healthy lifestyle;
- assistance in the work of student public organizations, clubs and associations;
- information support of students, support and development of student mass media;
- scientific substantiation of existing methods, search and introduction of new technologies, forms and methods of extracurricular activities;
- creation of a system of moral and material incentives for teachers and students who actively participate in the organization of extracurricular work;
- development of the material and technical base and facilities intended for the organization of extracurricular activities.

The participation of students in all forms of extracurricular work stimulates the development of key competencies. In the process of organizing student self-government, planning activities that meet the interests and needs for creative self-realization, the implementation of socially-oriented programs that allow making independent decisions and requiring comprehensive analysis, the students form instrumental, interpersonal and system competencies.

Interpersonal competences include individual abilities related to the ability to express feelings and attitudes, critical thinking and self-criticism, as well as social skills related to processes of social interaction and cooperation, the ability to work in groups, and to accept social and ethical obligations.

Instrumental competences presuppose cognitive abilities, the ability to understand and use ideas and considerations, methodological abilities, the ability to understand and control the environment, organize time, build learning strategies, make decisions and solve problems.

System competencies are a combination of understanding, attitude and knowledge, allowing to perceive how parts of the whole are related to each other and to evaluate the place of each of the components in the system, the ability to plan changes to improve the system and design new systems.

Key competencies develop in students in the process of participating in extracurricular activities. First and foremost, this is the organization of student government as an independent organizational structure that is interested and has the authority to influence the quality of the educational process. Planning, organizing and holding events independently develop the ability to work independently, develop and manage projects, material, financial and human resources.

The search for ways to improve the educational process and organize the research work of students stimulates the ability to learn, allows the application of knowledge in practice, and develops research skills.

Development and implementation of innovative methods and programs of students' work on the development of social activity, participation in training form the ability to adapt to new situations, generate new ideas, develop creativity and leadership.

Results. The Innovative Eurasian University of Pavlodar has organized an active extracurricular activity of students. Great importance in the university is attached to improving the system of scientific and technical creativity and research work of students. Organization and coordination of work in this direction at the university is entrusted to student self-government. Also, various associations are organized. One of them is the "Ecological Society", which organizes and coordinates various environmental actions. To improve the quality of training specialists and the effectiveness of scientific research work at the university, the activation of scientific events is planned to further develop scientific Olympiads, competitions, exhibitions of scientific and technical creativity of students, scientific youth schools and conferences.

Extracurricular work with students is an integral part of the process of qualitative training of specialists and is conducted with the aim of forming students' civil position, preserving and multiplying moral, cultural and scientific values in modern life, developing skills for constructive behavior in the labor market, preserving and reviving the university traditions.

The traditional student scientific-practical conference of the Small Academy of Sciences of the Republic of Kazakhstan "Integration of education and science - a step into the future" is held annually in April in InEU. The regional scientific and practical conference of young scientists and students "Study of the native land - the path to science" is held annually in October.

Evidence of increasing the scientific activity of young people is the participation of students of the 3rd and 4th year of specialties "Ecology" and "Safety of life and environmental protection" in conferences:

• Regional scientific-practical conference of students and schoolchildren "Noosphere: Economics, Ecology, Society", November 19, 2013, Omsk, Russia, Omsk Institute (branch),

• International Student Scientific and Theoretical Conference "Socio-economic and legal problems of forming a" knowledge-intensive "economy in Kazakhstan", Karaganda Economic University, April 29, 2014,

• International scientific and practical Internet conference "Youth and Science", Almaty Academy of Economics and Statistics, April 25, 2014,

• IV Republican Scientific and Practical Conference of Young Scientists and Students "Mission of Youth in Science of the Republic of Kazakhstan", East Kazakhstan State University named after S. Amanzholov, Ust-Kamenogorsk, November 13-14, 2014,

• XV Republican Scientific and Practical Conference of Schoolchildren, Students, Masters and Teachers "New Age - New Technologies", Astana, Kazakh University of Technology and Business. November 20-21, 2014.

In addition, students annually participate in the International Internet Olympics among the educational institutions "Erudites of the Planet" (Moscow) with the participation of teams from Russia and foreign countries, in the All-Russian student Internet Olympiad of the innovative nature "Information Technologies in Complex Systems" in the field of Ecology. Annually students participate in the subject Olympiad among students of the Innovative University of Eurasia in the specialties "Ecology", "Life safety and environmental protection". Winners of the intra-university stage are sent to the Republican student subject Olympiad in Kazakh National University named after Al-Farabi (Almaty).

Conclusion. The authors of the article developed proposals and recommendations for improving the system of extracurricular research work of students, which allow them to actively participate in student conferences at all levels, show the best results, constantly increasing their level of development.

Study on the project "Improving the management system of solid domestic waste in Pavlodar", in which students of the specialties "Ecology", "Life safety and environmental protection" actively participated, was completed. According to the results of the research 6 theses were defended. The results of this study were taken into account by city authorized bodies.

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ЭКОЛОГ СТУДЕНТТЕРДІҢ ЭКОЛОГИЯЛЫҚ МӘДЕНИЕТІ МЕН САНА-СЕЗІМІ ҚАЛЫПТАСУЫНА ОҚУДАН ТЫС ҚЫЗМЕТІНІҢ ӘСЕР ЕТУІ

Аннотация. Мақала жоғары оқу орын студенттерінің оқудан тыс қызметін ұйымдастыру мәселесіне арналған. Мақала авторлары Инновациялық Еуразия университеті үлгісінде жоғары оқу орында ұйымдастырылған «Экология» және «Тіршілік қауіпсіздігі және қоршаған ортаны қорғау» мамандықтарында оқитын студенттеріне арналған оқудан тыс жұмысты жүргізу барысында студенттердің экологиялық сана-сезімін қалыптастырудың мән-мағынасының ғылыми-әдіснамалық және әдістемелік негіздемесін және мазмұнын ашады. Жалпы жоғары оқу орында студенттердің ғылыми-техникалық және ғылыми-зерттеу жүйесін жетілдіруге басым назар аударылады. Осы бағыттағы жұмыстын ұйымдастырылуы және үлестіруі студенттердің өзін-өзі басқаруына жүктелген. Сонымен қатар түрлі бірлестіктер ұйымдастырылған. Олардың бірі - «Экологиялық қоғам». Қоғам әртүрлі экологиялық акцияларын ұйымдастырады және оларды үйлестірумен айналысады. Университетте мамандарды даярлау сапасын және ғылыми шараларады өткізу тиімділігін арттыру үшін келесі жұмыстарын өткізу жоспарланады: ғылыми олимпиадаларды, сайыстарды, студенттердің ғылыми-техникалық шығармашылығын, жастар ғылыми мектептерін және конференцияларын дамыту. Студенттердің оқудан тыс ғылыми-зерттеу жұмыстары жүйесін жетілдіру бойынша ұсыныстар әзірленеді. Нәтижесінде білім алушылардың даму деңгейі көтеріліп, студенттер конференцияларына қатысу мүмкіндіктері кеңееді.

Түйін сөздер: оқудан тыс қызметі, ғылыми-зерттеу жұмыс, экологиялық білім беру, экологиялық мәдениет, экологиялық ағарту, экологиялық мәдениетті қалыптастыру

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ВЛИЯНИЕ ВНЕУЧЕБНОЙ РАБОТЫ НА ФОРМИРОВАНИЕ ЭКОЛОГИЧЕСКОЙ КУЛЬТУРЫ И МЫШЛЕНИЯ СТУДЕНТОВ ЭКОЛОГОВ

Аннотация. Статья посвящена организации внеучебной деятельности студентов вуза. Авторы статьи на примере деятельности в Инновационном Евразийском университете г. Павлодар дают научно-методологическое и методическое обоснование сущности, содержания и технологии формирования экологического мышления во внеучебной деятельности студентов специальностей «Экология» и «Безопасность жизнедеятельности и защита окружающей среды». Большое значение в вузе придается совершенствованию системы научно-технического творчества и научно-исследовательской работы студентов. Организация и координация работ в этом направлении в университете возложена на студенческое самоуправление. Также организованы различные объединения, одно из них - «Экологическое общество», которое организует и координирует различные экологические акции. Для повышения качества подготовки специалистов и эффек-тивности научно-исследовательской работы в университете, активизации научных мероприятий планируется дальнейшее развитие научных олимпиад, конкурсов, выставок научно-технического творчества студентов, научных молодежных школ и конференций. Разработаны предложения и рекомендации по совершенствованию системы внеучебной научно-исследовательской работы студентов, которые позволяют им активно участвовать в студенческих конференциях, постоянно повышая уровень своего развития.

Ключевые слова: внеучебная деятельность, научно-исследовательская работа, экологическое образование, экологическая культура, экологическое просвещение, формирование экологической культуры.

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AUDIT OF EFFECTIVENESS OF STATE PROGRAMS OF THE REPUBLIC OF KAZAKHSTAN

Abstract. The article presents the results of a study on the organization and conduct of the audit of the effectiveness of state programs in domestic practice. The methodological tools of the study include a set of general scientific methods. At present, eight state programs have been developed in Kazakhstan. The article analyzes the main results of the implementation of the 1st stage (2013-2015) of the Program for the Development of the Agro-Industrial Complex in the Republic of Kazakhstan for 2013-2020. The authors revealed the objective necessity of developing an audit of the effectiveness of state programs. The solution of this task, according to the authors, should be carried out on the basis of the scientific concept of performance audit, the development of which requires research of its theoretical foundations, its role in the state audit system, and the development of efficiency audit methodology. The development of the audit of the effectiveness of state programs requires certain changes, the modernization of a number of existing financial management systems in the state (especially the budget process), the adjustment of the functions of financial departments, etc. There is a need for a large amount of scientific, methodological, organizational, practical and regulatory work. The transition to a new type of audit of public resources, especially in the context of implementing the modern concept of a budget system based on performance, is becoming one of the most important tasks of the Accounts Committee of the Republic of Kazakhstan.

Key words: audit of efficiency, state audit, state programs, Lima Declaration, audit of financial statements, compliance audit, public funds, budget program, external control.

Introduction. The development of Kazakhstan is characterized by the statement of large-scale socio-economic tasks, the solution of which should be implemented on the basis of qualitative transformations and increasing the efficiency of the state's activity in various spheres of the economy. This is the aim of the ongoing socio-economic policy, the essence of which is to create an effective system of public administration, as well as budget reform, which involves transition to the formation and execution of budgets of all levels on the basis of the set goals of the state policy and the expected results of their achievement.

Particular attention should be paid to the formation of a system of real and objective indicators of the achievement by administrators of state programs of targeted indicators and the solution of certain tasks.

This makes new demands for the organization of state audit as an integral part of the public administration system, requires the creation of adequate mechanisms to determine the degree of achievement of the planned socio-economic results.

Such mechanisms include an audit of the effectiveness of public funds, widely used in the practice of foreign countries in recent decades. World experience shows that the use of performance audit has a significant impact on the quality of adoption and execution by executive bodies of decisions in the field of public financial management, and also enhances accountability, transparency and accountability in their activities.

It should be noted that efficiency audit, having emerged in foreign countries as a result of a regular process of development of the state financial system, in turn, was a factor contributing to its reform in order

to improve the efficiency of using budgetary funds. By means of efficiency audit, external state control of the state financial resources management is carried out, the purpose of which is to provide an independent and objective assessment of the effectiveness of the use of public funds aimed at achieving the set social and economic goals and objectives.

Meanwhile, in Kazakhstan, in the practice of state audit and financial control bodies, the audit of financial statements is mainly used to determine the correctness of the management and reliability of accounting and financial reporting, as well as the legality and targeted use of budgetary funds and state property. The task of determining the effectiveness of their use to date has not actually been realized.

Thus, at present there is an objective need to develop an audit of the effectiveness of the state programs of the Republic of Kazakhstan. The solution of this task should be carried out on the basis of the scientific concept of performance audit, the development of which requires research of its theoretical foundations, definition of its role in the system of state audit, development of methodology for performance audit.

This determines the urgency of researching the theoretical, methodological and practical aspects of the audit of the effectiveness of the state programs of the Republic of Kazakhstan.

Study. The development of state programs at all levels of the budget system of the Republic of Kazakhstan is an integral part of the modern national policy of the state. This fact is explained, first of all, by the fact that the country's budget is formed according to the program-target principle.

Currently, there are a significant number of government programs that are at different stages of development: from the creation of projects to their implementation. At the same time throughout the specified cycle of their implementation, external control is exercised by the state audit and financial control bodies of the Republic of Kazakhstan.

At present, 8 state programs have been developed in the Republic of Kazakhstan. Table 1 shows the main indicators of the state programs of the Republic of Kazakhstan.

Table 1 - State programs of the Republic of Kazakhstan for 2013-2019

№	Name	State body responsible for development	Terms of realization	Amount of financing, billion tenge
1.	State Program Infrastructure Development «Nurly Zhol»	Ministry of National Economy of the Republic of Kazakhstan	2015 - 2019 years	7 676,1
2.	SP of the development of the agro-industrial complex of the RK	Ministry of Agriculture of the Republic of Kazakhstan	2017-2021 years	2 374,2
3.	SP Public health development of the Republic of Kazakhstan «Densaulyk»	Ministry of Health and Social Development of the Republic of Kazakhstan	2016 - 2019 years	1 969,7
4.	State Program for the Development of Education and Science of the Republic of Kazakhstan	Ministry of Education and Science of the Republic of Kazakhstan	2016-2019 years	1 405,4
5.	State Program of Industrial and Innovative Development of the Republic of Kazakhstan	Ministry of Investment and Development of the Republic of Kazakhstan	2015-2019 years	878,3
6.	State Program of functioning and development of languages	Ministry of Culture and Sports of the Republic of Kazakhstan	2011-2020 years	19,1
7.	SP «Information Kazakhstan 2020»	Ministry of Investment and Development of the Republic of Kazakhstan	2013-2019 years	3 482,17
8.	GP on Counteracting Religious Extremism and Terrorism in Kazakhstan	General Prosecutor's Office of the Republic of Kazakhstan	2013 - 2017 years	103,2

For each state program, as a rule, a passport is drawn up, which includes the following main sections: the responsible executor; co-executors; participants; subprogrammes; the purpose of the program; tasks of the program; target indicators and indicators; stages and terms of the program; the amount of budgetary appropriations; expected results of the program.

The above sections of the program can be divided into two main groups. For example, the purpose, objectives, target indicators and indicators, milestones and timeframes, as well as budget allocations, are the direct objects of external control by state bodies, while the section reflecting the expected results of the

program implementation is directly related to the assessment of its effectiveness. At the same time, it should be recognized that state (municipal) financial control, as a rule, is carried out only to ensure compliance with the budget legislation of the Republic of Kazakhstan and other regulations governing budgetary legal relations. Thus, in essence, this control is a formal control of responsible executives over the course of execution of state programs.

Moreover, even at the stage of preparation, any state program is subject to mandatory public discussion and preliminary discussion at the meetings of public councils of responsible executors and only then approved by an act of the Government of the Republic of Kazakhstan. At the same time, public opinion is also important because, as a rule, the so-called institutional factors of the effectiveness of state programs are often forgotten after trying to achieve better financial indicators.

At present, the methodology for their evaluation is practically not developed, in connection with which this assessment is carried out mainly by individual representatives of the scientific community in their scientific research. This necessitates a state approach to their development and implementation in the practice of executive bodies. At present, the theory and practice of state financial control of the Republic of Kazakhstan has faced a relatively new phenomenon - the so-called efficiency audit, which, in its turn, entailed quite serious differences in understanding its essence and place in the audit system as a whole.

In this regard, there was an objective need for comprehensive research and determining the methodological basis for its application in Kazakhstan.

In turn, one of the most important and inalienable elements of the practical implementation of state programs is the evaluation of their effectiveness.

Consider the results of the implementation of the Program for the Development of the Agro-Industrial Complex in the Republic of Kazakhstan (2013-2015). According to the data of the Accounts Committee of the RK, financial violations were found in the amount of KZT21.5 bn., 484 procedural violations - by KZT35.9 bn., Inefficient use of budget funds and assets - by KZT53 bn. [1].

During the audit, KZT 1 bln was repaid to the budget, 10,7 bln tenge was restored through rendering services and accounting.

Poor development of the Program, imbalance of its main parameters were noted. Despite the threefold adjustment of the Program, its proper updating in accordance with the adopted decisions and changes in legislation, the balance of indicators, indicators and measures is not ensured. The practice of adjusting the program for the result, when the target indicators and the amounts of financing are corrected to what has been actually achieved, makes the management system formal, hides a real picture of the effectiveness and feasibility of the program.

If analyze the programs, it is clear that each of the programs has several revisions, none of the programs under consideration have met, which did not have one, or there was at least one edition

The repeated introduction of changes to the targeted programs (from 2 to 12 revisions) during the program term indicates an ineffective system for planning a set of program activities and their financial provision.

The disadvantage of implementing targeted programs is the uneven allocation of budgetary funds during the year. For individual programs there is no positive dynamics of the planned results with simultaneous growth of financial security.

More than half of the target indicators and indicators of its results in the set parameters have not been achieved, 49.3% of the measures have not been fulfilled.

At the first stage only three target indicators out of seven were achieved.

In 2016, none of the four target indicators has been achieved. The planned start of a large-scale modernization and increase in the pace of diversification in the agro-industrial complex is not observed after the 1st stage.

Indicators and indicators of the Program result do not reflect the development of the agroindustrial complex on import substitution and increase in export of products and do not correlate with the indicators of agriculture and food industry used in statistical reporting, which makes it difficult to assess its impact on the development of the industry.

Issues of monitoring and evaluation of the meliorative state of irrigated lands, production and turnover of organic agricultural products, development of agricultural cooperation and international cooperation were formal in connection with the lack of a mechanism for their implementation in the Program.

The focus of the activities of the Program mainly on cost recovery and concessional lending to agribusiness entities, as well as the ongoing work of its responsible executors, led to a failure to achieve the planned effect on the development of the agro-industrial complex.

Despite the moderate growth in the number of large and small cattle, poultry, meat, milk, wool production, their importance is cyclical (growth / decrease) and has not reached the number and volumes that existed in the first years of Kazakhstan's independence.

There is a low utilization of capacities of domestic producers of food products. With an increase in the gross harvest of sugar beet, the domestic sugar market is 90% dependent on imported raw materials, which leads to an increase in the cost of finished products. Imported sugar accounts for the largest share of total imports of products to Kazakhstan.

Of all types of food products, only the volume of wheat flour produced in the country is sufficient to meet the needs of the domestic market, which simultaneously constitutes the largest volume of exports in the structure of food products.

The high dependence on imports remains due to the inadequate development of the production of deep processing of agricultural products.

In foreign practice, the audit of efficiency, entering with the financial audit and compliance audit in the composition of the state audit, has the main goal to determine whether the actions, programs and institutions are consistent with the principles of efficiency and whether there are additional opportunities for their improvement.

In this case, often the integral indicator «efficiency» is interpreted as a set of three indicators (the principle of three «E»): «economy», «efficiency» and «effectiveness» [2].

The Lima Declaration of the Monitoring Guidelines adopted by the IX Congress of the International Organization of Supreme Audit Institutions (INTOSAI) emphasizes that, supplementing the financial audit, «whose importance is undeniable, there is also another type of control that seeks to verify how efficiently and economically the state means [3]. Such control includes not only specific aspects of management, but also all management activities, including organizational and administrative systems. «

In economically developed countries, various terms are used to define the performance audit. For example, in the UK and Canada, the term «value for money audits» is used, in Sweden and Norway - «performance audit» or «performance audit», in the US - «operational audit» (operational audit). An analysis of the content of these terms allows us to conclude that there are practically no significant differences between them, since they all characterize the audit of the activities of state bodies

An analogous point of view is held by Zhukov V.A, Ryabukhin SN, S.B. Klimantov and many other scientists are researchers in the field of state audit.

Denoting their position on the essence and subject area of performance audit, scientists limit its scope to the public sector of the economy. At the same time, Ryabukhin and S.N. Klimantov S.B. consider that efficiency audit should be considered as a special function of state audit, modified from entrepreneurial function [4]. In their opinion, performance audit is an «audit of the assessment of the consequences of management decisions».

At the same time, they believe that the main objectives of performance audit include:

- identification and assessment of problems of efficiency, productivity and effectiveness of government programs and expenditures;
- practical assistance to the audited entity and the government in improving and improving their activities;
- providing the legislative and executive authorities with an independent opinion on the management and effective use of public funds and the implementation of state programs;
- providing a report on the direct and indirect impact of programs and expenditures incurred on the socio-economic situation and the degree of achievement of the set targets.

From the point of view of the subject subject to audit effectiveness, S.B. Klimantov and S.N. Ryabukhin examines a specific program or type of expenditure, as well as management activities and the degree of its impact on various socio-economic relations, the effectiveness and economy of using budgetary resources, the level of achievement of targets for spending public funds [4]. Thus, public sector performance auditing is a review of activities to ensure that it meets formal requirements for efficiency in general and efficiency, productivity and effectiveness in particular. At the same time, economy reflects the cost side of the activity of the economic entity. Economical, in particular, are considered such management

decisions, in which the resources of the required quantity, quality and composition are acquired and used at minimal cost. Economic efficiency is an opportunity to reduce resource costs while maintaining the proper quality. Productivity is the ratio of the results obtained and the cost of achieving them [5].

Productivity answers the questions of optimal achievement of the result with available resources. In its turn, effectiveness is the correspondence of costs and results to certain objectives, the achievement of which is provided by the whole object or a specific state program. At the same time, it is important to note that in the foreign scientific and specialized literature there is no separation of audit of state programs (target programs) as a separate audit area. This audit is an element of performance audit and, as a consequence, follows from it. Studies show that the audit of government programs (targeted programs) is part of the effectiveness audit. At the same time, state programs (target programs) are respectively an object of control along with organizations, enterprises, state institutions, social groups of citizens, etc.

Thus, it is necessary to recognize that the mechanism of implementation and legal regulation of the state programs of the Republic of Kazakhstan is not perfect in modern realities.

In the legislation of Kazakhstan there is no document regulating the development and implementation of state programs.

Regulation of specific issues, for example, co-financing or participation of private entrepreneurship, is delegated to ministries, coordinating agencies, and program customers, i.e. completely withdrawn to the level of by-laws.

Another issue is the issue of redundancy of state financial control. Since state subsidies are partly and sometimes completely (depending on the degree of distribution of the state program) they are being developed with the participation of the subjects of the Republic of Kazakhstan, the powers to control them are assigned to numerous state financial control authorities [4]. For example, external control is carried out by the Accounts Committee of the Republic of Kazakhstan, as well as by audit commissions created by regional and district local representative body. In turn, financial aspects of the implementation of state programs are controlled by the state audit of the Republic of Kazakhstan. Finally, in addition to the above, there is ongoing monitoring by the state body - the customer and the responsible executor of the state program. With such an excess of supervisory bodies, there is often a duplication of their functions and spheres of control. Moreover, the state financial control bodies often go far beyond the actual financial control, conducting control measures of all the financial and economic activities of the participant in the state program without exception.

In conclusion, one should note the often arising dilemma: how correctly to consider the audit of efficiency and how the audit conducted in the process of preliminary control, and how the audit used in the subsequent control.

At the stage of development of the state program, the responsible performer should evaluate its planned effectiveness, which is more likely to be included in the program of expert analytical activities. And since the audit of efficiency is a control measure, in which an assessment of the effectiveness of budget funds already expended, it is impossible to equate these two concepts.

The conclusion. In modern conditions there are objective prerequisites for the development of audit of the effectiveness of state programs. This requires certain changes, the modernization of a number of existing financial management systems in the state (especially the budget process), adjustments to the functions of financial departments, etc. There is a need for a large amount of scientific, methodological, organizational, practical and regulatory work. The transition to a new type of audit of public resources, especially in the context of implementing the modern concept of the country's budget system based on performance, is becoming one of the most important tasks of the Accounts Committee of the Republic of Kazakhstan.

Audit of the effectiveness of activities as one of the areas of state audit is one of the new directions, which determines the set of unresolved tasks of the organization and the methodology for its conduct.

Audit of the effectiveness of state programs is a complex undertaking, which requires a wide range of knowledge, skills, skills and experience for its successful implementation, so it is advisable to involve independent external experts who can provide expert assessments.

Within the audit of effectiveness, it is not the process of adoption of state programs by the bodies of the representative and executive power that is checked, but the course and results of their implementation.

The effectiveness audit is conducted not to determine the merits and correctness of approved state programs, but to assess the effectiveness of the use of the executive by means of funds.

The development of performance audit in the Republic of Kazakhstan is hampered by the imperfection of the legislation, as well as the unsolved nature of a number of issues related to its methodological support.

The main condition for improving the methodological basis for performance audit should be the official recognition of the need for its conduct in all entities that dispose of public funds or use them in their activities.

The methodology for auditing the effectiveness of government programs includes the formulation of basic rules and procedures, requirements and practical recommendations for the organization and conduct of performance audits, which should help to audit the effectiveness of public funds in a professional and qualitative manner.

In doing so, the methodology should contain the basic rules and procedures that need to be implemented in the process of planning, conducting and formalizing the results of performance audit. They determine the order of the choice of themes and objects of effectiveness checks, their preliminary study, the preparation of a verification program, the formulation of its objectives and questions, and the development of criteria for evaluating effectiveness; consider methods for conducting performance audit, preparation of conclusions, conclusions and recommendations on their results; set out the requirements for the structure and design of the report based on the results of the audit.

The efficiency analysis begins with the calculation and comparative evaluation (with data from previous periods, planned data, average industry values) of indicators (coefficients) characterizing the effectiveness of government programs.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ МЕМЛЕКЕТТІК БАҒДАРЛАМАЛАРЫНЫҢ ҚЫЗМЕТІН АУДИТ

Аннотация. Мақалада отандық тәжірибедегі мемлекеттік бағдарламалардың тиімділік аудитін ұйымдастыру және жүргізу мәселелері бойынша зерттеу нәтижелері қарастырылған. Зерттеудің әдістемелік құралдары жалпы ғылыми әдістердің жиынтығын қамтиды. Қазіргі кезде Қазақстанда сегіз мемлекеттік бағдар-лама әзірленген. Мақалада Қазақстан Республикасындағы 2013-2020 жылдарға арналған агроөнеркәсіптік кешенді дамыту бойынша бағдарламаның 1-нші кезеңін (2013-2015 жж) іске асырудың негізгі нәтижелері талданған. Авторлар мемлекеттік бағдарламаларға жүргізілетін тиімділік аудитін дамытудың объективті қажеттілігін анықтады. Аталған мәселені шешу, авторлардың пікірінше, тиімділік аудитінің теориялық негіздерін зерттеуді, оның мемлекеттік аудит жүйесінде алатын орнын анықтауды, тиімділік аудитін жүргізудің әдістемесін әзірлеуді талап ететін тиімділік аудитінің ғылыми тұжырымдамасы негізінде жүзеге асырылуы тиіс. Мемлекеттік бағдарламалар тиімділік аудитінің дамуы белгілі бір өзгерістерді, атап айтқанда мемлекетте қалыптасып қалған қаржылық ағындарды (әсіресе бюджеттік процесстерді) басқару жүйесін жаңартуды, қаржылық ведомстволардың функцияларын түзетуді, талап етеді. Үлкен көлемде ғылыми-әдістемелік, ұйымдастырушылық-практикалық және нормативтік-құқықтық жұмыстарды жүргізу қажеттілігі туындайды. Мемлекеттік ресурстар аудитінің жаңа түріне көшу, әсіресе қызмет нәтижесіне негізделген заманауи

бюджеттік жүйені іске асыру жағдайында, Қазақстан Республикасы Есеп комитетінің ең маңызды міндеттерінің біріне айналып отыр.

Түйін сөздер: тиімділікті тексеру, мемлекеттік аудит, мемлекеттік бағдарламалар, Лима декларациясы, қаржылық есептілік аудиті, сәйкестік аудиті, мемлекеттік қаражат, бюджеттік бағдарлама, сыртқы бақылау.

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АУДИТ ЭФФЕКТИВНОСТИ ГОСУДАРСТВЕННЫХ ПРОГРАММ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье приведены результаты исследования по вопросам организации и проведения в отечественной практике аудита эффективности государственных программ. Методический инструментарий исследования включает совокупность общенаучных методов. В настоящее время в Казахстане разработано восемь государственных программ. В статье проанализированы основные результаты реализации 1-го этапа (2013-2015 годы) Программы по развитию агропромышленного комплекса в Республике Казахстан на 2013-2020 годы. Авторами выявлена объективная необходимость развития аудита эффективности государст-венных программ. Решение данной задачи, по мнению авторов должно осуществляться на основе научной концепции аудита эффективности, разработка которой требует исследования его теоретических основ, определения его роли в системе государственного аудита, разработки методологии проведения аудита эффективности. Развитие аудита эффективности государственных программ требует определенных изме-нений, модернизации ряда сложившихся в государстве систем управления финансовыми потоками (особенно бюджетного процесса), корректировки функций финансовых ведомств и др. Возникает необходимость проведения большого объема научно-методической, организационно-практической и нормативно-правовой работы. Переход на новый вид аудита государственных ресурсов, особенно в условиях реализации совре-менной концепции бюджетной системы, основанной на результатах деятельности, становится одной из важнейших задач Счетного комитета Республики Казахстан.

Ключевые слова: аудит эффективности, государственный аудит, государственные программы, Лимская декларация, аудит финансовой отчетности, аудит соответствия, государственные средства, бюджетная программа, внешний контроль.

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PHILOSOPHICAL PERSONAL SPACE RIGHTS DURING THE CRISIS

Abstract: This article deals with the philosophical personal space of the patient during the crisis. For today, the rules of medical ethics are collected to the concept of biomedical ethics. It supports the personality of the medical worker, who, according to the law and his/her mind, performs professional activities. Because life is the most necessary condition and dimensions for value other than yourself, it is the basis for the existence of man, and it is also the only absolute opportunity for different needs, wishes, accomplishments, goals and plans. Therefore, we trust the health worker the most valuable thing - a person's life. Health is the wealth of man. The medical worker is not only responsible for the patient and his relatives, he is also fully accountable to the state.

Kew words: man, patient, doctor, life, ethics, medicine, depression, moral credos, humanism.

The essence of human life and its deep meaning are one of the major issues in the history of the world philosophy. This issue has become the focus of almost all philosophical doctrines that have left their mark on the history of the day.

Life is the sole, absolute opportunity to realize the sole condition and measure that is vital to the survival of other values, the basis of human existence, the fulfillment of its various needs and desires, goals and plans. Humans should think about the meaning of life and think before giving life-long hyperreflexia (over-emphasis, excitement, or excitement). Thinking about the meaning of life is an encouraging thing, but its deepening is dangerous both for a person and for a society in which he lives. Whatever the case, life is meaningful, the egotistic and subjective principle "life without value" cannot diminish the value of the world [Nurysheva G.Zh. , 2001, p. 120).

Our opinion can be proved by Ricker's thoughts being a vital principle for a modern person: "A person ... must make his life as viable as possible in every direction. Like a tree and a flower field, a person will bloom, and he must know it. Not experiencing your development, ignoring it is the same as you kill yourself. Live! This is the new order of the real imperative. "[Rickkat, G., 1994, p.8].

Ethics considers the formation regularities of beliefs, values, and moral values of the various periods of human society. Because of the historical period the correct, permissible actions, moral and amoral, humanistic and human-to-people controversies have exposed the meaningful metamorphosis. That is, depends on the development and future needs of society. At the present stage of humanity ethical principles have been changed and the history of other nations has reached consensus on the values of humanity. This is, above all, the most important human right: the right to life, the right to liberty, the right to health, the right to housing.

The substitute values of ethics are used in the relationships of people, standards of practice and publications. The widely used form is professional ethics. This service is a subsidiary system of traditions, ideas and attitudes. Medical and nursing ethics, the concept of scientific medical research are ethical principles developed throughout the development of the planet. The mission of a healthcare worker, professional competence, deontology is to give more attention. The nursing task is a set of historical combined norms that controls the role of nurses and patients, nurses and doctors, relationships of nurses,

and the role of nurses in nursing. A professional task is on the one hand, the morale indicator of a health worker - humanism (moral, human), and on the other hand, the problem of humanism and nursing can be contradictory. The nurse should not give up on the first aid to anyone. This moral requirement is contained in the Geneva Declaration, the Code of Nursing, and other documents [Campbell A., Gillette G., Jones G., 2004, p.204].

At present, the principles of medical ethics are embodied in the concept of biomedical ethics. It supports the right of a health worker to act legally and consciously in the exercise of his / her rights and professional activities.

The doctor develops with his country. Man must be mature and sensitive to the obligation of perfection.

The obligation is a moral duty that a person can freely accept. The feeling of consciousness is derived from a profound knowledge and a stable principle. Think again of Kun-Fan-Tsz's words: "The soul of a good soul cares for its desires, and the evil intention is not to be forgiven." A brave man is kind and loyal. "If a human being dies," says Hadith, "there are three other things left over: the first is the public charity, the second -the more useful knowledge, and the third is the next generation praying for them "Here is the pragmatism and the knowledge that complement one another:" The best of charity is that one Muslim has been accustomed to learning and teaching him to another Muslim brother. "The narratives are also mentioned in this Hadith: With the Muslim purity, compassion and great commitment, Muslim self- and prepares them for the sake of truth, and it is part of the acts that serve justice [Sahih Bukhari, 2003, p.126].

The great writer A.P. Chekhov said: "The profession of a doctor is a great achievement. Because of the cleanness of the soul and the mind, he demands that he avoids other things. Everyone cannot be a physician"[Gaiser M.I., 1954, p.98].

If the system of activities passes correctly, we will first guide our pure and clear mind to understand and explain the truth; When we believe in the truth, we do not endanger the search; the power and the power of joy are deeper inside, and we are able to overcome one-sided physical or mental emotion; gradually reaching full weight and solid state. It is followed by old traditions of learning a man, keeping the rule of morality, and the harmony of spiritual values. The importance of understanding the essence of human nature and adapting to that order will be increased in this abundant circle of life. So it is time to be aware of the meaning of life and remember the idea that sounds "the ruler is always favourite whom the people know well".

Well, healthy people are also looking at their problems and relationships and want to get rid of suspicious or serious memories. Neither friends nor close relatives can help them. The sincere, friendly, and sincere counsels of these men, unfortunately, sometimes have a negative effect. Seeing a doctor is the first step in trying to change something in a person's own, in his own life, in his own family, or in his or her own career; and this step makes it more intimate. Applying for a specialist means the extent of the difficulty of the human being, on the one hand, and the spiritual level on the other.

Psychotherapy, especially psychoanalysis, is not intended for those who are rude or impolite, because they do not know or need many feelings such as sorrow, regret, even they do need any thought and mutual understanding.

By evaluating the emotional situation between the doctor and the patient, it is able to develop and deepen relationships according to his particular mood and, in the interests of those around him using the effective psychological methods. If the doctor involved in this process cannot predict the behavior of the patient in different living conditions, he/she will have the opportunity to manage his / her behavior in the desired direction and to establish favorable relationships with him. "By defining the image of the doctor and the patient, we define the nature of the relationship. It allows to reveal his individual features. The patient is recognized by the doctor, giving a proper estimation, determining the purpose and reasons of his behavior and predicting the benefits of this interview by comparing his / her needs and interests, thereby forming relationships between individuals by finding common goals. "[Rubinstein S.A., 2000, p. 186]. The relationship between the doctor and the patient, usually because of their ability is to perceive, understand, and evaluate, is formed by the fact that only one doctor has the idea of the other. The personal image of the second doctor can be compared and compared with his appearance, psychology and behavior. And the psychological picture is evident in the needs of every doctor and patient, for reasons of behavior, behavioral disorders, and depression in every life situation.

Stress is the reaction of an organism to anxiety and daily routine. In case of over-aggression, the mood of a person becomes worse and other symptoms appear. "Stubbornness determines the state of the body, which tries to adapt to the difficult life situations. When a person is subjected to severe physical and psychological pressure, his body is primarily intended to be protected. But then it is adapted and the reaction of high pressure becomes the optimal condition. "[Pshennikova M.G., 2000, p.25]. This situation is called a positive stress. It is necessary for proper mental development and adaptation to the environment. However, an organism is often unable to cope with the brain or physically. In such a situation, any additional pressure can cause a person's abnormal condition and can get the illness.

In addition to general psychotherapy, there is a special psychotherapy. Psychotherapists have a direct impact on the mental condition of the sick person. Rational psychotherapy is widespread in practice. All types of special psychotherapy are primarily used for psychogenic diseases. This group of diseases includes neurosis. In this case, to treat such diseases the purpose of a physiotherapist is to explain the causes of the disease to the sick person, and the ways of its development, and other therapeutic effects (such as tranquilizers, physiotherapy, etc.). "Rational psychotherapy is used by psychotherapists, but individual elements of this therapy can be used by any physician. Now, let us focus on what is important in the doctor’s practice.

Rational psychotherapy is not limited to the severity of the illness and the approval of the sick person "[Vygotsky L.S., 1983, p.211]. Occasionally, sympathizing the sick person sick can make him angry. The psychotherapeutic effect requires a doctor's knowledge and profound study of the patient before. Only a physician who knows the symptoms and prospects of the disease can explain it to the person. Any physician can use stages of the effects (conversations) of special, focused rational psychotherapy. The psychotherapeutic effect is dominant when you first get acquainted with the illness and anamnesis. Like a physician, a psychotherapist collects the information needed to diagnose the diagnosis when the patient is familiar with the anamnesis.

First, it is important to understand the information provided by the sick person. In this case, the doctor politely corrects the patient's point of view for the information he needs. It is the same as having a psychotherapeutic effect on the understanding of the symptoms of the disease, leaving additional questions to the patient. In other words, the sick person is convinced that the doctor understands him well. Now let us look at the psychological state of a sick person:

The patient loses his own self. The personality disappears, there is a mixture of pelvic membranes, fears and hopes, sleep and illness. No man. The man expects the resurrection to come back from the patient. And the worst thing and the smallest is for the spirit to remain only a body.

Indeed, when it comes to three things (a person, a sick person, a doctor), can the word "human", or the spirit, turn into a "casual event"?

That is an extremely challenging, exciting, unique, but also"casual event". Old healers have identified each illness with their own personality. Hippocrates, and later in the work of Ibn Sina, said that a person who had been severely affected by some tribal groups had a terrible spirit. That the soul can be emptied only by saying the name of the soul that is being punished. It also occurs in the tradition of medieval exorcism.

The first function of the doctor is to treat the patient, but in this ritual, the patient is not responsible for his activities as a personality. The obstacle to the doctor is believed to be the action of the oppressive spirit. The function and action of the healer are not against the patient, but against the spirit of hell.

In the Indies, the Aztecs, the Colombian Americans, the Alaska Aborigines, the mission of the doctor is given to the shaman of the tribe. He is a person who knows the language well between earth and fire. The future healer is divided into living parts (ritual symbols), buried, tied to a tree, left no food and water. The leader of the tribal life could be the person, who was skilled and saved himself from death and self-defeated. After that, no illness or death is not terrifying, because he has been victorious over death.

A person who was a patient (Patient is lost, supporter) is temporarily deprived of his / her status. His illness entrusts him to the trust of a doctor and refuses to make a decision, that is, his personal freedom. Thus, the patient truly turns to a "casual event" - a doctor’s research tool.

Nietzsche writes a similar example: "The surgeon who is wounding a man is sometimes unfriendly and unkind. For he cures the sick through hardship and sorrow. Indeed, Nietzsche is right saying, "A person is

sick throughout his life and he is sick of immature thoughts." He suffers from this trick, and he feels sorrow as a sick person [Nietzsche F., 1990, p.149].

The development of modern technologies allows the doctor to stay away from the patient, such as cardiogram, tomography, x-ray, etc. In this case, the doctor speaks to the patient's research results, as if he were facing him.

There is a boundary between a healthy person and an ill person, "fears and hopes, illness and sleep". How can this be explained? Disease or illness limits people from happiness.

Indeed, a person who is deprived of his feet remembers how he rode a bicycle by the effect of the disease. His life is divided into the past and the next. He has the idea, "Cycling is a happy, healthy person!"

Here appears the boundary between "I" and "Other Person" that has the ability to control the bicycle.

The nature and degree of restriction of freedom do not apply here. The other person's thinking and position are different. He thinks of himself and the time when she is healthy. "Disease, discomfort, gradually becomes important for him, dominated by thoughts, ideas and activities. In fact, this idea first involves acknowledgment of the disease, its engagement and love. [Kozlov N.I., 2000, p. 261] ".

This leads to an internal conflict that separates the patient from a "healthy" society. Every illness becomes a body of spirit and body surviving without interruption. In other words, it becomes a controversy between 'I' and disease.

From here begins the border to say goodbye with the sick person. The reason for not understanding this problem is that the modern doctor is not trying to heal the person but his illness.

In modern medical textbooks, it is known that doctors withdrawal from the illness, separation and psychological contact are diminishing.

Helping the patient is a mutually acceptable process that depends on the patient's feelings of being "ill" with the illness. The most important thing is that the patient does not thank the doctor, despite the fact that he can not cope with illness, but he treats the patient (due to lack of confidence, strong belief).

The doctor is a mysterious, fragmented, mythological person. Many people are afraid of the simplest behavior of the doctor. This fear is not the same as the patient - the doctor. Both for normal healers and for patients there is a sense of fear, reverence, and gratitude.

According to Sophocles, Asclepius, a simple doctor, was able to resurrect people on Earth. That is why people are immortal. The Death of Tanatos Zeus was filed against Asclepius. Zeus was assassinated by Ashklappi, thinking that if people did not die, they would become gods. But the great healer was a god of healing from the dead world to the living world.

Centaur Hiron believed that the doctor was a person of the other side. He was a strong hunter, botanist and a doctor.

In an epithet for the personality of the god of Appolon, he was described as an apocalypse, a disease and Annihilator. However, this kindhearted God sends the illness plague to the Achilles in the Iliad of Gomer.

Describing the relationship between the doctor and the patient, it is possible to state the attitude of Christianity regarding the disease and treatment. Indeed, the unified principle of illness and illness is characteristic of three religions: Judaism, Christianity and Islam.

In any case, trouble or illness comes from sin, because of the will of man, the will of God. God himself testifies to man (patience, love, mildness, etc.). It can be in the form of various illnesses, abuses.

The prophet Jesus heals the sick, the devil. He does not cure the sick; he cures the sins of man. The prize for sickness can be overcome by Jesus Christ.

The sacrifice and resurrection of Jesus and the apostles on the basis of Jesus' name have healed many sicknesses in Christendom and changed their attitude toward the doctor. After that, the doctor is above the disease, and he is high. His priority was not because of the "affliction" of the disease, but because of the sacrifice and the resurrection of God. If you call the Hippocratic Slogan "Do not Do Any Harm", the Apostle Luke says, "Doctor, first you have been cured himself!"

Christianity has transformed medicine into the teaching of the service of being a healer and the Living God, from personal devotion to specific gods. That is directed not only the human body but also the human

spirit. In addition, Jesus uses the miraculous deliverance of his sacrifice to save mankind from his great illness, or death. In this regard, the God-given treatment is recognized as a "gift of the true human nature." The most important thing is that the gift is given from one person to another.

Patient and doctor are considered equal in God's eyes and the sick person is considered a patient that must have a battle. In the same battle, the pain and illness of the patient are also severe to the doctor, and both of them pleaded for the same treatment from the Creator.

It is true that Christianity has a lot of supporters of the theory that unites the doctors and illnesses. As evidence for this, researchers refer to medieval wizards and the process of coping with legends. Lopez (Ichak Katsa) can be called a doctor at the Elizabeth I epoch. She had been killed for finding a method of treating infectious diseases.

Doctors at the Medico Della Peste have never been sick, they have masked during the epidemic when taking the patients.

At that time, doctors could not immediately detect the illness: They thought that the illness was caused by a physical contact, that is, through clothing and bedding. Based on these suggestions and thoughts, a doctor's plague suit of medieval times was emerged.

The mask with a beak of the doctor is considered that the costume in the character of the ancient Egyptian god (God of Tota) is a threat to the patient. The function of the beak also had its significant function: it kept the doctor from "an infectious smell". Lubricants are filled with natural herbs or aromatic oils that can breathe in the nails. The philosopher and culturologist Michel Foucault also finds that the mystery of the plague is the same as in today's medicine. " At the end of 18th century the ontological basis of medicine was changed: the illness is a form of death rather than a "lifestyle" of a healthy person.

This way, the patient becomes a "deviente une de la maladie", that is, a row in the table. After that, the body was transformed into a dead body cut into the truth by the pataloanat scalpel. Like a medieval colleague, a black mask doctor treats his life-saving and relief from death and pain [Woyna-Yatsenetskii VF, 1990, p.244].

And the most important thing for a healthcare worker to trust in his life. Health is the wealth of man. It is not responsible only to the patient, his relatives, and is fully accountable to the state. Unfortunately, even today, there are cases of the negligent care of patients, the ability to resolve the patient's responsibility from the patient and to transfer that responsibility to someone else. That is not right. The condition of a patient is more important than anything else. It should be borne in mind that the patient is not a mean unit, but a person with a personality, a living organism. We should not forget that whatever the triangle of "the patient, the sick and the doctor" look strange, whatever they wear, and when we ask a doctor for help, they go to fight for a big, painful battle for us. It is important to remember that the victory will depend on us first, on our obeying, trusting, clarifying, our wishes to be treated and thank the doctor for help.

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ТҰЛҒАНЫҢ ДАҒДАРЫС КЕЗЕҢІНДЕГІ ФИЛОСОФИЯЛЫҚ ЖЕКЕ КЕҢІСТІГІ

Аннотация: Бұл мақалада науқастың дағдарыс кезеңіндегі философиялық жеке кеңістігі қарасты-рылады. Қазіргі кезде медициналық этика қағидалары биомедициналық этика ұғымына жинақталған. Ол медицина қызметкер тұлғасын, оның құқығы мен кәсіби қызметін орындау барысында заң бойынша және санасы бойынша әрекет етуін қолдайды. Өйткені өмір - өзінен басқа құндылықтардың өмір сүруіне қажетті бірден-бір шарт және өлшем, ол адам тіршілігінің негізі, оның сан алуан қажеттіліктері мен тілектерін, мақсаттары мен жоспарларын жүзеге асырудың жалғыз, абсолютті мүмкіндігі. Сонымен медициналық қызметкеріне ең қымбат нәрсе сенімге берілуі - ол адам өмірі. Денсаулық адам байлығы. Медициналық қызметкер тек науқастың, оның туысқандарының алдында ғана жауапты емес, толығымен мемлекеттің алдында жауапты болып табылады.

Түйін сөздер: адам, науқас, дәрігер, өмір, этика, медицина, күйзеліс, гумманизм, моральды ұстанымдар.

УДК 100.1

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ФИЛОСОФСКОЕ ЛИЧНОЕ ПРОСТРАНСТВО ЧЕЛОВЕКА В ПЕРИОД КРИЗИСА

Аннотация: В этой статье рассматривается философское личное пространство пациента в период кризиса. На сегодняшнее время, правила медицинской этики собраны к понятию биомедицинской этики. Она поддерживает личность медицинского работника, который ,согласно закону и своему сознанию, исполняет профессиональную деятельность. Потому что жизнь – самое необходимое условие и измерения для ценности кроме себя, она основа существованию человека, также она единственная абсолютная возможность для разных необходимостям, пожеланиям, исполнениям, целей и планов. Поэтому медицинскому работнику мы доверяем самое дорогое - это жизнь человека. Здоровье это богатство человека. Медицинский работник отвечает не только перед пациентом и его родственниками, он также полностью отвечает перед государством.

Ключевые слова: человек, больной, врач, жизнь, этика, медицина, депрессия, гуманизм, моральное кредо.

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KEY PROBLEMS OF THE DEVELOPMENT OF THE SECTOR OF MEAT CATTLE

Annotation. Agricultural production in Kazakhstan today is a small commodity, which is the main reason for its weak competitiveness. Concentration of livestock on private farmsteads makes it difficult to use the achievements of breeding, progress clear technologies of keeping and feeding it does not allow to grow cattle using scientific methods and to achieve its high productivity. From the time of state of beef cattle breeding shows that in Kazakhstan four key factors ra. First, it is the concentration of livestock in small-scale property, and secondly, the bottom cattle breeds, thirdly, inadequate feed supply and, fourth, it is not satisfactory veterinary care. However, the measures taken by the state supported the creation of the necessary conditions for stabilizing the development of agropro-complex, export expansion improve the living standards and well-being of the rural population, and also to strengthen the positive tendencies development of the agrarian sector of the economy.

Keywords: efficiency, cattle breeding, meat industry, agriculture.

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КЛЮЧЕВЫЕ ПРОБЛЕМЫ РАЗВИТИЯ ОТРАСЛИ МЯСНОГО СКОТОВОДСТВА

Аннотация. Сельскохозяйственное производство в РК на сегодняшний день – мелкотоварное, что является основной причиной его слабой конкурентоспособности. Сосредоточение поголовья на частных подворьях существенно затрудняет использование достижений селекции, прогрессивных технологий содержания и кормления животных, не даёт возможности выращивать скот с применением научных методов и добиваться его высокой продуктивности. Современное состояние мясного скотоводства, свидетельствует о том, что в Казахстане мешают четыре ключевых фактора. Во-первых, это концентрация поголовья в мелкочастной собственности, во-вторых, низкая породность скота, в-третьих, недостаточное кормовое обеспечение и, в-четвертых, это неудовлетворительное ветеринарное обслуживание. Однако, предпринимаемые меры государственной поддержки позволили создать необходимые условия для стабилизации развития агропромышленного комплекса, расширения экспортных возможностей, повышения уровня жизни и благосостояния сельского населения, а также укрепить наметившие положительные тенденции развития аграрного сектора экономики.

Ключевые слова: эффективность, скотоводство, мясная отрасль, сельское хозяйство.

Introduction . Taking into account the trends of the XX - early XXI century, when along with the population growth the production of grain and meat increased significantly, the opinion that the food problem, like food security, can be solved by further development of the agrarian sphere, with corresponding regulatory policy of the state. This is confirmed by the fact that, according to estimates by FAO and the World Health Organization (WHO), the average dietary rate for one person should be 2,300-2400 calories per day. Of course, this indicator can and should vary somewhat depending on sex, age, type of work, natural climatic conditions and some other factors. Clearly expressed malnutrition occurs only when this indicator falls below 1800 kcal, and the obvious hunger is when the critical value of 1000 kcal per day is passed. As for food consumption in developed countries, on average, it is 3,400 kcal per capita, and protein intake is approximately 100 grams per day [1] .

Methods of research. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and method of scientific abstraction. The variety of goals, objectives and areas of activity.

Results. In Kazakhstan, now produces 939.4 thousand tons of meat per year, per person - 57 kg, at a rate of 67 kg . n a year. The disadvantage is, of course, insubstantial, but with reduced production the country cannot export the products. As for prices, they grow every year. The reason for this is still the same deficit of livestock. Many farmers simply have to make a mark-up from 100% to 200%, because otherwise their work simply does not pay off. Beef ranks first in import, the main countries that export meat to us are Poland, Australia and Argentina, whose total volume is almost 74% of all meat supplied [2].

To date, the problem of providing the population with domestic meat and improving the production of meat products pastoralist is one of the most important tasks for the agriculture of the RK, therefore, the current state of the issue under consideration is characterized by the absence in the domestic economic science of an adequately developed theory of the problem under study.

One of the leading factors of Kazakhstan's economic growth medium-term. The prospect is to increase government investment expenditures for the development of cattle breeding, improve the structure and quality of state targeted programs.

At present, the level of production of poultry meat is increasing, since this product is more affordable for the population at a price. Poultry farming is one of the fastest-growing branches of animal husbandry. This is the most dynamic branch of the agro-industrial complex, characterized by rapid rates of reproduction of livestock, intensive growth, high productivity and viability, the least expenditure of living labor and material resources per unit of output [3].

Today, the state is betting on premium meat. In the market of the Customs Union, Kazakh meat should be consolidated under the brand of an environmentally friendly natural product. But to get to it, you need to work out the appropriate resources. We still do not have enough farms capable of producing a sufficient volume of meat and regularly supply it to the foreign market. But the main thing is that we must grow a high- breed cattle, which gives good weight gain, and this requires a good feed base, genetic potential and advanced technologies.

The efficiency of the livestock sector largely depends on the validity of production costs, the cost of production of gross income. These indicators are fundamental in effective material stimulation of livestock workers, increased labor productivity and increased profitability of economic activities.

One of the leading factors of economic growth in the medium-term the prospect is to increase government investment expenditures for the development of cattle breeding, improve the structure and quality of state targeted programs.

No less important problem that faces cattle breeding - this is improving the quality of harvested feed. Often, due to untimely harvesting of fodder crops, violations of technology in the preparation of feed in them, up to 35-49% of nutrients are lost. The practice of the past years and the experience of advanced farms has shown that with good quality of coarse and juicy feeds it is possible to obtain high productivity of livestock with minimal costs of concentrated feed. That's why the issues of improving the quality of harvested feed should be constantly at the center of attention of managers and specialists [4].

The agricultural sector of Kazakhstan in terms of its role in the structure and, in general, in the reproduction economic process is the basis of howling. In accordance with the Development Strategy until 2020, the agro-industrial complex among the seven priority sectors should fully realize its sectoral advantages and scale potential [5].Kazakhstan needs to more effectively use its competitive advantages, especially in the production of environmentally friendly products. Much attention is now being paid not only to increasing the volume of production, but also to increasing the level of its efficiency and profitability.

Agricultural production Akmola region today small-commodity, which is the main reason for its weak competitiveness. Concentration of livestock on private farmsteads makes it difficult to use the achievements of breeding, progress clear technologies of keeping and feeding it does not allow to grow cattle using scientific methods and to achieve its high productivity.

Most small private farms do not have the ability to equip their farmsteads with technical equipment, which negatively affects the quality of my products. The state does not have full control over all farms at once. This leads to small goods, being particularly affected tribal trend in animal husbandry. Along with this, there is a problem with the reproduction of life votary. Thus, the prevailing level of non-native livestock does not allow the calculation quality products and support competitive position in the market.

First of all, the situation is unfavorable in opposing the WTO accession so aggressive pricing policy will not be able to compete with large foreign suppliers and associations, even the largest Kazakh companies. To receive subsidies to private farmsteads and small holdings, it is necessary to group and create special grammas on quantitative and qualitative development [6]. Since cooperation today is one of the most pressing methods for solving agricultural problems.

Development of the system of state financial and credit support to agricultural enterprises supported by the development of the new State of AIC of Kazakhstan Development Program for 2017-2021 years from 14.02.2017g., the main task of which is to involve small and medium-sized enterprises in agricultural cooperation [7] .

Often, international ratings are not enough are objectively objective in their assessments of the quality of life in relation to the Republic of Kazakhstan. For example, one of the advantages of agricultural products is natural (a low proportion of genetically modified organisms (GMOs) and land which are consumed by chemical elements). Therefore, when speaking about quality and safe products, this factor should be taken into account. Thus, the conclusion suggests that such followings must be approached in a balanced manner, taking into account local specifics [8].

In addition to all, there are questions import and export relations Kazakh the country and the partner countries of the Customs Union, in particular, under agreements relating to the markets for livestock products.

In general, the development of livestock in Kazakhstan is hampered by four key factors ra. First, it is the concentration of livestock in small-scale property, and secondly, the bottom cattle breeds, thirdly, inadequate feed supply and, fourth, it is not satisfactory veterinary care. However, the measures taken by the state supported the creation of the necessary conditions for stabilizing the development of agropro-complex, export expansion improve the living standards and well-being of the rural population, and also to strengthen the positive tendencies development of the agrarian sector of the economy.

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МАГАТТАМА СЕКТОРЫНЫҢ ДАМУЫНЫҢ НЕГІЗГІ МӘСЕЛЕЛЕРІ

Аннотация. Қазақстанда ауыл шаруашылық өндірісі бүгін - оның әлсіз бәсекеге қабілеттіліктің басты себебі болып табылады шағын ауқымды. ауласында мал концентрациясы қиын таңдау, озық технологиялар мен азықтандыру жетістіктерін пайдалануға мүмкіндік береді, бұл мүмкін емес ғылыми әдістерді қолдана отырып, мал өсіруге және оның жоғары тиімділігіне қол жеткізу етеді. Ірі қара мал етінің қазіргі жай-күйі Қазақстанға кедергі келтіретін төрт негізгі фактордың бар екендігін дәлелдейді. Біріншіден, мал басын жеке меншіктегі мүлікте шоғырландыру, екіншіден, малдың төмен тұқымы, үшіншіден, азықпен қамтамасыз ету жеткіліксіз және төртіншіден, бұл қанағаттанарлықсыз ветеринарлық қызмет. Алайда, мемлекеттік қолдау арқылы қабылданған шаралар, ауыл шаруашылығы, экспорттық мүмкіндіктерін кеңейту, ауыл халқының өмір сүру деңгейін арттыруға және әл-ауқатының, сондай-ақ экономиканың аграрлық секторын позитивті даму тенденциялары нығайту үшін дамыту тұрақтандыру үшін қажетті жағдайлар жасауға көмектесті.

Түйін сөздер: тиімділік, мал шаруашылығы, ет өнеркәсібі, ауыл шаруашылығы

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EAEU - AS A FACTOR OF REGIONAL ECONOMIC DEVELOPMENT OF THE REGION

Abstract. The article deals with the issues of regional integration. The development of integration in the post-Soviet space is due to a number of reasons, namely the similarity of economic development and common problems.

The material also considers the evolution of Eurasian integration, the history of creation and functions of the EAEU institutions, and the prospects for the development of this integration association. The main macroeconomic indicators of the EAEU member countries are analyzed, as well as their compliance with the standards characterizing the sustainability of the development of the economic union in accordance with the Treaty on the Unified Energy System. A set of measures to create conditions for sustainable economic growth of the EAEU member countries is considered. The main tendencies, the implementation of the Eurasian integration project, have been singled out and characterized; the prospects for the future existence of the EAEU, related to the expansion of the number of its participants, have been determined.

EAEU will start its activities in the face of the deteriorating geopolitical challenges and threats arising from the crisis over Ukraine. The Eurasian Economic Union is a very promising project. A serious factor in promoting economic integration of countries in the future could be the introduction of a single currency, the improvement of the banking sector. However, the main prospects for the future existence of the EAEU are related to the expansion of the number of its participants. In the long term, it is likely that most Central Asian countries will join the EAEU.

Keywords: integration, regional integration, The Eurasian Economic Union, the Republic of Kazakhstan.

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ЕАЭС - КАК ФАКТОР РЕГИОНАЛЬНОГО ЭКОНОМИЧЕСКОГО РАЗВИТИЯ РЕГИОНА

Аннотация. В статье рассматриваются вопросы региональной интеграции. Развитие интеграции в поссоветском пространстве обусловлено рядом причин, а именно схожестью экономического развития и общих проблем.

В материале так же рассматриваются эволюция Евразийской интеграции, история создания и функции институтов ЕАЭС, перспективы развития данного интеграционного объединения. Проанализированы основные макроэкономические показатели стран-членов ЕАЭС, а также выполнение ими нормативов, характеризующих устойчивость развития экономического союза в соответствии с Договором о ЕАЭС. Рассмотрен комплекс мероприятий по созданию условий для устойчивого экономического роста стран-членов ЕАЭС. Выделены и охарактеризованы основные тенденции, реализации евразийского интеграцион-ного

проекта; определены перспективы дальнейшего существования ЕАЭС, связанные с расширением числа его участников.

ЕАЭС предстоит начинать свою деятельность в условиях обострения геополитических вызовов и угроз, возникших в связи с кризисом вокруг Украины. Евразийский экономический союз это очень перспективный проект. Серьезным фактором продвижения экономической интеграции стран в будущем может стать введение единой валюты, совершенствование банковской сферы. Однако главные перспективы дальнейшего существования ЕАЭС связаны с расширением числа его участников. В отдаленной перспективе вполне вероятно вступление большинства стран Центральной Азии в ЕАЭС.

Ключевые слова: интеграция, региональная интеграция**,** Евразийский экономический союз, Республика Казахстан.

1. Introduction

The Eurasian Economic Union ("EAEU") functions for the third year, and it is already possible to single out the presence of both positive and not always unambiguous tendencies of the integration interaction of the member countries, which is confirmed by the relevant indicators. Undoubtedly, there has been no global leap in the development of the Union: a single labor market has been partially created, but the markets for services and capital do not work. The downside is the lack of coordinated action by the EAEU member countries among themselves in solving their foreign policy and economic problems (Kazakhstan's accession to the WTO, devaluation in the EAEU countries, etc.). Thus, for the effective operation of the EAEU, the presence of the Eurasian Economic Commission as the coordinator of the Union is not sufficient, but a macro regulator is required. In addition, the deterioration of the economic situation in Russia as the flagship of Eurasian integration has affected the economies of other countries. Among the factors weakened the Russian economy, we can identify instability in world markets, low oil prices, the weakening of national currencies, which led to a decrease in GDP growth of the members of the EAEU [1].

2. Brief Literature Review

Increased economic interdependence of countries as a result of international regional integration and globalization, foreign economic relations is a powerful impetus to development of economic systems at the national, regional and global levels. In this regard, the ongoing scientific research in the field of international integration in the context of the globalization of the world economy is in demand both theoretically and in practice, as they contribute to the development of modern approaches to assessing regional cooperation of states and the search for effective mechanisms for its implementation [3].

A significant contribution to the theory of international integration was made by Russian scientists – M.M. Maksimova, N.P. Shmelev, Y.V. Shishkov and others. In particular, M. Maksimova noted that the appearance of integration complexes predetermines a higher level of internationalization of production and economic life. N.P. Shmelev believes that a necessary condition for real international integration is a combination of a sufficiently high level of economic development and political relations of integrating states. Y. Shishkov comes to the conclusion that integration has proved its viability on the basis of market mechanisms. The first stage of international integration is the direct economic ties at the level of the subjects of the economy [4].

The most appropriate economic and political approach that allows analyzing the causes of the emergence of various blocs and the nature of the integration processes taking place in them is the principle of interaction and the correlation of forces based on the endogenous definition of economic policy between the subjects demanding economic integration and of acceptance political decisions [5].

3. Results

The member states of the EAEU have different volumes of the economy (Table 1). A significant difference in GDP is observed not only between the largest and smallest economies, Russian and Kyrgyz, but also between the Kazakh and Belarusian economies. If in 2011-2014 years national economies grew, then in 2015-2016 the GDP of all countries declined substantially, which was due to both a fall in world prices for the main exports of these countries, a reduction in the consumption of hydrocarbons and metals in the importing countries, and a negative trend in the exchange rate of national currencies against the dollar and the euro [6]. This led to a reduction in GDP per capita in 2015 compared with the peak in 2013: in general, the EAEU - by 37.7%.

Table 1 – Main directions of economic development of the Eurasian Economic Union

The purpose of economic development	Achievement and maintenance of high-quality and sustainable economic growth of member states and the Union as a whole through the realization of their competitive advantages
The tasks of economic development	1. Facilitate the achievement of national long-term and medium-term goals for enhancing the sustainability and competitiveness of member economies; 2. Forming additional sources of economic development based on the implementation of competitive advantages of the Member States and the Union; 3. Increase the mutual openness and importance of the economies of Member States through the reduction of exemptions, restrictions and barriers to the free movement of goods, services, capital and labor; 4. Assistance in strengthening the positions of Member States in the market of third countries and in international organizations.
Effects of contribution to integration	Assessment of integration effects by 2030 Total cumulative effect - $ 210 billion in current prices Additional GDP growth of member states - up to 13% Diversification of the structure of mutual trade - increase in the trade of intermediate consumption products to 80% Additional inflow of foreign direct investment from third countries - up to 90 billion US dollars.
Directions of how to achieve goals and effects?	**Cooperation in areas that determine the competitiveness of Member States** 1. Ensure macroeconomic stability; 2. Creation of conditions for growth of business activity and investment attractiveness; 3. Innovative development and modernization of the economy; 4. Ensuring the availability of financial resources and the formation of an effective financial market of the Union; 5. Infrastructural development and realization of transit potential; 6. Development of human resources; 7. Resource conservation and energy efficiency; 8. Regional development (interregional and cross-border cooperation); 9. Realization of foreign trade potential. **Co-operation and coordination in the real sector and service sector Criteria for identifying areas of the economy that have the integration potential** 1. The presence and (or) the potential for the formation of a multiplicative effect; 2. High relevance and (or) potential of import substitution through cooperation of member states; 3. High potential for increasing and diversifying exports to third countries; 4. Prospects for increasing the supply of goods and services to the domestic market by specializing the economies of member countries and realizing their competitive advantages; 5. Prospects for the participation and expansion of the presence of Member States in international production chains of value-added within the Union; 6. Creation and attraction of new technologies at a rate faster than global indicators (formation of "future sectors"); 7. High degree of state regulation and (or) state participation.
Mechanisms of integration measures	1.Elimination of barriers, reduction of exemptions and restrictions; 2. Conducting a coordinated, coordinated, unified policy.
Based on [1,2]	

Table 2 - Dynamics of GDP of the member states of the Customs Union / EAEU in 2010-2016.

	2010	2011	2012	2013	2014	2015	2016
EAEU	1744362	2303770	2444722	2561677	2404881	1629028	1481636
Including:							
Armenia	9 260	10 142	10 619	11 121	11 610	10 529	10 547
Belarus	56 941	60 795	65 428	74 761	78 536	55 317	47 165
Kazakhstan	148 052	192 628	208 002	236 633	221 418	184 387	133 657
Kyrgyzstan	4 795	6 198	6 605	7 335	7 469	6 678	6 552
Russia	1525314	2034 007	2154 067	2231827	2085848	1372117	1283715
GDP per capita, USD							
EAEU	9 847	12 728	13 728	14 331	13 235	8 931	-
Including:							
Armenia	3 041	3 350	3 512	3680	3852	3504	-
Belarus	6 000	6 418	6 913	7 898	8289	5 829	-
Kazakhstan	9 071	11 634	12 387	13 891	12 807	10 510	-
Kyrgyzstan	923	1 178	1 234	1 342	1 338	1 171	-
Russia	10 678	14 228	15 042	15 552	14 278	9 372	-
Based on [6]							

Generally, the largest portion of GDP in the EEAU in 2016 is provided by services - 32.3%, industry - 23.8%, and agriculture, forestry and fisheries - 4.5%. Compared to 2010, there was a drop in the share of industry by 1.3% (the largest decline in Kazakhstan - by 7.3%) and agricultural growth by 0.8% (Table 2). The main driver of GDP growth in the Unified Energy System in 2015-2016 was agriculture - 2.6% in 2015 and 4.3% in 2016. The dynamics of industrial production is less stable - on the whole in the EEAU in 2015, a decrease of 3.4% with a major decline in the manufacturing industry (5.3% in 2014). This situation was due to 2-5% drop in manufacturing growth in all member states, and growth in the extractive industry was observed only in Armenia and Kyrgyzstan, for which this sector is not the main one. In 2016 there was a slight increase in the industry of the whole unified power plant by 0.9% due to an increase of 1.8% in the extractive industry and the maintenance of the previous level in the manufacturing industry. When considering the industry development of the industry of the Member States, the machine building and high-tech industries that are identified as priority for the EAEU are not the main drivers of growth [7].

With a general decline in the growth rate of the economy as a whole for the EAEU, for some countries, growth was facilitated by:

• construction works in Kazakhstan (6.9% - 2015; 7.9% - 2016) and Kyrgyzstan (38.6%; 36.6%) [8];

• cargo turnover: in Armenia (for 1.1% and 85.3%, respectively) [9], and Russia (1.7% in 2016) and Kyrgyzstan (2.8% and 5.3% respectively) [10];

• retail trade turnover: in Kyrgyzstan (6.1% and 5.6% respectively) [11].

Thus, the growth of the economies of the EAEU member states in 2015-2016 were minimal or none at all. This is due both to the crisis phenomena in the world economy (low world prices for basic export goods, a drop in demand for these goods from major buyers, a drop in the exchange rates of national currencies against the dollar and euro, etc.), and structural problems of national (a significant share of the fuel and energy complex in the export supplies of Russia, Kazakhstan and Belarus, a low share of machine-building), as well as geopolitical reasons (sanctions against Russia and Belarus and Russian counter-forces). Therefore, the most urgent task is the search for internal reserves of the union and the use of integration opportunities [12].

All countries have their own economic interests in the EAEU. In order to understand the importance of participation in the Union for member states, we will consider the correspondence of national economic interests and the tasks they set for the formation of the Eurasian Economic Union [13].

Table 3 - External trade of the EAEU member countries in 2015-2016

Period	EAEU		Including									
			Armenia		Belarus		Kazakhstan		Kyrgyzstan		Russia	
	Mln, doll USA	%	Mln, doll USA	%	Mln, doll USA	%	Mln, doll USA	%	Mln, doll USA	%	Mln, doll USA	%
Mutual trade												
2010	94371	-	-	-	29076,9		18898,7		-	-	46395,4	
2011	126149,9	133,7	-	-	40798,6	140,3	23029,1	121,9	-	-	62322,2	134,3
2012	135633,1	107,3	-	-	44787,1	109,8	23888,3	103,7	-	-	66957,7	107,4
2013	128892	95,0	-	-	40697,0	90,9	24603,7	102,0	-	-	63591,3	95,0
2014	116942,5	90,7	-	-	38340,9	94,2	21031,4	85,5	-	-	57570,2	90,5
2015	45605,3	75,2	256,2	79,1	11007,8	68,0	5120,3	71,6	399,8	62,7	28821,2	78,1
2016	42536,4	93,3	392,1	153,0	11255,1	102,2	3917,6	76,5	417,5	104,4	26554,2	92,1
Foreign trade with third countries												
2010	686278,6				31090,9		72496,7				398764,8	
2011	907231,2	132,2			46380,6	149,2	98212,6	135,5			762638,0	191,3
2012	934586,0	103,1			47679,5	102,8	108919,3	110,9			777987,6	102,0
2013	932960,8	99,8			39531,0	82,9	108902,3	99,9			784527,0	100,8
2014	932960,8	93,1			38246,1	96,8	99724,0	91,6			730726,5	93,1
2015	579350,0	93,1	3446,6	76,5	28742,5	75,4	60191,6	61,0	3129,0	72,2	483840,2	66,5
2016	509789,5	88,0	3560,5	103,3	24368,3	84,8	48366,9	80,4	3500,5	111,9	429993,3	88,9

An analysis of the national economic development programs of the member states has shown certain contradictions between the national economic tasks and the tasks of the EAEU. In general, for the time being, member states are considering a single economic space only from the viewpoint of additional export

opportunities for national economies, while domestic markets at the national level are supposed to be saturated only with their own products of import substitution. Priorities in industry identified in national programs have a high degree of coincidence in terms of development methodology, problematic issues of industrial development, long-term goals and objectives, tools and mechanisms for implementing state policy in the field of industry. Nomenclatures of export goods basically coincide both within the framework of a single economic space and trade in third countries [14]. The existing integration is mainly located in the exhaustive potential of traditional sectors of the economy, in particular in the energy, chemical and petrochemical industries, and metallurgical engineering. "On the main directions of coordination of national industrial policies of the Republic of Belarus, the Republic of Kazakhstan and the Russian Federation" was signed in May 2013 by the decision of the Supreme Eurasian Economic Council, was joined by Armenia and Kyrgyzstan later [15].

At the same time, in cooperation in this area there are a number of problems that lead to interstate contradictions and disputes among economic agents, as well as to the search for gray schemes of trade:

- availability of a significant list of sensitive food products (although the agreement provides for exchanges of plans for the development of their production, annual consultations on them);
- lack of quality certificates for export products of some countries, primarily in Kyrgyzstan;
- violation of the issue of refusing transit of sanctions products from the EU to the territory of Russia, primarily through Belarus. The introduction of profitable unified transport tariffs in the space of the Union will allow countries to use their transit potential more profitable, which in turn will expand their opportunities to integrate into world economic relations [16].

The economic interaction of states within the framework of the EAEU has both negative and positive trends. Despite the minimal dynamics of the economies of the countries themselves and a small share of mutual trade in 2015 - 2016, we must state that the countries are looking for the most effective instruments of cooperation and continue to form the planned joint integration structures, the legislative framework for the association and the formats of interaction in industry, agribusiness, transport and other important sectors of the economy for countries. The current national development programs of the EAEU member states with different implementation dates in the long term until 2025 will retain their main sectoral priorities and focus on using their participation in the EAEU for their further development and strengthening of national economies. [17]. Until 2025, the EAEU will have to solve a number of important tasks in order to strengthen the integration ties. First, to overcome the contradictions of the real trade policy of states and a single customs territory. Which are related to non-tariff restrictions, strict implementation of the rules of origin of goods and a reduction in the share of export duties determined by countries independently. Secondly, to further the formation of the common agricultural markets - work must be carried out on products not only full of phyto - and veterinary certification of products, but also to create a single body of veterinary and phytosanitary supervision. Thirdly, action is necessary to determine the specialization of countries in the manufacturing industry, the creation on its basis of interstate production associations. Fourthly, during this period the work will continue to create common energy markets of the Union. Fifthly, it is necessary to consistently develop the transport infrastructure in the EAEU area in coordination with Chinese projects of the "Economic belt of the Silk Road".

4. Conclusion

The EAEU functions in uneasy and contradictory economic and political conditions and is more geopolitical. In accordance with the Polity IV index, the participants of the EAEU differ in form of management from each other: Belarus and Kazakhstan - autocracies, Russia and Armenia - anarchies (a combination of democratic and authoritarian features), Kyrgyzstan - democracy. The countries-members of the Union have been trying to overcome crisis phenomena for the third year in a row, however, the controversial points remain. Russia remains the leader of integration, because in intra-union trade, it accounts for 60% of exports. Belarus exports 40% of its goods through domestic trade, and imports more than 50%. Being the flagship of Eurasian integration, Russia takes over its costs, providing advantages for the member countries. This concerns the distribution of export duties on oil products for Belarus, financial support for new members. In conclusion, we will consider measures to improve the macroeconomic situation of the EAEU member states as outlined in the Basic Guidelines for the Macroeconomic Policy of the Member States of the Eurasian Economic Union for 2017-2018. First, the member states are obliged to observe the quantitative values of indicators that determine the sustainability of economic development, in accordance with Article 63 of the EAEU Treaty. Secondly, the participating countries will continue work

on the transition to the inflation targeting regime and agree on the procedure for setting the medium-term benchmark for the level of the consumer price index of the member states of the EAEU. Thirdly, measures will be taken to expand the use of the national currencies of the member countries in mutual settlements between the participants of the Eurasian Economic Union. Fourthly, monetary and fiscal policy at the national level will be coordinated by Member States [18].

It is planned to address the problem of insufficient volumes of investments in fixed assets through the following activities:

1. Use of the best world practices and practices of member countries in implementing structural changes in the economy;
2. Ensuring the predictability of the formation of a fiscal burden for investors, creating additional tax incentives for priority sectors and sectors of the economy and investment projects;
3. Simplification of administrative procedures and reduction of administrative barriers for investors in order to increase investment attractiveness;
4. Development of a competitive environment and competitive markets in the member countries of the EAEU;
5. Activation of the application of public-private partnership mechanisms and expansion of opportunities for private capital access to the implementation of investment projects;
6. Use of investment guarantee mechanisms that create additional guarantees of return on investment and cover investor risks;
7. Expanding the range of instruments used to attract long-term financing;
8. Increasing the use of financial capacities of national and regional development institutions, including the Eurasian Stabilization and Development Fund and the Eurasian Development Bank [19].

The increase in the added value created at the EAEU is planned through the following measures:

- Preparation of joint cooperative projects of the member states in the spheres of the economy with an integration potential;
- Creation and development of international value chains with the participation of Member States;
- Development of effective forms of cooperation of member states in the field of industrial, agro-industrial and energy policy with a view to creating products that are competitive in the external and internal markets;
- Gradual elimination of barriers and minimization of exemptions and restrictions for free movement of goods, services, capital and labor.

One of the most important strategic directions is the development of non-primary exports, the implementation of which is planned through:

- development of trade and economic relations with third parties aimed at promoting the interests of the Union in the world market; enhancing the effectiveness of the Union's participation in the multilateral trading system;
- use of export support mechanisms, including crediting, insurance and reinsurance, as well as information and consulting support;
- development of the transport and logistics infrastructure of the Union;
- development of transit and multimodal transport in order to accelerate the delivery of goods and improve the quality of transport services;
- intensifying the mutual trade of Member States;
- improvement of customs regulation and simplification of the procedure for performing customs operations in the Union;
- simplification and acceleration of customs procedures for participants of foreign economic activity without loss of quality of customs control and other types of control at the customs border of the Union [20].

Thus, according to the authors, following this set of measures will help complete the adaptation of the economies of member countries to the existing external conditions, allow to overcome the consequences of negative economic phenomena, restore the economies of member states and ensure sustainable economic growth, including through the use of integration opportunities Union. The authors also believe that the EAEU member countries will continue cooperation on the path to the creation of a single Eurasian space, overcoming the difficulties and contradictions in the economic and political spheres thanks to the historically established partnership of the post-Soviet states, which laid the foundation for effective economic cooperation in the present.

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ЕАЭО – АЙМАҚТЫҢ ЭКОНОМИКАЛЫҚ ДАМУЫНЫҢ АЙМАҚТЫҚ ФАКТОРЫ РЕТІНДЕ

Аннотация. Мақалада аймақтық интеграция мәселелері қарастырылған. Посткеңестік кеңістікте интеграцияның дамуы бірнеше себептерге байланысты, атап айтқанда, экономикалық даму мен жалпы проблемалардың ұқсастығы.

Сонымен қатар материалда Еуразиялық интеграцияның эволюциясы, ЕАЭО қалыптасу тарихы мен институттарының функциясы, интеграциялық бірлестіктердің даму болашағы қарастырылған. ЕАЭО мүше-елдерінің негізгі макроэкономикалық көрсеткіштері, сонымен қатар ЕАЭО келісім-шартымен сәйкес экономикалық дамудың тұрақтылығын сипаттайтын нормативтері талданған. ЕАЭО мүше-елдерінің тұрақты экономикалық өсуін қалыптастыратын іс-шаралар кешені қарастырылған. Еуразиялық интеграциялық жобаны жүзеге асыратын негізгі тенденциялары көрсетіліп және сипатталады; қатысушылар санының артуымен байланысты ЕАЭО әрі қарай дамуының болашағы анықталады.

ЕАЭО Украина айналасында болып жатқан дағдарысқа байланысты пайда болып жатқан геосаяси қауіп қатер жағдайында өз қызметін бастамақшы. Еуразиялық экономикалық одақ келешегі өте жоғары жоба. Елдердің экономикалық интеграциясын алға жылжытудың маңызды факторлары болашақта бірыңғай валютаны енгізуі мен банктік саланы жетілдіру болуы мүмкін. Бірақта ЕАЭО қызмет ету болашағының негізгісі оның қатысушылар санының ұлғаюымен байланысты. Ұзақ мерзімді болжам бойынша ЕАЭО Орталық Азия елдерінің көпшілігі кіруі әбден ықтимал.

Түйін сөздер: интеграция, аймақтық интеграция**,** Еуразиялық экономкалық одақ, Қазақстан Республикасы.

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TAX INCENTIVES FOR LONG-TERM INVESTMENTS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. In this article, the authors consider tax incentives for long-term investments. The relevance of the chosen topic was substantiated in the article. As methods, comparative-comparative methods, deduction and induction are used. The authors analyze various approaches to the definition of the term «tax incentives». The author's interpretation of this concept is presented in the article. Further, forms of tax incentives are considered. The first analyzed form is tax incentives. The second one is investment tax preferences. The latter was considered a form - tax sanctions. The mechanisms of action of the presented forms of tax incentives were considered. The next step was to analyze the volume of attracted foreign direct investment in three directions. The first direction is the industry. The largest volume in 2016 accounted for the industry «Mining and quarrying». The second direction is the regions. The main recipient for the last considered year is the Atyrau region. The third direction is the country-investors. The largest share of total foreign investment falls on the Netherlands investors. In conclusion, the foreign experience of tax incentives for long-term investments is given. One of the innovative tax instruments is the preferential tax regime «Patent Box». Other instruments that are not yet used in domestic practice include a tax credit and a tax deduction. The application of these tools will increase the investment attractiveness of the Republic of Kazakhstan and increase the amount of attracted funds to all sectors and regions, which will subsequently contribute to the even development of the Kazakh economy.

Key words: tax incentives, investments, tax rebate, investment tax preferences, tax sanctions.

Nowadays, investments in the conditions of economic globalization, strengthening of international specialization and division of labor are one of the weighty factors that provides real economic growth, increasing the pace of scientific and technical progress, increasing competitiveness and improving the quality of goods, improving quantitative and qualitative indicators of economic activity in different levels [1].

The impact on investment by the state makes it possible to shape the direction and dynamics of the country's economic development. The taxation system is one of the most important factors in stimulating investment processes [2]. Taxes are an integral tool of state influence on the economic activities of economic entities; factor of decision-making on the development of production, as well as to increase the volume of investment [3].

In order to increase the pace of economic growth and attract investment, it is necessary to optimize the tax mechanism, in particular tax incentives [4]. To achieve this goal, the following methods should be used: analysis, synthesis, deduction, induction, measurement, comparison.

Since gaining independence in Kazakhstan, one of the priorities of its state policy is to fulfill the tasks of maintaining a favorable level of the investment climate and further tax stimulating foreign direct investment in the country's economy. Attracted investments have a significant impact on the state of economic development, as a separate economic entity, and the state as a whole. A rational policy of attracting and using foreign investments in the domestic economy contributes to the growth of its productive potential, and also serves as a tool for adopting positive managerial and technical skills from the experience of foreign countries [5].

Despite the acquired significance of tax incentives, it has not received proper disclosure in the scientific literature, i.e. until now there is no unambiguous definition of this term, and a holistic view of its essence and nature has not yet been formed. Various authors give their interpretation of the concept of «tax incentives», which are presented in Table 1.

Having familiarized with the concepts presented in Table 1, one can deduce the author's interpretation of «tax incentives». Thus, tax stimulation implies a set of measures of state bodies aimed at reducing the tax burden of the taxpayer by providing him with legal opportunities to reduce tax liabilities.

Tax incentives can manifest themselves in various forms, which are presented in Figure 1.

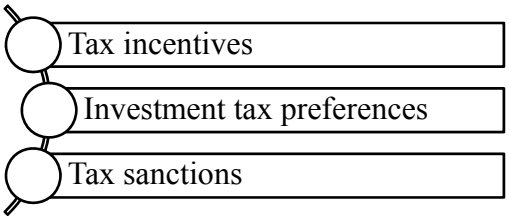

Figure 1 – Forms of tax incentives [10]

According to Figure 1, there are three main forms of tax incentives that should be considered in more detail. The first form is tax incentives, which imply an important lever of the state's influence on the economy by giving taxpayers advantages that bring them economic benefits. This form of tax simulation affects the processes of economic development, social structural restructuring of the economy, the creation of social and economic infrastructure. However, tax privileges entail a decrease in the revenues of the state budget, in which it is difficult to achieve an equilibrium of the main functions of taxation - fiscal and regulatory [11].

Table 1 – Definition of the term «tax incentives» from the point of view of various authors

Author	**Definition**
S.V. Vasiliev	Tax incentives are «targeted actions of state authorities and local self-government bodies in establishing legislation on taxes and fees and providing real tax incentives and other tax measures that improve the property or economic status of certain categories of taxpayers ... to create economic interest in the implementation of a socially useful or other promoted activities».
T.I. Vukolova	Tax incentives are set of measures to provide tax benefits and benefits to economic entities that create favorable conditions for the implementation of innovative activities.
E.F. Kireeva	Tax incentives, implemented through an economically justified system of benefits, are an interrelated set of tax benefits and preferences of a strategic nature that compensate for financial losses when new competitive products are manufactured, technical processes are modernized, and the basis of entrepreneurship and business is strengthened.
E.P. Loskutova	Tax incentives include targeted actions by state authorities and local self-government to establish taxes and levies in the legislation and provide real tax incentives and other tax measures that improve the property or economic status of certain categories of taxpayers in order to create an economic interest in their implementation of a socially useful or otherwise rewarded activities.
Note – Compiled by the author on the basis of data from sources [6; 7; 8; 9]	

The next form of tax incentives are tax preferences. Thus, the word «preference», when translated from the Latin «praeferentia», means preference. It follows that at the present stage this term means an advantage, a privilege that is granted to individual states, organizations, enterprises to support certain types of activities. Preferences can be implemented in the form of reduction of tax obligations, discounts from customs duties, provision of favorable tax credits, exemption from a part of tax payments [12].

In domestic practice, the definition of investment tax preferences is the following: a privilege that exempts CIT from payment is that the value of tax preferences and / or subsequent costs of modernization and reconstruction are deductible [13].

The last form of tax incentives for the investment process, according to figure 1, is sanctions. Sanctions can create sufficiently strong electoral pressure to prevent violations of the law. Sanctions can take various forms (from monetary fines to imprisonment) [14].

In foreign studies, sanctions are seen as a factor affecting compliance with tax laws. So, in American practice, tax sanctions should pursue the goal - to encourage taxpayers to comply with legislation [15].

The analysis of attracted foreign direct investment can be carried out in three directions:

- by industries in which these investments are invested;
- by regions that receive the investments;
- by countries from which direct foreign investments are made to the economy of Kazakhstan [16].

Considering the gross inflow of direct investments into Kazakhstan from foreign investors by types of economic activity of residents, i.e. in the context of the branches of the economy, it can be noted that foreign direct investment is attracted to 16 sectors of Kazakhstan's economy. The statistics of receipts for the last three years by industry are presented in Table 2.

Table 2 – Inflow of foreign direct investment by industry for 2014-2016 (million US dollars)

Industry name	**2014**	**2015**	**2016**	**Change, %**
Agriculture, forestry and fisheries	-1,7	71,8	50,0	+ 3 041,2
Mining and quarrying	8 355,6	3 498,4	7 078,4	- 15,3
Manufacturing industry	3 665,9	2 556,9	3 791,6	+ 3,4
Power supply, gas, steam and air conditioning	254,5	12,3	72,0	- 71,7
Water supply, sewage system, control over collection and distribution of waste	5,8	-9,5	-0,8	- 89,2
Building	720,3	457,0	843,2	+ 17,1
Wholesale and retail trade; repair of cars and motorcycles	2 801,8	1 509,2	2 284,7	- 18,5
Transport and storage	731,8	479,0	489,2	- 33,2
Accommodation and food services	117,8	-50,7	12,7	- 89,2
Information and communication	416,2	40,5	391,6	- 5,9
Financial and insurance activities	520,9	470,0	384,5	- 26,2
Operations with real estate	115,1	41,0	106,5	- 7,5
Professional, scientific and technical activities	5 888,2	5 499,8	4 873,6	- 17,2
Activities in the field of administrative and support services	56,8	69,7	210,4	+ 270,4
Education, health and social services, art, entertainment and recreation	6,1	16,6	23,3	+ 282
Provision of other types of services	70,5	89,7	25,6	- 63,7
Total	23 726	14 752	20 637	- 13
Note – Compiled by the author on the basis of the source data [16]				

Based on the data presented in Table 2, it can be concluded that the total volume of foreign direct investment for the period under review decreased by $ 3,089 million or 13%. At the same time there is an increase in the inflow of investments in a number of industries:

- agriculture, forestry and fisheries;
- manufacturing industry;
- building;
- activities in the field of administrative and support services;
- education, health and social services, art, entertainment and recreation.

The preference of foreign investors to the above listed sectors of the economy can be explained by their importance for the economic development of the country, which is a priority for the state, and in every possible way it is stimulated from the point of view of the investment climate and attracting foreign direct investment, respectively. For example, the use of tax incentives, in particular special tax regimes for farmers and farmers, for producers of agricultural products, aquaculture products (fish farming) and agricultural cooperatives, and the application of investment tax preferences, confirms the attractiveness of the noted sectors of the economy of the Republic of Kazakhstan.

Regarding the regions, it can be noted that all 16 regions of the Republic of Kazakhstan, including 14 regions and two cities of national importance, attracted foreign direct investment in this or that volume for the period under review. Statistical data on investments by region are presented in Table 3.

Table 3 – The inflow of foreign direct investment by regions in 2014-2016 (million US dollars)

Region name	**2014**	**2015**	**2016**	**Change, %**
Akmola region	-13,2	15,6	253,4	+ 2 019,7
Aktobe region	1 418,9	367,3	1 015,0	- 28,5
Almaty region	235,3	130,1	100,6	- 57,2
Almaty	4 949,2	2 652,1	4 675,8	- 5,5
Astana	676,1	424,0	197,5	- 70,8
Atyrau region	9 135,7	6 821,0	8 512,0	- 6,8
East-Kazakhstan region	2 638,5	1 796,1	2 458,5	- 6,8
Jambyl region	94,4	-33,8	149,4	+ 58,3
West-Kazakhstan region	1 628,1	1 396,7	1 356,8	- 16,7
Karaganda region	71,1	31,7	304,2	+ 327,8
Kostanay Region	335,2	14,4	278,1	- 17
Kyzylorda Region	359,0	169,2	206,8	- 42,4
Mangistau region	1 609,4	226,5	479,5	- 70,2
Pavlodar region	346,9	458,3	362,8	+ 4,6
North-Kazakhstan region	6,7	-13,5	2,5	- 62,7
South-Kazakhstan region	234,3	295,8	283,5	+ 21
Total	23 726	14 752	20 637	- 13
Note – Compiled by the author on the basis of the source data [16]				

According to Table 3, the total volume of attracted foreign direct investment remains unchanged regardless of further sectoral or regional divisions. Consequently, the general dynamics correspond to the previous one, i.e. is negative. It should also be noted that the number of regions with an increase in attracted foreign direct investment is equal to the number of industries with such positive dynamics. These regions include:

– Akmola region;
– Jambyl Region;
– Karaganda region;
– Pavlodar region;
– South-Kazakhstan region.

The above results were obtained through a horizontal analysis of statistical data on the volume of attracted foreign direct investment. If you analyze the data under analysis using vertical analysis, in this case, the inflow of foreign direct investment in 2016 can be displayed in Figure 2.

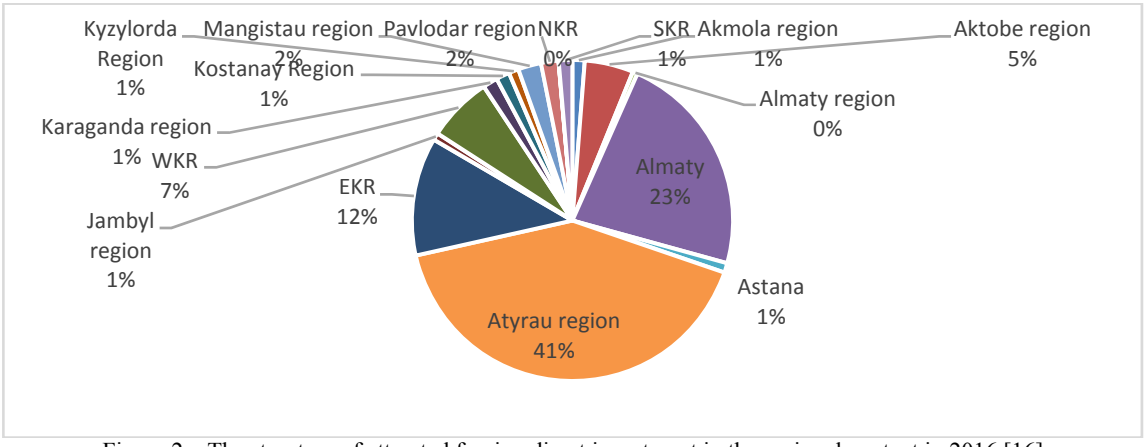

Figure 2 – The structure of attracted foreign direct investment in the regional context in 2016 [16]

According to figure 2, the region with the largest share in the volume of attracted foreign direct investment is Atyrau Oblast, followed by such regions as Almaty, East Kazakhstan Oblast, West Kazakhstan Oblast and Aktobe Oblast. The remaining 11 regions have a specific gravity in the range 0-2%. This indicates a different level of investment climate in the regions of the Republic of Kazakhstan.

As part of the analysis of attracting foreign investments into the economy of Kazakhstan, as noted earlier, it is also necessary to consider the third direction, namely, the countries from which these investment flows come. The countries and the volumes of investments attracted from them are presented in Table 4. The list of sources of foreign investment contains a huge number of countries, therefore, for the purposes of the current analysis, investors will be divided into large and small, the first of which will be presented in full and the second will be merged.

Table 4 – The inflow of foreign direct investment in the context of investing countries for 2014-2016 (million US dollars)

Country name	**2014**	**2015**	**2016**	**Change, %**
Large investors, including	20 529,2	14 477,7	19 108,2	- 6,9
Belgium	859,8	693,0	710,6	- 17,4
United Kingdom	747,2	372,2	684,8	- 8,4
Germany	479,9	319,1	249,8	- 47,9
China	1 861,2	441,9	960,9	- 48,4
Netherlands	6 795,8	5 736,0	7 655,5	+ 12,7
Republic of Korea (South)	577,5	394,9	358,0	- 38
Russian Federation	1 580,1	527,7	867,4	- 45,1
United States of America	4 123,6	2 772,2	3 423,8	- 17
France	837,5	963,6	1 137,3	+ 35,8
Switzerland	2 366,4	1 865,3	2 589,4	+ 9,4
Japan	300,2	391,8	470,7	+ 56,8
Small investors (more than 100 countries)	3 197	274	1 529	- 52,2
Total	23 726	14 752	20 637	- 13
Note – Compiled by the author on the basis of the source data [16]				

Similar to the two previous groups, the overall dynamics of foreign direct investment inflows in the context of investing countries is negative. At the same time, according to this feature, there are only four countries with positive dynamics, namely:

– Netherlands;
– France;
– Switzerland;
– Japan.

Analogous to the previous part of the analysis, data on attracted foreign direct investment in the context of countries after the horizontal, it is necessary to conduct a vertical analysis, the results of which are presented in Figure 3.

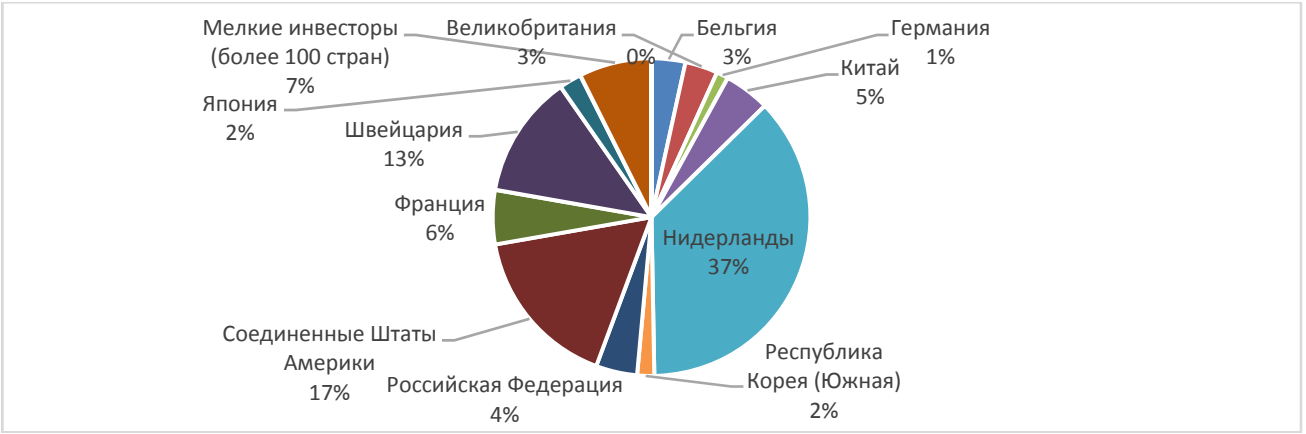

Figure 3 – The structure of attracted foreign direct investment by country in 2016 [16]

According to figure 3, the Netherlands occupies the largest share in the volume of attracted foreign direct investment, followed by countries such as the USA, Switzerland, France, China and Russia. At the same time, small investors together occupy 7%, while the rest of the countries have a specific weight in the range of 1-3%. This indicates a different level of cooperation between the Republic of Kazakhstan and foreign partners.

To attract potential investors to the domestic market, first of all, it is necessary to reduce the tax burden, since at the present time in the Republic of Kazakhstan there is a high level of the aggregate taxation rate. In this regard, it is necessary to introduce incentive tax incentives specifically in the sphere of manufacturing investment, since, according to the analysis, the bulk of foreign direct investment falls on the mining industry, due to which there is a depletion of national natural resources and the «pumping out» of money from the country's economy [17].

One of the main tools to increase the volume of investment flows and the introduction of innovations, according to foreign practice, is the application of a special tax regime «Patent Box», which is a way to reduce the tax burden, in the case of ownership of intellectual property. This will allow diversifying the segment of small and medium-sized businesses and stimulating its innovative development in the domestic economy by attracting long-term investments for the implementation of innovative projects [18]. The application of the «Patent Box» mode promotes the activity of subjects in the field of R & D within the country by stimulating the receipt of patents for intellectual property objects, including know-how and inventions [19].

Other tax incentives used in the practice of foreign countries include tax credit (USA, UK, Ireland, France, Japan, Mexico, Spain, Canada, Italy) and tax deduction (USA, UK, China, Netherlands, Hong Kong, Brazil, Hungary, Singapore, Germany, India, Australia, Belgium, Russia, Spain, Italy) [20]. So, a tax credit is a contract with a taxpayer about the possible terms of transferring payment of tax payments for an additional interest, i.e. on the terms of a standard loan – urgency, repayment, pay. In turn, a tax deduction is an opportunity to withdraw from a tax a certain amount agreed in advance. With respect to the last tool for the best effect, certain limits on the amount and the term should be observed.

Thus, summing up all the above information, one can come to the conclusion that the volume of attracted investments can be influenced by applying various instruments of tax incentives. In the Republic of Kazakhstan there are several industries in which the greatest inflow of investments is observed, as well as the recipient regions in which these sectors have developed most. Accordingly, in these regions, the largest amount of attracted funds is recorded. For a more even development of all industries and regions, it is necessary to adopt foreign practices and introduce a number of tools (preferential treatment «Patent Box», tax deduction and tax credit) that will increase the investment attractiveness of the Republic of Kazakhstan.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҰЗАҚ МЕРЗІМДІ ИНВЕСТИЦИЯЛАРДЫ САЛЫҚТЫҚ ЫНТАЛАНДЫРУ

Аннотация. Осы мақалада авторлар ұзақ мерзімді инвестициялар үшін салық жеңілдіктерін қарастырады. Таңдалған тақырыптың өзектілігі мақалада негізделген. Әдістер ретінде салыстырмалы-салыстырмалы әдістер, шегеру және индукция қолданылады. Авторлар «салықтық ынталандыру» терминін анықтауға әртүрлі тәсілдерді талдайды. Осы тұжырымдаманың автордың түсіндірмесі мақалада келтірілген. Бұдан басқа, салық жеңілдіктерінің түрлері қарастырылады. Бірінші талданатын нысан салықтық ынталандыру болып табылады. Екіншісі - инвестициялық салықтық преференциялар. Соңғысы салықтық санкциялар түрінде қарастырылды. Салықтық ынталандырудың ұсынылған нысандарының әрекет ету тетіктері қаралды. Келесі қадам үш бағыт бойынша тартылған шетелдік тікелей инвестиция көлемін талдау болды. Бірінші бағыт - бұл сала. Ең үлкен көлем 2016 жылы «Тау-кен өнеркәсібі және карьерлерді қазу» саласына тиесілі. Екінші бағыт - өңірлер. Өткен жылдың басты алушысы - Атырау облысы. Үшінші бағыт - ел-инвестор. Жалпы шетелдік инвестициялардың басым бөлігі Нидерланд инвесторларына тиесілі. Қорытындылай келе, ұзақ мерзімді инвестициялар бойынша салықтық ынталандырудың шетелдік тәжірибесі берілген. Инновациялық салық құралдарының бірі - «Патенттік қор» жеңілдетілген салық режимі. Ішкі практикада әлі қолданылмаған басқа құралдар салықтық несие мен салықтық шегерімге жатады. Бұл құралдарды қолдану Қазақстан Республикасының инвестициялық тартымдылығын арттырады және барлық секторлар мен өңірлерге тартылатын қаражат көлемін арттырады, бұл кейіннен Қазақстан экономикасының біркелкі дамуына ықпал етеді.

Түйін сөздер: салық жеңілдіктері, инвестициялар, салық жеңілдіктері, салықтық жеңілдіктер, салықтық санкциялар.

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НАЛОГОВОЕ СТИМУЛИРОВАНИЕ ДОЛГОСРОЧНЫХ ИНВЕСТИЦИЙ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В данной статье авторы рассматривают налоговое стимулирование долгосрочных инвестиций. В статье была обоснована актуальность выбранной темы. В качестве методов использованы: сравнительно-сопоставительные методы, дедукция и индукция. Авторы анализируют различные подходы к определению термина «налоговое стимулирование». В статье представлена авторская трактовка данного понятия. Далее рассматриваются формы налогового стимулирования. Первой анализируемой формой являются налоговые стимулы. Второй - инвестиционные налоговые преференции. Последней была рассмотрена форма - налоговые санкции. Были рассмотрены механизмы действия представленных форм налогового стимулирования. Следующим шагом был проведен анализ объемов привлекаемых прямых иностранных инвестиций по трем направлениям. Первым направлением являются отрасли. Наибольший объем в 2016 году приходился на отрасль «Горнодобывающая промышленность и разработка карьеров». Вторым направлением выступают регионы. Основным реципиентом за последний рассматриваемый год считается Атырауская область. Третьим направлением являются страны-инвесторы. Наибольший удельный вес от общего объема иностранных инвестиций приходится на Нидерландских инвесторов. В заключении приводится зарубежный опыт налогового стимулирования долгосрочных инвестиций. Одним из инновационных налоговых инструментов является льготный налоговый режим «Патентный ящик». К другим инструментам, которые еще не применяются в отечественной практике, можно отнести налоговый кредит и налоговый вычет. Применение перечисленных инструментов позволит повысить инвестиционную привлекательность Республики Казахстан и увеличить объем привлекаемых денежных средств во все отрасли и регионы, что впоследствии будет способствовать равномерному развитию казахстанской экономики.

Ключевые слова: налоговое стимулирование, инвестиции, налоговая льгота, инвестиционные налоговые преференции, налоговые санкции.

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CONCEPT OF «SOCIAL SAFETY»: APPROACHES TO DEFINITION

Abstract. The concept of "social safety" is considered in this article. The term "social safety" uses rather wider, including in the international normative legal acts, has caused formation of various approaches to its understanding in domestic science, legal, social and political practice. One of possible approaches has gained distribution in definition of the concept "social safety" abroad. The concept "social safety" is characteristic to associate with the concept "social security" for this approach. At the same time it is necessary that the solution of problems of ensuring social safety, providing financial and other support to the needing categories of citizens is fundamental aspect of ensuring national security in general.

Keywords: social safety, social security, social danger, social threat, national security, safety of the personality.

The term "social safety" was included recently into a scientific and political turn. Nevertheless, it has quickly fitted into the international and national lexicon, has found the concrete development in a number of the international documents. First of all, it is necessary to distinguish the World social declaration adopted in 1995 at the World conference on social development from them. In particular, "We suggest to construct such society where the right for food is so sacred, as well as the right to vote where the right for primary education is so respected, as well as the right to freedom of press and where the right for development is considered as one of fundamental human rights" it is said in the conference.

The minimum problems of ensuring social safety were formulated in the Declaration:

- universal primary education, both for girls, and for boys;
- reduction twice illiteracy level among adult population;
- an elementary medical care for all with priority bacterination of children;
- elimination of cases of acute malnutrition;
- rendering of services on planning of family for all comers;
- safe drinking water and a sanitation for all;
- the credit for all for providing opportunities of self-employment.

Rather wide use of the term "social safety", including in the international normative legal acts, caused formation of various approaches to its comprehension in domestic science, legal, social and political practice.

Social safety allows to note that there were at the moment several approaches in interpretation of this concept in the analysis of numerous sources on problems [1].

One of possible approaches has gained distribution in definition of the concept "social safety" abroad. It is characteristic to associate the concept "social safety" with the concept "social security" for this approach. At the same time it is necessary that the solution of problems of ensuring social safety, providing financial and other support to the needing categories of citizens is fundamental aspect of ensuring national security in general. According to this approach practical work on the solution of problems of social character is carried out. For example, in the USA specially created body of the federal authority –

Management of social safety, 1935 acting on the basis of the law on social safety adopted for prevention of social explosion after the Great depression of 1929 - 1933 deals with issues of social safety [2-4]

Approach according to which "social safety" is considered as the complex concept used for designation of safety of the population of the country from the whole complex of different threats, and not only social, but also economic, ecological character, etc. is characteristic of a number of modern domestic researches.

Most often mention threats of unemployment, poverty, criminal encroachments, environmental pollution, technogenic catastrophes, etc. among them.

According to this approach V. Volkovsky is the author of the research "Taxes and Social Safety" – defines the concept of "social safety" as set of measures for protection of interests of the country and the people of the social sphere, development of social structure and the relations of society, life support systems and socialization of people. At the same time he believes that social safety of Russia in modern conditions is a component of national security and represents a basis for functioning of all social elements.

E.A. Pamfilova notes that social safety predetermines quality of human life in society and represents the complex concept including both set of the civil rights and freedoms, and a number of the aspects connected with education, health, ecology, etc. [5].

Similar approach is characteristic also of some international organizations. In particular, the United Nations recognizes two main components of safety of the person – freedom for fear and freedom from need or poverty. It is impossible to defend the peace from wars if people aren't in safety at home, in the workplaces, in everyday life. The UN has developed the comprehensive Concept of safety of the person which consists of eight main categories:

- economic security;
- food security;
- safety for health;
- ecological safety;
- personal security;
- social safety;
- public safety;
- political safety.

All these categories are closely interconnected in real life. A concept of social safety includes fighting against poverty, crime, protection of jobs, income, safety of health, the environment.

The analysis of this approach shows that its characteristic is loss by the concept "social safety" of accurately outlined framework as the interests of the population and the state, threat for the population constantly change, reflecting positive or negative consequences of reforms in economy and society in general.

Thus, it is possible to note that the concept "social safety" has complex, system character. In a narrow sense this word it can be associated with the term "social security" and come down to function of the state on material security of certain categories of the needing citizens.

In a broad sense the concept "social safety" identified with the concept "national security" can be defined as the difficult system of external and internal relations of the personality, society and state which condition defines:

- social independence of the state;
- stability and stability of system of social protection of the population;
- ability of system of social protection to system self-regulation, development and improvement;
- level and quality of life;
- unemployment rate;
- stability of a wage minimum payment and its compliance to a living social wage;
- safety of work;
- social partnership;
- level of social security and social insurance;
- extent of development of the social sphere, etc.

Besides, the term "social safety" can be understood as security status of the personality, society and state from the whole complex of different threats of social, economic, ecological and other character – unemployment, poverty, criminal encroachments, environmental pollution, technogenic catastrophes, etc.

It should be noted that most of authors investigate problems of economic security, not enough attention paying it to a social component (social safety).

In the Russian Federation Leskov M.A. is engaged in models of safety of social systems. He considers safety models at the regional, branch and nation-wide level and offers programs of modernization of economic and political life of Russia for optimization of adoption of administrative decisions in the sphere of safety of the country. Problems of moral health of the people as source of individual and public safety interest the academician of the International academy of informatization Ganzhin V.T. [6]. The Doctor of Philosophy Shevchenko of B.H.considers threats of social safety through a lumpenization of the population of Russia [7] . Tepechin V.I. studies sociology of national security as Novaya Gazeta a paradigm of sociological knowledge. [8].

Such categories as "safety", "sociology of national security", objects of sociology of national security, threat to the system of national security are considered in this work. The Doctor of Philosophy, professor of sociology Galina Sillaste deals with problems of socio-political safety [9]. She considered the entity, structure, functions, security risks, sociological status lights and evolutions of political safety, levels of support of socio-political safety and social institutes of monitoring, social stability in society as a necessary condition of national security in her works.

The social immunity of Russia as a resource of safety of the Fatherland, the person as an object and the subject of safety, human right in Russia and social tension in society, the conflicts and their influence on safety of Russia is considered by such scientists as Ganzhin V.T., Satleykin P.I., Holbustov O.M., Sukhov A.N. and others [10-13].

Yanovsky R.G. works on problems of social safety. He considers social safety as a research problem and social safety through a prism of global changes in his works [14]. Danko A.V. considers safety as the social phenomenon. In work concepts, the purposes, the principles, a legislative basis of social safety are given, safety of the personality, social group, society, state is considered [15].

In this society, including safety of transitive society, Udaltsova M.V. is engaged in problems of transitive society, social interactions. The new direction of researches of social transformation is formed under her management[16].

The analysis of scientific literature on problems of social safety shows that this problem is relevant and not until the end of studied. Until recently there is undeveloped a concept of social safety, social indicators of safety haven't been developed, never before social safety was considered in a complex, historical and methodological aspects of social safety weren't analyzed.

This subject is poorly studied too in Kazakhstan. Only some scientists investigated social safety: Spanov M.U., Akhmetzhanova G.K., Abisheva M.A., Zhernovykh M. Yu., Alyn T. D., Ivatova L.M. [17-20].

Each country has its own "social security systems," which have been formed based on its nationality and values and reflect the social systems, economic situation and political conditions of the country. There are therefore a lot of differences in the mechanisms of and in services or benefits provided under the systems among countries. For example, public pension systems differ with countries in terms of financial resources, the premium level, ages at which the benefits begin to be provided, benefit levels, and requirements for receiving benefits. International comparisons of the social security systems should be made based on the recognition that there are diversified differences in the systems of each country. If made without such recognition, it might lead to misunderstanding.

In the first place, each country has its own definition of social security.

For example in the United Kingdom, social security means income security such as pensions and child allowances, while Japan's definition of social security systems includes those called "social policy" or "social services" in the United Kingdom. The "social policy" or "social services" have a wide range of meaning: income security, medical care (called "national health service" in the United Kingdom), personal social services, housing policies, education and employment.

Also in the United States, "social security" is often defined as income security such as pensions. The welfare services provided in Japan are called "human services." In the United States, "welfare" usually points to services that are funded by tax revenues and provided after the status inquiry, especially to the temporary assistance to needy families (TANF). The U.S. Social Security Act, however, is a comprehensive law, which provides for unemployment insurance, health services for fatherless families, human services

for people with disabilities, medical services for the elderly and medical assistance in addition to pension insurance for ensuring income.

In France, social security ("Securite Sociale" in French) means social insurance such as sickness insurance and old-age insurance. In addition to Social insurance, social assistance (provision of cash and services to the ill, people with disabilities or to the elderly who have cleared the income criteria), social services (other social welfare services provided without an income limit) and the minimum income level security system for independence are collectively called "Protection Social."

In Germany, social security ("Soziale Sicherheit" in German) includes social insurance, social compensation (for the war victims, etc.), and social support (social assistance or support to students). German people, however, do not often use the expression "Soziale Wohlfahrt" (social welfare).

Many of the studies both in developed and developing countries relate to the social security schemes in the formal sector. Hardly any concerted attempt has so far been made to study the working of social security schemes in the unorganised sector.

Studies on Social Security measures in western developed countries show that Social Security measures are at a much-advanced stage in these countries.

However, some studies in these countries also revealed that the major issues

confronted by them center on relentless upsurge in the cost of social security schemes and its negative economic impact on labour supply, saving and investment.

James Midgley (1984) analysed the role of social security schemes in developing countries from an egalitarian angle and found that the prevailing Social Security Schemes in developing countries cover only a small portion of the total labour force and majority of the workers working in the unorganized sector are excluded. He argues that unless the Social Security Schemes are extended to cover informal workers as well, it would accentuate the existing inequalities[6].

Willenskey, H and C. Labeaux (1918) in their study on Industrial Society and Social Welfare emphasised the need for social welfare in an industrial society for or improve the economic conditions, health and interpersonal competence of the workers[7].

Wadhavan, S. K. (1989) while studying the social security for informal workers in India found that developing countries are too poor to replicate the complex and expensive programme of social insurance and income maintenance that now form the backbone of social security schemes in the rich countries[8].

Osman.S.R. (1988) in a study on social security in south Asia attempted to analyze the various poverty alleviation programmes implemented in developing countries with the objective of offering social security[9].

Amartya Sen, and Jean Dreze (1989) have emphasized the role of public action in Social Security Programme in developing countries as an alternative[10].

The contention of the study is that public action is “neither just a matter of state activity, nor an issue of charity, nor even one of kindly redistribution”. The study emphasized the protective and promotional role of social security schemes in poor countries. The life of billions of people in poor countries are “nasty”, ‘brutish’ and ‘short’ but also full of uncertain horrors like epidemics, famine, and unemployment, which can plague masses into extreme deprivation and insecurity.

In another study Amartya Sen and Jean Dreze (1990) state that security of needs like food, health care, housing and child care, is empowering for vulnerable unorganised sector workers and helps them to alter their bargaining positions in the market Burges and Stern (1991) have identified that greater incidence and severity of deprivation, low level of development of formal security systems, limited or inappropriate coverage of public support, resource constraints, low level of institutional development for social security practices and relative powerlessness and vulnerable ness of the poor are the factors which continue to make the problem of social security in developing countries both impracticable and difficult. The study also emphasise the role of public action for social security schemes in developing countries and postulated that it is neither feasible nor desirable for the state to be the sole provider of Social Security. The other agencies like family, community, financial and religious organisations and groups also have a significant role to play[11].

Atkinson A.B and John Hills (1991) identified the measures emerged as components of Social Security Schemes in developed countries and investigate the relevance of experiences of developed countries to the strategy of social security in developing countries. They bring out how Social Security Schemes have

evolved in developed countries, whether they are replicable in developing countries or else what social security lessons can be drawn from them[12].

Ahmad, E. (1991) explains the major problems and difficulties in implementing social security schemes in developing countries. Hussain Athar (1991) made an effort to study the social security programmes in China and revealed that the system suffers mainly from two problems. Firstly, it largely takes the form of 'occupational welfare' based on working units and not the welfare of the society and secondly, labour insurance which is the main component of the system does not contain the whole labour force; as self employed practically lack this protection[13].

Sankaran T. S, Subrahmanya R. K. A, and Wadhawan S. K. (1994), under lined the protective measures through Social Security Programmes in developing countries which consist of welfare schemes by which the State provides the means of livelihood when a person is not able to work Subrahmanya made an attempt (1994) to define the concept of social security in its broadest sense and from the society's point of view, as the support provided by the society to the individual to enable him to attain a reasonable standard of living and to protect the standard from falling due to any contingency Vander Linden and Marcel Vander (1996) made a historical review of the evolution of various mutual social security schemes in Peter Lang, Berue and

found that mutual benefit societies played a dominant role in the formation of social security schemes[14].

The World Development Report of 1997 holds the view that social security is an essential ingredient in the protection, development and full utilisation of human resources, and should, therefore, be looked upon as an 'investment in the development of human resources.' It further distinguishes between the development of human resources and human development, and argues that the expenditure that a society or state incurs to provide basic social security is essential both for the development of human resources and 'human development'[15].

Johan Verstraeten (1997) , President of the International Social Security Association (ISSA) , said that ultimate goal of social security should be to move from basic minimal protection of some residents to a much more ambitious promise of benefits, adequate and universal coverage for all residents; because the objective of social protection is not only subsistence, but social inclusion and the preservation of human dignity[16].

Ghai, D (1997) summarised the successful experience of social security schemes and pin pointed its role in the transformation of the society into a civilized one. Renée van Wirdum (1998) in a Netherland study reviews the changes taking place in social security sector of Netherlands[17].

James Midgley (1999) asserted that social security has become irrelevant under the contemporary economic and social realities and put a proposal for the abolition of social security and its replacement with commercial provision. In some countries, Social Security has already been extensively privatized. It suggests that steps need to be taken to address their challenge and ensure social security's long-term survival[18].

The study by Johannes Jutting (1999) states that the western approach of enlarging state -based social security schemes in developing countries in order to achieve universal coverage has been a failure due to their inadequacy and inefficient programmes in dealing with socio-economic realities in these countries. The study identifies the major reasons for the failure of the state and the market failure in providing social security in these countries. The study recommends for a public-private partnership in these area. The study also compares the development of social security schemes both in developed and developing countries and reports that in industrialized nations more than 90 per cent of the population is covered by various forms of state or market organized social security schemes. However, in developing countries, despite considerable effort on the part of development institutions and policy makers, over 50 per cent of the population remain uncovered against basic risks[19].

Colin Gillion (2000) makes a critical examination of the approach of the ILO towards social security and values the reforms and the development of pension schemes in the social security sector[20].

Deborah Kasentein (2000) points out the efficiency and equity costs of ignoring gender and non-formal social security systems and proposes action for policymakers in Africa.

John Dixon (2000) rank social security systems in 172 countries using a comparative evaluation methodology that enables an assessment to be made of a country's statutory social security intention. The

study found that while seven of the ten best-designed social security systems in the world can be found in Western Europe, Australia has the best-designed one[21].

Warren McGillivray (2001) while studying the Implications of Contribution Evasion of social security pension schemes looked into the nature of contribution evasion and identified the reasons of contributions evasion. He described the possible practical measures to promote compliance and also outlined the dangers of contribution evasion to participants and to the State as well[22].

Irudaya Rajan.S (2002) discusses the social security programmes for the disadvantaged elderly population in the unorganised sector in three South Asian countries, India, Sri Lanka and Bangladesh[23].

Roddy McKinnon (2004) in his study on the role of International Social Security Association (ISSA) argues that the ISSA should assume a more active and vocal position in promoting a central role for large-scale and compulsory social security within an emerging international-organization[24].

Thus, it is possible to note that the concept "social safety" has complex, system character having analysed the above-stated definitions. This word can be associated with the term "social security" and come down to function of the state on material security of certain categories of the needing citizens in a narrow sense.

In a broad sense the concept "social safety" identified with the concept "national security" can be defined as the difficult system of external and internal relations of the personality, society and state which condition defines: social independence of the state; stability and stability of system of social protection of the population; ability of system of social protection to system self-regulation, development and improvement; level and quality of life; unemployment rate; stability of a wage minimum payment and its compliance to a living social wage; safety of work; social partnership; level of social security and social insurance; extent of development of the social sphere, etc.

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«ӘЛЕУМЕТТІК ҚАМСЫЗДАНДЫРУДЫҢ ТҰЖЫРЫМДАМАСЫ»: АНЫҚТАУДЫҢ ТӘСІЛДЕРІ

Аннотация. Бұл мақалада "Әлеуметтік қауіпсіздік" ұғымы қаралады. "Әлеуметтік қауіпсіздік" терминінің кеңінен пайдалану, оның ішінде халықаралық нормативтік құқықтық актілерге әр түрлі тәсілдерді қалыптастыру жеткілікті отандық ғылым, құқықтық, әлеуметтік және саяси тәжірибеде оның түсінуге себепші болды. "Әлеуметтік қауіпсіздік" ұғымын айқындау ықтимал тәсілдерінің бірі шетелде кеңінен қолданылған. Осы көзқарас байланыстыру үшін "Әлеуметтік қауіпсіздік" ұғымымен "әлеуметтік қамсыздандыру" тән. Бұл ретте әлеуметтік қауіпсіздік қамтамасыз ету, материалдық және өзге де көмек көрсету мәселелерін шешуге азаматтардың мұқтаж тобына аспектісі, бұл тұтастай алғанда Ұлттық қауіпсіздігін қамтамасыз ететін негізгі факторлар болып табылады.

Түйін сөздер: Әлеуметтік қауіпсіздік, әлеуметтік қорғалуы, әлеуметтік қауіп, ұлттық қауіпсіздік, жеке қауіпсіздік.

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TRAINING OF SPECIALISTS OF TECHNICAL SPECIALTIES ON TECHNICAL DISCIPLINES ON THE BASIS OF INFORMATIONAL TECHNOLOGIES

Abstract. In article the methodologically bound education system and tutoring is considered when the content of the disciplines having in the relations and communications with each other, leads to a particular didactic wholeness of system. Before future experts of technical specialties a number of tasks is created which are set in educational process for users of informational technologies - it is an intensification of educational process, automation of engineering calculations and problem solving, the bound to searching of optimal variants of the decision, using as the training and information system.

Keywords: quality, system, educational process, integration, information, the training program, automation, methodology.

Introduction. In the modern conditions of an acceleration of scientific and technical progress of sharp increase in volume of the scientific and technical information and appearance of the new directions of science and technology quite strict requirements are imposed the content of education, methods and forms of education.

The main reorganization of educational process of the higher school are the training computerization, activation of independent retrieval operation of students, broad application of the means stimulating their cognitive activity.

Basic function of computer training – control of educational activities of students which are implemented through learning programs in case of various organizational forms.

Select the following grade levels:

- determination of the next and perspective purposes of training in the course of carrying out all types of occupations at this course;
- splitting of a training material into subjects, sections;
- development of educational tasks;
- adaptation of educational tasks in relation to type of information technologies and training activity script writing;
- program implementation, debugging and start of system.

During creation of learning systems in higher education institutions types of learning programs are developed:

- information;
- control - learning;
- control;
- decision of standard tasks.

It is possible to reveal a row of technical disciplines which, possessing structural logical relationship, would be connected by the general methodology of education and training at a basis of information technologies. At the same time any changes or innovations in curricula and programs shall be oriented on training of the expert.

Materials and methods. Requirements to efficiency to quality of the decision of tasks of design using technical means all increase and have exponential character. In this regard in case of a study of all-engineering disciplines preference needs to be given to the integrated system of training at a basis of computer-aided educational design.

Automation of preparation of production is carried out with a line item of an integrated approach, however creation of the end-to-end automated system of preparation of production (ETEASPP) is very labor-intensive and multi-stage process of an automated design engineering system (CAD) of different function. Automated control systems for production preparation, program complexes of obtaining designer and technological documents represent elements of end-to-end automated system of preparation of production.

As a rule, now they are developed by different organizations, for their implementation are used the most various systems of coding of information, programming languages and computer aids.

In this regard in educational process those fundamental concepts shall be selected, provisions and modules of the automated system (AS) which save invariants regardless of the changing environment of automated systems. Some scientists insist that application of information technologies is one of means of improvement of quality of training of specialists. At the same time the greatest effect of use of information technologies is reached in case of execution course and theses by use of the systems of an automated educational system design of computer-aided educational design (SAUPR) providing multiple and multivolume calculations.

The systems of computer-aided educational design unlike industrial automated design engineering systems possess a row of the features promoting fast adaptation of the student to operation in the conditions of computer-aided design. Such features are:

- dialogue principle of operation;
- existence of the developed service minimizing operation on preparation of the initial information and design of results of calculation;
- computer-assisted retrieval of errors in basic data;
- existence of own flexible information basis;
- output of necessary comments upon completion of each stage of calculations;
- a possibility of extension of system by switching on of new modules of application programs.

Главная задача системы автоматизированного учебного проектирования состоит в подготовке студента к активному использованию информационных технологий в своей будущей профессиональной деятельности.

Results and their discussions. Creation structurally - the logic diagram of communications of disciplines of an all-engineering cycle when training the expert ("Mechanical engineering") is provided in a figure 1 where a final link in this circuit is the unit of a constructioning of details of machines. In case of development of the system of computer-aided educational design it is necessary to realize selection of educational jobs so that all complex of educational design upon transition from discipline to discipline was based on a specific engineering object. It will demand a certain integration of departments by development of curricula, working programs and subjects course and theses. The unit of the disciplines integrated by the systems of an automated design engineering system, an automated control system of technological preparation of production (ASTPP), the automated control system of technological process (ACSTP) (figure 2), or if to be restricted to educational tasks - the systems of computer-aided educational design, an educational automated control system of technological preparation of production (UASTP), an educational automated control system of technological process (UAUTP) will be another, and, perhaps, the main unit. Implementation of didactic tasks of engineering education on program material of disciplines assumes an output on the following level of integration of intercathedral and interobject communications.

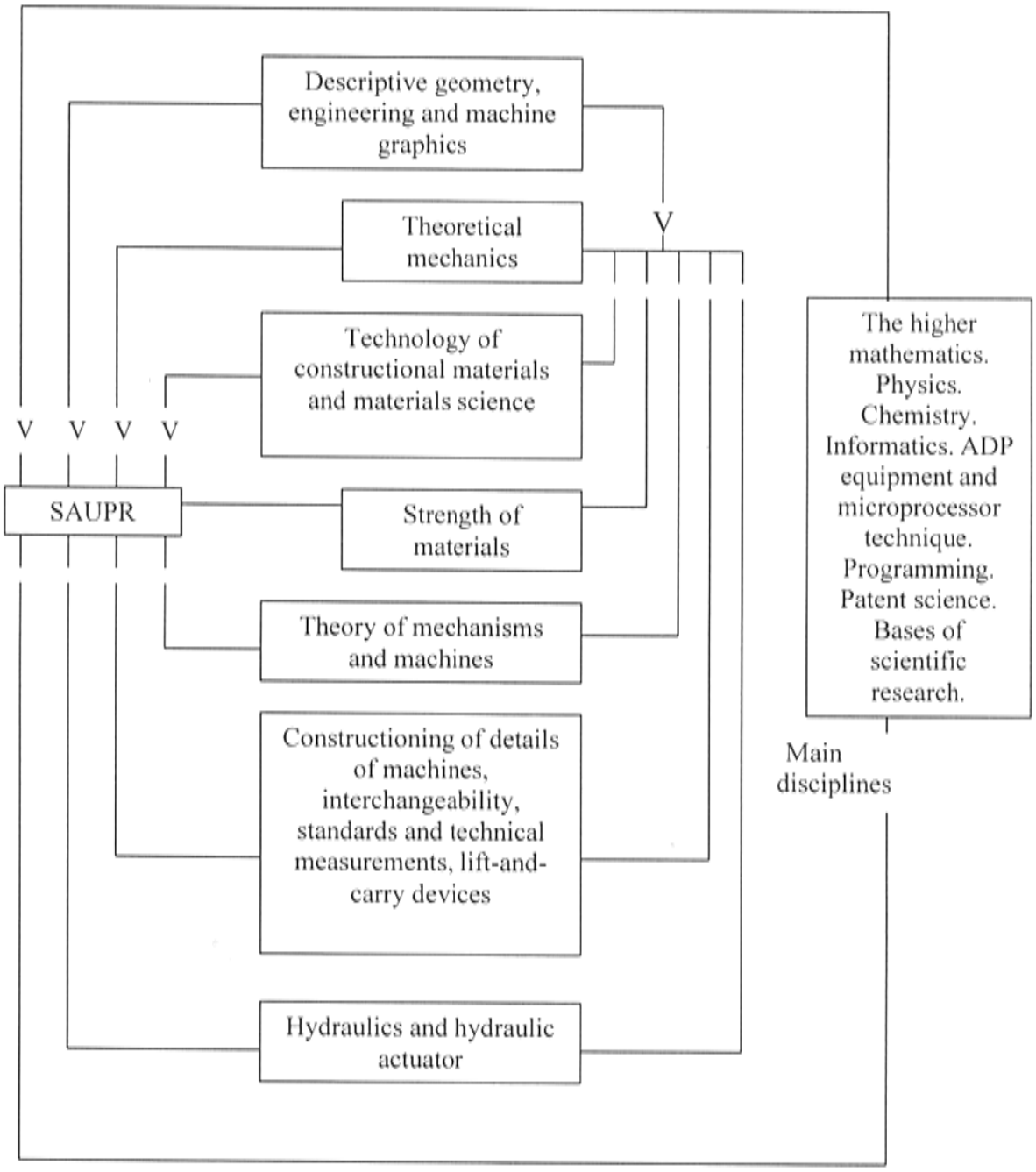

Figure 1 - Structural logical circuit of communications of all-technical disciplines

Thus, it is possible to select two levels of the integrated engineering education on the basis of information technologies:

- all-engineering training – the 1st level;
- the oriented engineering training-2 level.

The similar structure of creation of the integrated systems of the 1st and 2nd levels of engineering education on the basis of information technologies can be offered for other specializations (figure 3).

It is obvious that require determination specification the system of computer-aided educational design, an educational automated control system of technological preparation of production, an educational automated control system of technological process. As a basis it is possible to assume the developed concepts of systems.

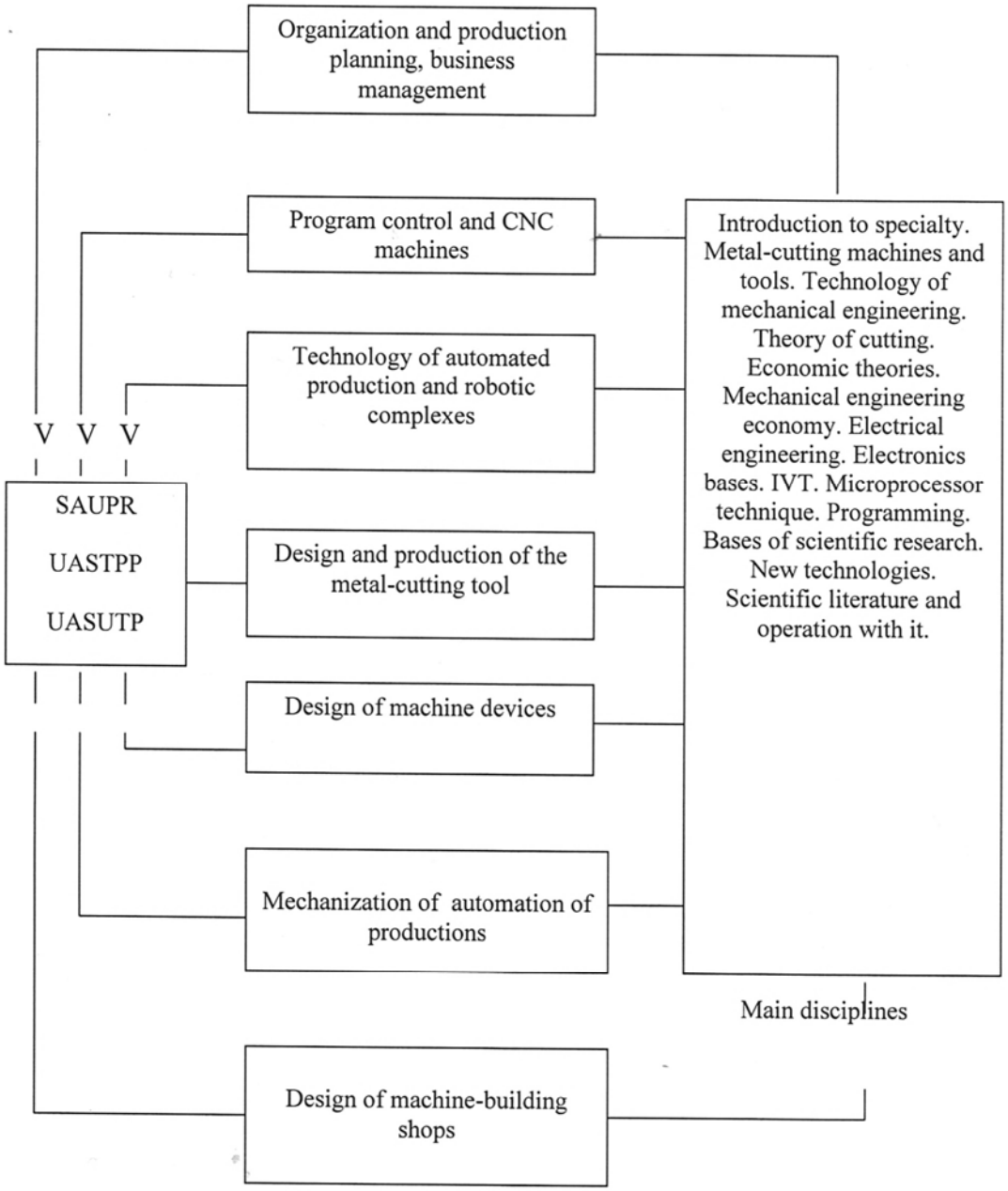

Figure 2 - A structural logical circuit of communications
of the special oriented disciplines (specialty "Mechanical engineering")

The system of computer-aided educational design - a complex of the mathematical and technical means intended for automation of processes of educational design with an involvement of trained (students) and learning (teachers). The automated system of educational design contains invariants of industrial automated design engineering systems and consists of software of disciplines (subjects, sections) and hardware (offices, laboratories of system of computer-aided educational design). External software envelops software of communication of the student – the designer with system: languages of submission of the initial information, means of addition of an information system the equation languages operation of automated system of design allowing to conduct the person system dialogue.

Internal software consists of an operating system, the software of procedures of the decision of the main educational objectives of design and an information system. The central calculator and means by means of which not only the user - the student, but also the teacher influences design process is a part of hardware of automated system of educational design.

The educational automated system of technological preparation of production - system in which are solved problems of educational design of technological processes, equipment's, the tool and a special technology equipment, includes information technologies with the developed system of peripheral devices, including devices of graphic input-output of information. The central link in the educational automated system of technological preparation of production is the subsystem of computer-aided educational design of technological processes.

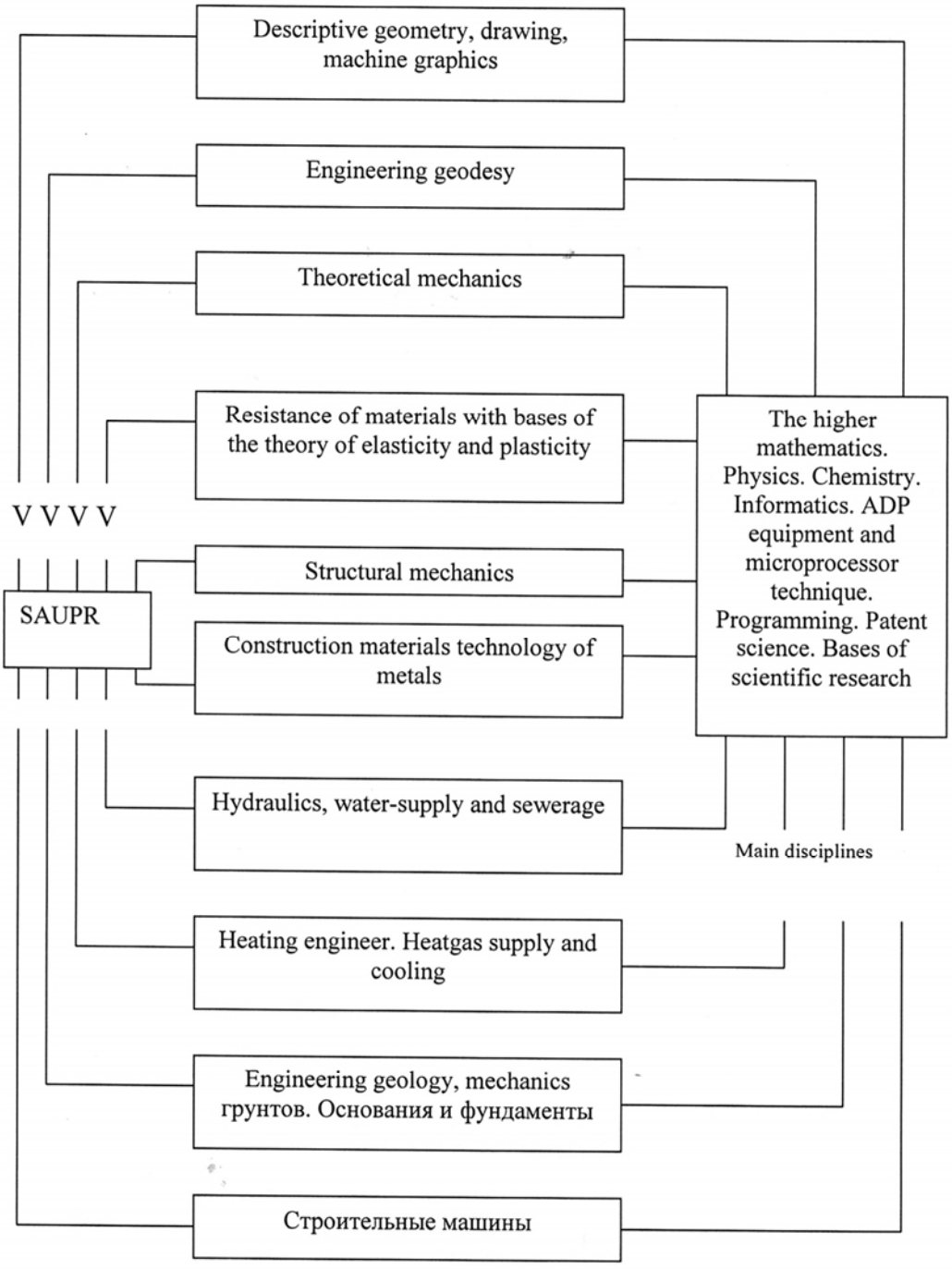

Figure 3 - Structural logic circuit of communications all-technical Disciplines

Inference and outputs. An educational industrial control system - the management system intended for the decision of the educational tasks connected to support of a standard duty of functioning of a technology equipment (as the main, and auxiliary) and optimum execution of all AND operations of

processes of a fabrication cycle from its initial stage to completing with monitoring of products on each operation or on each manufacturing stage (processing).

AOS - the automated learning system set of functionally connected educational and methodical, program, mathematical and technical means in whole or in part replacing the teacher in training activity, framings of necessary response, an independent study of disciplines, acquisitions of practical skills and abilities. In training activity, the system allows to select by constant communication with the trainee not clear to it questions and to pay additional attention to them, to control digestion of the passable material, to prompt or repeat situations before their complete assimilation. Fixed assets of difficult modern learning systems – information technologies of the device of a machine graphics, developed information and the software.

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АҚПАРАТТЫҚ ТЕХНОЛОГИЯ НЕГІЗІНДЕ ИНЖЕНЕРЛІК-ТЕХНИКАЛЫҚ ПӘНДЕР БОЙЫНША ТЕХНИКАЛЫҚ МАМАНДЫҚТЫҢ МАМАНДАРЫН ДАЙЫНДАУ

Аннотация. Мақалада оқу жүйесі және оқытудың әдістемелік байланысы қарастырылған, ол, пәндердің мазмұны бір-біріне қатысты және байланыста болған кезде жүйені белгілі бір дидактикалық тұтастыққа әкеледі. Болашақ техникалық мамандықтардың иегерлерінің алдында тұрған бірнеше белес-мақсатты айқындап беру-ол ақпараттық технологияны оқу процессінде пайдаланушылар алдында қойылған бағдар болады,-ол оқу процессін интенсификациялау, инженерлік есептеуді автоматтандыру, есептерді шешудегі оптималды жолдарды іздестіру, ақпаратты жүйенің оқыту функциясын пайдалану болып табылады.

Түйін сөздер: сапа, жүйе, оқу процессі, интеграция, ақпарат, оқу бағдарламасы, автоматтандыру, әдістеме.

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ПОДГОТОВКА СПЕЦИАЛИСТОВ ТЕХНИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ ПО ИНЖЕНЕРНО-ТЕХНИЧЕСКИМ ДИСЦИПЛИНАМ НА БАЗЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ

Аннотация. В статье рассмотрена методологически связанная система образования и обучения, когда содержание дисциплин приходящихся в отношениях и связях друг с другом, приводит к определенной дидактической целостности системы. Перед будущими специалистами технических специальностей сформирован ряд задач, которые ставятся в учебном процессе перед пользователями информационных технологий – это интенсификация учебного процесса, автоматизация инженерных расчетов и решение задач, связанных с поиском оптимальных вариантов решения, использование в функции обучающей и информационной системы.

Ключевые слова: качество, система, учебный процесс, интеграция, информация, обучающая программа, автоматизация, методология.

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CORPORATE SOCIAL RESPONSIBILITY: KAZAKHSTAN'S PRACTICE AND DEVELOPMENT PROSPECTS

Abstract. As the world practice shows, companies that pay attention to social responsibility, most stably respond to unfavorable situations and risks in crisis conditions, and also return to the trajectory of growth in a short period of time. This case allows to recognize social responsibility as one of the main functions of the enterprise management system and in the implementation of responsibility consequences require an assessment of the quality of activities. Corporate social responsibility is one of the directions of sustainable development of the society, therefore the experience of its development in different countries has its own peculiarities. The Kazakhstan phenomenon of social responsibility has its own prerequisites and its relevance rises every year. Furthermore prevailing socio-economic situation in the Republic of Kazakhstan shows the need to understand social responsibility of entrepreneurs and in-depth consideration of the problems of its implementation. In this regard, the article analyzes the current situation of corporate social responsibility in our country, on the basis of international experience and modern trends discussed prospects of development of this sphere.

Keywords: corporate social responsibility, social development, corporate social responsibility strategy, corporate social responsibility policy, PEST-analysis of corporate social responsibility, social marketing, corporate volunteering, non-financial reporting, small business, medium-sized business, large business.

Introduction

In order for Kazakhstan to fulfill its strategic goal of joining the 30 most competitive countries in the world, we should not lose the potential, using our strengths. In accordance with the Message of the President of the Republic of Kazakhstan N.A.Nazarbayev to the people of Kazakhstan "New Opportunities for Development in the Context of the Fourth Industrial Revolution" of January 10, 2018, global trends show that in order to achieve a new quality of the country's development, we need to pay more attention to the wide introduction of elements the fourth revolution of the industrial revolution [1]. In this regard, the global competitiveness of Kazakh business representatives should be supported by global trends, compliance with international requirements and transparent information.

The global economic crisis has revived the key problems for business, and now the biggest challenge is to build confidence in the company and preserve its image. In this regard, the importance and relevance of corporate social responsibility for companies is determined. Corporate social responsibility is not a recent phenomenon in the world, and its importance and significance were discussed in the last century, and at each stage was subjected to a number of innovations.

Main part

Corporate social responsibility is an integral part of corporate governance. This service is reflected in the system of economic, environmental and social development of sustainable development, implemented through a stable relationship with the community and it is part of the company's strategic planning and management.

At present, the activities of companies in the field of social responsibility to the community are explained by three "baskets" of duty:

- economic (quality, safety of products and services, access to cost, etc.);

- ecological (reduction of harmful emissions and other environmental impacts);
- social (development of personal team and external social projects, including charity).

The company's social responsibility decisions are made in all interconnected levels of management: the company's owners, the board of directors and management. The essence of this work is that all production and environmental solutions take place in the light of its social and environmental consequences for both the company and society. In this structure, social responsibility becomes a powerful factor of strategic development, strengthening of business reputation and competitiveness, as well as growth of company's market capitalization.

According to 2017 Global CSR RepTrak 100, participation in social initiatives has different value in different areas. Support of projects in the field of corporate social responsibility is crucial for the energy, health and media sectors. This type of activity has little effect on retail and wholesale producers [2].

It is not enough to engage in social responsibility, and business representatives must convince society of its actions. According to studies by Aflac and Fleishman Hillard, 38% of corporate social responsibility managers believe that their companies are focused on creating a positive image, rather than on achieving positive results. In addition, some of the managers in this area can't come to a common definition of corporate social responsibility and its goals. In addition, some of managers in this area can't come to a common definition of corporate social responsibility and its goals. Currently, 82% of social responsibility managers believe that all company executives support social initiatives. However, some of social responsibility managers don't link their activities with the strategic objectives. Only 38% of companies use corporate social responsibility to improve sales, 32% - to integrate into social media and 26% - to work with investors [3].

On the part of ordinary consumers, trust and distrust of social responsibility occur simultaneously. For example, 66% of Americans believe that companies use social responsibility only for positive PR. According to consumers, people are the driving force in solving urgent social problems. 17% of them believe that the government is the driving force, while 13% are hoping for business (study of the Cone Communications CSR Study in 2017) [3].

In some countries, corporate social responsibility programs are implemented at the state level. India is a good example in this area. In recent years, the country has made significant progress: in 2011, the National Guidelines for Implementation of Social Responsibility for Companies were developed. In 2014, the Law on Corporate Social Responsibility was adopted, which provides that 2% of net income tax should be channeled to social projects. In 2015, the Stock Exchange of India required companies to report on their social responsibility. In 2017, a comprehensive report on the activities of Indian companies in the field of social responsibility was developed [3].

Governments in the European Union act as the basis and supporter of the dynamic power of corporate social responsibility. Authorities for promotion and management of corporate social responsibility are divided into ministries and departments. For example, in Italy, all issues related to development of corporate social responsibility are vested in the Ministry of Labor and Social Protection and the Ministry of Environment and Environment, and in the United Kingdom - the Ministry of Trade and Industry, in Norway - the Ministry of Foreign Affairs with the assistance of the Coordination Council of State Secretaries. Since 2001, the activity of the Minister of Corporate Social Responsibility have been approved in the UK [4]. Governments of these countries are successfully using corporate social responsibility to solve key problems of social and economic development.

In Japan, the principles of social responsibility are clearly established. And this country is one of the leaders in the field of economic responsibility and corporate social responsibility. Japanese companies are located in the middle of the global vector of corporate social responsibility and use corporate social policy tools similar to those of the West, as well as create special monitoring bodies responsible for implementing these initiatives. Socially responsible behavior, respect for people and nature is reflected in the traditions of Japanese culture, so its Japanese model has a specific nature. Moreover, many researchers note the similarity of the Japanese model to the model of South Korea [5].

The phenomenon of social responsibility in Kazakhstan introduces its own prerequisites and shows the relevance of society from year to year. During the review of the current state of social responsibility, efforts are being made to promote social responsibility of economic entities in the country. The most important of these is the National Concept of Corporate Social Responsibility, adopted by the National Chamber of

Entrepreneurs "Atameken" in 2015. The main goal of the Concept is to build a model of entrepreneurial responsibility that will help solve economic, social and environmental problems both within the institution and in society [6]. This means that a national movement has begun in the country aimed at meeting the expectations and needs of interested parties on the part of the state, business and society.

It is clear that Kazakhstan plans to join the Organization for Economic Co-operation and Development (OECD) in the future, and in this context, the OECD gave to Kazakhstan a recommendation on "developing a comprehensive national CSR strategy". In this regard, it is necessary to pay attention to the state structure, where the main task is the development of corporate social responsibility with state support. First of all, it provides for the existence of a regulatory framework in the country that regulates this sector [7].

One of the incentives offered by the state to promote social responsibility is the Resolution of the President of the Republic of Kazakhstan No. 523 of January 23, 2008 “On the Competition of Social Responsibility of Business «Paryz»”and the activities carried out in accordance with this event. The purpose of the Competition is to form and promote corporate social responsibility of Kazakhstan enterprises of private entrepreneurship and to stimulate the introduction of best practices in this field [8]. This is a good example of creating an appropriate information space, an enabling environment for promoting the principles of social responsibility in business environment. The competition is held every year for 10 years in conjunction with the Ministry of Labor and Social Protection of the Republic of Kazakhstan, the National Chamber of Entrepreneurs "Atameken" and the Federation of Trade Unions of the Republic of Kazakhstan. For example, on December 6, 2017, awards were received for the Business Social Responsibility Competitions as "Paryz" and "Altyn Sapa", as well as the republican exhibition-competition "The Best Product of Kazakhstan". his competition was named with a special status «Paryz: 10 years of success». It should be noted that more than 4,500 enterprises took part in the «Paryz» competition from all regions of the country (2008-2017). To date, 259 companies have become winners of «Paryz». Over the years, there has been a dynamic growth in social responsibility of Kazakhstan businessmen in many sectors of the economy. During these years, 156 billion tenge was allocated for social programs and charity. About $5 billion is allocated for development, conservation and cultivation of biodiversity. Approximately 300,000 trees were planted [9].

In our country on February 24-25, 2017, the first national corporate charitable forum was held with aim to introduce the importance and basic principles of social responsibility in company management system, to strengthen partnership among business community, the state and the civil sector. The main goal of this Forum is to develop corporate social responsibility in Kazakhstan, to identify the best practices of charitable programs, and to disseminate information about corporate charity among business and society. 150 large, medium and small companies of the country took part in the event. This is the first national event in which you can share the experience of corporate social responsibility [10].

The public award «Amanat» was established in 2017 on the initiative of the Public Foundation "Significant Achievements of People". It is designed to encourage people who have made a significant contribution to the socio-economic and social life of the country and who have helped to promote the strengthening of universal values based on creative work, well-being and reasonableness. This award is supported by state institutions, the National Chamber of Entrepreneurs «Atameken», local communities, business associations, non-governmental organizations. The G-Global International Secretariat is one of the organizers of the «Amanat» Award [11].

It is also good news that in Kazakhstan there are enthusiasts in the development of corporate social responsibility. One example of this is the "CSR Club in Kazakhstan". Club members organize periodic meetings to develop and discuss voluntary and free new initiatives [12].

Currently, the terms "socially responsible business" or "corporate social responsibility" are becoming increasingly popular in Kazakhstan. In our country there is a process of institutionalization of corporate social responsibility and attempts to consolidate it as a national model.

PEST analysis was conducted according to the current state of social responsibility of domestic business (Table 1). PEST analysis determined the current state of social responsibility in Kazakhstan and its priorities and limitations. The analysis consists of four categories of factors: political, economic, socio-cultural and technological. In Kazakhstan, having identified 4 factors of corporate social responsibility, initiatives were identified with respect to future development prospects. Potential risks that may contribute to the development of this phenomenon or may lead to this threat are also eliminated.

Table 1 - PEST analysis of the current state of corporate social responsibility in Kazakhstan

	Provides opportunities to development	Creates threats
Political factors (P)	• Substantial support from the government. Over the past 10 years, the importance of social responsibility is reflected in the Messages of the President of the Republic of Kazakhstan to the people of Kazakhstan. In addition, the state pays special attention to three patriotisms among the state, the business community and civil society. • Parties that regulate social responsibility are established in the Legislation of the Republic of Kazakhstan, more specifically in the Constitution of the Republic of Kazakhstan, the Code of Business, the Environmental Code, the Tax Code, the Labor Code and other legal documents. • Substantial support from the government. Over the past 10 years, the importance of social responsibility is reflected in the messages of the President of the Republic of Kazakhstan to the people of Kazakhstan. In addition, the state pays special attention to three patriotisms among the state, the business community and civil society. • • Access to a number of international agreements and documents in the field of social responsibility in the context of access to the global market. • At the initiative of the National Chamber of Entrepreneurs "Atameken", a project of the National Concept of Corporate Social Responsibility was developed.	• Probability of changing national legislation, including tax, business, environmental and labor legislation. • Changes in legislation regulating social responsibility, within the framework of harmonization of legislation of the Eurasian Economic Union (EAEU). • Potential negative impact of bureaucracy and corruption in the country.
Economic forces (E)	• Continued optimization of the country's economy, including the growth of the private sector and the strengthening of its role in the economy. • Sharing new opportunities and experiences in joining the World Trade Organization (WTO) and membership in the EAEA. • • Economic growth is expected to increase in the implementation of programs to stimulate consumers and investments (GDP growth in 2016 - 1%, in 2017 - 2.4%, in 2018 - 2.2%). • Kazakhstan took 51st place in rating of the World Economic Forum. Focus on increasing competitiveness in local and global markets.	• Uncertainty of the prospects for the global financial and economic crisis.. • Impairment of fixed assets of the economy, lack of experience in resource mobilization and automation. • Low labor productivity. • Influence of consequences of changes in the exchange rate and the volatility of the tenge in recent years on the possibility of consumption, solvency, population reduction, material well-being
Socio-cultural factors (S)	• Active work of state programs to attract the largest part of the population to entrepreneurship (Employment 2020, Business Roadmap 2020, Agrobusiness, etc.). • Development of entrepreneurial culture in the social responsibility of business (forums, round tables, seminars at the national and local levels). • Studies are being conducted with domestic and foreign research centers to prepare proposals for development of corporate social responsibility (study developed by the Sange Research Center for the Eurasia Foundation in Central Asia, etc.). • Transparency of corporate social responsibility. Many large companies publish non-financial reports (reports on sustainable development).	• Possibility of unemployment, reducing and increasing social tensions in connection with financial and economic crisis. • Passivity of society in social responsibility of business, lack of interest, low public awareness. • Absence of personnel in corporate social responsibility. • Inconsistency, the range of initiatives among the authorities, companies and society. Business approach of formalism to social responsibility.
Technological factors (T)	• Development of modern information technologies (including mobile technologies, digital technologies). • Development of modern industrial, high-tech technology, process of automation of industry • "Transfer" of technologies, investment of infrastructure development. • Trends in development of social networks and new information communications, availability of information exchange opportunities.	• Low level of ecological safety at work. Likelihood of increasing environmental damage associated with technology. • Lack of engineering personnel, lack of experience or lack of experience in developing new technologies among specialists. • Priority of worn-out or outdated technologies among domestic entrepreneurs.
Note: the data were compiled by the author on the basis of [12], [13], [14], [15], [16]		

In practice of the Republic of Kazakhstan, corporate social responsibility is a young and new phenomenon. Country still has a high level of state regulation of business processes, which includes social responsibility. However, it is important to remember that social responsibility in company management system is, first of all, a voluntary decision of an economic entity. In this regard, we see the need to study the experience of domestic business structures and international standards, requirements and practices of foreign countries in order to create a unified Kazakhstan model of corporate social responsibility.

For domestic business, its cooperation with civil society and state still requires a number of improvements. Study "Corporate Social Responsibility in Kazakhstan: Situation, Problems and Perspectives", developed by the Sange Research Center of the Eurasia Foundation in Central Asia, is the largest study in the field of corporate social responsibility in Kazakhstan. In this study, 189 Kazakhstan, foreign and joint ventures participated from various business sectors, from small to large [14].

Currently 13 large companies and 11 public organizations of Kazakhstan are participants of the UN Global Compact. This figure is shown in Figure 1 among the CIS countries. According to the data, management of business representatives from the Commonwealth countries belongs to Ukraine (55 companies) [14].

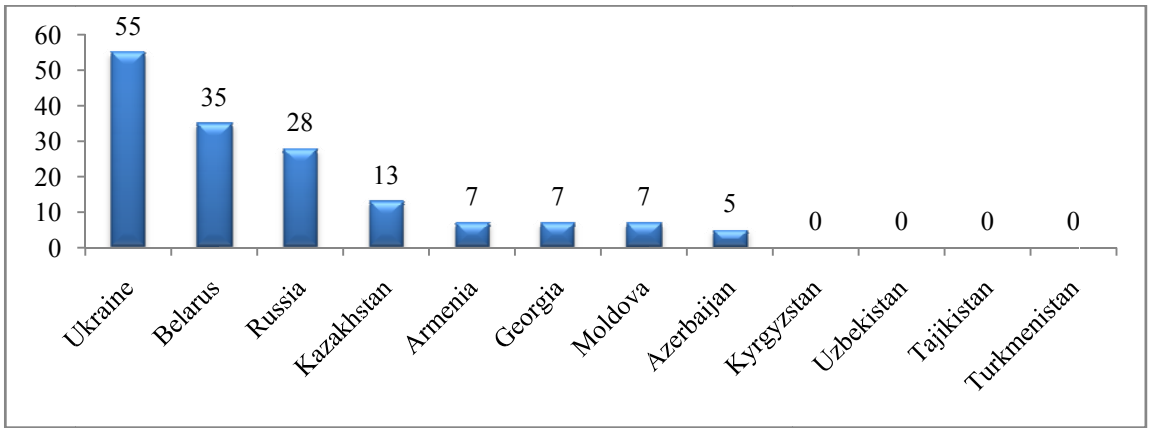

Figure 1 - Participating companies in the UN Global Compact among CIS countries, company number
Note: The data were obtained on the basis of [10]

According to the study conducted by the Sange Research Center, share of awareness of corporate social responsibility in the company management system has a number of differences between domestic and foreign companies. For example, 61% of Kazakh enterprises are aware of corporate social responsibility, while share of foreign companies in this indicator is 80% and share of joint ventures with foreign companies in this indicator is 74% [14].

Qualitative research data are consistent with quantitative data, and the results of the analysis of social responsibility responses of companies come to one conclusion - small business is least informed about this phenomenon. Reasons that affect this situation are:

- Lack of managers' interest in corporate social responsibility;
- Limited opportunities for small businesses that hinder development of corporate social responsibility practice.

Interviews with representatives of small businesses show their complete lack of awareness of social responsibility. Often they consider maintaining their positions in the market and carrying out their business as the main goal of small business. Therefore, employment and wages are socially responsible behavior for them.

As well as in the separation of business entities the most important components of corporate social responsibility are:

- Small business: charitable assistance, participation in regional development programs;
- Medium business: development and training of personnel, charity;
- Large business: training and development of personnel, charity [14].

Some companies have adopted normative documents in the field of social responsibility as part of their development strategies. These include policies or codes of corporate social responsibility.

We can note the experience of Kazakhstani national companies in the field of corporate social responsibility. A number of large companies working in the Kazakh industry, banking and financial sectors adopted normative documents for implementation of the principles of corporate social responsibility and action plans within the framework of their activities (Table 2).

Table 2 - List of national companies that have adopted regulations in the field of corporate social responsibility

Company name	Normative document in the field of corporate social responsibility	Approval date
JSC "Samruk-Energo"	Corporate social responsibility Strategy	Based on the decision of the Board of Directors (Protocol No.47) dated 11.05.2011
JSC "Kazakhtelecom"	Corporate Social Responsibility Strategy for 2012-2020	Based on the decision of the Board of Directors (Appendix No.3 to Protocol No.2) dated 10.02.2012
JSC "NGK "Tauken-Samruk "	Corporate Social Responsibility Strategy for 2014-2018	Based on the decision of the Board of Directors (Protocol No.13/13) dated 27.12.2013
JSC "Development Bank of Kazakhstan"	Corporate Social Responsibility Strategy for 2014-2023	Based on the decision of the Board of Directors (Appendix No.2 to Protocol No.179-2016-03) dated 19.02.2016
JSC NC "KazMunayGas"	Corporate Social Responsibility Code	Based on the decision of the Board of Directors (Protocol No.12/2012) dated 10.12.2012
JSC "KazTransOil"	Corporate Social Responsibility Code	Based on the decision of the Board of Directors (Protocol No.3/2010) dated 10.03.2012
JSC "Entrepreneurship Development Fund "Damu"	Corporate Social Responsibility Policy	Based on the decision of the Board of Directors (Appendix No.6 to Protocol No.46) dated 27.09.2013
JSC "NAC "Kazatomprom"	Corporate Social Responsibility Strategy	Based on the decision of the Board of Directors (Protocol No.5/11) dated 03.06.2011
JSC "Kazpost"	Corporate Social Responsibility Policy	Based on the decision of the Board of Directors (Appendix No.30 to Protocol No.14/10) dated 10.12.2010
Note: the data were compiled by the author on the basis of [16], [17], [18], [19], [20], [21], [22], [23], [24]		

The review of companies shows that the process of adopting a strategy, policy or codes in the field of corporate social responsibility began in 2010. Content of company's regulatory documents includes corporate governance, organization and control of company's activities in the field of corporate social responsibility. In particular, all documents define the basic principles and main directions of corporate social responsibility.

However, corporate social responsibility strategies, approved by companies, still require a number of improvements. In particular, in strategies of corporate social responsibility of Kazakhstan companies analysis of the current situation, a set of planned activities in key areas and information on their control are not fully disclosed. These documents often correspond to policy or form of code. And also some companies consider strategy of social responsibility as an appendix to their development strategy.

Thus, on the basis of studies of corporate social responsibility of Kazakhstan and experience of domestic enterprises, we come to the following conclusions:

- Phenomenon of social responsibility in Kazakhstan is widely used by foreign companies. There is still uncertainty about this phenomenon among domestic enterprises.
- Practice of corporate social responsibility in the country is to a large extent typical for large-scale entrepreneurship. Small and medium-sized business is still not aware of this phenomenon or has little experience in its implementation.
- Kazakhstan companies adopted normative documents in the field of corporate social responsibility, as well as the responsible body for social responsibility in organizational structures. However, these measures still require a number of improvements.

In this regard, we propose a number of recommendations to prevent these problems and improve the performance of domestic enterprises in the field of social responsibility.

First, the formation of a culture in the sphere of non-financial reporting. In this regard, international practice plays an important role in reporting on sustainable development. An important international document widely used in the field of sustainable development is Guidelines of global initiative on reporting in the field of sustainable development (Guidelines of Global Reporting Initiative, GRI). Its goal is to provide experts with relevant information on actual issues related to the sustainable development of the organization and help in development of reports for use in public practice [25]. Advantages of this reporting:

- Suitability for the reporting company;
- Availability of accessibility for companies that for the first time participate in the presentation of mass reporting in the field of sustainable development.
- Compliance of Guideline with other international Guidelines, including the UN Global Compact Principles, the OECD Principles for Multinational Enterprises and the UN General Principles on Business and Human Rights.

Increasing the level of attractiveness of the stakeholders of any company to social processes can be achieved by spreading the culture of non-financial reporting among domestic enterprises. Company also informs community about the current practice of corporate social responsibility. Thus, state strengthens and improves the interaction between business and civil society.

Secondly, it is necessary to know and use state preferences in the practice of social responsibility. Knowledge of national and international legislation in the sphere of corporate social responsibility allows the developer of the social policy of the state to see opportunities and advantages for business, and also to learn how "mechanisms" operate in other countries. In this context, it is important that government develop a set of measures to develop the values of corporate social responsibility among domestic entrepreneurs and civil society and expand the intersectoral dialogue and partnership relations. It is necessary to monitor the legislation of the Republic of Kazakhstan in order to regulate and promote social responsibility at the level of legislation and standards, assess opportunities, make appropriate recommendations in the context of public and business dialogue, discuss their future.

Thirdly, training, retraining and professional development of human resources in the field of corporate social responsibility. Currently, domestic business is experiencing a period of effective management of human resources. In this context, employers must provide staffing, training, retraining and professional development that meet international standards. It is necessary to pay attention to the organization of joint training systems in the field of corporate social responsibility with universities in country (refresher training, double training, professional practice, etc.). Corporate social responsibility courses are a competitive advantage of business education and a guarantee of compliance with international standards.

Corporate volunteering is a new and effective tool for development of relations between the staff of the organization and teamwork. Currently, this phenomenon among many countries in Europe and the CIS is being introduced into business processes of companies. In particular, corporate volunteering enables companies to form honesty towards stakeholders in the near and far environment, and develop corporate social responsibility from a new point of view.

Introduction of social and eco-labeling mechanism is a widely used tool that can be used as informatization of the community and support of socially responsible business. Typically, labels are manufactured and used by industrial enterprises, such as the food or chemical industry, and the government applies incentives to certified enterprises.

In order to encourage and promote the ethical conduct of staff and stakeholders, many countries are actively involved in development and implementation of industry and corporate codes of ethics, even acting as initiators. In many countries, special government awards and prizes are awarded for voluntary contributions to the development of the principles of corporate social responsibility, in addition to information and consulting support, special units are provided to finance the social initiatives of enterprises.

Social marketing is the activity of a company that promotes brand promotion and unites social values. Process of developing and implementing special social programs (activities) to meet the needs of consumers. In fact, social marketing covers all aspects of the company's business. If charity or philanthropy represent socially responsible services of companies, social marketing is primarily aimed at increasing the image and brand of the company, that is, isolates that this company is engaged in charity [26].

Conclusion

Thus, the efficiency and profitability of entrepreneurship is limited not only by financial services, but also within the framework of certain commitments made by the company in solving acute social problems. Therefore, socially responsible behavior is considered at the global level and daily increases own relevance. Social responsibility is a full system of mandatory and voluntary commitments, contacts, trends, relationships and various stakeholders.

In the practice of the Republic of Kazakhstan, corporate social responsibility is a young and new phenomenon. The state has developed a number of measures and programs to improve entrepreneurship and create favorable conditions in the country. In the practice of the country there is a high level of state regulation of business processes, and this phenomenon is connected with the sphere of social responsibility.

In the context of global integration, it is important that the representatives of the Republic of Kazakhstan and the Kazakh business have an authoritative position in the international market and act in accordance with modern trends in order to ensure international competitiveness. The phenomenon of social responsibility in Kazakhstan introduces its own prerequisites and shows the relevance of society from year to year. When examining the current state of social responsibility, it is revealed that the country is working on stimulating social responsibility of economic entities.

Corporate social responsibility is a prerequisite for increasing national reputation and competitiveness of the country's economy, increasing investment and export reputation of enterprises, reducing social risks and environmental safety, and regional development. Defining ways of increasing social responsibility in company management system, we hope that in the future this phenomenon will promote mutual partnership and sustainable development between civil society, government and business entities.

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КОРПОРАТИВТІК ӘЛЕУМЕТТІК ЖАУАПКЕРШІЛІК: ҚАЗАҚСТАН ТӘЖІРИБЕСІМЕН ДАМУ КЕЛЕШЕГІ

Аннотация. Әлемдік тәжірибе әлеуметтік жауапкершілікке назар аударатын компаниялардың дағдарыстар мен тәуекелдерге айтарлықтай тұрақты жауап қайтарып, қысқа мерзім ішінде өсу траекториясына қайта келетінін көрсетеді. Аталған жағдай әлеуметтік жауапкершілікті кәсіпорынның басқару аппаратының негізгі қызметтерінің бірі ретінде мойындауға мүмкіндік береді. Корпоративтік әлеуметтік жауапкершілік қоғамның тұрақты дамуын қамтамасыз етуші бағыттардың бірі, сол себепті оны жүзеге асырудың тәжірибелері әр елдің ұлттық ерекшеліктеріне орай өзгеше болып табылады. Қазақстандағы әлеуметтік жауапкершілік феномені өз алғышарттарын енгізіп, қоғам арасында жылдан жылға өзектілігін танытуда. Дегенмен Қазақстан Республикасында қалыптасқан әлеуметтік-экономикалық жағдай, отандық кәсіпкерлердің әлеуметік жауапкершілікті ұғынуы, оны іске асыру бойынша мәселелерді тереңірек қарастыру қажеттігін көрсетеді. Осыған орай бұл мақалада еліміздегі корпоративтік әлеуметтік жауапкершіліктің қазіргі жағдайы талданып, шетелдік тәжірибе мен заманауи үрдістер негізінде осы саланың даму келешегі қарастырылады.

Түйін сөздер: корпоративтік әлеуметтік жауапкершілік, әлеуметтік даму, корпоративтік әлеуметтік жауапкершілік стратегиясы, корпоративтік әлеуметтік жауапкершілік саясаты, корпоративтік әлеуметтік жауапкершіліктің PEST-талдауы, әлеуметтік маркетинг, корпоративтік волонтерлік, қаржылық емес есептілік, шағын кәсіпкерлік, орта кәсіпкерлік, ірі кәсіпкерлік

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КОРПОРАТИВНАЯ СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ: КАЗАХСТАНСКАЯ ПРАКТИКА И ПЕРСПЕКТИВЫ РАЗВИТИЯ

Аннотация. Как показывает мировая практика, компании, обращающие внимание на социальную ответственность, наиболее стабильно отвечают неблагоприятным ситуациям и рискам в кризисных условиях, также за короткий период времени возвращаются на траекторию роста. Данный случай позволяет признать социальную ответственность как одну из основных функций аппарата управления предприятием, и при исполнении ответственности последствия требуют оценки качества мероприятий. Корпоративная социальная ответственность является одним из направлений устойчивого развития общества, поэтому опыт ее развития в различных странах имеет свои особенности. Казахстанский феномен социальной ответственности имеет свои предпосылки и с каждым годом повышается ее актуальность. Кроме того сложившаяся социально-экономическая обстановка в Республике Казахстан показывает необходимость понимания социальной ответственности предпринимателями и глубокого рассмотрения проблем ее реализации. В этой связи в статье проанализирована текущая ситуация корпоративной социальной ответственности в нашей стране, также на основе зарубежного опыта и современных трендов рассматриваются перспективы развития данной сферы.

Ключевые слова: корпоративная социальная ответственность, социальное развитие, стратегия корпоративной социальной ответственности, политика корпоративной социальной ответственности, PEST-анализ корпоративной социальной ответственности, социальный маркетинг, корпоративное волонтёрство, нефинансовая отчетность, малое предпринимательство, среднее предпринимательство, крупное предпринимательство.

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THE STUDENT - THE CENTER OF TRAINING EDUCATION AS THE METHOD OF FORMATION OF DESIGN ACTIVITY IN THE CONDITIONS OF UNIVERSITY EDUCATION

Abstract: In article the student in the center tutoring as one of methods of the modern education is considered. On the basis of the analysis of scientific literature the principles of the student in the center tutoring in respect of its contents, methods and valuable installations are considered.

The student in the center tutoring - the integral element of the common control system is also directed to the maximal accounting of interests and needs of students on the basis of the regular studying of public opinion and concrete initiatives, including the bound to design activity.

As it is noted in the message of the President Republic of Kazakhstan N.A. Nazarbayevof January 10, 2018: "In the higher education it is necessary to increase number of the graduates trained in informational technologies, work with an artificial intelligence and "larger data, besides it is necessary to develop high school science with a priority to researches in metallurgy, oil and gas chemistry, agrarian and industrial complex, bio - and IT technologies. For this purpose it is necessary to carry out phased transition into English of applied scientific research [1], in this regard Higher education institutions need to realize actively joint projects with the leading foreign universities and the research centers, the large enterprises". It also defined relevance of this subject of a research which is not rather developed today.

Keywords: the student in the center tutoring, design activity, a congruence, the facilitator developing tutoring, ontogenetic development.

The student - the center of training has gained the development in the 50th years of the XX century when problems in existing an education system which has been directed to passivity of absorption of ready information that didn't give the chance to the student to formation him as persons have begun to be designated. It has also defined objective need of development of a new method of training - it is the student - the center of training which has for the first time found reflection in works of scientists, teachers, psychologists of foreign countries.

So the American philosopher and the teacher, the theorist of pragmatism John Dewey, criticizing outdated model of education, claims that solutions of the above-named problem also formation of design technology which is considered in the system of the personal focused education and contributes to the development of such personal qualities of the student as independence, initiative, the ability to creativity allowing to distinguish their essential interests and requirements consists in development, and represents the technology calculated on consecutive implementation of educational projects [2, 3].

The representative of humanistic psychology Karl Rogers in 1980 offered the new theory of education in which proves the need of the organization of education called not directive training which main mechanism is the congruence of positions of an edvayzer and the teacher on the one hand and the student on the other hand. Strong points of such training include:

- statement of a problem;
- understanding of this problem and edvayzer and teacher;
- creation of the atmosphere in group, helping knowledge, significant for the student;

- emotional understanding from the lecturer – unconditional acceptance of an emotional, intellectual condition of the student [4].

All aforesaid promotes understanding that the teacher really seeks to help the student with a solution without limiting its freedom in the choice of the decision.

This idea was continued by the American teacher Malkoli Noulzm who developed the concept of "self-governed training" where he proves that all individuals by nature can itself it is directed study even if for the beginning they need the help. The teacher has to be only "the facilitator of process of training" that is very important in our opinion [5].

The Swiss psychologist Jean Piaget continued development of the above-named concept in the doctrine "developing training" where proves that process of training has to follow development [6]. And in too time training has to be available, that is it is easy to be acquired.

Formation of the concept of the student - the center of training found reflection and in works of teachers and psychologists of neighboring countries (L.S. Vygotsky, P.Ya. Galperin, V.V. Davydov, etc.). The Russian teacher and the psychologist V.V. Davydov in the works emphasizes that training has to be focused not only on storing of the facts, but also on understanding of the relations and relationships of cause and effect between them [7].

P.Ya. Galperin, based on L.S. Vygotsky's concept, V.V. Davydova in the theory of systematic and stage-by-stage formation of intellectual actions and concepts proves need of design activity for education.

Also the point is of interest and the point of view of E.V Bondarevskaya, about importance of the personal focused education, i.e. the student - the center of training [10].

In works of the Kazakhstan scientists, teachers of psychologists the student - the center of training gained development only at the beginning of the XXI century when decline was sharply designated in quality of education and not necessary of graduates in education market.

In this regard need of interrelation was sharply designated: such economic concepts as:

Globalization → Itergration → Bologna Process →
Communique → Uniform educational space →
Competence → Competitiveness

As led to development of Bologna Process which basic principle is the shift of emphases of educational process on the student as main character on studies where the central figure of educational process is the student around which are carried out:

- interests and needs of the student which are a basis of formation of the professional educational program;
- the educational process focused on the student is defined by what students want to reach;
- the results of education connected with achievements of the specific student;
- the student finds big independence in the choice of ways of development of a training material;
- the flexible individualized educational trajectories.

Thereby both the role of the teacher and a role of the student changes. The role of the teacher can be designated as the organizer, a tauter, the facilitator, the consultant, a motivator, an edvayzer [9]. Also the kind of activity of the student which can be designated as changes:

- independent activity and reflection;
- personal responsibility for results of training;
- planning, organization, self-checking and self-assessment;
- interaction, work in team;
- manifestation of leadership skills;
- critical selection and interpretation of information and its sources;
- analysis of educational and professional situations;
- integration of knowledge – understanding-skills – as result: competences, universal and professional;
- development of projects.

In the course of the student - the center of training the teacher is an assistant – the facilitator, between the teacher and the student there is joint responsibility for training, experience, interests and abilities of the student are discussed and considered. The student himself designs own contents by active training, by means of search and opening, is involved in choice process. Not only transfer of knowledge, but also formation of critical thinking is carried out that is the mixed training model is supposed where training during all life.

Therefore, the student - the center of training is implemented taking into account a number of the principles:

Principle of continuous process of a reflection.

Principle of intersubjective communication of subject matters.

Principle of various styles of training.

Principle of individual requirements and interests of students.

Principle of independence of the choice of students of an educational trajectory.

The principle of datedness of educational process to life and professional experience of each student.

Principle of monitoring own training and possibility of participation in development of courses of training programs.

Principle of responsibility.

Principle of cooperation between students and teachers in the solution of the problems arising in the course of training.

The theoretical and practical analysis made by us shows that the student - the center of training for students has the following advantages [7]:

1) Independence and responsibility in training which assumes participation of students in development of training materials and an opportunity to control the training. Involvement of representatives of students in educational and methodical councils and their participation in development of educational programs. There is a formation of close contact and cooperation with student councils of HIGHER EDUCATION INSTITUTION and faculties, involvement of students to estimation of quality of education.

2) Increase in the importance of a role of students in the academic community which encourages students to think independently in the course of which it is possible to achieve earlier formation from them analytical skills and critical thinking.

3) Increase in motivation to training, happens memorability of material, differs depending on a way of its studying, all types of active training provide higher rate of memorability of material in comparison with traditional forms of education.

The student - the center of training has a number of advantages and to the faculty:

- continuous self-improvement of teachers;
- increase in motivation and involvement of students into educational process;
- improvement of form of a education;
- development of ability to be guided in information space,
- development of critical thinking;
- use of various methods, means, new technologies of training;
- integration of knowledge, abilities from various fields of science, the equipment, technology, creative areas.

Efficiency of process of formation of readiness of the teacher in the organization of design activity of the teacher, are provided with the following pedagogical conditions:

· didactic ensuring process of formation of the organization of design activity;

· pedagogical support of personal motivation of the organization of design activity;

· inclusiveness of the future of teachers in individual and collective design activity.

· the analysis and accounting of personal features of teachers that is necessary for the organization by the teacher of successful work on the project and for coordination of design activity.

Pedagogical design surely has to consider features and conditions of the environment within which it will be carried out. Underestimation or ignoring of conditions of the environment can lead to negative consequences. The major factors capable to exert impact on process of pedagogical design, are: society, economy, process of scientific and technical development, ecological features, features of infrastructure. As the pedagogical project is result of the whole system of transformations of pedagogical reality, it is necessary to consider rules of its realization and development:

– the planned purposes have to be concrete and accurate;

– transformations have to consider specific features of the environment and culture;

– it is necessary that the design team was solid, and actions of participants had accurate coordination;

– achievement of result of pedagogical design is possible only in the presence of the system of resource providing;

– process of pedagogical design is possible only in the presence of specially organized control system;

– participants of design activity have to be motivated for work and achievement of goals;

– the special attention is paid to roles of participants of process of pedagogical design.

Proceeding from it, pedagogical design is a difficult task which solution is possible only on the basis of interaction of system of psychology and pedagogical, social, cultural, technology, administrative, organizational factors and obligatory accounting of a sociocultural context.

Thus the student - the center of training is one of important conditions of formation of design activity in the conditions of university education as design activity is directed to development of independent research abilities, to development of creative abilities, logical thinking of students and readiness for the independent solution of the vital problems.

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СТУДЕНТОЦЕНТРИРОВАННОЕ ОБУЧЕНИЕ КАК МЕТОД ФОРМИРОВАНИЯ ПРОЕКТНОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ УНИВЕРСИТЕТСКОГО ОБРАЗОВАНИЯ

Аннотация: В статье рассматривается студентоценрированное обучение как один из методов современного образования. На основе анализа научной литературы рассматриваются принципы студентоцентрированного обучения в плане его содержания, методов и ценностных установок.

Студентоцентрированное обучение - неотъемлемый элемент общей системы управления и направлено на максимальный учет интересов и потребностей студентов на основе регулярного изучения общественного мнения и конкретных инициатив, в том числе связанных с проектной деятельностью.

Как отмечено в послание президента РК Н.АА. Назарбаева от 10 января 2018 года: «В высшем образовании нужно увеличить число выпускников, обученных информационным технологиям, работе с искусственным интеллектом и «большими данными, кроме того следует развивать вузовскую науку с приоритетом на исследования в *металлургии, нефтегазохимии, АПК, био-* и *IT-технологиях*. Для этого необходимо осуществить поэтапный переход на английский язык прикладных научных исследований [1], в связи с этим Вузам необходимо активно реализовывать совместные проекты с ведущими зарубежными университетами и исследовательскими центрами, крупными предприятиями».Это и определило актуальность данной темы исследования, которая недостаточно разработана на сегодняшний день.

Ключевые слова: студентоцентрированное обучение, проектная деятельность, конгруэнтность, фасилитатор, развивающее обучение, онтогенетическое развитие.

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УНИВЕРСИТЕТТІК БІЛІМ БЕРУ ЖАҒДАЙЫНДА ЖОБАЛЫҚ ҚЫЗМЕТ ЕТУДІ ҚАЛЫПТАСТЫРУ ӘДІСІ РЕТІНДЕГІ СТУДЕНТТІ ОРТАЛЫҚТАНДЫРЫП ОҚЫТУ

Аңдапта:студентті орталықтандырып оқыту – жалпы басқару жүйесінің ажырамас элементі және де қоғамның көзқарасы мен нақты ынтасын,сондай-ақ жобалық қызметке байланысты әрдайым зерттеу негізінде студенттердің қызығушылықтары мен қажеттіліктерін максималды есепке алуға бағытталған. 2018 жылғы 10 қантардағы ҚР президенті Н.Ә. Назарбаевтың жолдауында айтылған : «Жоғарғы білім беруде ақпараттық технологиялар, жасынды ақыл-оймен жұмыс және де «үлкен ақпараттармен жұмыс жасай білетін түлектердің санын ұлғайту қажет, сонымен қатар металлургия, мұнайгазхимия, АПК, био және IT-технологияны зерттеуге басымдылықпен жоғарғы оқу орындарына шет елдегі алдыңғы қатарлы университеттермен, зерттеу орталықтарымен, ірі кәсіпорындармен бірігіп ортақ жобаларды жүзеге асыру қажет». Осы арқылы бүгінгі күні жеткілікті түрде жетілдірілмеген аталған тақырыптың маңыздылығы анықталды.

Түйін сөздер: Студентті орталықтандырып оқыту, жобалық қызмет, беттесу, фасилитатор, дамыта оқыту, онтогенетикалық даму.

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JOSEPH KOGAN – PIONEER OF THE VIOLIN CULTURE OF KAZAKHSTAN

Abstract. The aim of this work is to create a creative portrait of Joseph Kogan, who was one of the founders of the violin performing art of Kazakhstan. Rare artist has become completely successful in all his roles: solo violinist, the founder of the ensemble violinist, Professor of violin in the first Kazakh Republican special secondary music school named after A.K. Zhubanov and Alma-Ata Kurmangazystate conservatory, the rector of the University of Musical Culture of Alma-Ata city (1970-1982).

The methodology of work is based on a synthesis of scientific methods: historical-stylistic, analytical and general aesthetic. To date translated scientific work of J. Kogan did not appear in the works of neither national nor foreign musicologists.

The results can be taken into account in further studies on various issues of the performing arts. Perhaps, using of the material as a practical foundation for courses in the history and theory of violin pedagogy.

The field of application of the results: history and theory of performance art, history of Kazakh music.

Conclusion.Joseph Kogan, as a major artist, has made an enormous contribution to promoting the works of foreign and Russian authors, including works of composers of Kazakhstan. A lot of effort was given by the violinist to the treatments and arrangements of Kazakh folk music for violin.

Keywords: a violinist, Kazakhstan, a piece, a concert, a play, a musician.

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ИОСИФ КОГАН - ПЕРВОПРОХОДЕЦ СКРИПИЧНОЙ КУЛЬТУРЫ КАЗАХСТАНА

Аннотация. Цель работы – создать творческий портрет Иосифа Когана – одного из основателей скрипичного исполнительского искусства Казахстана. Артист редчайший, ставший полностью успешным во всех своих амплуа: скрипач-солист, основатель ансамбля скрипачей, профессор по классу скрипки в первой казахской Республиканской специальной средней музыкальной школе им. А.К. Жубанова и Алма-Атинской государст-венной консерватории им. Курмангазы, ректор университета музыкальной культуры г. Алма-Аты (1970-1982).

Ключевые слова: скрипач, Казахстан, произведение, концерт, пьеса, исполнитель

Методология проведения работы базируется на синтезе научных методов: историко-стилевом, аналитическом и общеэстетическом. До настоящего времени интерпретаторская и научная деятельность И. Когана не фигурировала в работах ни отечественных, ни зарубежных музы-коведов.

Результаты работы могут быть учтены в дальнейших исследованиях по различным вопросам исполнительского искусства. Возможно применение материала статьи в качестве практической основы для курсов истории и теории скрипичной педагогики.

Область применения результатов – история и теория исполнительского искусства, история казахской музыки.

Выводы. Иосиф Коган, как крупный исполнитель, внес огромный вклад в пропаганду произведений зарубежных, русских авторов и, в том числе, сочинений композиторов Казахстана. Много сил скрипач отдавал обработкам и переложениям казахской народной музыки для скрипки.

Введение. История скрипичного искусства каждой национальной школы хранит имена скрипачей-лидеров, в деятельности которых созидалась живая исполнительская культура с практическими результатами в сфере педагогики.

Для Казахстана таковой фигурой предстал Иосиф Бенедиктович Коган (1920-1982), известный в республике музыкальный деятель, педагог, заслуженный артист Республики Казахстан.

И.Б. Коган - артист редчайший, ставший полностью успешным во всех своих амплуа: скрипач-солист, основатель ансамбля скрипачей, профессор по классу скрипки в первой казахской Республиканской специальной средней музыкальной школе им. А.К. Жубанова и Алма-Атинской государственной консерватории им. Курмангазы, ректор университета музыкальной культуры г. Алма-Аты (1970-1982).

Огромное количество ценителей искусства собиралось на концертах руководимого им университета, с удовольствием слушали лекции, на которых музыкант демонстрировал свое искусство исполнителя. С середины прошлого века университет представлял своеобразный центр просветительской культуры, а потому имел большое значение для столицы. Судьба положила Когану многое делать в республике первым, начинать здесь дела неизвестные.

Так, он предстал одним из крупных интерпретаторов зарубежной и современной советской музыки: впервые представил казахстанской публике неизвестные здесь произведения Й. Брамса, Ф. Крейслера,Д. Шостаковича.

Профессор И. Коган оказался первым исполнителем посвященных ему скрипичных произведений Е. Брусиловского, М. Сагатова, В. Миненко.

Появлению новых скрипичных произведений (например, этюдов-каприсов) способствовала активная обработка и переложение Коганом казахской народной музыки для скрипки соло (или для скрипки и фортепиано). Упомянем для примера обработки кюев Курмангазы, Таттимбета, Даулеткерея, Байсерке. Популярность снискали в его исполнении «Кенес» («Совет») кюй для скрипки и фортепиано, а также для 4-х скрипок и фортепианоизвестную песню Абая «Айттымсалем, Каламкас» («Привет тебе, Каламкас»).

Многое делал И. Коган и для развития технических навыков обучающейся молодежи. Он опубликовал 2 сборника «42 легких этюда для скрипки» (1968) и «24 этюда для скрипки» (1978). Автор изобретательно придумывал к ним штриховые и аппликатурные варианты (например, Этюд 22 содержит 30 вариантов). И. Коганым впервые были исполнены и изданы «Каприсы для скрипки. Соло» (1970).

Изучая видеозаписи скрипача, можно заметить его усилия по переводу скрипичных миниатюр в театрально яркие зарисовки. Его любимыми «бисами» стали кюи «Балбырауын» и «Сары-Арка» («Золотая степь») Курмангазы в авторской обработке.

Став руководителем ансамбля скрипачей в Республиканской музыкальной школе им. Жубанова, И. Коган проявлял немалую творческую инициативу - создал сводный ансамбль с виолончелистами, который замечательно исполнял «Романс» А. Жубанова в сопровождении рояля.

В течении всей своей концертной жизни Коган выступал в ансамбле (с фортепиано)с такими постоянными партнерами, как старший брат Семен и позже, младшая сестра Ева. В «золотом» фонде казахского теле-радиовещанияхранится большая коллекция произведений в исполнении Иосифа и Семена Коган.

Дуэт обладал значительным репертуаром: от пьес-миниатюр зарубежной, русской музыки до огромного числа произведений (песни-кюи) на казахском народном материале.

Архивные материалы позволяют заглянуть в семью Коган. Отец Бенцион Давидович работал заведующим нотным отделом книжного магазина. Он служил скрипачом в Кишиневском симфоническом оркестре, играл на фортепиано и на некоторых молдавских инструментах.Мать, Мария Семеновна Коган, была домохозяйкой, полностью посвятившая себя воспитанию троих детей, одаренных музыкально. С шести лет Иосиф Коган стал обучаться игре на скрипке. В семилетнем возрасте дает свой первый сольный концерт, где выступает с концертами Берио и Виотти. Иосиф играл в сопровождении брата, пианиста Семена Когана.

В восемь лет он поступает на второй средний курс Кишиневской частной консерватории «Унря». На вступительном экзамене И. Коган представил скрипичные концерты Ф. Мендельсона и

А. Вьетана. Его преподавателем по классу скрипки был профессор И.М. Финкель, ученик Генрика Венявского. Шестилетнюю программу он прошел за два года, имея и исполнительскую практику. До 1939 года Иосиф учился с отличием в этом учебном заведении и параллельно окончил гимназию, получив звание бакалавра наук [1].

В сентябре 1942 года семья Коган эвакуировалась в Алма-Аты и Республика Казахстан для них стала Родиной. Дочь Е. Шалкова-Коган вспоминает: «Когда началась война семья Коган спешно покинула дом, взяв самое необходимое. В числе эвакуированных они оказались в Ставропольском районе Ворошиловградской области. В 1942 году они решили двигаться дальше и в числе состава эвакуированных прибыли в Алма-Ату. У них не было цели остаться в этом городе. Просто эшелон остановился на восемь часов и за это время молодые Семен и Иосиф, в то время они уже были солистами Молдавской филармонии, разыскали Комитет по делам искусств, где были прослушаны Ахметом Куановичем Жубановым, который их сразу же зачислил солистами Казахской государственной филармонии. Поскольку их приняли сразу солистами они решили остаться в Алма-Аты. И вот таким образом судьба семьи Коган была предопределена» (интервью из фильма «Линия судьбы». Алматы: Хабар, 2005).

С 1942 по 1954 годы И.Б. Коган работал солистом-скрипачом в Казахской государственной филармонии имени Джамбула. Позже И. Коган говорил: «Нет, никуда не уеду с этой земли. В Казахстане жил в трудные годы Великой Отечественной войны, здесь работал, заслужил почет и уважение. Это моя Родина» [2, 84].

И.Б. Коган был разносторонним музыкантом, обладавший феноменальной музыкальной памятью, тончайшим слухом. Владел богатейшим репертуаром, охватывающим произведения различных жанров и стилевых направлений.

В 1954 году Иосиф Бенедиктович был приглашен на должность преподавателя камерного ансамбля в Алма-Атинскую консерваторию имениКурмангазы. Ректор А.К. Жубанов, которому также суждено было внести свою лепту в становление казахской скрипичной школы, с доверием отнесся к его педагогическим способностям и дал ему скрипичный класс. В то время кафедрой струнных инструментов руководил приехавший из Москвы заслуженный деятель Казахской ССР, доцент В.С. Хесс. Вместе с ним трудились опытные коллеги И.П. Коноплев, И.Б. Коган, Т.Б. Мусурманкулов.

Ученик Когана, Д. Касеинов вспоминает: «Иосиф Бенедиктович прежде всего исполнитель-скрипач. А представляете, когда ему звонят и сообщают, что сегодня или завтра вечером надо сыграть Концерт Хачатуряна. Этого могут не многие, даже выдающиеся музыканты. У него единственным хобби была, думаю, только музыка!» (интервью из фильма«Линия судьбы». Алматы: Хабар, 2005).

Показателен обширный репертуар концертов И. Когана. Им исполнялись скрипичные концерты Л. Бетховена, Й. Брамса, С. Прокофьева, Д. Шостаковича. Но самыми любимыми его произведениями были концерты П. Чайковского и А. Хачатуряна.

Мировые шедевры для скрипки и оркестра звучали в трактовке И. Когана под управлением известных дирижеров – К. Элиасберга, З. Хакназарова, Г. Дугашева, Т. Османова, Ш. Кажгалиева, Т. Мынбаева и других. «Были такие случаи, когда в Алма-Ату не могли приехать приглашенные исполнители. Дирижеры, помнится, накануне звонили папе домой и спрашивали: «Не мог бы он сыграть в концерте с таким-то дирижером». Был всегда утвердительный ответ. А дальше у него следовал вопрос. А что играть?», – вспоминает Е. Шалкова-Коган (интервью из фильма «Линия судьбы». Алматы: Хабар, 2005).

У Иосифа Бенедиктовича в концертном репертуаре было несколько крупных скрипичных концертов и произведений малой формы. Вероятно, это связано с тем, что он был очень требовательным к себе и постоянно занимался на инструменте.

Скрипач очень любил выступать – это была его стихия. И. Коган всегда ответственно относился к сцене: выступал с сольными концертами, читал лекции или проводил лекции-концерты. Поэтому, как отмечали его современники, сцену он очень любил.

Иосиф Бенедиктович очень хорошо знал казахскую музыку. Он играл классическую и отечественную музыку в Аркалыкской и Талды-Курганской филармонии, Усть-Каменогорске и Караганде, то есть во многих городах страны и областных центрах. В 1940-1950-х годах XX века это выглядело особым подвижничеством. Но Коган много гастролировал и по Советскому Союзу. А

ученики гордились, что он – концертирующий музыкант. Словом, исполнительство у него было на первом месте.

В период становления национального исполнительского искусства в Республике Казахстан огромное значение сыграла не только концертная, но и педагогическая деятельность профессора Иосифа Когана, сделавшего немало для художественного и технического роста скрипачей.

Научный интерес в области истории исполнительства представляют статьи И.Когана о первых профессиональных скрипачах – казахов – Р. Шанине, К. Мусине, Б. Кожамкуловой.

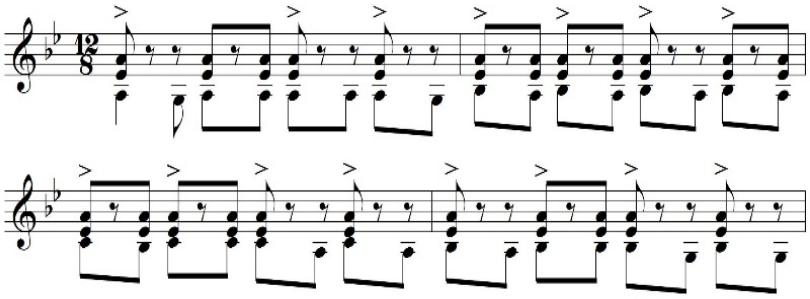
Обработки Коганом казахской народной музыки для скрипки соло (и в сопровождении фортепиано) просто удивляют. Он настолько тонко проникся казахским мелосом, что трудно поверить, что все это не сделано музыкантом коренной национальности.

Историческая ретроспекция показала, что исполнительское мастерство заслуженного артиста Республики Казахстан И.Б. Когана оказывало непосредственное воздействие на процесс композиторского творчества в инструментальной области. Особенно это ярко проявилось при непосредственном контакте композитора и скрипача во время создания произведений.

Методы. *Иосифу Когану посвящены* Концерт для скрипки с оркестром М.Сагатова (1967), Соната для скрипки соло Е. Брусиловского (1969), Соната для скрипки и фортепиано В. Миненко (1981).

Практически первым сочинением для скрипки соло в республике стала Соната Е. Брусиловского (в четырех частях).

Пример 1 *Е. Брусиловский. Соната для скрипки соло.*



Коган сыграл ее первым, но не только. Он выработал ряд рекомендаций для исполнения сонаты молодыми скрипачами. Так, Иосиф Бенедиктович рекомендовал ставить первый палец сразу на две нижние струны, так как «акустически открытая струна звучит громче» [3, 21]. В аккордовой технике скрипач советовал нажим смычка осуществлять на среднюю струну.

В эпизоде Maestoso октавы движением руки, как он писал «в целом», использовал рулевое движение локтя. А флажолеты предлагал предварительно учить «в игре чистых кварт».

Соната написана современным языком. В ней используются различные средства выразительности, такие как pizzicato левой руки, гаммообразные пассажи, трех-, четырехголосные аккорды, виртуозные штрихи, арпеджированные рикошет и pizzicato левой и правой руки.

Иосиф Бенедиктович был первым исполнителем Концерта для скрипки с оркестром Б. Баяхуноваи Б. Аманжолова, Сонаты для скрипки и фортепиано К. Мусина посвященную памяти Героя Советского Союза генерала И. Панфилова. В фондах телерадиовещания имеется запись этой Сонаты в исполнении И. Когана и А. Байсакалова.

В пьесах «Ария», «Кюй на тему «Жез-Кийк» А. Жубанова, «Поэма» и «Размышление» М. Тулебаева, «Мелодия» В. Великанова для скрипки и фортепиано И. Коган, как первый исполнитель, придерживался вдохновенной трактовки произведений, собственных, удобных штрихов, логичной аппликатуры.

Особое место в концертном репертуаре И. Коганазаняла «Ария» А. Жубанова. Она звучала во многих уголках Казахстана и приобрела большую популярность.

И. Коган с особой теплотой делился своими впечатлениями: «После одного из концертов АхметКуанович наиграл мне на рояле очень красивую мелодию. Это был первоначальный эскиз,

ставший потом знаменитой Арией для скрипки и ф-но си-минор…Мы сыграли по несколько раз все варианты Арии, выбрали самый лучший, уточнили штрихи, аппликатуру, динамику, отредактировали каждый такт. Вскоре состоялось заседании репертуарной комиссии по обсуждению и приема Арии…Сочинение было единогласно одобрено и принято. Все горячо поздравляли Ахмета Куановича с большой творческой удачей» [4, 17].

В 1951-1952 годах при участии И. Когана получили «путевку» на концертную эстраду «Кюй на тему «Жез-кийк» («Медная сайга») (1952) и «Романс» (1951) для скрипки и фортепиано А. Жубанова. Несмотря на то, что эти пьесы скрипичны, их исполняют на кобызе, в переложениях для ансамбля скрипачей, виолончелистов и камерного оркестра[5].

Приводим интересное высказывание заслуженного деятеля искусств КазССР, дирижера, композитора Л.М. Шаргородского, который отмечал, что «если говорить об исполнителях, то раньше всего я должен сказать о таких энтузиастах этого дела, как семья Коган, два брата и сестра, которые так хорошо и так часто нам помогают. Благодаря им мы смогли очень многое показать и благодаря им мы не впервые выходим из положения. Должен сказать, что как будто бы пианистов в городе сейчас много, и скрипачей также, а как доходит до дела, то почти некому играть» [6, 19].

Обсуждение.Любое новое сочинение для скрипки, написанное в Казахстане, обретало первого исполнителя прежде всего в лице Иосифа Бенедиктовича Когана.

Даже, когда в Казахстане было достаточное количество скрипачей, многие еще не чувствовали себя свободно выходить на эстраду. Иосиф Коган владел этим чувством врожденно и до конца своих дней покорял публику исполнением и классики, и новых казахских сочинений. Обо всем этом рассказывают архивы.

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ИОСИФ КОГАН - ҚАЗАҚСТАННЫҢ СКРИПКАЛЫҚ МӘДЕНИЕТІНІҢ ІЗАШАРЫ

Аннотация. Жұмыс мақсаты - Қазақстанның скрипкалық орындаушылық өнерінің негізін қалаушылардың бірі - Иосиф Коганның шығармашылық портретін жасау. Ол жан-жақты табыскер болған өте сирек кездесетін артист: жеке орындаушы скрипкашы - солист, скрипкалық ансамбльдің негізін қалаушы, А.К. Жұбанов атындағы бірінші қазақ республикалық арнайы орта мектебі мен Құрманғазы атындағы Алматы мемлекеттік консерваториясының скрипка сыныбының профессоры, Алматы қаласының музыкалық мәдениет универси-тетінің ректоры (1970-1982).

Жұмыстың әдіснамайы тарихи-стилдік, аалитикалық және жалпы эстетикалық ғылыми әдістерге сүйенеді. Қазіргі кезеңге дейін Иосиф Коганның ғылыми және интерпретациялық (өзінше түсініктемелеу) әрекеттері отандық та, шетелдік те музыкатанушылардың еңбектерінде қарастырылмаған.

Жұмыстың **нәтижелері** орындаушылық өнердің әртүрлі сұрақтарына байланысты зерттеулерде ескері-луі мүмкін. Мақала мәліметтерін скрипкалық тарих пен педагогика курсының тәжірибелік негізі ретінде пайдалануға болады.

Нәтижесін пайдалану салалары – «Орындаушылық өнердің тарихы мен теориясы», «Қазақ музыкасы-ның тарихы» пәндерінде.

Қортынды. Иосиф Коган ірі орындаушы ретінде шетел, орыс және Қазақстан композиторларының шығармаларын насихаттауда үлкен үлес қосты. Көп күшін скрипкашы қазақтың халық музыкасын өңдеуге салды.

Түйін сөздер: скрипкашы, Қазақстан, шығарма, концерт, пьеса, орындаушы.

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STYLISTIC DEVICES IN THE EPIC POETICS

Abstract: The article reveals the genre and poetic origins of the Kazakh epic, including the analysis of peculiarities of the stylistic devices and means. Applying stylistic means plays an important role forming the plot elements of the epic. It conveys the poetics of the epic creativity. Various types of figures like simile, epithet, metaphor, grotesque, hyperbole are often used in the Kazakh epics.

Key words: folklore, zhyrau, epic, genre, poetics, plot, image, epithet, hyperbole

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ЭПОС ПОЭТИКАСЫНДАҒЫ ТІЛДІК-КӨРКЕМДІК ТӘСІЛДЕР

Аннотация: Мақала қазақ эпосының жанрлық-поэтикалық негіздерін ашуға, соның ішінде көркемдік құралдар мен тәсілдердің ерекшеліктерін талдауға арналған. Тілдік-көркемдік тәсілдерді қолдану эпостың сюжеткұраушы элементтерінде үлкен мәнге ие. Ол сонымен бірге эпикалық туындының поэтикасын да анықтайды. Теңеу, эпитет, метафора, гротеск, гипербола секілді троптың түрлері қазақ эпосында жиі қолданылады.

Түйін сөздер: фольклор, жырау, эпос, жанр, поэтика, сюжет, образ, эпитет, гипербола,

Жыраулық-жыршылық өнер–қазақ фольклорының дәстүрлі шығармашылық үлгісі. Осының арқасында қаншама эпикалық жырларымыз сақталынып, бүгінгі заманға жетті. Әр дәуірдегі әлеуметтік-қоғамдық жағдайға, дүниетанымдық түсінікке, эстетикалық талғамға, психикалық ой-өрістің өзгеруіне байланысты эпикалық жырлардың көркемдік-мазмұндық жағынан түлеп, жаңаша жаңғырып отыруы заңды да. Әр дәуір, әр заман, әр халық өз уақыты тудырған идеялық мұраттарды өзіне дейін үзілмей келген эпикалық сипаттағы көркемдік дәстүрлермен ұштастырып, соның негізінде жаңа сападағы жыр үлгілерін тудырып отырған.

Эпос ең әуелі белгілі бір халықтың таным түсінігін және эстетикалық көзқарасын танытатын дәстүрлі өнер туындысы. Екіншіден эпикалық туындылар қаншама ұзақ уақытты, тарихи кезеңдерді басынан өткергеніне байланысты тарихи сананың жемісі болып табылады. Ол өз бойына әр кезеңнің эсетикалық талғамдары мен қоғамдық-тарихи көзқарастарын жинақтады. Эпостың қалыптасу тарихы адамзат баласының ілкі заманынан күні кешеге дейін жалғасып келді. Тарихи поэтикалық тұрғыдан айтқанда ол өзінің тұтастық қалпын сақтай отырып, келе-келе жанрлық түр жағынан дараланды. Байырғы мифтік наным-сенімдер, көркемдік ойлау үлгілері, көзқарастар, тұрмыстық салттар эпостың өте ерте кезеңіне тән көріністер. Олардың бір тұтас сипатта, ортақ арқауда болды. Әдетте мұны –синкеретизм деп атайтыны белгілі. Фольклордағы синкретизмді идеологиялық және жанрлық деп бөлетін жүйлеу де бізге белгіл.

Фолкьклордың өзге жанрлары сияқты эпикалық шығармаларда, соның ішінде әсіресе көне эпоста да синкреттілік бар екен. Онда көбінесе есте жоқ ескі заманның елесі бейнеленеді. Көне эпостың оқиғалық негізін құрайтын сюжеттердің дені мифтік сарында болып келетіндігі оның генезистік тұрғыдан көнелеу екендігін айғақтаса керек. Адамның ақыл-ойына сыя берметін не бір

ғажайып құблыстар орын алады. Бір сөзбен айтқанда онда ертегілік сарын басым болып келеді. Оқиғаның нақты қайда, қашан болғандығынан хабар бере бермейді. Әсіресе «батырлық ертегі» деңгейінде қалған сібір түркілерінің жырларындағы мекен мен мезгіл болжаусыз. Көне эпостың кейіпкерлері де адам нанғысыз күшке ие. Олардың жаулары да тылсым күштің иесі. Эпикалық жырлардың шығу тегі, олардың даму ерекшеліктері, көркемдік нышандары сияқты мәселелерді қарастыруда да поэтика тысқар қалмайды. Бір сөзбен айтқанда осының барлығы эпос поэтикасына қатысты нышандар болып шығады.

Жалпы алғанда поэтика ұғымы әр жақты, кең қолданысты білдіреді. Фольклордың, соның ішінде эпостың көркемдік-мазмұндық идеясын, сюжеттік-композициялық құрылымын, тарихи-этникалық негізін, образдар жүйесі, тілдік айшықтаушы құралдарды поэтика аясында қарастырады. Сол себептіде тарихи поэтиканың аясында тексерілетін «сюжеттер поэтикасы», «образдар поэтикасы», «композиция поэтикасы» деген жеке-жеке ұғымдар бар. Фольклортану ғылымында поэтиканы сюжеттік және тілдік деңгейде қарастыратындығы белгілі. Бұлар бір-бірінен әсте бөлек тұрған дүниелер емес. Поэтиканың қарастыратын үлкен бір саласы, ол – фольклорлық туындылардың көркем тілі.

Кезінде А. Байтұрсынұлының, «Тіл қисыны дегеніміз асыл сөздің асыл болатын заңдарын, шарттарын танытатын ғылым. Лебіз ғылымының мақсаты асыл сөздердің асыл болатын заңдарын білдіріп, түрлерін танытып, әдебиет жүзіндегі өнерпаздардың шығарған сөздердің үлгі-өнегелерімен таныстырып, сөзден шеберлер не жасағандығын, не жасауға болатындығын көрсету» - деген ұлғатты сөзі көкрем әдебиеттің һәм ауыз әдебиеті үлгілерінің ажарлы, бейнелі тіліне байланысты айтылғаны белгілі. [1, 176]

Әдеби көркем тілі – сюжеттік оқиғаларға жан бітіретін, соны барынша әсерлі, әдемі, бейнелі етіп берудің ғажайып құралы. Онсыз көркем шығарма болуы мүмкін емес. Сөз құдыретінің, тіл мәйегінің қайнар бастауы фольклорда жатыр. Эпос – соның нақты көрсеткіші болмақ. Қазақтың бай, келісті эпикалық жырларнда көркемдік-айқындаушы тіркестердің сан алуан түрлері кездеседі. «Тілге жеңіл, жүрекке жылы тиетін» сөз сарасы эпостың тілінде. Көркемдік бояуы қанық, бедері айшықты, әсерлілігі күшті, қуаты мол тіркестер мен троптың түрлерін эпостық жырларымыздан қалқып ала беруге болады. Сол сияқты қайталау, тұспалдау, меңзеу, астарлау, символдау секілді құбылтудың түрлеріне де орын берілген. Бейнелі сөз – образды ойдың жемісі. Әдебиет теориясында белгілі бір көркем шығарманың образдар жүйесі де, тілдік бейнелеу тәсілі де поэтиканың аясында қарастырылады.

Эпостағы кейіпкерлердің кескін-келбетін, жүріс-тұрысын беруде теңеу, эпитет секілді көркемдік тәсілдер айырықша кең қолданылады екен. Әсіресе, эпостық жырлардағы батырдың сүйген қызын, жарын суреттеуде жыршы-жырлаулар кестелі, көркем тілдің ғажайып айшықтарын қолданады. «Қобыланды батыр» жырандағы Құртқаның бейнесін былай суреттейді:

Сонда сұлу қыз Құртқа,
Қылаң етіп, қылт етіп,
Сылаң етіп, сылт етіп,
Шекеде шоғы бұлт етіп,
Алтынды тоны жылт етіп,
Саулы іңгендей ыңқылдап,
Күшігендей сұңқылдап,
Сүмбіледей жылтылдап,
Буыны түсіп былқылдап...

Осы портретте көшпелі тұрмыс, қазақ өміріне тән заттық, табиғи белгілер салыстырла теңеліп алынғандығын көреміз. Жыр жолдарындағы «қылаң ету», «сылаң ету» бейнелі тіркесі сұлу қызға қатысты айтылатындығын аңғаруға болады. Мұнда қыздың нәзік тал-бойы, қимыл-қозғалысы эстетикалық талғам тұрғысынан керемет бейнеленген. Ал, «шекеде шоғы бұлт етіп» деген көркемдік тіркестегі әдемі, әсерлі бейнелеудің астарында қазақ қызының шекелеп киген бөркінде немесе кепешінде бұлғақтаған шоқ үкінің тербелісін көрсеткені даусыз. «Сауыл іңгендей ыңқылдау»- таза көшпелі өмірдің, мал шарушалығымен айналысқан қыр қазағының ұғымынан туған. Құртқа

бейнесіндегі «сүмбіледй жылтылдау» тіркесі қазақ теңеуінің космологиялық кеңдігін танытса керек. Сүмбіленің жұлдызы –ең жарық,жақұт жұлдыз. Жалпы, қызды айға, күнге, жұлдызға теңеу әдепкі қолданысы. Сұлу қыздың бет-бейнесін салыстырмалы түрде теңей берудің неше алуан үлгісі бар. бірінде сипаттай, салыстыра бейнелесе, енді бірінде әсірелей, жарыстыра суреттейді. Ондайда теңеулік-метофора қолданылады. Айталық, «Ер Тарғын» эпосындағы Ақжүністің бейнесі осыны айғақтайды..

Қолаңды көр де, шашымды көр.
Түймені көр де, шашым көр.
Қаламды көр де, қасым көр.
Пістені көр де, мұрным көр.
Күзгіні көр де, көзім көр.
Сандалды көр де, тісім көр.
Сымды көр де, қолым көр.
Қоянды көр де, жоным көр.
Қарды көр де, етім көр.
Қанды көр де, бетім көр.

Көшпелі өмірдің салтына, таным-түсінігіне, эстетикалық құндылықтарына, көркемдік нышандарына сай түркі халықтары, соның ішінде қазақтың эпикалық жырларында адамды жан-жануарға, төрт түлікке, киелі деп танығаң аң-құсқа, өздері тұтынған тұрмыстық зат-құралдарға теңей суреттеу басым тәсілдердің бірі екендігін осыдан көруге болады. сұлу қыздың протретін бергенде ақтығын қарға, қызылдығын қанға теңеу көптеген жырларда қайталанып отырады. «Қамбар батыр» эпосындағы Назымның бейнесі де осыған өте ұқсас: «наурыздың ақша қарындай, ақ тауықтың қанындай». Әрине, мұндағы «тауық» кейінгі заманнның қоспасы. Сұлу қыздың бейне-бітімін берудің ғажайып, хас белгісі қазақтың «Қыз-Жібек» лиро-эпосында кездеседі. «Көш алдына қараса, бір қыз кетіп барады...»-деп, басталатын жырдың өне бойында сұлулықтың көркем галереясы тізіл жүре береді. Қазақтың көне эпосында да қыз бейнесін бейнелеудің әдепкі үлгілері кездеседі.

...Үлкен қызын сұрасаң
Қолаңнан сұлу шашы бар,
Түймедей сұлу басы бар...[2, 77-78].

Қазақ халқы эпикалық жырлардағы сұлу қыздың бейнесі арқылы өзінің эстетикалық-көркемдік талғамын таныта білген.

Эпикалық жырлардағы батырлар бейнесі – образды тілдің, ойнақы сөздің тамаша үлгілері болып табылады. Батырдың кескін-келбетін, қажыр-қайратын зорайтып, күшейтіп көрсету – эпос табиғатының заңдылығы. Ол – алып денелі, зор күш иесі. Сондықтанда оларды теңдесі жоқ табиғат құбылыстарына, жан-жануарларға теңеп, суреттеуге эпостың ішкі табиғаты сұранып тұрғандай көрінеді. Қаһарланған батырдың «қабағына қар қатуы, кірпігіне мұз қатуы», «арыстандай ақыруы, жолбарыстай бақыруы» - қаһармандық эпостарда кездесе беретін қалып. Батырды арыстанға жолбарысқа, қабыланға, қасқырға, қыран бұркітке, шабынған бураға, сұлу қызды ай мен күнге, алтын мен күміске, сұңқар мен тотыға, аққу мен қазға теңей бейнелеу қазақ жырларына ғана емес түркі тілдес халықтардың эпостарына тән көркемдік құблыс. Түркі тілдес халықтардың эпосынжіті зерттеген В. М. Жирмунский былай дейді: «Орта Азияның түркі тілдес халықтарының эпосында халық мұраты болған батырлардың ғажайып күшін жыртқыш аңдарға теңеуі дәстүрлі көрініс тапқан» [3, 54]

Батырлардың бет-бейнесі, түр-тұлғасы, күш қайраты айқас үстінде, жорық жолында, онан әрі толысып, әсерлене дами суреттелініп отырады. Жауға шабарда батырдың "аруағы асады, қайраты судай тасады", «айқайлаған айқайы алты айлық жерге жетіп жатады», адам шошырлық кейіпке енеді.Батырдың тұлғасын бейнелеуде қазақы ұғымға өте жақын табиғи құблыстарға, жыртқыш аңдар мен құстарға, ата малдарға теңей суреттеу қаһармандық эпоспен қатар көне эпоста кең орын

алған. «Қарт бурадай бақырды, Алшағыр деп шақырды»[4, 183], «қаршығадай қайрылып, ителгідей сүзіліп, ұрып-ұрып өтеді»[5, 113], «қойға шапқан бөрідей»[5, 115], «қабыландай арсылдап»[5,115], «доңыздай қалмақ шыңғырды»[5,114], «қарақұстай қалбаңдап»[5,113]. «Боталаған нардаймын»[5,91], «тал шыбықтай майсып»[5,99], «екі көзі оттай жанды» [5,99], «көп қоға келді бір қасқыр»[5,100], «мойным ырғайды, битім торғайдай»[5, 105], «Қызыл найза қолға алып, абжыландай толғанып» [5,105], «жауған күндей сіркіреп» [5, 157] т.б

Теңеу – эпостағы барлық образдардың портретін бейнелеп беруде таптырмайтын тәсіл. Онда тек сұлулықты бейнелеудің ғана құралы емес, кейіпсіз, кесір образдарды суреттеудің де тілдік тәсілі екен. Мысалы: «Алпамыс батыр» жырандағы Ұлтанқұлдың портреті:

Күрек тісі кетпендей,
Кеңірдегінің тесігі
Жүгімен түй өткендей .
Құлағы болды қалқандай,
Мұрынына қарсаң,
Сығымдалған талқандай [6, 18]

Эпостағы кейіпкерлердің кескін-келбетін, жүріс-тұрысын беруде теңеу ең көп қолданылатын тілдік құрал екен. «Поэзиялық шығармалардағы теңеуді алсақ, мұнда мәселе салыстырылып отырған нәрселердің белгісіз немесе белгілілігінде емес, сол айтылған өзгешелік бұлардың бірінен екіншісінде айқынырақ, көрнектілеу екенінде, салыстырудың өзінен көп мағына туатындығында»-деген З. Ахметовтің пкірі өте орынды [7,18]. Бұл фольклорлық шығармаларға тіптен қатысты болмақ.

Батырлардың соғыс картинасындағы бір-біріне ұсас ситуацияларды бейнелеуде тұрақтанған формулалар, яғни қалыаты қайталаулар жиі қолданылады. Мысалы*:* «қорамсаққа қол салды, қол салғанда мол салды», «қалмақы ердің қасы деп, қақ жүректің басы деп», «сонда батыр сөйлейді, сөйлегенде бүй дейді», «алтықырлы ақ жебе, ата алмасам-маған серт, атқаныма шыдамай, кірістен кетсең –саған серт!», , «қаланың аузын қан қылды, қақпаның аузын шаң қылды», «айдарлысын құл етті, тұлымдысын тұл етті», «буырқанып бұрсанып, мұздай темір құрсанып»т.б

Әдетте батырдың жауға шапқан немесе алыс жолға аттанған көрінісін бейнелегенде «қырып кетіп барады», «қылып кетіп барады», «ойып кетіп барады», «сойып кетіп барады» [5 ,100], «асып кетіп барады», «тасып кетіп барады», «басып кетіп барады», «айдап кетіп барады», «жайнап кетіп барады» [5, 131] –деген әсірелей суреттеулер қазақтың қаһармандық эпостарымен қатар, «Құбығұл», «Дотан батыр» секілді көне эпостарға да тән көркемдік нышандар.

Эпитет– әдеби көркем мәтінде өте мол ұшырасатын тілдік көркемдеуіш құралдардың бірі. Бейнеленіп, суреттеліп отырған заттың немесе құбылыстың әсерлілігін үстеп, шырайын келтіретін эпитеттендіру эпоста да мол кездеседі. Кейіпкерлердің портеретін, олардың қару-жарағын, мінген атын суреттегенде оларды барынша айшықтап бейнелеуде өте ыңғайлы, ұтымды тілдік қолданыс болып табылады. Қазақ эпосында негізінде мынандай эпитеттік қолданулар жиі кездеседі*:* «алтын оқ», «ақ берен», «ақ сауыт», «жас бала», «ақ қанжар», «қара тұлпар», «құла түз», «мидай дала», «асқар тау», «айдын көл» , «талма түс», «қу мыстан», «қара жер», «көк аспан» [5, 106]. Қазақтың батырлық жырларында батырдың бес қаруын суреттегенде көбінесе *«ақ сауыт», «ақ сүңгі», «ақ берен», «ақ найза»* секілді эпитеттер жиі қолданылады. Біздің осы пікірімізді О. Нұрмағамбетова да қуаттайды: «Эпостағы кейіпкерлердің, әсіресе әйелдердің беті, қолы аппақ, үстіндегі киімдері алтын-күміс оқалаған әсем. Қару-жарақтары да сондай жарқ-жұрқ етеді. «Ақ » түс, «алтын» эпитет ең жоғарғы сапаға қолданылады. Эпостарда «ақ найза», «ақ сауыт», «ақша бет», «аққу құстай», «ақ сұңқар» деген эпитеттер жиі кездеседі»[8 , 113].

Алыс сапарға аттанған, елін, жерін жаудан қорғайтын батырдың астындағы аты адам нанғысыз ерен шабысқа, қажымас қасиетке, бөлекше бітімге ие болуы шартты да. Таңдап мінген тұлпары иесіне сай болуы заңдылық тәрізді. Айшылық алыс жолдардан арымай, шаршамай-шалдықпай өту, асу-асу белдерден, айдын шалқар көлдерден, қырық күншілік шөлдерден асып жету тек батырдың тұлпарына ғана тән ерекше қасиет. Осындай ерекше қасиетке, ерен шабысқа ие тұлпарды бейнелеу үшін ажарлы тілдің айшығы керек екендігі белгілі.

Батырдың тұлпар атын суреттеуде, оның ерен шабысын бейнелеуде тілдік көркемдік құралдың тамаша үлгілерін қолданады. Оған «Құбылып бурыл гуледі, табаны жерге тимеді...» -деп басталатын Қобыландының тайбурыл атының шабысын бейнелеген керемет жыр жолдары дәлел бола алады. Тұлпарлардың ерекше қасиеті жорық жолында, алыс сапарларда, соғыс картинасында мейлінше айқын көрінеді. Эпос поэтикасындағы дәстүрлі көркемдік кестелер тұлпарлардың шабысын суреттегенде барынша жарқырай түседі. Айталық қалмаққа, Тайшық ханға қарсы аттанған Алпамыстың Байшұбары да екелене өршіп отырады: «Жанып тұрған жалындай,құбылып тұрған сағымдай» [6,107]. Тұлпар аттың шабыс сипатауда теңей сөйлеу үлгісінің не бір ғажап түрлерін кездестіруге болады. «Келеді желдей гуілдеп», «құйындай ұшып келеді», «атқан оқтай зырылдап», «бозторғайдай шырылдап», «құйындай шаңы бұрқылдап», «тау суындай сыңқылдап» деген теңеулі тіркестерде Алпамыстың Байшұбарының шабысын көреміз. [6, 112-120]

Мұндай әдепкі қайталаулар батырдың жүрісін, іс-қимылан, астындағы атының шабысын үдетіп беруге қолайлы тәсіл. Екінші жағынан эпикалық уақытты сығымдап, жеделдетуге мүмкіндік туғызады. Бұл – эпос поэтикасының заңдылығы.

Тілдік құбылтудың түрлері ішінде гипербола немесе гротеск тәсілі эпикалық шығармаларды өте көп кездеседі. Бұлар негізінен суреттеліп отырған затты барынша әсірелеп, зорайтып, адам сенгісіз кейіпте бейнелеуде қолданылады. Әсіресе батырдың өзі, оның тұлпары, қарсы жақтың жауы секілді образдарды бейнелегенде таптырмайтын тәсіл. Мысалы; «Аспанменен күрескен, бұлтпенен тіресқен» [5,98-99], «қадалса қара тастан да қап-қара қан сауғызған»- деп [4, 93-94], «Қаулаған өртке кезіксе, бір қылшығы күймейді» [9, 30], «Айдаһардың қанына жан қалмас деп суарған» [6, 128-129]. Қобыландыны "...от шығады ұртынан" деп бейнелейді [4,136].

Соның бір дәлелі Тайбурыл атты «...жоғарғы ерні көк тіреп, төменгі ерні жер тіреп» -деп суреттейді. Моңғолдың "Бужин Даваа хаан" жырында осы ғажап әсірелеу қаз-қалпында ұшырасады: «Дээд уруулаараа тэнгэрийг бүтээж, доод уруулаараа газарыг бүтээж»// «Жоғарғы ерні көк тіреп, төменгі ерні жер тіреп» [10, 83]. Айырмашылығы сол бірінде ат бейнеленсе, екіншіде адам кескінделген.

Эпостағы гротекс, эпикалық уақыт пен мекенге қатысты батырдың динамикалық қозғалысын жеделдетіп, қарқынды беруде де пайдаланылады. Олар негізінен алысты жақын, жақын таяқ тастам жер ететін мүмкіндікке ие. Олар негізінен сакральды сандармен сиволданған ай-күнмен қатар қолданылады. Мысалы қазақтың «Қисса Құламерген» деген көне эпосында былайша берілген: «Оралға он күн жүріп жету», «алты ай көрмеу немесе алты ай жол жүру», «үш ажал», «үш ай», «үш күн, үш түн» [5 , 106-109].Сол сияқты «Қобыланды батыр» жырында да мынандай жолдар бар:

Алпыс бие сойғызып,
Алты рулы елді шақырды.
Жетпіс бие сойғызып,
Жеті рулы елді шақырды.

Жалпы қаһарманның жау шетіне жеткенде алғаш көзіне көрінетін табиғи құбылыс негізінде тау болады. Бір сөзбен айтқанда тау бейнесіне енген жасырынған жасақты жау. Эпостағы кеңістік өлшеміне байланысты тұрақталынған «өзімдікі және өзгенікі» деген формулалық барлық халықтардың да жырларында сақталынған және ол тек бас қаһарманның іс-әрекетіне, жүрісіне негізделінген. Моңғол жырларындағы секілді тау мен жаудың бір тұтас ұғымдық сипатта бейнеленуі әсіресе қазақтың көне эпостарында көрініс тапқан. «Жаудың мекені қашанда тау» -деген көшпелі тұрмыстағы тарихи сананың жаңғырығы басым. Қарсы жақтың жауын тауға теңеуде де осы түсінік жатқан сияқты.

Батырды немесе жауды тауға теңей сөйлеу барлық эпосқа тән көркемдік шарттылық тәрізді. Жауды тауға баламалау "Құламерген", "Жоямерген", "Дотан", "Құбығұл" секілді қазақтың көне эпосында да бар: «Жүріп келед *үлкен тау, тау* дегені –бір батыр..» [5,98] немесе «Ол тауларға Ер Дотан сәлем берді, алдына жетіп барып жөн сұрады. әлқисса, бұлар диюлар екен [5,137].

«Эпостың денін құрайтын көркемдік ұғымдар қым-қиғаш қарым-қатынасқа түсіп, ғасырлар сүзгісінен өтіп барып, бізге жетіп отыр. Сондықтан да эпостың жанрлық табиғатын тануда поэтика дәстүрін айналып өте алмаймыз» -дейді Ш.Ыбыраев [11,123-124]. Жіті байқап, зерлелеп қараған

зерттеуші кеңістік атауларының эпикалық уақыттың тұрақты мінездемесі бола алмайтынын аңғаруға болады. Эпостың сюжеттік желісінде баяндалатын оқиғалардың, олардың мезгіл-мекендерінің шындыққа қатыстылығы әр түрлі деңгейде екендігі белгілі. Ол сюжеттің тұтас құрлымында ғана емес, оның мотивтік бөлшектерінде, ұсақ көркемдік детальдарында көрініп қалып отырады. Осының барлағында дерлік поэтиканың дәстүрі мен көркемдік заңдылықтары қатты ықпал етіп отырады. Айталық, «Қобыланды батыр» жырында батырдың Тайбурыл атпен шауып өткен жер-су атауларына қатысты жыр жолдарында дыбыстық әуезелікті сақтайтын аллитерация-ассонанс тәсілі қолданылғанын көруге болады.

...Қамыстының қазды көл,
Қоғалының қулы көл,
Жегендінің желді көл,
Шағалалы шалқар көл,
Қызғыштының қызды көл
...Барлы-барлы, барлы тау,
Басы биік қарлы тау...[4, 59]

Мұнда поэтикалық көркемдіктің заңдылықтары айқын байқалып тұр. Өлең-жырдың ішкі иріміне, дыбыс үйлесімділігіне, үндестігіне /аллитерациялық-ассонанстық/, сөз кестелігіне қарай орайластырылып, поэтикалық көркемдікке бағындырылған.

...Қалбағайлы шөлдерден
Қасқалдақты көлдерден,
Асқар-асқар белдерден,
Айдын шалқар көлдерден.. ...[4, 59]

Сонымен бірге көлдерде өсетін шөптер мен мекендейтін құстардың да табиғи болмыстары ескерілген. Жырлаушы үшін кеңістіктің тарихи нақты атауларын беруден гөрі эпостың поэтикалық заңдылығын сақтай отырып, батырлар мінген тұлпар аттың керемет шабысын. оның кеңістікті игеру мүмкіндіктерін әсірлеп, көркемдеп жеткізу маңыздырақ болатын секілді. Көркем шығармадағы көркемдік айшықтаулар тілдік тәсілдер арқылы жүзеге асатыны белгілі. Біріншісі бейнелеу тәсілдері -өмірдік реалды шындығын, құбылысын адамның көз алдына елестетіндей етіп суреттеу. Екіншісі әсірелеу тәсілдері - адамның эмоциялық сезіміне әсер ететіндей етіп көрсету. Бұл эпос поэтикасына тіптен қатысты.

Эпостық жырлардағы уақыт пен кеңістікке қатысты поэтикалық түсініктің негізі осы тұлпарлардың шабысына қатысты болып келеді. «Ұшқан құспен жарысу, ұшқан құстан озу, ұшқан құстай самғау, аяғы жерге тимеу» -деген салыстырмалы бейнелеулер барлық аттарға қатысты айтылады десе де болғандай. Әрине аттың ұшқан құстан озуы - ертегілік сарын. Орыс ғалымы В.Я.Пропп әлем фольклорында жиі ұшырасатын «қанатты пырақ(крылатый конь)» образының пайда болуын адамзат мәдениетінің, оның ой-санасының өсуімен байланыстырады. Фольклорда жылқы бейнесінің пайда болуы басқадай хайуандардың қызметі мен міндетін мүлдем жоққа шығарған емес, ол жаңаша шаруашылыққа, түсінікке сай өзінше түзілгендігін айтады. «Новая форма хозяйства вводит новые образы. Эти новые образы создают новую религию- но не сразу. Поисходит в языке наименоваеие коня птицей, т.е. перенос старого слова на новый образ. То же происходит в фольклоре: конь облекается в птичий образ. Так создается образ крылатого коня» [12, 170)]. «Қанатты пырақтың» образы бейнесі ауыз әдебиеті үлгілерінде ғана емес, қазақ даласындағы сақ қорғандарынан табылып жатқандығы белгілі.

Эпостың көркемдік заңдылықтарына байланысты кеңістік атауларын(жер-су атауларын) барынша кең көлемде және мейлінше қысқартып, топтап, жұптап келтірудің екі түрі де кездесіп отырады. Мысалы, “Қобыланды батыр” жырында Қобыландының Тайбурыл атпен қырық күншілік қашықтықты бір күнде шауып өткен жолындағы жер-су атаулары бірінен соң бірі тізбектеліп, баяндалып отырса, енді бір жырларда нақты жағырапиялық атаулар аталмай, телі оппозициялық /бинарлық/ сипатта, яғни «асқар-асқар белдерден, айдын шалқар көлдерден» деп, жер бедерін алма

кезек ауыстырып отырады. Тарихи жырлардағы жер-су атаулары тарихи топонимикаға мейілінше жақынырақ болса, көне эпоста ол тұспалды, бұлдыр, жалпы сипататма түрінде келеді. Бұл да көне эпостың генезисі мен көркемдік заңдылығына қатысты.

Нақты жер-су атауларын жырда тізбелеп қолдану кейінгі заманның қоспасы тәрізді. Мұнда жалпылықтан жалқылыққа бой ұру басымырақ. Жалпы жырлардағы кеңістік атауларының жиынтығы тарихи нақты атаулармен сәйкес келетін де, келмейтін де тұстары бар екендігін зерттеушілер жоққа шығармайды. Бұл да эпос поэтикасының мәселесі.

Түркі-моңғол эпостарында батырдың бес қаруы түгелдей суреттелініп, батырдың айбынын онан әрі асырып көрстеуге қызмет етіп жатады. Қазақ жырларында негізінен батырдың қару-жарағын мотив-ситуацияда жеке әңгіме етіп, оған уақыт алып жатпайды. Мұнда сібір және моңғол халықтарындағыдай батырға қатысты заттарды қозғалыссыз қалыпта жалаң суреттеу жоқ. Бүгін қанға боялсын

Балғаң тиген ақ сауыт,
Беркітіп соққан ақ Дәуіт.
Толғамалы ақ сүңгім,
Шаншылар майдан күн бүгін.
Бұлғары садақ, Бұқар жай,
Тартылар майдан күн бүгін.
Алтын құндақ ақ берен,
Атылар майдан күн бүгін [4,71]

Батырдың бес қаруы жекпе-жекте, айқас алаңында батырлардың өз аузынан баяндалып жарқырап көрінеді. Қаһарланған батырға сай қапысыз сілтенетін қарудың сипаты да бөлек. Олар «балдағы алтын ақ сүңгі», «көк сауытын киеді», «шарайналы ақ сауыт», «басына киген дулығы, күмістей боп жайнайды», «алтын сапты алмаспен», «шашақты болат найза алып», «ақ сүңгі найза қолында» , «қозы жауырын оқ алды» т.б

Қазақ эпосында батырдың қару-жарағына, соғыс картинасына қатысты қайталаулар да баршылық. Мысалы: «қорамсаққа қол салды, қол салғанда мол салды», «қалмақы ердің басы деп, өлер жерің осы деп» т.б

Байқағанымыздай қазақтың эпикалық жырларындағы өрнекті тіл кестелері кейіпкердің сыртынан суреттелініп, оларға берілген портреттік мінездемелер арқылы көрініс тауып жатса, енді бірінде кейіпкердің өз ауызынан айтылған монологтарда кездеседі екен. «Қарабек» эпосында баланың әкесіне, үш апасына және өзіне берілген портреттік мінездеме Қараманның елшілерінің атынан баяндалады. Жыршы жырдың оқиғасын қоюлатып, эмоциялық-экспрессиптік қуатын артырып, ажарландыра түсу үшін әдейі әлгілердің аузына салып айтқызғандай болады. Осы арқылы образдар жаңа бір сапалық биікке көтеріліп, жырдың көркемдік өрнегі айшықталып, алда болатын оқиғалардың жүрдек жүруіне ықпал жасайды. Сол сияқты, Хансұлудың сұлулығын алты пұшықтың өз аузынан естіген Қараман әрі Қарабектің істегеніне қаны қарайып, әрі Ханбибіні көрмекке ынтығып асығыс аттанады [2,100-102] Осыған қарағанда кейіпкерлер бейнесін берудегі портреттік мінездемелер тек ғана тілдік құралдың тамаша үлгілерін көрсету ғана емес, эпос сюжетін, композициясын қиюластыруға қызмет ететін поэтикалық бірлік болып табылады. Бұл да эпос поэтикасының заңдылығы болып есептеледі.

Сөз соңында басқа түркі тілдес халықтардың эпикалық дәстүрінде кездесетін тілдік айшық-таулар туралы айта кетуді жөн көрдік. Теңеулік образдар басқа да түркі тілдес халықтар эпосында да мол ұшырасады. Әсіресе тұлпар аттың немесе атырдың бейнесін, олардың ерешк жаратылысын башқұрт, қырғыз халықтарының жырларында да әсірелеп береді. Айталық, башқұрттардың «Орал батырындағы» Ақбоз аттың портреті әсірелене суреттеледі. Батыр мінген тұлпар көркем, сұлу һәм ақылды, қайратты:

Құлағын біздей қадаған,
Жалын қыздай тараған,
Баскөнектей танаулы,
Арғымақтай асаулы
Кең кеуделі, тар бүйір,
Елегендей тұяқты [13, 35].

Қырғыздың атақты «Манас» жырында Манастың қаһарлы бейнесін былайша көркем тілмен кестелейді; «Шықырлатып тістерін, бұрқыраған бурадай. бетіне шыққан сары түк жалбырап мойын шудадай», «Аузынан жалын бұрқылдап, бұлшық еттері бұлтылдап, көзінің шоғы жылтылдап». Бұл – Манастың портреті[14, 38-96]. Батырлардың түр тұлғасын берудегі "бұқадай боп сүзісті, бурадай боп шабынды» немесе"бұқадай боп бұлқынды, бурадай боп шабынды" деген теңеулі бейнелеу ешқандай өзгеріссіз қырғыздың "Манас" жырында кездеседі. Сондай-ақ, Жолайға қарсы күресуге шыққан қарт Қосайды былайша бейнелейді: «Қарт бурадай қайратпен бұлшығы бұқа белін-дей,саусағы болат темірдей...»

Осыған қарағанда тілдік бейнелеушілік құралдар қай халықтың да эпосында мол қолданылатын көркемдік-поэтикалық тәсіл екендігіне көз жеткізуге болады. Қорыта айтқанда поэтиканың өзегі – көркем тілде. Ол – эпикалық дәстүрдің ғажайып үлгісі. Онсыз эпикалық жыр болмақ емес. Осы бір ғажайып үлгілерді жырау-жыршылар ауызша айтып, жасағаны ақиқат.

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ХУДОЖЕСТВЕННО-ИЗОБРАЗИТЕЛЬНЫЕ СРЕДСТВА ЭПОСА

Аннотация: Статья посвящена раскрытию жанрово-поэтических истоков казахского эпоса, в том числе анализу особенности художественных приемов и средства. Использование художественных приемов большой роль играет в сюжетообразующих элементах эпосе. Оно выяснить поэтику эпического творчество. Виды тропа, как сравнение, эпитет, метафора, гротеск, гипербола часто используются в казахских эпосах.

Ключевые слова: фольклор, сказитель, жанр, эпос, поэтика, сюжет, образ, гипербола

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METHODOLOGICAL PRINCIPLES OF RESEARCH OF SOCIAL PROCESSES IN THE PHILOSOPHY OF ALI SHARIATI

Abstract. The aim of the work is to determine the methodological principles of the study of social processes in the philosophy of Ali Shariati. The methodology of the work is a concrete historical, comparative, sociological research methods. The result of the work is the conclusion that Shariati founded five basic methods, the principles of research of all religions, the main feature is that its methodology is based on the principles of religious, primarily Islamic philosophy.

The field of application of the results obtained by the author of the article is the improvement of the methodological principles of the study of social processes in the philosophy of Ali Shariati. The author's conclusions can be used in the teaching of social and humanitarian faculties of the disciplines of the religious and philosophical modules.

Keywords: God, Eastern philosophy, prophet, existentialism.

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АЛИ ШАРИАТИ ФИЛОСОФИЯСЫНДАҒЫ ӘЛЕУМЕТТІК ҮДЕРІСТЕРДІ ЗЕРТТЕУДІҢ ӘДІСНАМАЛЫҚ ҚАҒИДАЛАРЫ

Аннотация. Жұмыстың мақсаты Али Шариатидың философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын анықтау болып табылады. Жұмыстың әдіснамасын нақты-тарихи, салыстырмалы, әлеуметтанулық зерттеу әдістері құрады. Жұмыстың нәтижесінде мынадай қорытындылар жасалды: Шариати барлық діндерді зерттеудің бес негізгі әдістерін, қағидаларын негіздеді, оның басты ерекшелігі оның әдіснамасы діни, ең алдымен ислам философиясының қағидаларына негізделетінінде болып табылады.

Мақала авторы алған нәтижелерді қолдану аясы, Али Шариати философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын жетілдіру болып табылады. Автордың шығарған қорытындылары әлеуметтік-гуманитарлық факультеттерде діни-философиялық циклінің пәндерін оқыту үдерісінде пайдаланыла алады.

Тірек сөздер: Құдай, Шығыс философиясы, пайғамбар, экзистенциализм.

Модернизация мен батыстандыру жалауының астында өтіп жатқан жаһанданудың қазіргі таңдағы жағдайында батыс құндылықтарын оның тұтынушылық және жаппай мәдениеті және соған сәйкес стандарттарымен бірге тану іс жүзінде бар нәрсе. Жаһандану үдерісінде жекелеген жағымды сәттермен бірқатар жағымсыз сәттер де айқындалуы мүмкін, соның ішінде бұл этни-калық айырмашылықтардың жойылуына алып келуі де мүмкін. Орын алған осы жағдайға байланысты рухани мәдениеттің бірвекторлы дамуынан, соның ішінде дүниетанымдық негіз ретіндегі философияның көпвекторлылыққа көшуі туралы мәселе алдыңғы қатарға шығады. Қазіргі заманғы

шынайы жағдайларда мәдениет пен өркениет дамуы екі негізгі қағидаларға сүйенулері керек: мәдениеттің төзімділігі мен диалогтылығы. Мұндай тәсіл алуан түрлі мәдениеттердің, соның ішінде әр түрлі философиялық жүйелердің паритеттік дамуы мен бірлесе тіршілік етуіне мүмкіндік береді. Бұл Шығыс елдерінің рухани –адамгершілік құндылықтарын, атап айтсақ, қазіргі таңдағы Шығыс елдерінің ислам философиясын анағұрлым терең игеруге септігін тигізетін болады. Қазіргі заманғы ислам философиясы бүгінгі таңда қазіргі заманғы батыс философиясы ғана емес, сонымен қатар қазіргі заманғы әлемдік философияда да басқа фило-софиялық жүйелер мен модернистік ағымдар арасында белді орын алады. Әлемдік философияда орын алған жағдай мәселені анағұрлым кеңейтілген түрде, анағұрлым егжей-тегжейлі зерттеу мәселесін алға тартады, не болмаса әр түрлі этникалық, философиялық жүйелер әлемдік философияның құрамдас бөліктері болып табылады және әлемдік философия неғұрлым алуан қырлы болса, ол соншалық терең, жан-жақты әрі қызықты болмақ. Сондықтан басқа, ең бастысы шығыс философиялық жүйелерінің маңыздылығын елемеу немесе дұрсы бағаламау әлемдік философияның дамуына жағымсыз әсер етеді. Х1Хғ. ортасынан бастап батыс еуропа философия-сының шығыс философиясына қатысты түбегейлі өзгерісі басталды. Бұған жол бастап берген Шопергауэр А., Кьеркегор С, Ницше Ф., Фрейд З. Ф. сынды тұлғалар бастаған иррационализм философиясы болатын. Оған қоса, батыстық модернистік философиясының барлық осыдан кейінгі дамуы, шығыс философиялық жүйелерінің қағиалары мен әдіснамасына сүйенеді десек те болады [1]. Шығыс философиясы анағұрлым сан қырлы: егер батыс еуропалық философия, негізінен, рационалистік философия ретінде бір бағытта дамыған болса, шығыс философиясы болса, шектелмей және теріске де шығармай, зерттеудің рационалистік те, иррационалистік те әдістеріне бірдей деңгейде сүйенеді, осылайша олар бір-бірін толықтырады және таным көкжиектерін кеңейтеді. Әлемдік шығыс философиясында қарқынды дамып келе жатқан философиялық жүйе ретінде қазіргі заманғы ислам философиясына көп көңіл бөлінеді. Бүгінгі таңда ислам фило-софиясын қажетсіну посткеңестік кеңістіктегі тек біздің еліміз Қазақстанда ғана емес, сонымен қатар жалпы әлемдік философияда өткір сезіледі. Бүгінгі таңда, әлемдік философия аясындағы осы және басқа да өзгерістер аясында оны қайта ой елегінен өткізу мәселесі, онда шығыс, соның ішінде ислам философиясына рөлі мен орнына шынайы баға беру қажеттілігі туындайды. Осыған байланысты әлемдік философияның, атап айтсақ, ислам филсофиясының жаңа әдіснамалық қағидаларын әзірлеу мәселесі өткір тұр.

Біздің қазақстандық қоғамның қазіргі таңдағы дамуы жағдайында рухани негіздердің дамуы үшін сонымен бірге мұсылмандық Шығыспен біздің тарихи байланыстарымызды қалпына келтіру де маңызды орын алады. Осыған байланысты біздің ең көне шығыс өркениеттерінің бірі қазіргі заманғы Иранмен біздің байланыстарымыз ерекше қызықты болып табылады, себебі біздің ортақ тұстарымыз өте көп. Біздің дәстүрлі байланыстарымызды қайта жаңғырту екі мәдениеттің өзара баюына септігін тигізетін болады.

Қазіргі заманғы ирандық философ Али Шариати (1933-1977) есімі Қазақстанда да, сондай –ақ посткеңестік кеңістікте де онша әйгілі емес. Бұл жалпы қазіргі заманғы шығыс, соның ішінде исламдық, атап айтсақ Али Шариати өкілі болып табылатын иран философиясының толық зерттелмегендігімен байланысты. Шариати, Иранның Ислам революциясының теоретиктерінің және идеялық рух берушілерінің бірі бола отырып, исламның реформаторлық қанатының жақтасы ретінде тек өз елінде ғана емес, сонымен қатар одан тыс жерлерде де кеңінен танымал. Ол имам Хомейниден кейінгі ислам революциясының екінші көшбасшысы болып табылады. Иран философының еңбектері тек Иранның өзінде ғана емес, сонымен қатар қазіргі заманғы мұсылман елдерінде де кеңінен танымал.

Али Шариати иран революциясының негізгі идеологтарының бірі ғана емес, сонымен қатар философиялық-діни, әлеуметтік-саяси көзқарастары қазіргі заманғы иран ойшылдарының көзқарастарына ғана емес, сонымен қатар одан тыс жерлердегі ойшылдардың көзқарастарына білгілі бір әсерін тигізген қазіргі заманғы иран философтарының бірі. Али Шариатидың мұсылман ойшылы ретінде беделі оның жеке өмірінен алынған жекелеген фактілермен де беки түсті. Шариати, Еуропада оқи жүріп, нақтырақ айтсақ, Францияда Парижде білім ала жүріп, Батыстың қазіргі заманғы идеологиялық доктриналары мен философиялық-діни тұжырымдамаларымен таныс бола отырып ислам позициясын ұстанып, өз көзқарастарын өзгертпеді. Алайда, осымен бірге, оның діни - философиялық және қоғамдық-саяси көзқарастарының қалыптасуына, бүкіл ислам идеология-

сының модернизациясының қажеттілігіне сондай-ақ оның Батыста оқығаны да әсер етті. Бұл оған ислам дінінің қайта жаңғыруы, реформалануы мәселесін едәуір кеңірек қарастыруға мүмкіндік берді.

Шариати А. діни мұсылманды философиясында оның өмір сүрген иран қоғамының ғана емес, сонымен қатар жалпы мұсылман әлемінің әлеуметтік-саяси мәселелері да маңызды орын алады. Осыған байланысты мынадай сұрақ туындайды: «...Шығыс, егер оның әлемге деген дәл осы қатынас түрі шоғырланған рухани ілімдері (діни, метафизикалық, эзотерикалық) жалпы алғанда әлеуметтен үзілді – кесілді теріс айналатын болса, әлеуметтік философия аспектісінде қандай да бір пайдалы нәрсе бере ала ма. Шығыс Батыстан айырмашылығы абсолютке, мәңгілікке, біртұтастық ретіндегі дүниеге бағытталғандығы белгілі ғой. Демек, анағұрлым тар шеңберлі – қоғамдық қатынастар мен әлеуметтік тарих саласына қатысты мәселелерге тікелей қызығушылығы жоқ» [3,22 б.]. Ары қарай, Колчигин С.Ю. былай деп толықтай әділ баға беріп кеткен: «Осының бәрі әрине солай ғой, алайда бүкіләлемдік тұтастыққа бағытталушылық өзінің ерекше сәті ретінде қоғамды қарастыруда да қамтитындығын көрмеу де мүмкін емес. Оған қоса, әмбебап – тұтас дүниені қабылдауда әлеуметтік шынайылықтар жаңа, ерекше қырларына ие болады. Бұл тұста әлеуметтік бүкіл жетіспеушілігімен қатар бір мезгілде адами болмыстың тіптен басқа тәсілдеріне көшу қажеттілігі да анықталады» [3, 23 б.]. Жекелей алсақ, шынында да Шариати философиясында адамның тіршілік етуінің және бірлесе тіршілік етуінің батыстық үлгісін емес, басқа адами болмысты – «индустриалды емес» болмысының ізденістері бар.

Қазіргі заманғы иран ойшылы Али Шариатидың бүкіл философиялық мұрасын үш негізгі бағытқа бөлуге болады, бұл, біріншіден, діни философия, екіншіден, әлеуметтік философия және, үшіншіден, саясат философиясы. Осы үш бағыттың ішінде ол қандай мәселе көтерсе де діни философия бірінші кезекте тұрады, ол небір мәселені қарастырса да діни философия тұрғысынан қарастырды, сондықтан оны «клерикалды емес ислам ойшылы» деп есептейтін басқа қазіргі заманғы философ Табари А. [2] бағалауына келіспеу мүмкін емес. Алайда, осымен қатар, жалпы алғанда оның философиясында саяси сипаттары да көп болғанын атап өту керек. Али Шариати өзінің тұжырымдауы бойынша оның теорияларының бәрі де саяси сипатта болды, соның ішінде діни де сипатта болды. Оның философиялық көзқарастарында адам мен қоғам мәселелеріне үлкен орын берілгені сөзсіз, яғни әлеуметтік философияға көп мән берілді.

Али Шариати әлеуметтік мәселелерге арналған өз зерттеулерінде адам болмысы ие қоғам мәселелерін тек жай қарастырып қана қоймайды, сонымен қатар олардың әдіснамалық негіздерін де зерттейді. Жекелей алсақ, ол «еуропалық қоғамдық ғылымдар әдіснамасы «үшінші әлем» елдерінде, «индустриалды емес қоғам» әлеуметтік шынайылықтарын талдау үшін қолдануға келмейтінін» атап өтеді [2,102б.]. Шынында да, Батыстың жаппай үстемдігі, қазіргі заманғы зерттеулерде европоцентризм қағидасының басымдылығы батыстық емес әлемде болып жатқан қазіргі заманғы үдерістерді дұрыс зерттеуге кедергі келтіреді. Сондықтан, Али Шариати әділ атап өткендей, мәдениет, діл, салт-дәстүрлер, және ең алдымен діннің ерекшелігін ескере отырып, батыстық емес, яғни шығыс дүниесінің өзінің әдіснамалық қағидаларын әзірлеу қажеттілігі туындады. Шариати үлкен табыстарға жетті, «ол исламды зерттеудің жаңа әдіснамасын жасаушы,60-70- ші жылдардағы Иранның «ең қасиетті ойшылы» болды» [4,188 б.].

Али Шариатидің адами және әлеуметтік болмыс мәселелерін діни философия тұрғысынан қарастыратыны, ең алдымен ислам философиясы мен идеологиясы мәнмәтінінде қарастыратыны оның басты әлеуметтік-философиялық қыры болып табылады. Оның негізгі шығармалары исламға, қасиетті кітап ретінде Құранға және жалпы, ислам философиясына арналғандығы осыған жарқын дәлелі бола алады. Бұл, жекелей алсақ, «Ислам әлеуметтануы» (1979), «Марксизм және басқа да батыстық адасулар: исламдық сын» (1980) секілді шығармалар. Али Шариати, ислам және Құранды қасиетті мәтін ретінде зерттей отырып, әр түрлі әлеуметтік-философиялық идеяларға оралады. Алайда, Али Шариати заманауи философ бола отырып, модернистік тұрғыдан, қазіргі заманғы адам тірішілік етуінің саяси, әлеуметтік, этикалық мәселелеріне жауаптар іздеу тұрғы-сынан қарастыратыны Али Шариатидің еңбегі, оның исламға келуінің өзіне тән ерекшелігі болып табылады.Оның әлеуметтік философиялық көзқарастарының ерекшелігін сипаттайтын келесі сәтке исламның діни-әлеуметтік және діни- философиялық көзқарастарын ғылыми әдіснамаға сүйене отырып, әзірлеуге тырысатыныны келесі сәт болып табылады,яғни, оның әлеуметтік-философия-

лық көзқарастарын дін мен ғылым синтезі ретінде, нақтырақ айтсақ, ислам мен ғылым синтезі ретінде сипаттауға болады.

Исламның негізгі ережелерін зерттеудің негізгі әдісі ретінде ол исламның көп өлшемділігін және осының салдары ретінде оны зерттеуге көптеген тәсілдердің болуын есептейді. Оның ойынша, исламды зерттеу тек қана мистикалық интуицияға ғана емес, сонымен бірге кешенді зерттеуге де негізделуі керек. Исламның көпөлшемділігіне негізделе отырып, діни танымның ерекше формасы ретіндегі мистикалық интуициямен қатар, ол келесідей ғылыми таным әдістерін қосу қажет деп есептейді:

1) Философиялық (адамның Құдайға қатынасын зерттеу),
2) Жалпы гуманитарлық (жер бетіндегі адам өмірін зерттеу),
3) тарихи-әлеуметтік (қоғам мен өркениеттің әлеуметтік аспектісін зерттеу) [5].

Құранды зерттеуде ол сонымен қатар үш зерттеу әдісіне сүйенуді ұсынады:

1) Пайғамбар өмірбаянын зерттеу;
2) Пайғамбардың ашылуын, оның зияткерлік мазмұнынын зерттеу;
3) типологиялық әдісті пайдалану (құдай, пайғамбар, Құран, тарихи жағдайлар, таңдау еркіндігі).

Шариатибылай деп жазады: «шындықты іздеуде дұрыс әдіске ие болу философия мен ғылым саласында білгір болу және талантқа ие болудан гөрі маңыздырақ» [5]. Шариати пікірінше, Құран белгілер мен метафоралардың ерекше тілі болып табылатындықтан, оны тек оқу жеткіліксіз, ол кілттерін дұрыс ашу мен талдауды да талап етеді. Құран түсіну мен түсіндіруді талап етед, онда адамның жер бетіндегі тірішілігіне қатысты, яғни материалдылықтан жоғары білімдердің болмысымен байланысты мәселелерден бастап Алланы тануға дейінгі барлық сұрақтарға жауаптар табуға болады. Шариатидің терең нанымы бойынша, Құранды түсіну арқасында нағыз дін әрі идеология ретінде ислам «тұрып қалған ұлттар мен сауатсыз тайпалардан өркениетті әрі алға жылжитын халықты жасады» [6]. Исламда орын алған қазіргі заманғы сындарлы жағдай Шариати пікірінше, бүгінгі таңда қасиетті мәтіндерді түсіндіретін мамандардың жоқтығымен байланысты. Сонымен қатар философия мен ғылым жетістіктерімен, логикасымен жарақтанған ислам өзінің ұтқырлық секілді маңызды сапасын жоғалта отырып, логикаға, адам болмысының мәселелерін рационалды және философиялық ұғынуға орын қалмаған уақыт пен шынайылық сезімін жоғалта отырып, догматтық білімге айналды: жекелей ғана емес, сонымен қатар қоғамдық та. Сондықтан қазіргі заманғы қоғам шынайы дін ретіндегі исламға емес, ғылымдарға: жаратылыстану ғылымдарына ғана емес, сондай-ақ гуманитарлық ғылымдарға да табынады.

Дінді зерттеудің ғылыми әдістерімен қатар, Шариати діннің өзінің өзіндік дәни әдістерін де әзірлеуге тырысты. Бұл, бірінші кезекте, зерттеудің екі негізгі қағидалары: біріншіден, Құранның өзінің мәтінін зерттеу, екіншіден, дін (ислам) тарихын білу. Шариати барлық діндерді зерттеудің бес негізгі әдістерін, қағидаларын негізделеді:

- Әрбір діннің осы дін ізбасарлары табынатын Құдайын немесе құдайларын зерттеу;
- Аталмыш діннің негізгі постулаттары негізделетін діннің қасиетті кітабы;
- аталмыш діннің миссиясын, оның адами өлшемдері мен оның пайғамбарлық миссиясын жариялайтын әрбір діннің пайғамбары;
- Пайғамбарлық миссияның айқындалу тәсілдері мен формалары;
- Діндар ізбасарлары.

Әлеуметтік үдерістер ғана емес, сонымен қатар адамның да зерттеуінің әдіснамалық негіздері ретінде экзистенциализмды айтуға болады деп есептейді Шариати, себебі ол адамның өзін өзі тануына септігін тигізеді. Экзистенциализм адам өзін өзі жаратушы, өзіндік «менін» жасаушы ретінде қарастырылатын рухани өмірдің тірегін жоғалтқан бірөлшемді адамдағы оның «менін» қайта туындатуға талпына отырып, тұтыну философиясына қарсы келеді. Әлеуметтік үдерістердің әдіснамалық негіздерін әзірлеу кезінде Шариати экзистенциализмге сүйенеді. Шариатиға сәйкес, экзистенциализм, ислам секілді, адамға өзін өзі тануға, өзінің ішкі дүниесін, өзінің алаңдаушылықтары мен мүмкіндіктерін көмектеседі. Экзистенциализмге сәйкес таңдау еркіндігі мен таңдау арқылы адам тұлға болып қалыптасады. Шариатипікірінше экзистенциализм адамға оның өзіндік құндылығын және өз-өзіне жеткіліктілігін қайтарды, адамға өзіндік адамгершілік сезімін қайтарды. Алайда, сонымен бірге, Шариати пікірінше, экзистенциалистердің негізгі кемшіліктеріне олар

адамға еркіндік мен таңдау еркін бере отырып өзінің қабілеттері мен өзінің пайдасына қалай пайдалану керектігін түсіндірмегендігі мен көрсетпегендігі жатады. «Экзистенциализмге сәйкес Құдай немесе табиғат адамға оның соңғы мақсатын көрсетпей, адамзат баласы кім болатынын және ол қандай боларын, эволюция барысында қалайша адам тұлғасы өзінің ішкі бостығын толтыратынын өзін өзі жасаушылықпен қалай айналысатынын түсіндірместен, өмір сыйлады» [7].

Қорыта айтсақ, Шариати әзірлеген әлеуметтік үдерістердің әдіснамалық қағидалары эклективті, өзіндік және қарама-қайшы сипатқа ие. Әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын әзірлеген кезде ол бір жағынан марксизм, маркузиандық, экзистенциализм, сонымен қатар митикалылық секілді қазіргі заманғы философиялық ойдың батыстық бағыттарын сынға алады, алайда екінші жағынан осы философиялық жүйелердің негізгі ережелерін белсенді пайдаланады.

Шариати әдіснамасы батыс және шығыс философиялық жүйелерінің өзіндік араласуына негізделеді. Алайда оның басты ерекшелігі оның әдіснамасы діни, ең алдымен ислам философиясының қағидаларына негізделетінінде болып табылады.

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МЕТОДОЛОГИЧЕСКИЕ ПРИНЦИПЫ ИССЛЕДОВАНИЯ СОЦИАЛЬНЫХ ПРОЦЕССОВ В ФИЛОСОФИИ АЛИ ШАРИАТИ

Аннотация. Целью работы является определение методологических принципов исследования социальных процессов в философии Али Шариати. Методологию работы составляют конкретно-исторические, сравнительные, социологические методы исследования. В результате работы были сделаны следующие выводы: Шариати обосновал пять основных методов, принципов исследования религий, главной отличительной его чертой является то, что его методология обосновывается прежде всего на принципы исламской философии.

Сфера использования результатов статьи автора является усовершенствование методологических принципов исследовнаия социальных процессов в философии Али Шариати. Выводы, олученные автором могут быть использованы в процессе обучения предметов религиозно-философского цикла на социально-гуманитарных факультетов.

Ключевые слова: Бог, Восточная философия, пророк, экзистенциализм.

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G.A TIKHOV IS THE FOUNDER OF ASTROBOTANY

Abstract. The President of the Republic of Kazakhstan N.A. Nazarbayev has defined an entry into a 30 of the most developed states of the world as a priority strategic objective of the state. Achievement of a goal among other assumes also the expansion of the taken positions in the world market of space services. In this regard need of carrying out a multidimensional research of history of development of space activity in the territory of our state, both during the Soviet period, and since finding of independence by Kazakhstan is represented axiomatic. Knowledge created, thus, will allow to estimate adequately value of astronautics in the history of Kazakhstan and directly a role of Kazakhstan in the history of astronautics. In this article, in the context of detection of the contents of the Kazakhstan contribution to development of astronautics historical bases of the advanced character of the Kazakhstan scientific thought as important factor of complex activity of the Soviet state in development of space technologies reveal. The principles of historicism and an integrated approach of scientific knowledge used in the course of the research have allowed to consider evolution of scientific knowledge of space in their historical development from the moment of origin and up to now in interrelation with various aspects of space activity. The reliability of the presented materials is defined by character of the used sources most of which part is made by funds of the Central archive of the National Academy of Sciences of the Republic of Kazakhstan. In the content of the received results the formation fact in the Academy of Sciences of KAZSSR in the forties of the XX century of the new earlier not existing independent scientific direction – sciences astrobotany which founder was the honored worker of science of the Kazakh SSR Gavriil Adrianovich Tikhov is established. The received results can be used in the context of expansion of knowledge in the field of national history and also for definition of the relevant directions of further historical researches. Historically reasonable fact of important value of the Kazakhstan science for development of world science about space is established.

Key words: astrophysics, astrobotany, G.A. Tikhov.

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Г.А ТИХОВ – ОСНОВОПОЛОЖНИК АСТРОБОТАНИКИ

Аннотация. Президент Республики Казахстан Н.А. Назарбаев в качестве приоритетной стратегической цели государства определил вхождение в 30-ку самых развитых государств мира. Достижение поставленной цели в числе прочего предполагает и расширение занимаемых позиций на мировом рынке космических услуг. В этой связи представляется аксиоматичной необходимость проведения многоаспектного исследо-вания истории развития космической деятельности на территории нашего государства, как в советский период, так и со времени обретения Казахстаном независимости. Сформированные, таким образом, знания позволят адекватно оценить значение космонавтики в истории Казахстана и непосредственно роль Казахстана в истории космонавтики. В данной статье, в контексте выявления содержания казахстанского вклада в развитие космонавтики раскрываются исторические основы передового характера казахстанской научной мысли, как немаловажного фактора комплексной деятельности советского государства в процессе развития космических технологий. Использованные в процессе исследования принципы историзма и комплексного подхода научного познания позволили рассмотреть эволюцию научных знаний о космосе в их историческом развитии с момента зарождения и до наших дней во взаимосвязи с различными аспектами космической деятельности.

Достоверность представленных материалов определяется характером использо-ванных источников, большую часть которых составляют фонды Центрального архива Национальной ака-демии наук Республики Казахстан. В содержании полученных результатов констатируется факт формиро-вания в Академии наук КазССР в 40-х годах XX века нового ранее несуществовавшего самостоятельного научного направления – науки астроботаника, основоположником которой явился заслуженный деятель науки Казахской ССР Гавриил Адрианович Тихов. Полученные результаты могут быть использованы в контексте расширения знаний в области отечественной истории, а также для определения актуальных направлений дальнейших исторических исследований. Констатируется исторически обоснованный факт немаловажного значения казахстанской науки для развития мировой науки о космосе.

Ключевые слова: астрофизика, астроботаника, Г.А. Тихов.

Вступление

В отечественной историографии вопросы казахстанского вклада в развитие космонавтики получили относительно узкий аспект своего рассмотрения, что наглядно явствует из результатов проведенного анализа существующих публикаций [1 С. 46-48, 2 С. 92-98]. Между тем, данная проблематика достаточно многогранна и перспективна с точки зрения проведения исторических исследований, так как в силу глубины своего содержания изобилует представляющими научный интерес историческими событиями и фактами, в своей совокупности позволяющими вынести ее в качестве самостоятельной и уникальной категории исторической науки Казахстана; в виду того, что освещение данных страниц казахстанской летописи может не только способствовать значительному обогащению национального самосознания, но и положительным образом повлиять на формирование патриотизма у нового поколения казахстанских граждан [3 С. 303-308].

В контексте сказанного, задачей настоящего исследования выступает изучение роли казахстанской науки в процессе развития космонавтики, в виду того, что рассмотрение данной проблематики позволяет выявить уникальные исторические факты, наглядно свидетельствующие, что результаты научно-исследовательской деятельности отечественных ученых в советский период, определив собой передовой характер казахстанской научной мысли, позволили не только решить многие технические задачи, возникавшие в процессе разработки космической техники, но и возглавить под эгидой Академии наук КазССР совершенно новые ранее несуществовавшие научные направления.

Методы

В ходе проведения исследования основополагающими явились принципы историзма и комплексного подхода научного познания, которые в своей совокупности позволили рассмотреть предмет исследования в ретроспективе его становления во взаимосвязи с различными аспектами своего проявления. В то же время, нашли свое применение и конкретно исторические методы научного познания; а именно историко-генетический и идеографический методы. Таким образом, удалось показать историческое возникновение и человеческий фактор – значение личности в процессе развития научных знаний.

Результаты

Казахстанская научная мысль представляет собой целую плеяду ярких незаурядных талантливых ученых. В этом ряду особое место занимает личность Гавриила Адриановича Тихова – астроботаника, члена-корреспондента академии наук СССР, академика академии наук КазССР, заслуженного деятеля науки Казахской ССР; лауреата орденов Ленина и Трудового Красного знамени, медали «За доблестный труд в годы Великой Отечественной войны 1941 – 1945 годов» [4].

Уроженец г. Смолевичи Белорусской ССР (1875 г.) Гавриил Адрианович посвятил весь свой жизненный путь профессиональному изучению астрономии: окончил физико-математический факультет Московского университета по специальности астрономия (в 1897 г.); успешно защитил степень магистра астрономии (в 1913 г.); ученую степень доктора астрономии (в 1934 г.); удостоен ученого звания профессор астрономии (в 1949 г.). В разные годы работал в различных профильных учреждениях, в том числе в Астрофизической обсерватории в Медоне (близ Парижа), около сорока лет – в Пулковской обсерватории, а с 1941 года и до последних своих дней – в Академии наук Казахской ССР, с 1947 года возглавив организованный им Сектор астроботаники. Заслуги ученого признаны как отечественным, так и зарубежным научным сообществом, что в числе прочего

предопределяет ценность имеющихся архивных материалов, переданных после кончины Гавриила Адриановича Тихова 25 января 1960 года Сектором астроботаники и его приемной дочерью Анной Гавриилов-ной на постоянное хранение в Центральный архив НАН РК. Личный архивный фонд академика АН КазССР составили уникальные документы, систематизированные по семи разделам [5]:

- биографические материалы;
- труды Г.А. Тихова и материалы к ним;
- материалы общественно-педагогической и научной деятельности;
- переписка;
- фотоиллюстрации;
- материалы о Тихове Г.А.;
- материалы других лиц.

Г.А. Тихову принадлежит порядка двухсот научных трудов, в числе которых работы о возможности возникновения жизни на других планетах солнечной системы [6], результаты наблюдений Марса, Сатурна [7], Луны [8], методике астрономических наблюдений [9], яркости и синеве неба [10] и другие. Будучи военнообязанным, ефрейтор Тихов предложил ряд новых способов наблюдения на основе использования возможностей светофильтров, позволяющих улучшить видимость подводных объектов и сооружений при проведении мероприятий визуальной воздушной разведки [11]. Кроме того, ученого интересовал эффект самоизлучения растений [12 С. 3-7], приспособляемость флоры к различным экстремальным условиям существования [13 С. 673-676], многообразие проявления жизни и возможность ее наличия за пределами планеты Земля [14 С. 145-152].

Таким образом, констатируется, что представленные в Центральном архиве Национальной академии наук Республики Казахстан материалы личного архива Гавриила Адриановича Тихова позволяют в достаточной мере досконально исследовать общественную, педагогическую и научно-исследовательскую деятельность ученого и, таким образом, выявить предпосылки и условия формирования новой отрасли научных знаний о космосе.

Несомненным является факт того, что во многом зарождению идей для развития самостоятельных направлений астрономии и в частности астрофизики для Г.А. Тихова послужили результаты наблюдений проведенных им в 1909 году в Пулковской обсерватории 30-дюймовым рефрактором [15] и также в 1918 и 1920 годах 15-дюймовым рефрактором [16 С. 5-6].

Однако, как свидетельствует из воспоминаний самого Гавриила Адриановича, проведенный в 1945 году в Алма-Ате повторный анализ полученных ранее данных, послужил для ученого отправной точкой для проведения в 1946 году в горах Заилийского Алатау новых исследований; в результате чего 11 ноября 1947 года получило свое официальное существование новое подразделение Академии наук КазССР – «Сектор астроботаники». В последствии (в 1948-1951 годах) под руководством Г.А. Тихова были организованы и проведены экспедиции по изучению оптических свойств растений в субарктике (район устья реки Обь), в пустыне Центрального Тянь-Шаня, в горах Киргизии, на берегах Иссык-Куля, районе озера Чатыр-Куль, на Памире и Южном Казахстане, по результатам анализа которых совместно с астрономическими наблюдениями планеты Марс (в период противостояний 1948, 1950 и 1952 годов) был накоплен богатый научный материал, кроме всего прочего, позволивший сформулировать основные постулаты астроботаники, как науки [17]:

1. Законы жизни во Вселенной едины по существу, но различны по форме и проявлению;
2. Приспособляемость жизни к условиям среды чрезвычайно велика;
3. Растения имеют оптическую приспособляемость к условиям среды.

Таким образом, анализируя имеющиеся архивные материалы можно с уверенностью констатировать факт того, что астроботаника, как непосредственно новая наука зародилась в 1945 году в городе Алма-Ата Казахской ССР [18 С. 36].

В ходе своей научно-исследовательской деятельности Г.А. Тихов разработал ряд методик [19 С. 526-528], а также специальных приборов для производства наблюдений, среди которых своеобразностью своего предназначения, выделяется сконструированный им сапфирный циано-метр – устройство, предназначенное для определения оптических свойств неба. Так, посредством его

использования ученым был сделан вывод об уникальности атмосферных условий для производства астрономических наблюдений в отдельных местностях Южного Казахстана. В своих отчетах Гавриил Адрианович, в частности, приводит следующие слова: *«Наблюдения произво-дились мною в августе месяце 1943 г. в Ачисае (Ак-Джар)… Уже первое непосредственное впечатление от ясного неба в Ачисае и в Байджансае было совершенно исключительным. Такое чистое небо, с такой глубиной сапфирности я видел очень редко, только на высоких горах. Кроме того небо в обоих местах поражало устойчивостью своей чистоты… Такого чистого сапфир-ного неба близ самого Солнца я никогда нигде не наблюдал»* [20].

В этом ключе необходимо заметить, что в своих наблюдениях Г. Тихов большое значение придавал формулировке цвета неба и, соответственно, поиску оптимально характеризующих его определений, что нашло свое отражение в ряде проведенных им работ: *«В результате настоящего исследования я считаю, что употребляемое в Библии сравнение цвета неба с цветом сапфира чрезвычайно удачно. Мы будем гораздо ближе к истине называя небо не синим и не голубым, а сапфирным»* [21].

Под эгидой созданного Сектора астроботаники были активизированы работы по поиску оптимального места для разворачивания на территории Казахстана обсерватории [22 С. 2]. Для отыскания наилучших мест для размещения астрономических инструментов Г.А. Тиховым в 1950-1952 годах были инициированы три экспедиции в 11-ти местах Казахстана и Узбекистана, предметом исследования, которых была оценка качества астрономических изображений, в результате чего наилучшими были признаны изображения, полученные в районе г. Туркестан [23].

При этом по рассмотрению оптических характеристик пригодности местности для проведения наблюдений небесных тел – казахстанская территория была признана ученым наилучшей, даже в сравнении с имевшимися аналогами зарубежных государств. Так, Г. Тихов отмечал: *«Казахская республика при своей обширной территории обладает многочисленными местами, пригодными для указанной цели* (прим. автора: организации астрофизической обсерватории). *На хребте Каратау в районе Ачисая и Байджансая прозрачность атмосферы и синева неба значительно превосходят лучшие местности Европы и Америки»* [24 С. 9]. В этом ключе необходимо заметить, что вполне вероятно указанные физико-географические условия не потеряли свою актуальность по сей день, в силу чего могут быть использованы также и в настоящее время.

Тем не менее, необходимость развитой инфраструктуры, наличие и близость расположения научных и учебных заведений и сочетание ряда дополнительных факторов (таких как, обеспечение электричеством, водой, состояние почвы, рельеф площадки, наличие в воздухе взвесей и др.) определили выбор места расположения современной астрофизической лаборатории близ города Алматы [25 С. 15-19].

Таким образом, констатируется факт того, что научно-исследовательская деятельность Гавриила Адриановича Тихова имела большое значение для развития непосредственно казахстанской и в целом советской науки, а полученные результаты и сформулированные выводы привнесли ощутимый вклад в многогранный процесс расширения научных знаний о космосе, позволив выделить в качестве самостоятельного научного направления новую науку – астроботанику. Весь свой профессионализм, всего себя Г. Тихов посвятил изучению астрономии, формулируя: *«Основной задачей сектора астроботаники является исследование возможности жизни на других планетах солнечной системы, кроме Земли»* [26].

Однако отыскивая следы жизни среди звезд, он организовывал и проводил большое количество наблюдений и в различных уголках Земли; опираясь на труды К.А. Тимирязева, С.Н. Виноградского, П. Беккереля и других ученых, сопоставляя выявляемые факты и проводя логические параллели, обосновал и утверждал возможность наличия жизнеформ на Марсе и Венере, предполагал существование микроорганизмов на планетах-гигантах солнечной системы Юпитере, Сатурне, Уране и Нептуне. Несомненно, ученый допускал вероятность отличий в проявлении органики на других планетах, при этом с уверенностью утверждая, что *«…жизнь несравненно более гибка, чем все счастливые случайности… жизнь есть явление закономерное, происходящее с железной необходимостью как результат эволюции материи»* [27].

После смерти ученого активность развиваемого им научного направления несколько ослабла, часть материалов была передана в архив, Сектор астроботаники был упразднен, однако значение

полученных под его руководством результатов имеет свое признание в широких кругах научной общественности и по сей день, наглядным образом свидетельствуя о вкладе казахстанской научной мысли в развитие конкретного направления науки.

Заключение, обсуждение, выводы

В контексте вышесказанного аргументировано констатируется нижеследующее:

1. Астроботаника, как самостоятельное научное направление зародилось и получило свое развитие в 40-50-х годах XX века в научных кругах Академии наук КазССР;

2. Основоположником и главной движущей силой астроботаники, как науки явился доктор астрономии, профессор, член-корреспондент АН СССР, академик АН КазССР, заслуженный деятель науки КазССР Гавриил Адрианович Тихов;

3. Актуальность результатов научных исследований полученных под эгидой Г.А. Тихова характеризуется тремя аспектами:

- опытным путем доказана уникальность казахстанской территории с точки зрения проведения оптических наблюдений за небесными телами и обоснованы оптимальные участки местности для размещения астрономических инструментов;
- получен обширный материал, характеризующий специальные свойства флоры, в числе прочего произрастающей на территории Казахстана;
- сформирована концепция астроботаники и сформулированы научно обоснованные теории возможности существования жизни на других планетах.

Вполне вероятно, что ведомое потребностью к расширению ареала своего существования, человечество в недалеком будущем предстанет перед необходимостью практического решения вопросов освоения территорий новых планет, в силу чего сформулированные Г.А. Тиховым задачи астроботаники обретут свою непосредственную актуальность, а потому перспективность данного научного направления не может потерять своей новизны.

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Г.А ТИХОВ - АСТРОБОТАНИКАНЫҢ НЕГІЗІН ҚАЛАУШЫ

Аннотация. Қазақстан Республикасының Президенті Н.Ә. Назарбаев әлемдегі ең дамыған 30 мемлекеттің стратегиялық мақсаттарына кіру басым ретінде айқындады. Алға қойған мақсатқа жету үшін басқалардың қатарында ғарыштық қызметін әлемдік нарықта алып жатқан позицияларын кеңейтуді көздейді. Осыған байланысты, кеңестік кезеңде, сондай-ақ Қазақстан тәуелсіздікке ие болғаннан бері, еліміздің аумағында ғарыштық қызметтін тарихын дамытудың көпаспектілі зерттеу жүргізу қажеттігі аксиомалық болғанын ұсынылады. Осылайша қалыптастырылған білім, Қазақстан тарихында ғарыштын мәні, және ғарыш тарихында тікелей Қазақстанның рөлін дұрыс бағалауға мүмкіндік береді. Бұл мақалада, ғарышкерлікті дамытуда қазақстандық үлесінің мазмұнын анықтау контексінде, қазақстандық ғылыми озық ойлар сипаты, ғарыштық технологияларды дамыту үдерісіне кеңес мемлекетінің кешенді қызметінің маңызды факторы ретінде тарихи негіздері ашылады. Зерттеу үдерісінде пайдаланылған тарихаят және кешенді тәсіл принциптері ғарыш туралы ғылыми білім тану сәттен бастап біздің күнге дейін ғарыш қызметін әртүрлі аспектілерін өзара байланыстыра отырып, эволюциясын қарауға мүмкіндік берді. Ұсынылған материалдардың дұрыстығы пайдаланылған дереккөздер сипатымен анықталады, онын басым бөлігін Қазақстан Республикасы Ұлттық ғылым академиясының Орталық мұрағатынын қорлары құрайды. Алынған нәтижелердін мазмұнында XX ғасырдың 40-шы жылдары ҚазКСР Ғылым академиясында жаңа, бұрын болмаған дербес ғылыми бағыттың – астроботаника ғылымының қалыптастыру фактісін бекітеді, оның негізін қалаушы Қазақ КСР Ғылым еңбек сіңірген қайраткері Тихов Гавриил Адрианович көрсетіп келді. Алынған нәтижелер, отандық тарих саласындағы білімдерін кеңейту контексінде, сондай-ақ одан әрі тарихи зерттеулердің өзекті бағыттарын анықтау үшін пайдаланылуы мүмкін. Әлемдік ғарыш туралы ғылымды дамыту үшін Қазақстандық ғылымның маңызы бар тарихи дәлелденген фактісін көрсетіп негізделген.

Түйін сөздер: астрофизика, астроботаника, Г.А. Тихов.

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PHILOSOPHICAL PERSONAL SPACE RIGHTS DURING THE CRISIS

Abstract: This article deals with the philosophical personal space of the patient during the crisis. For today, the rules of medical ethics are collected to the concept of biomedical ethics. She supports the personality of the medical worker, who, according to the law and his mind, performs professional activities. Because life is the most necessary condition and dimensions for value other than yourself, it is the basis for the existence of man, and it is also the only absolute opportunity for different needs, wishes, accomplishments, goals and plans. Therefore, we trust the health worker the most valuable thing - a person's life. Health is the wealth of man. The medical worker is not only responsible to the patient and his relatives, he is also fully accountable to the state.

Kew words: man, patient, doctor, life, ethics, medicine, depression, moral credos, humanism.

ӘОЖ 100.1

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ТҰЛҒАНЫҢ ДАҒДАРЫС КЕЗЕҢІНДЕГІ ФИЛОСОФИЯЛЫҚ ЖЕКЕ КЕҢІСТІГІ

Аннотация: Бұл мақалада науқастың дағдарыс кезеңіндегі философиялық жеке кеңістігі қарастыры-лады. Қазіргі кезде медициналық этика қағидалары биомедициналық этика ұғымына жинақталған. Ол медицина қызметкер тұлғасын, оның құқығы мен кәсіби қызметін орындау барысында заң бойынша және санасы бойынша әрекет етуін қолдайды. Өйткені өмір - өзінен басқа құндылықтардың өмір сүруіне қажетті бірден-бір шарт және өлшем, ол адам тіршілігінің негізі, оның сан алуан қажеттіліктері мен тілектерін, мақсаттары мен жоспарларын жүзеге асырудың жалғыз, абсолютті мүмкіндігі. Сонымен медициналық қызметкеріне ең қымбат нәрсе сенімге берілуі - ол адам өмірі. Денсаулық адам байлығы. Медициналық қызметкер тек науқастың, оның туысқандарының алдында ғана жауапты емес, толығымен мемлекеттің алдында жауапты болып табылады.

Түйін сөздер: адам, науқас, дәрігер, өмір, этика, медицина, күйзеліс, гумманизм, моральды ұстанымдар.

Адам өмірінің мәні және оның терең мағынасы әлем философиясы тарихындағы ең басты мәселелердің бірі екені белгілі. Бұл мәселе күні бүгінге дейінгі тарих қойнауында өзіндік ізін қалдырған барлық дерлік философиялық ілімдердің ең негізгі зерттеу нысанасына айналды.

Өмір - өзінен басқа құндылықтардың өмір сүруіне қажетті бірден-бір шарт және өлшем, ол адам тіршілігінің негізі, оның сан алуан қажеттіліктері мен тілектерін, мақсаттары мен жоспарларын жүзеге асырудың жалғыз, абсолютті мүмкіндігі. Өмірдің мәні туралы ойланып, өмірмәндік гиперрефлексияға (мәселені тым әсіралеу, ақыл-ойды сезімнен, нақты іс-әрекеттен ажырату) берілмес бұрын адам осыны ойлаған жөн. Өмірдің мәні туралы терең ойлану қуаттауға тұрарлық құбылыс болғанымен, оны тым тереңдету адам үшін де, ол өмір сүріп отырған қоғам үшін де қауіпті. Қандай жағдай болмасын, өмір мәнге ие, «өмір мәнсіз» деген эгоистік және субъективтік принцип жарық дүниенің баға жетпес құндылығын төмендете алмайды [Нұрышева Г.Ж. , 2001, 120 б.].

Бұл пікірімізді Г. Риккерттің мына бір ойлары да дәлелдеп, казіргі адам үшін мәнді өмір сүру ұстанымы бола алады: «Адам ... өзінің өмірін барлық бағыттарда мүмкіндігінше өміршең етіп жаюы

керек. Ағаш пен дала гүлі секілді адам да гүлдейді, мұны ол білуге міндетті. Өзінің гүлденуіңді басыңнан кешпеу,.... оны бағалай білмеу өзіңді-өзің өлтіргенмен бірдей. Өмір сүр! Жаңа бұлжымайтын императивтің бұйрығы осы» [Риккерт, Г., 1994, С.8].

Этика адам қоғамының түрлі даму дәуіріндегі наным-сенім, құндылықтар, моральды ұстанымдардың қалыптасу задылықтарын қарастырады. Дұрыс, рұқсат етілген әрекеттер, моральды және аморальды, гуманистік жіне адамға қайшы қылықтар тарихи кезеңге байланысты мағыналық метоморфозға ұшыраған болатын. Яғни, қоғамның даму мен келешек қажеттіліктеріне байланысты. Адамзаттың қазіргі даму кезеңінде этикалық қағидалар өзгертіліп, тарихы өзге елдер адамзат құндылықтары бойынша ортақ консенсусқа келіп жатыр. Бұл ең алдымен адамның аса маңызды құқығы: өмір сүру құқығы, бостандық құқығы, денсаулық сақтау құқығы, баспаналы болу құқығы.

Этиканың қосалқы мағыналары адамдардың қарым-қатынасындағы нормаларда, тәжірибелік қызметте, басылымдарды қолданылады. Аса тараған – кәсіби этика. Бұл қызметке қарасты салт-дәстүр, ой бөлісу, идеялар, көзқарастардың қосалқы жүйесі болып табылады. Дәрігерлік және мейірбикелік этика, ғылыми медициналық зерттеулер ұғымы планетаның бүкіл даму барысында дамыған этикалық қағидалар. Мұндағы аса зер қоятыны медицина қызметкерінің міндеті, кәсіби компетенттілік, деонтология. Мейірбике міндеті – тарихи құрамдастырылған нормалар жиынтығы, ол мейірбике мен науқас, мейірбике мен дәрігер, мейрбикелердің өзара қарым-қатынасы, мейірбикенің мейірбике ісіндегі рөлін бақылайды. Кәсіби міндет – бір жағынан медицина қызметкерінің мораль көрсеткіші – гуманизмді (адамгершілік, адамға сүйсіну), ал басқа жағынан гуманизм мен мейірбике міндеті бір-біріне қайшы келуі мүмкін. Мейірбике ешкімге алғашқы көмек көрсетуден бастартпауы қажет. Бұл моральды талап Женевалық декларация, Мейірбике кодексі мен басқа да құжаттарда берілген [Кэмпбелл А., Джиллетт Г., Джонс Г., 2004, С.204].

Қазіргі кезде медициналық этика қағидалары биомедициналық этика ұғымына жинақталған. Ол медицина қызметкер тұлғасын, оның құқығы мен кәсіби қызметін орындау барысында заң бойынша және санасы бойынша әрекет етуін қолдайды.

Дәрігер елімен бірге көгереді. Адам жетілу парызға деген сезімталдық пен сенімділікті иемдену керек.

Парыз - адамның өз еркімен қабылдайтын моральдық адамгершілік міндеттемесі. Парыз сезімі есептен емес, терең білім мен тұрақты қағидадан туындайды. «Мейірбан жан парызын ойлайды, жаман ниетті адам арамдығын қоймайды» деген Кун-Фун-Цзы сөздерін тағы еске алып ойланып көрейікші. Парызынақ берік адам мейірбан және бекзат келеді. «Адам баласы өлсе, – дейді Хадисте, - оның үш нәрседен басқа амалдары тоқтайды: бірінші, жария садақа, екінші, көпке пайда тиетін білім, үшінші, артынан дұға оқылатын ұрпақ». Мұнда ұлағаттық пен білім бір-бірін толықтырып тұр. «Садақаның ен абзалы – бір мұсылманның білім үйреніп, оны басқа мұсылман бауырына үйреткені» дейтіт риуаят та осы Хадисте. Мұсылмандық тазалығымен, жанашырлы-ғымен, үлкен парызға ұмтылуымен мұсылмандық өзін жоғарғы мұратқа, адамдарға қызмет етуге және ақиқатқа жету үшін дайындайды. Ен әділеттілікке қызмет ететін қимыл-әрекеттердің құрамына енеді [Сахих аль-Бухари, 2003, С.126].

Ұлы жазушы Чехов А.П.: «Дәрігер мамандығы – үлкен жетістік деп айтқан. Жан мен ойдың тазалығынан ол басқа да қызықтардан бас тартуды талап етеді. Әр адам дәрігер бола алмайды» [Гейзер М.И., 1954, С.98].

Қимыл – әрекет жүйелері дұрыс пайымдаудан өтсе, оңда алдымен өзіміздің таза да тұнық ақылымызды шындықты түсінуге және түсіндіруге бағыттаймыз; шындыққа сенген кезде ізденістегі тынымсыздықты баспаймыз; қуаныштың қуатыны мен құдіретін іштей дәлірек, тереңірек сезінеміз, бір өзіміздегі біржақты денелік немесе құлқындық сезімнен босана білеміз; біртіндеп толық салмақтылық пенсиқалы күйге жетеміз. Осыдан адамды танып білудің, адамгершіліктің тәртібіне ерудің, рухани байлықпен жарасудың ғасырлық дәстүрлері өзіндік жалғасын табады. Берері мол айналымда адам болмысының занңын ұғыну және сол тәртіпке үйлесе білудің манызы арта бермек. Сондықтан «Халық біліп танитын билеуші ғана артық» деген ой тоқтамның өмірілік мәнің терең түсінетін, ұмытпайтын кез келді.

Мүлде дені сау адамдар да өздерінің проблемалары мен қарым-қатынастарын қарастырып, күдіктерден немесе ауыр естеліктерден құтылғысы келеді. Оларға жолдастары немесе жақын

туыстары да көмектесе алмайды. Сол кісілердің шын жүректен айтқан достық ақыл-кеңестері, өкінішке қарай, кейде кері әсерін тигізіп жатады.

Маманға көріну – бұл жеке адамның өзіндегі, өз өміріндегі, өз отбасындағы немесе өз қарым-қатынасындағы, өз карьерасындағы бірдемені өзгертуге ұмтылған бірінші қадамын көрсетеді; және бұл қадам мұндай ықыласты нақтырақ етеді. Маманға келудің өзі адамның, бір жағынан қиыншылықтарының дәрежесін, ал екінші жағынан рухани деңгейін білдіреді.

Психотерапия, әсіресе психоанализ - дөрекі және терісі қалың адамдарға арналған емес, өйткені олар қайғы, өкініш, жан азығын ойлауды және өзара түсінушілікті қажет ету сияқты көптеген сезімдерді білмейді де, керек етпейді де.

Дәрігер мен науқас арасындағы эмоционалды жағдайды бағалай отырып, оның нақты көңіл-күйіне сәйкес қарым-қатынасты дамытып, тереңдете түсуге мүмкіндік алады және өздерінің төңірегіндегілердің мүдделеріне орай ол дәрігерге тиімді психологиялық жолдарын іздестіріп пайдаланылады. Егер бұл процеске қатысқан дәрігер науқастың әртүрлі тұрмыстық жағдайларындағы әрекет - қылықтарын күні бұрын болжай алмаса, оның мінез – құлығын қажетті бағытта басқаруға және онымен ұнамды қатынастар орнатуға қосымша мүмкіндіктерге ие болады. «Бөгде дәрігер мен науқастың бейнесін қалыптастыру арқылы оған болған қатынастың сипатын айқындаймыз. Оның даралық ерекшеліктерін тануға мүмкіндік береді. Науқасты жөнімен танып, дұрыс бағасын беріп, оның әрекет - қылығының мақсаттары мен себептерін айқындап, бұлардың бәрін өз қажеттіліктері және мүдделерін салыстыру арқылы әңгімелесудің қолайлы жақтарын болжап, осы арқылы екі тарапқа да ортақ ниеттерді табумен тұлғалар арасындағы қызметтік катынастар пайда болады» [Рубинштейн С.Л., 2000, С.186]. Дәрігер мен науқас арасындағы қатынастардың қалыптасуынан, әдетте олардың бірін-бірі қабылдай алуы, түсінуі және бағалауына байланысты, яғи тілдесу нәтижесінде бір дәрігердің екіншісінің бейнесі жөнінде топшылаған ой-пікірі қалыптасады. Екінші дәрігердің тұлғалық бейнесі оның сырт пішіні мен психологиясын және әрекет-қылығын байланыстыра, салыстырып тануға болады. Ал психологиялық бейне әр дәрігер мен науқастың қажетсінуінен, қылық себептерінен, мінез бітістерінен, әрқандай өмірлік жағдайлардағы көңіл - күй толғаныстары мен әрекеттерінен көрінеді.

Күйзеліс – ағзаның күш түсуге, алаңдаушылыққа және күнделікті қарбаласқа реакциясы. Асыра күш түскен жағдайда адамның көңіл-күйі нашарлайды, басқа да белгілер пайда болады. «Күйзеліс ағзаның жай-күйін айқындайды, ол өмірлік қиын жағдайларына бейімделуге тырысады. Адам аса қиын физикалық және психологиялық қысымға ұшыраған кезде, ең алдымен оның ағзасы қорғануға тырысады. Бірақ одан кейін бейімделіп алады және аса жоғары қысымдағы реакциясы оңтайлы жағдай болып қалады» [Пшенникова М.Г., 2000, С.25]. Мұндай жағдай оң күйзеліс деп аталады. Ол адамның дұрыс психикалық дамуына және қоршаған ортаға бейімделуі үшін қажет. Алайда ағза жиі миға салмақ түсуге немесе физикалық жүктемеге шамасы келмейді. Мұндай жағдайда кез келген қосымша қысым адамның дұрыс жай-күйін бұзуы және ауруға шалдықтыруы мүмкін.

Жалпы психотерапиядан басқа арнайы психотерапия бар. Мұнда психотерапевт дәрігерлер ауру адамның психикасына тікелей әсер етеді. Рационалдық психотарепия практикада кең тарал-ған. Арнайы психотерапияның барлық түрлері ең алдымен психогенді ауруларға қолданылады. Аурулардың бұл тобына нейроздар жатады. Бұл жағдайда психотерапевт дәрігердің мақсаты – ауру адамға аурудың себептерін, оның даму жолдарын түсіндірудің, осындай ауруларды емдеуге терапиялық әсерлерден (транквилизаторлар, физиоемдеу т.б.) басқа түсіндірудің мәні зор. «Рационалдық психотерапияны психотерапевтер қолданады, бірақ бұл терапияның жеке элементтерін кез келген дәрігер өз жұмысында пайдалана алады. Енді дәрігердің практикасында маңызы бар жайттарға тоқталайық.

Рационалдық психотерапия ауру адамның арқасынан қағып, мақұлдау және өрескел жұбатумен шектелмейді» [Выготский Л. С., 1983, С.211]. Кейде өрескел жұбату ауру адамды ызаландыруы мүмкін. Психотерапиялық әсер дәрігердің білімділігін және алдындағы ауру адамды терең зерттеуін қажет етеді. Аурудың белгілерін, келешегін жақсы білген дәрігер ғана адамға жете түсіндіре алады. Арнайы, бағытталған рационалдық психотерапияның әсерлерінің (әңгімелерінің) кезеңдерін кез келген дәрігер пайдалана алады. Ауру адаммен алғаш рет танысу мен анамнезді жинаған кезде психотерапиялық әсер негізгі орын алады. Психотерапевт дәрігер басқа дәрігерлер сияқты, ауру адамның анамнезімен танысқан кезде диагнозды қоюға қажет мәліметтерді жинайды.

Біріншіден, ауру адамның берген мәліметтерін жете түсіну керек. Бұл жағдайда дәрігер өзіне қажет мәліметтерді алу үшін ауру адамның айтқанын сыпайы түрде түзетіп отырады. Әңгіме арасында ауру адамға қосымша сұрақтар қоя отырып, аурудың белгілерін дәлдеп түсінудің өзі

психотерапиялық әсер еткенмен бірдей. Басқаша айтқанда, ауру адам дәрігердің оны толығымен түсінгеніне көзі жетеді. Енді ауру адамның психологиялық жағдайына тоқталайық:

Науқас адам өзіндік Мен-ді жоғалтады. Тұлға жойылады, пенделік қабықшасы, қорқыныш пен үміттің, ұйқы мен аурудың қоспасы қалады. Адам жоқ. Адам науқастың ар жағынан қайта тірілуді, қайта туылуын күтеді. Ал рух үшін ең жаманы, ең төмені - тек дене болып қалу.

Шындығында да, үш нәрсе (адам, ауру, дәрігер) кездескенде «адам» сөзі, яғни, рух «кездейсоқ оқиғаға» айналып кетуі мүмкін бе?

Өте күрделі, қызықты, ерекше, сонымен қатар «кездейсоқ оқиға». Көне заман емшілері әрбір ауруды жеке қасиеттермен сәйкестендірген. Гиппократ, кейін Ибн Сина еңбектерінде кейбір тайпада қатты ауырған адамға жауыз рух кірген деп айтылған. Адамды жазалап жатқан рухтың атын айтқанда ғана рухты шығаруға болады деген. Бұл ортағасырлық экзорцизм дәстүрінде де кездеседі.

Бірінші қызметі науқасты емдеу болып табылатын дәрігер үшін осы ритуалда науқас тұлға ретінде өз әрекетіне жауап бермейді. Дәрігерге жасалған кедергі, қарсылық басқа, жауыз рух әрекеті болып табылған. Емшінің қызметі мен әрекеті науқаске қарсы емес , осы жауыз рухқа қарсы болып табылады.

Инктерде, ацтектерде, колумбалды Америкада, Аляска аборигендерінде дәрігер миссиясы тайпаның шаманына берілген. Ол жер мен от арасындағы ырымды жақсы білетін адам. Болашақ емшіні тірідей бөлшектерге бөлген (ритуалды-символды), көміп тастаған, ағашқа байлаған, тамақ пен сусыз қалдырған. Тек білгір, іскер шаман, өзін-өзі өлімнен сақтап, аман қалып тайпа көсемі, басшысы бола алған. Осыдан кейін оған ешқандай ауру, өлім қорқынышты емес, себебі ол өліммен бетпе-бет болып жеңген адам.

Науқас (Patientis - жоғалтқан, шыдаушы) болған адам шартты түрде тұлғалық - адам статусынан айырылады. Оның ауруы оны дәрігер сеніміне тапсырып, өзіндік шешім қабылдаудан, яғни, тұлғалық бостандықтан бас тартқызады. Сөйтіп, науқас шынымен «кездейсоқ оқиғаға» - дәрігердің зерттеу құралына айналады.

Дәл осыған ұқсас мысалды Ницше келтіреді: «Адам жарасын байлап жатқан дәрігер, хирург кейде рақымсыз, мейірімсіз болады. Себебі ол адамды қиыншылық, қиналу арқылы жазады, ауруын емдейді. Шындығында да Ницше дұрыс айтады, «адам өмір бойы ауырады, пісіп жетілмеген оймен ауырады». Дәл осы ойынан (ақымақтықтан) ол қиналады, қайғы-қасірет көреді (науқас болып) [Ницше Ф.,1990, С.149].

Қазіргі технологиялардың дамуы дәрігерге Науқастан қашықтықта болуға мүмкіндік береді: кардиограмма, томография, рентген, т.б осы жағдайда да дәрігер аурумен оның зерттеу нәтижелерімен, өзімен бетпе-бет отырған сияқты сөйлеседі.

Дені сау адам мен ауру адам арасында бір шекара жатады, осы шекарадан «қорқыныш пен үміт, ауру мен ұйқы қоспасы» өтеді. Осыны қалай түсіндіруге болады? Ауру немесе сырқау адамды өмір рахатынан, бақытынан шектейді.

Шындығында да, аяғынан айырылған адам, ауру нәтижесінде велосипед айдағанын еске алады. Оның өмірі алдыңғы және кейінгі болып бөлінеді. Оның ойына «Велосипед айдайтын - бақытты, дені сау адам!» деген ұғым бар.

Мұнда «Мен» және «Басқа адам» арасындағы шекара болып велосипедты басқара алатын қабілеттер табылады.

Еркіндікті шектеу табиғаты мен дәрежесінің мұнда мәні болмайды. Ауру адамның ойы мен жағдайы басқа. Дені сау болған кездегі өзі үшін және ауырған кездегі өзі үшін ойланады. «Ауру, дискомфорт, біртіндеп ол үшін маңызды, басым ой, идея, әрекет аясы болып орын алады. Шындығында осы ой аурудың алғашқыда білгенін, айналысқанын, жақсы көргенін қамтитын сияқты [Козлов Н.И., 2000, С.261]».

Осылай ішкі конфликт пайда болады, ол конфликт науқасты «дені сау» адамдар қоғамынан ажыратады. Әрбір ауру үзіліссіз бірлікте өмір сүретін рух пен дене қарсыластығына айналады. Басқаша айтқанда, Мен мен ауру арасындағы қайшылыққа айналады.

Осы жерден науқас адаммен қоштасатын шекара басталады. Аталған проблеманы түсінбеудің себебі - қазіргі дәрігер адамды емес оның ауруын жазуға тырысу.

Қазіргі медициналық оқулықтарда дәрігердің аурудан қашықтауы, бөлінуі орын алып, психологиялық контакт азайып жатқаны белгілі.

Науқасқа көмек беру өзара шешілетін процесс, ол науқастың аурумен «ауырып» жатқан дәрігердің сезіміне тәуелді. Ең маңыздысы –осы қиналуды науқастан алып тастаса да, науқасты жазса да, науқас дәрігерге алғыс айтпайды екен (сенімсіздіктен, қатты сенгендіктен).

Дәрігер құпиямен қамтылған, бөленген, мифологиялық тұлға. Көптеген адамдар дәрігердің ең қарапайым іс-әрекетінен қорқады. Осы қорқыныш науқас – дәрігер болса да азаймайды. Аурудан жазатын емшілерге қатысты қарапайым ажалдылар үшін біруақытта қорқыныш, қастерлеу, алғыс сезініледі.

Софоклдың айтуынша, қарапайым ажалды пенде Асклепий үлкен дәрігер болып Жер бетіндегі адамдарды тірілте білген екен. Осыған орай адамдар өлмейтін болған екен. Өлім құдайы Танатос Зевске Асклепий туралы шағым айтыпты. Сөйтіп, Зевс егер адамдар өлмейтін болса, онда олар құдай болып кетеді деп ойлап, Асклепийді найзағаймен өлтіріпті. Бірақ, ұлы емші өліктер әлемінен тірілер әлеміне келіп емдеу құдайы болыпты.

Дәрігерді арғы жақтың адамы деп кентавр Хирон есептеген екен. Ол мықты аңшы, ботаник және дәрігер болған.

Апполон құдайы тұлғасына арналған бір эпитетте оны апелае, яғни, ауру мен бәлені жоюшы деп айтылған. Бірақ осы мейірімді құдай Гомердің Иллиадасында ахейлер әскеріне чума ауруын жібереді.

Дәрігер мен науқас арасындағы байланысты сипаттай отырып, ауру мен емдеуге қатысты христиан дінінің көзқарасын айтса болады. Шындығында да, ауру мен науқас тұлғасы туралы бірыңғай принцип үш дінге де тән болады: иудаизм, христиандық және ислам.

Қандай болмасын, қиыншылық немесе ауру күнә салдарынан, яғни, адамның өз еркімен, құдай еріксіз, әрекет етуінен шығады. Құдайдың өзі адамға (шыдамдылық, махаббат, момындық, т.б.) сынақ жібереді. Ол түрлі ауру, қиянат түрінде болуы мүмкін.

Ауруларды жазатын, жын-шайтанды шығаратын Иса пайғамбар емдейді. Ол ауруды емдемейді, ол адамның күнәсін емдейді. Аурудың алғышартын Иса пайғамбар жеңе алады.

Иса пайғамбарды құрбандыққа шалу және тірілту және Иса пайғамбар атымен апостолдар көптеген ауруларды емдегендіктен христиан әлемінде дәрігерге деген қарым-қатынасты өзгертті. Бұдан кейін дәрігер аурудан басым, жоғары тұрады. Оның басымдық себебі - аурумен «туысқандықта» емес, құрбандық және Құдайды тірілту арқасында болды. Егер Гиппократ ұранына «зияндық, зұлымдық жасама!» деп атылса, Лука Апостол: «Дәрігер, алдымен өзің емдел!» - деген сөз айтылды.

Христиан діні медицинаны нақты құдайларға жеке абыздық жасаудан адамға және Тірі Құдайға қызмет ету іліміне түрлендірді. Яғни, адамның тәнін ғана емес, адам рухын емдеу ісіне бағыттады. Сонымен қатар, Иса пайғамбар өзін құрбандыққа шалу және тірілу тамашасымен адамзатты оның негізгі ауруынан, яғни өлімнен құтқарады. Осыған орай құдай берген ем « ақиқат адам табиғатын қалыпқа келтіру сыйы» деп танылады. Ең бастысы - бұл бір тұлғадан екінші тұлғаға берілген сый.

Науқас пен дәрігер құдай алдында тең тұлға болып саналады да ауру, сырқат болып есептеледі де бір шайқастан өтуге тиісті болып келеді. Сол шайқаста науқастың көрген азабы, сырқаты дәрігерге де ауыр тиеді және олар екеуі де жаратушыдан емделуді бірдей сұрап жалынады.

Дәрігер мен ауруды біріктіретін, сәйкестендіретін теориясының қолдаушылары көп екені христиан дінінде орын алады. Осыған дәлел ретінде зерттеушілер ортағасырлық сиқыршыларды, мыстандарды дарға асу процестерін келтіреді. Елизавета I дәуіріндегі Лопес (Ицхак Каца) дәрігерді айтуға болады. Ол жұқпалы ауруларды емдеу әдісін тапқан үшін басы шабылған.

Medico Della Peste маскасын дәрігерлер (Чумалық докторлар) әрқашан кимеген, олар масканы эпидемия кезінде, науқастерді қабылдағанда киген.

Сол уақыт дәрігерлері ауруды бірден анықтай алмаған: олардың ойынша ауру физикалық контакт арқылы, яғни, киім және төсек арқылы жұғады деп есептеген. Осы ұсыныстар мен ойлар негізінде ортағасырлық дәуірдің Чумалық доктор костюмы пайда болған.

Тұмсығы бар маска дәрігерге көне египеттік құдайдың бейнесіндегі (Тота құдайы) костюм ауруды қорқытады деп есептеген. Тұмсықтың фунционалды қызметі де болған: ол дәрігерді «ауру жұқтыратын иістен» сақтаған. Тұмсық чумалық қоламса кезінде тыныстыны ашатын табиғи шөптермен немесе ароматты майлармен толтырылған. Философ және мәдениеттанушы Мишель Фуко ауруды дірілдететін чумалық доктор мистерсиясы осы күнгі медицинада да кездеседі. «XVIII ғ. Соңында медицинаның онтологиялық негізі өзгереді: ауру дені сау адамның «өмір формасы» емес, өлім формасына айналады».

Осылай, науқас «ауру тарихына» (deviente une de la maladie), яғни, кестедегі қатарға айналады. Осыдан кейін ауру дене ақиқаты паталогоанатом скальпелімен кесілген өлі денеге ауысқан. Ортағасырлық әріптестері секілді қара маскадағы дәрігер емдеу мен аурудан құтылу мен бірге қайғыдан құтқарушы өлім кейпін білдіреді [Войно-Ясенецкий В.Ф., 1990, С.244].

Сонымен медициналық қызметкеріне ең қымбат нәрсе сенімге берілуі - ол адам өмірі. Денсаулық адам байлығы. Ол тек науқастың, оның туысқандарының алдында ғана жауапты емес, толығымен мемлекеттің алдында жауапты. Өкінішке орай, қазіргі кезде де науқасқа немқұрайлы қарау оқиғалары, өзіңнен науқасқа қарасты жауапкершілікті шешу, сол жауапкершілікті басқа біреуге жүктеу жағдайлары кездеседі. Бұл дұрыс емес. Науқастың жағдайы барлығынан да маңызды. «Науқас - орташаланған бірлік емес, жеке ерекшелігі бар тұлға, тірі организм» екенін ескеру керек. «Емделуші, ауру, дәрігер» оғаш үштігі бізге қандай көрінсе де, қандай жағдайда, күйде болса да, қандай киімге киінсе де, дәрігерден көмек сұраған кезде біз өзіміз үшін үлкен, ауру шайқасқа түсетінімізді ұмытпауымыз керек. Жеңіс әуелі өзімізге байланысты болатынын ескере білуіміз керек, яғни тыңдай білуімізге, сенімімізге, емдеуге деген тілегімізге және дәрігер жасаған көмегіне рахметімізді, алғысымызды білдіруімізді ұмытпағанымыз жөн.

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ФИЛОСОФСКОЕ ЛИЧНОЕ ПРОСТРАНСТВО ЧЕЛОВЕКА В ПЕРИОД КРИЗИСА

Аннотация: В этой статье рассматривается философское личное пространство пациента в период кризиса. На сегодняшнее время, правила медицинской этики собраны к понятию биомедицинской этики. Она поддерживает личность медицинского работника, который, согласно закону и своему сознанию, исполняет профессиональную деятельность. Потому что жизнь – самое необходимое условие и измерения для ценности кроме себя, она основа существованию человека, также она единственная абсолютная возможность для разных необходимостям, пожеланиям, исполнениям, целей и планов. Поэтому медицинскому работнику мы доверяем самое дорогое - это жизнь человека. Здоровье это богатство человека. Медицинский работник отвечает не только перед пациентом и его родственниками, он также полностью отвечает перед государством.

Ключевые слова: человек, больной, врач, жизнь, этика, медицина, депрессия, гуманизм, моральное кредо.

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TAX INCENTIVES FOR LONG-TERM INVESTMENTS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. In this article, the authors consider tax incentives for long-term investments. The relevance of the chosen topic was substantiated in the article. As methods, comparative-comparative methods, deduction and induction are used. The authors analyze various approaches to the definition of the term «tax incentives». The author's interpretation of this concept is presented in the article. Further, forms of tax incentives are considered. The first analyzed form is tax incentives. The second one is investment tax preferences. The latter was considered a form - tax sanctions. The mechanisms of action of the presented forms of tax incentives were considered. The next step was to analyze the volume of attracted foreign direct investment in three directions. The first direction is the industry. The largest volume in 2016 accounted for the industry «Mining and quarrying». The second direction is the regions. The main recipient for the last considered year is the Atyrau region. The third direction is the country-investors. The largest share of total foreign investment falls on the Netherlands investors. In conclusion, the foreign experience of tax incentives for long-term investments is given. One of the innovative tax instruments is the preferential tax regime «Patent Box». Other instruments that are not yet used in domestic practice include a tax credit and a tax deduction. The application of these tools will increase the investment attractiveness of the Republic of Kazakhstan and increase the amount of attracted funds to all sectors and regions, which will subsequently contribute to the even development of the Kazakh economy.

Key words: tax incentives, investments, tax rebate, investment tax preferences, tax sanctions.

На сегодняшний день инвестиции в условиях экономической глобализации, усиления международной специализации и разделения труда, являются одним из весомых факторов, который обеспечивает реальный экономический рост, увеличение темпов научно-технического прогресса, усиление конкурентоспособности и повышение качества товаров, улучшение количественных и качественных показателей хозяйственной деятельности на различных уровнях [1].

Воздействие на инвестиции со стороны государства дает возможность формировать направленность и динамику развития экономики страны. Система налогообложения является одним из важнейших факторов в стимулировании инвестиционных процессов [2]. Налоги – это неотъемлемый инструмент влияния государства на хозяйственную деятельность экономических субъектов; фактор принятия решений по развитию производства, а также по увеличению объемов инвестиций [3].

С целью повышения темпов роста экономики и привлечения инвестиций необходимо оптимизировать налоговый механизм, в частности налоговое стимулирование [4]. Для достижения поставленной цели следует применять следующие методы – анализ, синтез, дедукция, индукция, измерение, сравнение.

С момента обретения Казахстаном независимости одним из приоритетов его государственной политики является выполнение задач по поддержанию благоприятного уровня инвестиционного климата и дальнейшему налоговому стимулированию притока в экономику страны прямых иностранных инвестиций. Привлекаемые инвестиции оказывают значительное влияние на состояние экономического развития, как отдельного хозяйствующего субъекта, так и государства в целом. Рациональная политика по привлечению и использованию иностранных инвестиций в отечествен-

ную экономику способствует росту ее производительного потенциала, а также служит инструментом перенимания положительных управленческих и технических навыков из опыта зарубежных стран [5].

Несмотря на приобретаемую значимость налогового стимулирования, оно не получило должного раскрытия в научной литературе, т.е. до сих пор не существует однозначного определения данного термина, а также еще не было сформировано целостное представление об его сущности и природе. Различные авторы дают свою трактовку понятию «налоговое стимулирование», которые представлены в таблице 1.

Ознакомившись с понятиями, представленными в таблице 1, можно вывести авторскую трактовку «налогового стимулирования». Так, налоговое стимулирование подразумевает под собой совокупность мер государственных органов, направленных на снижение уровня налоговой нагрузки налогоплательщика путем предоставления ему законных возможностей для сокращения налоговых обязательств.

Налоговое стимулирование может проявляться в различных формах, которые представлены на рисунке 1.

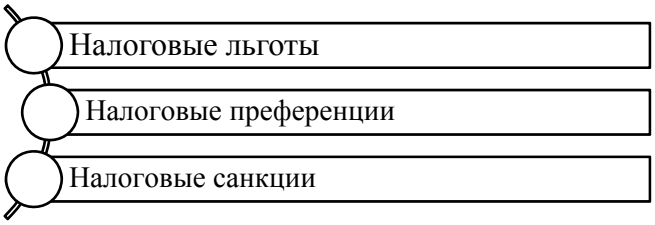

Рисунок 1 – Формы налогового стимулирования [10]

Таблица 1 – Определение термина «налоговое стимулирование» с точки зрения различных авторов

Автор	**Определение**
С.В. Васильев	Налоговое стимулирование – «целенаправленные действия органов государственной власти и местного самоуправления по установлению в законодательстве о налогах и сборах и реальному предоставлению налоговых льгот и иных мер налогового характера, улучшающих имущественное или экономическое положение отдельных категорий налогоплательщиков … для создания экономической заинтересованности осуществления ими общественно полезной или иной поощряемой деятельности».
Т.И. Вуколова	Налоговое стимулирование – комплекс мер по предоставлению налоговых льгот и преимуществ субъектам экономических отношений, создающих благоприятные условия для осуществления ими инновационной деятельности.
Е.Ф. Киреева	Налоговое стимулирование, осуществленное через экономически обоснованную систему льгот, представляет собой взаимоувязанный комплекс налоговых льгот и преференций стратегического характера, компенсирующий финансовые потери при выпуске новой конкурентоспособной продукции, модернизации технических процессов, для укрепления основы предпринимательства и бизнеса.
Е.П. Лоскутова	Под налоговым стимулированием понимаются целенаправленные действия органов государственной власти и местного самоуправления по установлению в законодательстве о налогах и сборах и реальному предоставлению налоговых льгот и иных мер налогового характера, улучшающих имущественное или экономическое положение отдельных категорий налогоплательщиков для создания экономической заинтересованности осуществления ими общественно полезной или иной поощряемой деятельности.
Примечание – составлено автором на основе данных из источников [6; 7; 8; 9]	

Согласно рисунку 1, существуют три основные формы налогового стимулирования, которые следует рассмотреть подробнее. Первой формой являются налоговые льготы, которые подразумевают под собой важнейший рычаг воздействия государства на экономику путем предоставления налогоплательщикам преимущества, приносящие им экономическую выгоду. Данная форма налогового симулирования влияет на процессы экономического развития, социальную структурную перестройку экономики, создание социальной и экономической инфраструктуры. Однако налоговые льготы влекут за собой снижение доходов государственного бюджета, при котором сложно достичь равновесия основных функций налогообложения – фискальной и регулирующей [11].

Следующей формой налогового стимулирования являются налоговые преференции. Так, слово «преференция», при переводе с латинского «praeferentia», означает предпочтение. Из этого следует, что на современном этапе данный термин означает преимущество, льготу, которая предоставляется отдельным государствам, организациям, предприятиям для оказания поддержки определенным видам деятельности. Преференции могут осуществляться в виде уменьшения налоговых обязательств, скидки с таможенных пошлин, предоставления выгодных налоговых кредитов, освобождения от части налоговых платежей [12].

В отечественном практике, определение инвестиционных налоговых преференций следующее - это льгота, которая предоставляет освобождение от уплаты КПН и заключается в том, что стоимость объектов налоговых преференций и/или последующих расходов на модернизацию и реконструкцию относятся на вычеты [13].

Последней формой налогового стимулирования инвестиционного процесса, согласно рисунку 1, выступают санкции. Санкции могут создавать достаточно сильное избирательное давление для предотвращения нарушений законодательства. Санкции могут принимать различные формы (от денежных штрафов до лишения свободы) [14].

В зарубежных исследованиях санкции рассматриваются как фактор, влияющий на соблюдение налогового законодательства. Так, в американской практике налоговые санкции должны преследовать цель – побуждать налогоплательщиков соблюдать законодательство [15].

Анализ привлекаемых прямых иностранных инвестиций может быть проведен по трем направлениям:

- по отраслям, в которые вкладываются данные инвестиции;
- по регионам, которые получают рассматриваемые вложения;
- по странам, из которых поступают прямые иностранные инвестиции в экономику Казахстана [16].

Рассматривая валовый приток прямых инвестиций в Казахстан от иностранных инвесторов по видам экономической деятельности резидентов, т.е. в разрезе отраслей экономики, можно отметить, что прямые иностранные инвестиции привлекаются в 16 отраслей экономики Казахстана. Статистика поступлений за последние три года по отраслям представлена в таблице 2.

Исходя из данных, представленных в таблице 2, можно прийти к выводу, что общий объем прямых иностранных инвестиций за рассматриваемый период сократился на 3 089 миллионов долларов США или на 13%. При этом наблюдается прирост притока инвестиций в ряде отраслей:

- сельское, лесное и рыбное хозяйство;
- обрабатывающая промышленность;
- строительство;
- деятельность в области административного и вспомогательного обслуживания;
- образование, здравоохранение и социальные услуги, искусство, развлечения и отдых.

Предпочтение иностранных инвесторов выше перечисленных отраслей экономики может быть объяснено их значимостью для экономического развития страны, которое является приоритетом для государства, и всячески им стимулируется с точки зрения инвестиционного климата и привлечения прямых иностранных инвестиций соответственно. Например, использование налогового стимулирования, в частности специальных налоговых режимов для крестьянских и фермерских хозяйств, для производителей сельскохозяйственной продукции, продукции аквакультуры (рыбоводство) и сельскохозяйственных кооперативов, а также применение инвестиционных налоговых преференций, подтверждает привлекательность отмеченных отраслей экономики Республики Казахстан.

В отношении регионов, можно отметить, что все 16 регионов Республики Казахстан, включая 14 областей и два города республиканского значения, в том или ином объеме привлекали прямые иностранные инвестиции за рассматриваемый период. Статистические данные об инвестициях по регионам представлены в таблице 3.

Согласно данным таблицы 3, итоговый объем привлеченных прямых иностранных инвестиций остается неизменным вне зависимости от дальнейшего отраслевого или регионального деления. Следовательно, общая динамика соответствует предыдущей, т.е. является отрицательной. При этом следует также отметить, что и количество регионов, имеющих прирост привлекаемых прямых иностранных инвестиций, равно количеству отраслей с подобной положительной динамикой. К таким регионам относятся:

- акмолинская область;
- жамбылская область;

- карагандинская область;
- павлодарская область;
- южно-казахстанская область.

Таблица 2 – Приток прямых иностранных инвестиций по отраслям за 2014-2016 года (млн. долларов США)

Наименование отрасли	**2014**	**2015**	**2016**	**Изменение, %**
Сельское, лесное и рыбное хозяйство	-1,7	71,8	50,0	+ 3 041,2
Горнодобывающая промышленность и разработка карьеров	8 355,6	3 498,4	7 078,4	- 15,3
Обрабатывающая промышленность	3 665,9	2 556,9	3 791,6	+ 3,4
Электроснабжение, подача газа, пара и воздушное кондиционирование	254,5	12,3	72,0	- 71,7
Водоснабжение, канализационная система, контроль над сбором и распределением отходов	5,8	-9,5	-0,8	- 89,2
Строительство	720,3	457,0	843,2	+ 17,1
Оптовая и розничная торговля; ремонт автомобилей и мотоциклов	2 801,8	1 509,2	2 284,7	- 18,5
Транспорт и складирование	731,8	479,0	489,2	- 33,2
Услуги по проживанию и питанию	117,8	-50,7	12,7	- 89,2
Информация и связь	416,2	40,5	391,6	- 5,9
Финансовая и страховая деятельность	520,9	470,0	384,5	- 26,2
Операции с недвижимым имуществом	115,1	41,0	106,5	- 7,5
Профессиональная, научная и техническая деятельность	5 888,2	5 499,8	4 873,6	- 17,2
Деятельность в области административного и вспомогательного обслуживания	56,8	69,7	210,4	+ 270,4
Образование, здравоохранение и социальные услуги, искусство, развлечения и отдых	6,1	16,6	23,3	+ 282
Предоставление прочих видов услуг	70,5	89,7	25,6	- 63,7
Итого	23 726	14 752	20 637	- 13
Примечание – составлено автором на основе данных источника [16]				

Таблица 3 – Приток прямых иностранных инвестиций в разрезе регионов за 2014-2016 года (млн. долларов США)

Наименование региона	**2014**	**2015**	**2016**	**Изменение, %**
Акмолинская область	-13,2	15,6	253,4	+ 2 019,7
Актюбинская область	1 418,9	367,3	1 015,0	- 28,5
Алматинская область	235,3	130,1	100,6	- 57,2
Алматы	4 949,2	2 652,1	4 675,8	- 5,5
Астана	676,1	424,0	197,5	- 70,8
Атырауская область	9 135,7	6 821,0	8 512,0	- 6,8
Восточно-Казахстанская область	2 638,5	1 796,1	2 458,5	- 6,8
Жамбылская область	94,4	-33,8	149,4	+ 58,3
Западно-Казахстанская область	1 628,1	1 396,7	1 356,8	- 16,7
Карагандинская область	71,1	31,7	304,2	+ 327,8
Костанайская область	335,2	14,4	278,1	- 17
Кызылординская область	359,0	169,2	206,8	- 42,4
Мангистауская область	1 609,4	226,5	479,5	- 70,2
Павлодарская область	346,9	458,3	362,8	+ 4,6
Северо-Казахстанская область	6,7	-13,5	2,5	- 62,7
Южно-Казахстанская область	234,3	295,8	283,5	+ 21
Итого	23 726	14 752	20 637	- 13
Примечание – составлено автором на основе данных источника [16]				

Выше представленные результаты были получены с помощью проведения горизонтального анализа статистических данных об объеме привлеченных прямых иностранных инвестициях. Если анализировать рассматриваемые данные при помощи вертикального анализа, то в данном случае приток прямых иностранных инвестиций в 2016 году можно отобразить на рисунке 2.

Согласно данным рисунка 2, наибольший удельный вес в объеме привлекаемых прямых иностранных инвестиций занимает регион «Атырауская область», затем следуют такие регионы, как

«Алматы», «Восточно-Казахстанская область», «Западно-Казахстанская область» и «Актюбинская область». При этом остальные 11 регионов имеют удельный вес в диапазоне 0-2%. Это свидетельствует о разном уровне инвестиционного климата в регионах Республике Казахстан.

В рамках анализа привлечения иностранных инвестиций в экономику Казахстана, как было отмечено ранее, необходимо рассмотреть также третье направление, а именно страны, из которых поступают данные инвестиционные потоки. Страны и объемы привлекаемых от них инвестиций представлены в таблице 4. Перечень источников иностранных инвестиций содержит огромное количество стран, следовательно, для целей текущего анализа инвесторы будут поделены на крупных и мелких, первые из которых будут представлены полностью, а вторые будут объединены.

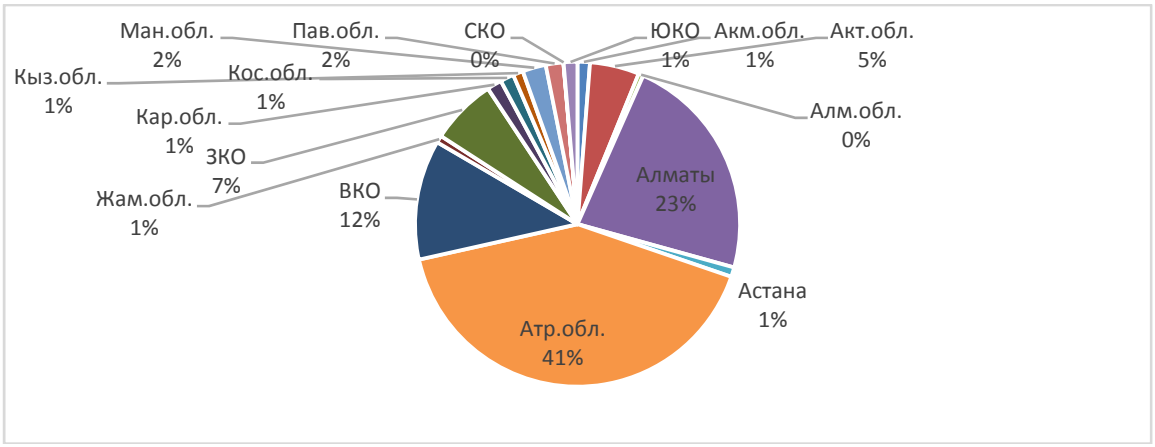

Рисунок 2 – Структура привлеченных прямых иностранных инвестиций в региональном разрезе в 2016 году [16]

Таблица 4 – Приток прямых иностранных инвестиций
в разрезе стран-инвесторов за 2014-2016 года (млн. долларов США)

Наименование страны	**2014**	**2015**	**2016**	**Изменение, %**
Крупные инвесторы, в том числе	20 529,2	14 477,7	19 108,2	- 6,9
Бельгия	859,8	693,0	710,6	- 17,4
Великобритания	747,2	372,2	684,8	- 8,4
Германия	479,9	319,1	249,8	- 47,9
Китай	1 861,2	441,9	960,9	- 48,4
Нидерланды	6 795,8	5 736,0	7 655,5	+ 12,7
Республика Корея (Южная)	577,5	394,9	358,0	- 38
Российская Федерация	1 580,1	527,7	867,4	- 45,1
Соединенные Штаты Америки	4 123,6	2 772,2	3 423,8	- 17
Франция	837,5	963,6	1 137,3	+ 35,8
Швейцария	2 366,4	1 865,3	2 589,4	+ 9,4
Япония	300,2	391,8	470,7	+ 56,8
Мелкие инвесторы (более 100 стран)	3 197	274	1 529	- 52,2
Итого	23 726	14 752	20 637	- 13
Примечание – составлено автором на основе данных источника [16]				

Аналогично двум предыдущим группам, общая динамика притока прямых иностранных инвестиций в разрезе стран-инвесторов отрицательна. При этом по данному признаку имеется только четыре страны с положительной динамикой, а именно:

– Нидерланды;
– Франция;
– Швейцария;
– Япония.

Аналогично предыдущей части анализа, данные о привлеченных прямых иностранных инвестициях в разрезе стран после горизонтального, необходимо провести вертикальный анализ, результаты которого представлены на рисунке 3.

Рисунок 3 – Структура привлеченных прямых иностранных инвестиций в разрезе стран в 2016 году [16]

Согласно данным рисунка 3, наибольший удельный вес в объеме привлекаемых прямых иностранных инвестиций занимают Нидерланды, затем следуют такие страны, как США, Швейцария, Франция, Китай и Россия. При этом мелкие инвесторы вместе занимают 7%, а остальные страны имеют удельный вес в диапазоне 1-3%. Это свидетельствует о разном уровне сотрудничества между Республикой Казахстан и зарубежными партнерами.

Для привлечения потенциальных инвесторов на отечественный рынок в первую очередь необходимо снизить налоговое бремя, поскольку в настоящее время в Республике Казахстан наблюдается высокий уровень совокупной нормы налогообложения. В связи с этим, следует ввести стимулирующие налоговые льготы именно в сфере инвестирования обрабатывающей промышленности, так как, согласно данным проведенного анализа, основная масса прямых иностранных инвестиций приходится на горнодобывающую отрасль, в связи, с чем происходит истощение национальных природных ресурсов и «выкачивание» денег из экономики страны [17].

Одним из основных инструментов увеличения объемов инвестиционных потоков и внедрения инноваций, согласно зарубежной практике, является применение специального налогового режима «Патентный ящик», который представляет собой способ снижения налоговой нагрузки, в случае наличия права собственности на объекты интеллектуальной собственности. Это позволит разнообразить сегмент малого и среднего предпринимательства и стимулировать его инновационное развитие в отечественной экономике путем привлечения долгосрочных инвестиций на осуществление инновационных проектов [18]. Применение режима «Патентный ящик» развивает деятельность субъектов в области НИОКР внутри страны путем стимулирования получения патентов на объекты интеллектуальной собственности, в том числе ноу-хау и изобретения [19].

Другими инструментами налогового стимулирования, применяемыми в практике зарубежных стран, можно назвать налоговый кредит (США, Великобритания, Ирландия, Франция, Япония, Мексика, Испания, Канада, Италия) и налоговый вычет (США, Великобритания, Китай, Нидерланды, Гонконг, Бразилия, Венгрия, Сингапур, Германия, Индия, Австралия, Бельгия, Россия, Испания, Италия) [20]. Так, под налоговым кредитом понимается договор с налогоплательщиком о возможных сроках переноса уплаты налоговых платежей за дополнительный процент, т.е. на условиях стандартного кредита – срочности, возвратности, платности. В свою очередь, налоговый вычет представляет собой возможность вывести из-под налогообложения определенную заранее оговоренную сумму. В отношении последнего инструмента для наилучшего эффекта должны соблюдаться определенные лимиты по сумме и сроку.

Таким образом, суммируя всю выше представленную информацию, можно прийти к выводу, что на объем привлекаемых инвестиций можно воздействовать с помощью применения различных инструментов налогового стимулирования. В Республике Казахстан имеются несколько отраслей, в которых наблюдается наибольший приток инвестиций, а также регионы-реципиенты, в которых данные отрасли получили наибольшее развитие. Соответственно в данных регионах отмечается

наибольший объем привлекаемых денежных средств. Для более равномерного развития всех отраслей и регионов следует перенять зарубежную практику и внедрить ряд инструментов (льготный режим «Патентный ящик», налоговый вычет и налоговый кредит), которые позволят повысить инвестиционную привлекательность Республики Казахстан.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҰЗАҚ МЕРЗІМДІ ИНВЕСТИЦИЯЛАРДЫ САЛЫҚТЫҚ ЫНТАЛАНДЫРУ

Аннотация. Осы мақалада авторлар ұзақ мерзімді инвестициялар үшін салық жеңілдіктерін қарастырады. Таңдалған тақырыптың өзектілігі мақалада негізделген. Әдістер ретінде салыстырмалы-салыстырмалы әдістер, шегеру және индукция қолданылады. Авторлар «салықтық ынталандыру» терминін анықтауға әртүрлі тәсілдерді талдайды. Осы тұжырымдаманың автордың түсіндірмесі мақалада келтірілген. Бұдан басқа, салық жеңілдіктерінің түрлері қарастырылады. Бірінші талданатын нысан салықтық ынталандыру болып табылады. Екіншісі - инвестициялық салықтық преференциялар. Соңғысы салықтық санкциялар түрінде қарастырылды. Салықтық ынталандырудың ұсынылған нысандарының әрекет ету тетіктері қаралды. Келесі қадам үш бағыт бойынша тартылған шетелдік тікелей инвестиция көлемін талдау болды. Бірінші бағыт - бұл сала. Ең үлкен көлем 2016 жылы «Тау-кен өнеркәсібі және карьерлерді қазу» саласына тиесілі. Екінші бағыт - өңірлер. Өткен жылдың басты алушысы - Атырау облысы. Үшінші бағыт - ел-инвестор. Жалпы шетелдік инвестициялардың басым бөлігі Нидерланд инвесторларына тиесілі. Қорытындылай келе, ұзақ мерзімді инвестициялар бойынша салықтық ынталандырудың шетелдік тәжірибесі берілген. Инновациялық салық құралдарының бірі - «Патенттік қор» жеңілдетілген салық режимі. Ішкі практикада әлі қолданылмаған басқа құралдар салықтық несие мен салықтық шегерімге жатады. Бұл құралдарды қолдану Қазақстан Республикасының инвестициялық тартымдылығын арттырады және барлық секторлар мен өңірлерге тартылатын қаражат көлемін арттырады, бұл кейіннен Қазақстан экономикасының біркелкі дамуына ықпал етеді.

Түйін сөздер: салық жеңілдіктері, инвестициялар, салық жеңілдіктері, салықтық жеңілдіктер, салықтық санкциялар.

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НАЛОГОВОЕ СТИМУЛИРОВАНИЕ ДОЛГОСРОЧНЫХ ИНВЕСТИЦИЙ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В данной статье авторы рассматривают налоговое стимулирование долгосрочных инвестиций. В статье была обоснована актуальность выбранной темы. В качестве методов использованы: сравнительно-сопоставительные методы, дедукция и индукция. Авторы анализируют различные подходы к определению термина «налоговое стимулирование». В статье представлена авторская трактовка данного понятия. Далее рассматриваются формы налогового стимулирования. Первой анализируемой формой являются налоговые стимулы. Второй - инвестиционные налоговые преференции. Последней была рассмотрена форма - налоговые санкции. Были рассмотрены механизмы действия представленных форм налогового стимулирования. Следующим шагом был проведен анализ объемов привлекаемых прямых иностранных инвестиций по трем направлениям. Первым направлением являются отрасли. Наибольший объем в 2016 году приходился на отрасль «Горнодобывающая промышленность и разработка карьеров». Вторым направлением выступают регионы. Основным реципиентом за последний рассматриваемый год считается Атырауская область. Третьим направлением являются страны-инвесторы. Наибольший удельный вес от общего объема иностранных инвестиций приходится на Нидерландских инвесторов. В заключении приводится зарубежный опыт налогового стимулирования долгосрочных инвестиций. Одним из инновационных налоговых инструментов является льготный налоговый режим «Патентный ящик». К другим инструментам, которые еще не применяются в отечественной практике, можно отнести налоговый кредит и налоговый вычет. Применение перечисленных инструментов позволит повысить инвестиционную привлека-тельность Республики Казахстан и увеличить объем привлекаемых денежных средств во все отрасли и регионы, что впоследствии будет способствовать равномерному развитию казахстанской экономики.

Ключевые слова: налоговое стимулирование, инвестиции, налоговая льгота, инвестиционные налоговые преференции, налоговые санкции.

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ANALYSIS OF THE LESSON ORIENTED OH THE RESULT

Abstract. In connection with the transformation and renewal of modern society, the requirements in the education system have radically changed. Today it is not enough for a graduate of the school to acquire only knowledge and skills, but it is necessary to cultivate those personal qualities that satisfy the future requirements of society.

To solve the problem, the authors single out a lesson from the pedagogical process of the school and pay special attention to its analysis. Here is presented the analysis of the lesson which is oriented to the results on the basis of comprehension of foreign and domestic researches and literature and the experience of long pedagogical practice.

The article shows methods and ways of attending and analyzing the lesson. The authors present a cartogram for assessing the activities of the teacher and student developed on the basis of the methodology of P.I. Tretyakov to teach the students to know their duties at the lesson and consciously use them. The authors come to the conclusion that the target orientation of the lesson analysis helps the teacher to increase the productivity of his work.

Key words: education system, lesson, analysis, result, pedagogical process, surveillance program, cartogram, goal setting.

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САБАҚ ТАЛДАУДЫҢ НӘТИЖЕГЕ БАҒЫТТАЛУЫ

Аннотация. Бүгінгі таңдағы қоғамдағы жаңарулар мен өзгерістер білім жүйесіне қойылатын талаптарды да өзгеріске түсірді. Мектеп бітірушінің тек білім, білік, дағдыларды ғана меңгеруі жеткіліксіз, оның бойында қоғамның болашақ талаптарын қанағаттандыратындай тұлғалық сапалық қасиеттер болу керектігі көзделіп отыр.

Мәселені шешуде мақала авторлары мектептегі педагогикалық үрдістен сабақты жүйе ретінде бөліп қарастырып, оны талдауға баса назар аударады. Шетелдік және отандық зерттеулер мен әдебиеттерді зерделеу негізінде өздерінің көп жылғы педагогикалық тәжірибесінен сабақтың нәтижеге бағытталған талдауын ұсынады.

Мақалада сабаққа қатысу мен талдаудың қалай іске асатыны туралы және қолдану жолдары көрсетілген. Сонымен қатар оқушыны сабақтағы өз міндеттерін айқын біліп, саналы қолдануға үйретуде П.И. Третьяков ұсынған әдістеме негізінде мұғалім мен оқушының іскерлігін бағалау картограммасының жасалуы авторлар жұмысының өзіндік нәтижесі болып табылады. Авторлар сабақ талдаудың мақсатты бағытталуы әр мұғалімнің өз еңбегінің нәтижелілігін көтеруге әдістемелік көмек болып табылатындығы туралы қорытынды жасайды.

Түйін сөздер: білім беру жүйесі, сабақ, талдау, нәтиже, педагогикалық үрдіс, бақылау бағдарламасы, картограмма, мақсат қою.

Кіріспе. Қоғамның жаңаруы, экономиканы дамытудағы жаңа стратегиялық бағыттар, қоғамның ашықтығы, оның жедел ақпараттануы мен қарқынды дамуы білім беруге қойылатын талаптарды

түбегейлі өзгертті. Білім беру жүйесі білім берудің мақсаты, мазмұны мен технологияларын оның нәтижесіне қарап бағалайтын болды. Білім берудің негізгі мақсаты білім алып, білік пен дағдымашыққа қол жеткізу ғана емес, солардың негізінде дербес, әлеуметтік және кәсіби біліктілікке, ақпаратты өзі іздеп табу, талдау және ұтымды пайдалану, жылдам өзгеріп жатқан қоғамда лайықты өмір сүру мен еңбек ету болып отыр. Осы тұрғыдан алғанда бұл іске қоғамның әлеуметтік институттарының ішінде мектеп жауапты десек, соның ішінде қазіргі мектеп мұғаліміне үлкен міндеттер жүктейді. Тұлғаның аталған сапалық қасиеттерін дамыту, жетілдіру педагогикалық үрдіс – сабақта жүзеге асырылады. «Сабақ – оқу-тәрбие процесінің «тірі клеткасы», оқушы үшін ең маңызды, ең бастылардың бәрі сабақта жүзеге асады. Егер де мектеп директоры, оның орынбасары, пән кафедрасының меңгерушілері мұғалімге, сынып өміріне етене кіріспесе, сабақты терең зерттемесе, оған атүсті, мақсатсыз қатыса салса, онда мұндай басшылардың істеген істерінің мәнісі жоғалады. Сабақ тек мұғалімнің ғана шығармашылық лабораториясы, ал кабинеті сол сабақтарды бақылау кезінде туындаған ойларды жүйелеп, өрнектейтін орын» - дейді Ю.А. Конаржевский [1, 4 б.]. Сондықтан мұғалімнің сабақ беру әдістемесін игерумен қатар оны жан-жақты талдай білудің маңызы зор.

Негізгі бөлім. Сабақ талдау мақсатты іс-әрекет: мұғалімдердің іс-тәжірибесін зерттеп, озық тәжірибе таратуға, оқыту, тәрбиелеу ісінің сапасын анықтауға, кемшіліктерді жоюдың жолдарын көруге мүмкіншілік береді. Мектеп әкімшілігінің сабақты дұрыс талдай білуі сабақ мақсатының жүзеге асуына, мұғалім шеберлігінің өсуіне, оқушылардың білім сапасының артуына ықпалын тигізеді.

Мектеп басқару ісін ғылыми негізде жүргізу үшін бүгінде оқу-тәрбие процесінің «тірі клеткасын» терең зерттеу қажет. Тек сабақта ғана мектеп басшылары, оның орынбасарлары төмендегідей мағлұмат ала алады:

-сабақтағы мұғалім мен оқушының өзара ынтымақтастығы, қарым-қатынасы;

- мұғалім өз пәнін терең әлде үстірт қана біле ме?

- оқушыларды танымдық әрекетке жұмылдыра ала ма?

- мұғалім кім? Ақпарат беруші ме, әлде оқушылардың оқу процесін ұйымдастырушы ма?

- мұғалім сапалы білім мен білік, дағдыны қамтамасыз ете ала ма?

- мұғалім оқушылардың пән бойынша алған білімдерін оларды дамыту мен тәрбиелеуге пайдалана ала ма?

Мектеп тәжірибесінде сабақ талдауда көптеген кемшіліктер кездеседі. Ең басты кемшілік бұл – сабаққа қатысу, талдау мақсатының айқындалмауы.

Екінші кемшілік – мақсат қойылғанымен, бақылау мен талдау бағдарламасының болмауы, яғни, жасалмауы. Мақсаттың болуы соңғы нәтижені ғана көрсетеді, бірақ оны іске асырудың жолдары көрсетілмейді. Бағдарламаның болмауы айтарлықтай қиындықтар тудырады, сабақ талдаудың алдына қойылған мақсат пен сол мақсатты іске асырудың арасында, мақсатқа ұмтылу мен мақсаттың жүзеге асуының арасында алшақтық тудырады.

Көптеген жағдайларда мектеп басшылары мен оның орынбасарлары және жалпы мұғалімдер сабақ талдауды өз көзқарасы тұрғысынан жүргізеді. Яғни сабақ процесінен өзіне таныс әдістер мен формаларды іздейді де «маған ұнады» немесе «ұнамады» - деген қорытынды жасайды.

Келесі бір кемшілік – сабаққа қатысушылардың сабақ талдағанда сабақтың барысын баяндап шығуы, өздерінің көргендерін тізбектеп шығады. Мұндай талдау мұғалімнің құлағына жаққанымен, пайдасыз. Мұғалімнің әдістемелік шеберлігін арттыруға түк қосары жоқ.

Сабақ талдаудағы тағы бір кемшілік – ұсақ-түйекті тізбектей беру, ең басты талдаудың мақсатын естен шығару.

Сабақ талдауға байланысты сан алуан схемалардың пайда болуының өзі де мәселенің өзектілігін, күрделілігін көрсетеді. Сабақ сияқты шығармашылық құбылысты схемаға салып талдауға болмайды.

Оқу-тәрбие процесіне жасалатын талдаудың қандайы болмасын нәтижеге бағытталатыны белгілі. Әйтсе де қоғамдағы рухани мәдениет пен жеке адамның мәдениетін байланыстырушы құндылықтардың өзгеруі оқу-тәрбие процесі нәтижесін бағалауда қарама-қайшылықтар туғызып отыр.

Оқу орнының нәтижесі мектеп бітірушінің:

- қоғамдағы процестерге араласып кете алуын;
- тұжырымдамалық түсінігінің болуын;
- жаңа жағдайда шығармашылықпен қызмет ете алуын, яғни, жаңа тұлға құзырлығының дамуын көздейтін болса, онда оқу-тәрбие процесін ұйымдастырушылар: мектеп басшылары мен мұғалімдер тұлғаның әдеби сауаттылығына, математикалық сауаттылығына және ғылыми-жаратылыстану сауаттылығына жауапты [2, 95 б.].

Қазіргі кезде құзырлылыққа әкелетін оқушының тұлғалық сапаларының дамуын сабақ процесінде сабақтың айқындалған мақсаты мен нақты, қол жеткен нәтижесін салыстыру арқылы айқындау қажет.

Мәселеге назар аудартқан алғашқы факт – мектеп мұғалімдерінің 60%-ның сабақ нәтижесінде көздейтіндері оқушылардың пәндік білімі, білік дағдыларын игеруі сияқты сапалармен қанағаттанатыны, ал осы білім, білік, дағдыны жаңа ақпарат алуға, оны талдауға, сыни ойлауға, өз пікірін қорғауға, кәсіби білім алуға пайдаланудың тәсілдерін іздеудің, қолданудың аздық етуі болды. Мұғалім оқушылардың тұлғалық сапаларының қаншалықты, қайтіп дамуына жағдай жасауды өзіне міндеттемейді. Нәтижесінде білімнің жеке тұлға тағдырындағы мәнділігі төмендейді.

Сондықтан оқу-тәрбиелеу іс-әрекетінің нәтижесіне талдау жасауды жүйелік теория тұрғысынан зерделей отырып, қайта қарау, әр сабақтың мақсатын «неге?», «не үшін оқытамын?» деген сұрақтардың жауабы негізінде ойластыру барысында мұғалімнің сабақтағы өз іс-әрекетін ұйымдастыру міндеттерін қоюмен қатар оқушының белсенді іс-әрекет иесі ретінде өзінің іс-әрекетін жоспарлауға, реттеуге үйрену қажеттілігі туындап отыр.

Қазіргі кезде басқарушының сабақ талдаудағы мақсаты мұғалімнің сабағына айқын мақсатпен, үлкен дайындықпен барып, талдау барысында мұғалімді жаңаша дайындау, қазіргі заманғы мектеп мұғалімін жасау. Сабақ талдау – басқарушы мен мұғалімнің мақсат пен нәтиже арасындағы айырманың болу себептерін көру арқылы процесті дамыту, түзету үшін бір мақсатты көздейтін әңгіме-сұхбаты.

Мектеп басқарушының сабаққа қатысуға және талдауға дайындығы 4 компоненттен [3, Б. 57-58.] тұрады:

1. Мақсат қою және бақылау бағдарламасын әзірлеу;
2. Мұғалім жұмысына және оқушылардың сабақтағы іс-әрекетіне барлау-бақылау, яғни, сабақтан ақпарат алу;
3. Оқытушымен сұхбатқа дайындық.

Бұл:

- сабақ талдаудың морфологиялық аспектісі.
- сабақ талдаудың құрылымдық аспектісі.
- сабақ талдаудың функционалдық аспектісі.
- сабақ талдаудың генетикалық аспектісі.

4. Сабақтың талдауы.

Сабақ талдау барысында бұл төрт компонент органикалық бірлікте жүзеге асады: бұл – жүйедегі екінші және төртінші элементтердің шарықтау кезеңі болып табылады. Дегенмен, талдаудың пәрменді болуы оның бірінші және үшінші компоненттерінің іске асу сапасына, былайша айтқанда басшының сабаққа қатысуға немесе мұғаліммен сұхбатқа қалай дайындалғанына тәуелді болып шығады. Ал басқарудың күнделікті практикасында дәл осы аталған компоненттерге мән берілмей басқа екеуі орындалғандай болатыны өкінішті.

Сабақ талдау мақсаты деген – сол сабақты талдау барысында қол жетуге тиісті нәтиженің бейнесі.

Ол мақсат мектептің биік парызына сәйкес, оқу-тәрбие процесі нәтижелерінің даму деңгейін бағалаушы қорытынды көрсеткіштерден бастама алады. Педагогикалық іс-әрекеттердің жағдайын және мүмкіншіліктерін талдау мынадай сұрақтарға жауап береді. Неліктен осы немесе басқа

мақсаттар алға шығады, мұғалімнің жұмысын қадағалауда ең бірінші маңызды мәселе не болып табылады? Осы жағдай үшін бақылаудың қандай түрі оңтайлы болып табылады? Қай уақытта сабаққа қатысу керек?

Талдау мақсатының түзілу процесіне мектеп басқарушы қажеттілік арқылы келеді: байқау, әдістемелік көмек беру, анықтау, зерттеу, оқушылардың білім сапасы және мұғалімнің біліктілік дәрежесінің осы және басқа сапаларын тексеру.

Басқарушы талдау мақсатын ойластырып, ұйымдастырғаннан кейін оны декомпозициялауға кіріседі, яғни бақылау бағдарламасының негізін құратын логикалық элементтеріне бөледі. Бұл жерде мақсатты нақтылау жүреді, мақсат, міндет бөлінеді.

Сондықтан сабаққа қатысу мен оны талдаудың қалай ісек асатыны туралы және қолдану жолдарын көрсету барысында алдымен мақсат қойып, содан кейін бағдарламасын құрып алу абзал.

1 – мысал.

Талдау мақсаты: «Мұғалімнің үлгермеушілікті болдырмаудағы жұмысын тексеру» болғанда бақылау бағдарламасы келесідей болады:

- Үлгерімі төмен оқушыларға ұсынылған тапсырмалар деңгейінің оқушы қабілетіне сәйкестігін анықтау.
- Мұғалім тарапынан оқушылардың оқу әрекетіне жасалған бақылау түрлерінің олардың жетістіктеріне әсерін айқындау.
- Оқушылардың біліміндегі типтік қателерді, оның себептерін айқындау жолдарын зерделеу.
- Жіберілген қателермен жұмысқа басқа оқушылар қайталамайтындай зейінін аударта алуы.
- Өзін-өзі тексеру мен бірін-бірі тексерудің ұйымдастырылуын анықтау.

2 – мысал.

Талдау мақсаты: Мұғалімнің оқушыларды ойлау әрекетіне бесендірудегі жұмысын талдау.

Бақылау бағдарламасы:

- Мұғалімнің үй тапсырмасын тексеруде оқушыларды өз жауаптарын дәлелдеп, түсіндіріп беруге машықтандырудағы жұмыс түрлерін анықтау.
- Алынған білімді жаңа білімді меңгеруде тірек ете алу дағдыларын айқындау.
- Жаңа білімді өздігінен игеруде оқушыларды талдауға, салыстыруға, ажырата білуге үйрету жолдарын айқындау.
- Негізгі идеяны бөліп алып, дәлелді түсіндіре білу жолдарын анықтау.
- Бекіту кезінде жаңа ұғымға байланысты сұрақтарды жинақтап, қысқаша қорытуға дағдыландыруын айқындау.

3 – мысал.

«Оқушылардың өздігінен ойлай білуін, өзінің оқу-әрекетіне талдау жасау біліктілігін тексеру» мақсатын жүзеге асыру болғанда, бақылау бағдарламасы төмендегідей түзілді:

- Оқушылар сабақта білімді игерудің мақсаты мен міндетін, орындау әдісін өздері анықтай ала ма?
- Материалды талдап ұсыныстар жасаудағы, бір-бірінің жауабын түзетіп толықтырудағы белсенділік деңгейі қандай?
- Тапсырмалар орындауда шығармашылық ізденушіліктері қаншалықты?
- Алған мәліметтерді басқа нәтижелермен салыстырып айыру жолдары қандай?
- Кеткен қателерді анықтап жоюға талпыну байқалды ма?
- Өздерінің іс-әрекеттерін бағалау біліктілігі қаншалықты қалыптасқан?

Мұғалім сабақтағы өз әрекеттерінің міндеттерін көруімен бірге оқушы міндеттерін анық білуі тиіс. Оқушылар тұрғысынан ол міндеттер саналы қабылданған қажеттілікке айналады. Ол үшін Петр Иванович Третьяков ұсынған картограмманы негізге алуға болады. Үлгіні жаңарту арқылы гуманитарлық бағыттағы пәндерге қатысу барысында мұғалім мен оқушының іскерлігін бағалаудың үш блоктан тұратын картограммасы жасалды [3, Б. 61-63.].

I блок. Өзі мен оқушының іс-әрекетін жоспарлау және мақсат қою шеберлігі

мұғалім	оқушы
1.Сабақ жоспарлау кезінде мақсат қою	I деңгей. Сабақтың мақсатын түсіну, соған сәйкес өз алдына мақсат қою. II деңгей. Сабақтың іс-әрекет мақсатына сай міндеттерін құрастыру, күтілетін нәтиже туралы түсінігін қалыптастыру. III деңгей. Проблеманы мұғалімнің көмегімен құрастыру, қол жеткен және өлшенетін мақсаттар қою.
2.Оқушының психо-педагогикалық ерекшеліктеріне сәйкес сабаққа мазмұн таңдау (қажет мәлімет бойынша)	I деңгей. Оқушының өткенді еске түсіруі, материал мазмұнын түсінуі. II деңгей. Ұсынылған ақпаратпен жұмыс жасауды қабылдау. III деңгей. Проблеманың туу себептерін айту, сабақтың негізгі бөлімін қабылдауға даярлығын білдіру.
3.Оқу материалдарын қисындығы, күрделілігіне қарай деңгейге сәйкестендіре ұсыну.	I деңгей. Өз мүмкіндігіне сай деңгейін анықтай алуы. II деңгей. Өз деңгейі негізінде ұсынылған материалдарды алу. III деңгей. Тапсырма мазмұнымен танысу, қабылдау.
4. Мақсат, міндетке сәйкес оқу материалының мазмұнын (ОММ), танымдық әрекетті ұйымдастыру формасын (ТҰФ), оқыту әдістерін (ОӘ) жоспарлау	I деңгей. Сабақ мазмұны мен мақсатына сай өз іс-әрекетін жоспарлау, аралық мақсаттарды нақтылау. II деңгей. Мақсатқа қол жеткізу тәсілдерін ұсыну. III деңгей. Оқушының проблеманы шеше алатындығын нақтылауы, шешу мүмкін болатын тәсілдерді іріктеу.

II блок. Өзі мен оқушының іс-әрекетін тиімді ұйымдастыру шеберлігі

мұғалім	оқушы
5.Өз деңгейіне сай мүмкіндігін анықтай алуы. Оқушының өз деңгейіне сәйкес іс-әрекетін ұйымдастыруын қамтамасыз ету.	I деңгей. Деңгейіне сәйкес өз іс-әрекетіне қажет болатын уақытты белгілеу; тапсырмамен жұмыс істеуі және іс-әрекет барысында мұғалім ұсынған материал, ақпарат көздерінен мәлімет алып айтуы, сұрақтар қоюы; өзі білмейтін сұрақтарды қарастыру үшін белгілеп алуы. II деңгей. Оқушының проблемаға сәйкес қосымша ақпаратпен жұмыс істеуі, қажет мәліметтерді іздеуі, сұрыптауы, жүйелеуі; проблемаға алынған түрлі жауаптарды жинақтап, жүйелеу тәсілін ұсынуы; келесі деңгейге өту қабілетін көрсетуі. III деңгей. Алынған жауаптардың өзара байланысын айқындау, нақтылап жүйелеу тәсілдерін қолдануы; қарама-қайшылықтарды шешуі, талдап бір қорытындыға келуі.

III блок. Өзі мен оқушының іс-әрекетін реттеу, бағалау, талдау жасау іскерлігі

мұғалім	оқушы
6. Өзі оқушы іс-әрекетіне талдау және бағалау жүргізу; оқушылардың материалды игергені туралы түсініктерін анықтау;	I деңгей. Материалды талдап түсіндіру, мүмкін болса сызба құру; II деңгей. Талқылау барысында өзара бақылау және басқалардың іс-әрекетін бағалау; талқылауда ойын білдіруде сөйлеу нормаларын сақтау; материалды түсінуде қосымша ақпаратты, сызба, кестелерді сауатты қолдана білу арқылы басқалармен бірге өзара әрекет нәтижесін алу; III деңгей. Талқылау негізінде бірлесе отырып, ортақ тұжырымға келу; мұғалім ұсынған проблеманы шешу;
7. Оқушылардың өзара жұмысы барысында талқылаудан мақсатқа қарай бағыттау.	I деңгей. Өзін-өзі бақылауда іс-әрекетін реттеу; Алынған нәтижені көзделген мақсатпен салыстыру; II деңгей. Материал туралы алған білімді бағалау үшін өлшемдер ұсынуы; III деңгей. Өзінің әрі қарайғы іс-әрекет жобасын ұсынуы, көрсетуі, бөлісуі

Қорытынды. Сабақты педагогикалық талдаудың тереңдігінің, нақтылығының, іскерлігінің көрінісі – бұл мұғалімнің және оқушының тұлғалық сапаларының өзгеруі. Адам – қоғамның субъектісі, ол қоғамның өзгеруіне, оның дамуына бірден бір ықпал етеді. Алайда мұндай әрекет өзінің алдына айқын мақсат қоя білумен қатар оған жетудің жолдарын, әдістері мен тәсілдерін таңдап, іріктеп ала білу қабілетін меңгерген тұлғаның ғана қолынан келеді. Мектеп – тұлғаның әлеуметтенуі жүретін қоғамның ең маңызды әлеуметтік институты десек, осы тұрғыдан алғанда тұлғалық сапаларды бойына неғұрлым көбірек сіңірген оқушы болашақта өзінің өмірімен қатар қоғамды да жақсы бағытқа өзгертуге қабілетті тұлға болып қалыптаса алады.

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АНАЛИЗ УРОКА ОРИЕНТИРОВАННОГО НА РЕЗУЛЬТАТ

Аннотация. В связи трансформации и обновления современного общества кардинально изменились и требования в системе образования. Сегодня недостаточно что, выпускник школы вооружен только знанием, умением и навыками, а необходимо в него привить те личностные качества, которые удовлетворяют будущее требования общества.

Решению проблемы авторы выделяют из педагогического процесса школы урок и особенное внимание обращают на его анализ. На основе осмысливания зарубежных и отечественных исследований и литературы из опыта своих многолетней педагогической практики представляют анализ урока ориентированный на результат.

В статье показаны методы и пути, применеия посещения и анализа урока. А также чтобы научить школьника знать свои обязанности на уроке и осознанно их применить авторы представляют картограмму оценки деятельности учителя и ученика разработанной на основе методики П.И. Третьякова. Авторы приходят к выводу, что целевая направленность анализа урока помогает учителю в повышении результативности своего труда.

Ключевые слова: система образования, урок, анализ, результат, педагогический процесс, программа наблюдения, картограмма, целеполагание.

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