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## INFORMATION AND COMMUNICATION TECHNOLOGIES: FOREIGN EXPERIENCE AND NATIONAL MODEL

The 21st century is characterized by the formation of an “intellectual nation” as a new direction of modernization of modern society; at the same time, the intellectual personality acts as a factor of socio-economic development. The most important task for Kazakhstan is the implementation of the Strategic Objective, where an important area is complete modernization in the socio-economic sphere. This task is also typical for a number of developing countries of the world, where the key aspect in the modernization of society is the creation of new innovative institutions to rethink and recreate the modern socio-economic formation.

Modernization extends to areas such as intellectual work associated with the new division of labor; as a scientific and cultural sphere related to the knowledge economy and the new information society.

Science is faced with a new task to solve the problem of forming an intellectual society, which implies the need for active interdisciplinary research, the integration of socio-humanitarian and socio-political sciences.

Kazakhstan, like other developing countries, is faced with the strategic task of becoming a society of the future, in which the basis of the new economy is intellectual potential, a highly competitive system of higher education and an innovatively advanced socio-cultural infrastructure. At the present stage of development of the socio-economic formation, higher education successfully corresponds with the economic sector, and human resources are the main value that makes an innovative contribution to the creation of new products in industry, science, culture and other sectors of the economy and social sphere. In this regard, an important mission of higher education in Kazakhstan is to train highly competitive, innovatively advanced specialists who are able to think creatively and work as highly professional personnel of Kazakhstani society.

**Key words:** intellectual nation, mass media, informational development, intellectual society, partners.

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## Ақпараттық-коммуникациялық технологиялар: шетелдік тәжірибе және ұлттық модель

«XXI ғасырға қазіргі заманғы қоғамды жаңғыртудың жаңа бағыты ретінде «зияткерлік ұлттың» қалыптасуы тән; бұл ретте зияткерлік тұлға әлеуметтік-экономикалық даму факторы ретінде көрінеді. Қазақстанға әлеуметтік-экономикалық салада толық жаңғырту маңызды бағыт болып табылатын стратегиялық міндетті іске асыру аса маңызды міндет болып табылады. Бұл міндет әлемнің бірқатар дамушы елдеріне де тән, мұнда қоғамды жаңғырту шеңберіндегі негізгі аспект қазіргі заманғы әлеуметтік-экономикалық формацияны қайта ойластыру және қайта құру үшін жаңа инновациялық институттар құру болып табылады.

Модернизация жаңа еңбек бөлінісімен байланысты зияткерлік еңбек сияқты салаларға, атап айтсақ, білім экономикасы мен жаңа ақпараттық қоғаммен байланысты ғылыми және мәдени сала ретінде қолданылады.

Ғылымның алдына пәнаралық зерттеулерді белсенді жүргізу, әлеуметтік-гуманитарлық және әлеуметтік-саяси ғылымдарды ықпалдастыру қажеттілігін болжайтын Зияткерлік қоғамды қалыптастыру проблемасын шешу жөнінде жаңа міндет қойылып отыр.

Қазақстанның алдында, басқа дамушы елдер сияқты, жаңа экономиканың негізі зияткерлік әлеует, жоғары білім берудің жоғары бәсекеге қабілетті жүйесі және инновациялық ілгері дамыған әлеуметтік-мәдени инфрақұрылым болып табылатын болашақ қоғамына айналу стратегиялық міндеті қойылады. Әлеуметтік-экономикалық формацияның қазіргі даму кезеңінде жоғары білім экономикалық сектормен сәтті үйлеседі, ал адами ресурстар өнеркәсіпте, ғылымда, мәдениетте және экономика мен әлеуметтік саланың басқа салаларында жаңа өнімдерді ашуға, құруға инновациялық үлес қосатын басты құндылық болып табылады. Осыған байланысты Қазақстандағы жоғары білім берудің маңызды миссиясы қазақстандық қоғамның жоғары кәсіби кадрлары ретінде шығармашылық ойлауға және жұмыс істеуге қабілетті жоғары бәсекеге қабілетті инновациялық озық мамандарды даярлау болып табылады.

**Түйін сөздер:** зияткерлік ұлт, БАҚ, ақпараттық даму, зияткерлік еңбек, ақпараттық қоғам.

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## **Информационно-коммуникационные технологии: зарубежный опыт и национальная модель**

XXI веку характерно формирование «интеллектуальной нации» как новое направление модернизации современного общества, при этом интеллектуальная личность выступает как фактор социально-экономического развития. Для Казахстана наиболее важным является реализовать Стратегическую задачу, где основным направлением является полная модернизация в социально-экономической сфере. Данная задача характерна и для ряда развивающихся стран мира, где ключевым аспектом в рамках модернизации общества выступает создание новых инновационных институтов для переосмысления и воссоздания современной социально-экономической формации.

Модернизация распространяется на такие сферы, как интеллектуальный труд, связанный с новым разделением труда; научная и культурная сфера, связанные с экономикой знаний и новым информационным обществом.

Таким образом, перед наукой стоит новая задача по решению проблемы формирования интеллектуального общества, что предполагает необходимость активного проведения междисциплинарных исследований, интеграции социогуманитарных и социально-политических наук.

Перед Казахстаном, как и перед другими развивающимися странами, ставится стратегическая задача стать обществом будущего, в котором основой новой экономики является интеллектуальный потенциал, высококонкурентная система высшего образования и инновационно продвинутая социокультурная инфраструктура. На современном этапе развития общественно-экономической формации высшее образование успешно коррелируется с экономическим сектором, а человеческие ресурсы являются главной ценностью, вносящей инновационный вклад в открытие, создание новых продуктов в промышленности, науке, культуре и других отраслях экономики и социальной сферы. В этой связи важной миссией высшего образования в Казахстане является подготовка высококонкурентных инновационно продвинутых специалистов, умеющих творчески мыслить и работать, как высокопрофессиональные кадры казахстанского общества.

**Ключевые слова:** интеллектуальная нация, средства массовой информации, информационное развитие, интеллектуальный труд, информационное общество.

### **Introduction**

The choice of intellectual capital is the way of compliance to the requirements of entering the club of world competitive countries. Since this project is devoted to the problems of humanitarian technologies development aimed at investing in the development of Kazakhstan knowledge society, the researches on the economic development of the country through intellectual investment in the world policy are taken as the basis. Human intellectual potential in these scientific studies is considered as an investment. Therefore, it is very important to study and analyse the mechanisms of innovative tasks solutions to improve the competitiveness of social and economic sector of the country by attracting investments in the development of the country's knowledge society, development of methods for its effective implementation and evaluation system. The strategic objective for Kazakhstan, as well as for other developing countries, is to conduct an overall modernization, in terms of which not only institutes and mechanisms of modern society, but the modern

society itself will be created. Nowadays a new division of labour is being formed - in the sphere of intellectual labour, in the sphere of scientific and cultural production and service – new knowledge economy and information society are being formed.

Kazakhstan, in collaboration with its partners, can and should make every effort to enter the society of the future. Aggregate state competitiveness in the global economy and the ability of sustainable development depend on three strategic resources. The first strategic resource is natural wealth, namely: ground, water, mineral resources, woods, etc. The second strategic resource is material and technical base and financial capital; here the main points are existing production equipment, factory buildings, machinery, funds, quality and quantity of various material components of the country's activity. The third strategic resource is manpower resources - people. It is obvious that the level of human resources development, the level of education and culture are the main factors for economy and society development.

During the development of the industrialized countries of the world, a post-industrial socio-economic formation was formed. Later, there was a gradual transition to a new economy, as evidenced by the development of the knowledge economy, innovation, including new technologies, global information systems, and an intellectually advanced labor economy.

### **Literature Review.**

The authors of this scientific publication have been working in three directions. The first one is an analysis of works of domestic and foreign authors on the study of humanitarian technologies. It was necessary to determine the definition of the concept of "humanitarian technologies" and their influence on the formation of intellectual society. Also systematic and comparative analysis of the works of prominent scientists who conducted the research in the field of intellectual investments, intangible assets, economic freedom, political freedom, mass communication and public interests, political discourse and metaphoric has been performed.

The intellectual component is a factor in enhancing the transition from industrial to post-industrial society. So, due to the development of intellectual activity, an increase in the technological level of production and the spread of modern information and communication technologies, there is an increase in added value in the country's economy (Adamadziev K. R., Adamadzieva A. K., Magomedgadzhiev S., Hajiyev, N. K., & Omarova, E. S., 2003). Analysis of achievements of developed countries shows that their high competitiveness and economic growth are mainly determined by the efficiency of processes of creation and use of knowledge. Currently in industrialized countries up to 80-95% of gross domestic product fall to the share of new knowledge embodied in equipment and technologies (Astakhova T. & Tolkacheva E., 2006).

Important factors of economic growth, according to foreign scientists, are dynamic development of information and communication technologies, digitalization, e-commerce, new scientific discoveries, technological innovations, expansion of mobile communications and business space. The modern economy based on advanced information technologies, new scientific knowledge is expressed in new terms, such as «new economy», «information-network economy», «knowledge economy» (or «knowledge industry»). In other words, an important technological feature of the development of the modern world economy is the widespread introduction of information and communication

technologies (ICT) into all spheres of the economy and everyday life. Informational and technological breakthroughs in the process of informatization of the economy determine a single self-accelerating process. As a result of the development of ICT, the modernization of the technological base of production is in the process of constant modernization, and the acceleration of economic growth is based on diversifying the structure of the economy, developing non-capital-intensive sectors and information and communication technologies. (Astakhova T. & Tolkacheva E., 2006).

### **Material and Methods.**

High technologies are a cutting edge of human thought, and the degree of responsibility of those who generates, develops, promotes, or borrows them is immeasurably high in terms of international integration. Communicative incompetence borders with professional ignorance in the age globalization. The pace of international communications is extremely high and it requires high efficiency of interaction, mobility as well as impeccable accuracy of information transmitted. Man-made disasters are the highest fee for incompetence in the XXI century (Dzhilkibaeva A.K., 2015).

Thus, the globalization phenomenon is beyond purely economic frameworks, in which it tends to be interpreted by many researchers of the subject and which covers almost all spheres of public activity, including politics, ideology, culture, lifestyle as well as the very conditions of human existence (Clement W., Hammerer G. & Aussagen Z., 1995). Accelerating the processes of receiving, distributing and the use of new knowledge in society is determined by the development of information technology. A.K. Dzhilkibaeva, a senior finance expert of the Centre of Scientific Economic Expertise of «Economic Research Institute» JSC notes ( that in the past decade information and communication technologies in the society take up stronger positions, entering not only everyday life of the population, but almost all spheres of economic and social sectors. The role of information, knowledge and technology, which are the key components of information society, are growing rapidly. Developed and many developing countries, recognizing the importance of information society and development of information and communication technologies within long-term economic growth, take active positions in development of ICT sector as one of the key areas of public policy. The countries that have focused their efforts on the development of information and communication technologies today have provided

themselves with increase of productivity and quality of governance. Moreover, the availability of a wide range of information services had a positive impact on the development of human capital, promoting the growth of competitiveness of the states (Bounfour A., 2005).

One of the main objectives of the ICT industry is to create a digital transport environment to support informatization processes, to develop modern telecommunication infrastructure and its integration with the infrastructure of other states. Therefore, development of transit potential in the field of information technologies and integration of national economy into the global environment also act as an important task and one of the priorities of infrastructure development indicated in the strategy.

Thus, the tasks, specified by the President in “Kazakhstan – 2050” strategy confirms the importance and role of ICT development in achieving long-term growth of the economy of our state. In terms of innovation, development institutions were established and a task of creating and implementation of industrial and innovation development was first set in Kazakhstan. All this was quite a strong base for initiating “Intellectual Nation-2020” program by the President of our country. One of the most important ways of bringing the state program aimed at formation of intellectual nation to people is Mass Media. Usually it is television. Due to visuality, presence effect and impact on emotional perception television has become one of the main allies of the state in the process of formation of intellectual nation. The Internet takes the second place. We cannot imagine modern processes of information transmission without the World Wide Web. Innovative processes in Kazakhstan education was reflected in the variety of types and models of educational institutions. Development of proprietary training courses was carried out. The range of educational developing technologies expanded, and contacts with foreign teachers were established. Knowledge is an essential factor human society development, and information technologies are the basic tools of society informatization. Development of information technologies, development of World Wide Web, global, regional and local computer networks have created a platform for knowledge management as an intangible asset.

Thus, modern information technologies are becoming a binding condition to simplify working with knowledge. They allow faster dissemination of knowledge, facilitate the effective operation of any organization due to employees’ knowledge, and create new ways of knowledge management and

generation. Researchers have identified three classes of working techniques with knowledge: technologies aimed at creating knowledge through processing and analysis of information, technologies aimed at discovering and studying knowledge by extracting knowledge from new sources of knowledge and technologies aimed at knowledge distribution within a system or a network (Bukalov C.,1995).

Mass media is an independent industry, aimed at shaping public opinion, using organizational and technical systems that provide rapid transmission of information and its mass replication. Mass media is a public facility. It not only informs consumers but also shapers public opinion, thus affecting propaganda and spread of the above mentioned indicators (Kurochkin A. (2006).

Mass media is of great importance in widespread political communication processes, in formation of necessary information and communication space, in successful implementation of public relations, in putting many of those discussions on the agenda.

However, the media is viewed in research as an information market, and not as an activity of political communication. This is the peculiarity of the media, we can say that it is studied as the business market, providing the target audience with products of mass media (Kulsarieva A.T. & Zhumashova J.A. (2012). However, this method does not disclose the actual activity of channels of mass information and communications in full.

In Europe, the media began to lose their positions in the information market. On the agenda was the question of reducing the number of state media of mass communication. At that time European Union Decree was signed, which says: since information is one of the forms of market goods, it should not be funded by tax revenues. But, as the world practice shows, the mass media of public orientation is still in demand (Lukyanov D.V.,2007).

It is known that in the future the number of new players in media sector will increase on global level. Restructurization in the field of mass media, elimination of state control is the main goal of politicians and political advisers, political technologists and other experts in the field of mass media.

Expansion of mass media field and moving aside the policy, reducing the number of public mass media have led to changes in methods and technologies, implementing information and communication processes.

Impact of global mass media on political, economic, scientific and technical factors of society and national characteristics in the information and

communication space became the basis for the development of political communication in a new direction (Bounfour A.,2005). Further we will consider generality and particularity of international experience in the development of political communication studies.

Mass media affect national integration: provide internal and international market links; stimulate demand for modern services and goods; affect introduction of modern values and methods in everyday and healthy lifestyle, agriculture, industry.

Differences in power and possibilities of mass media of developed and developing countries create not only conceptual, but political difficulties. The idea of “new global information order” is a good example of it (Zhuravlev V.A.,2009).

### **Results and Discussion.**

The global system of mass communication is controlled by the developed Western countries. For example, the spread of world events is controlled by leading television networks as “Associated Press”, “United Press International”, “New York Times”, “Newsweek”, “CBS”, “CNN”, “NBC”, “ABC”. In addition, Western countries, managing technologies of production and distribution of television and radio programs, have a significant impact on the position of mass communication in developing countries.

Therefore, the concept of a “new global information order” in 1978 was considered at the international level and had been officially adopted in documents of UN General Assembly and General Conference of UNESCO. The driving forces and social progress that help to improve the level and quality of life of the population are communications, information and knowledge. In traditional or modern forms, ICTs provide new and reliable development opportunities around the world.

However, for the least developed countries full access and exchange of information is limited, which deprives them of the chance for long-term and sustainable development prospects. Communication has a double challenge - to promote the development of economy and mentality. Its implementation is associated with multicultural factors and openness, sustainable development strategy, creation of the atmosphere of trust in the society. For Kazakhstan the development of information and communication technologies in general and satellite technologies in particular has become one of the key factors in resolving issues of competitiveness. As you know, one of the main areas in implementation the program of forced industrial and innovative development of the Republic of Kazakhstan till 2014 is the

development of communicative technologies and training of highly qualified specialists in this field (Riley, A., 2010).

According to the International Telecommunication Union (ITU), which sets standards in the field of information and communication technologies (ICT), it is a specialized organization of the United Nations. In 2012, according to the assessment of the level of development of the information society in the world ranking of ICT development, Russia is one point higher than the Republic of Kazakhstan. According to the ICT index, Kazakhstan took 55th place, Russia - 56th (Esim G., 2011). The leader is Sweden, which took first place in the world ranking. Singapore is in second place, Finland in third.

It should be noted that the index was developed in 2007 based on 11 indicators. The index combines these indicators into a single a criterion that aims to compare global progress in ICT development. These criteria at global, regional and national levels can be used as benchmarking tools. These indicators relate to the access and use of ICTs, as well as to the practical knowledge of new technologies of the population among the analyzed countries.

In the city of Astana, the Information Technologies Development Fund was established as part of the communication development strategy. The mission of the Fund is to help Kazakhstanis to realize innovative projects. This year already there will be a contest of “start up projects”. Winners will receive funds for implementation of the ideas as well as the possibility to complete intensive training course on the basics of entrepreneurship. Both teams and individuals, who have undergone the procedure of evaluation and proven the commercial potential of their product or technology solution, may participate. Such communication services providers as “Kazakhtelecom”, “Kcell” and “Kar-Tel” will help heavily the ICT development fund. Such funds have already been working successfully the United States and Europe. One of the demonstrative examples is “Y combinatory” in the USA. Having invested 18 thousand dollars to DropBox data storage service, the fund specialists have established a company, whose capitalization at present reached 4 billion dollars.

Mass media is a field that defines and shapes intellectual values. Therefore, country’s development, spiritual prosperity of people, nation’s consciousness-raising, improving mass thinking and examination of public opinion is at first performed, created and implemented through the Mass media (Kenzhegaraev N.D., 2012). In this regard, Kazakh press is entrusted to perform a specific mission,

which is to determine information direction leading from intellectual potential to national intelligence, communication channel and communication mainstream. Today national publications have a priority direction – it is a loyalty to national goals and riches, fair treatment for people, care of spiritual values.

### **Conclusion.**

Sovereign Kazakhstan showed impressive samples of new statehood, social stability, internal agreement and continuing development of economy and political system. It is an undeniable fact, proving scientifically verification, foresight and continued success of the President's political course, supported by all the people of Kazakhstan.

The problem of formation of intellectual society set new challenges to science; they involve the need for collaborative researches, interdisciplinary links between socio-humanitarian and socio-political sciences for the purposes of spiritual development of society.

Proceeding from the above, we can make the following conclusions:

1. Today's youth see people received Kazakh education as the basis of future intellectual nation. It does not mean that education should be limited to one country; it should be aimed at the country's prosperity. A model of intellectual nation must include patriotic aspects – people should know their native language and culture. These requirements especially emerged during the work with focus groups conducted in the regions. Young people spare no time and effort on detailed study of spiritual values of their country.

2. National mode of intellectual nation assumes integration in the global scientific and educational processes. That is, a representative of intellectual nation should not be closed within one country. In order to create intellectual potential all the best foreign experience including social, economic and cultural crisis situations all over the world has to be used. It is here where Informational and communicative technologies (ICT) should work, covering all the spheres of economic and social fields. The role of information, knowledge and technology, which are the key components of information society, should grow rapidly. Availability of a number of information services must increase, which positively affects the development of human capital and which will promote competitiveness of Kazakhstan.

3. A model of intellectual society must include the development of science and scientific-research

institutions. It is impossible to form an intellectual nation without developing modern science and creating own scientific schools.

4. A model of intellectual nation implies continuing education starting from a kindergarten. The President of the Republic Nursultan Nazarbayev in his address clearly defined: "In order to become one of the world developed countries we need appropriate knowledge. Knowledge will make Kazakhstan one of the 50 developed world countries". "Balapan" program is focused on complete coverage of preschool children. It is planned to open 20 intellectual schools with enhanced studying of natural history and mathematics for talented children; these programs enable to lay the grounds for the formation of intellectual nation. The programs mentioned above are the beginning of our country's innovation development.

The organization of activities within these positions provides coordination of complex measures affecting the development of information policy of the country, equal access to information for all people, establishment of a sustainable dialogue between people and authorities, professional development of mass media means.

Besides, the studies conducted by the authors of this research work, have proved the readiness of Kazakh people to create intellectual nation and understanding the necessity of this historical choice. This is evidenced by young people's willingness to get a quality education, to develop, to become professionals in their field and to work honestly for the benefit of their Motherland.

To a certain extent, the media is a political instrument of society and the government, and is viewed from the position of promoting politically significant mass media. Consequently, the information load in the media presupposes the possibility and ability to activate the communicative potential aimed at establishing contacts between the population and the authorities, which should be a criterion for including the media in the political sphere. There are media outlets working in a different information field, outside the framework of political interests and behaviour of citizens. As for, for example, private media, their political component can be mixed with such areas of activity as education, culture and others. All this certifies the fact that the media in Kazakhstan is not only a social institution, but also a socio-political one.

Human capital - is the wealth of each state. Today a nation forming intellectual nation is a nation historically shaped and combined by spiritual, socio-economic, cultural and political ties. In order to form

a national intelligence, we need knowledgeable and competitive at the international level citizens. And the media's role in this matter is difficult to estimate.

The results of this research can be successfully used in the development of scientific concepts in the sphere of intellectual society development and development of intellectual potential; in implementation of the national information policy aimed at shaping public consciousness of a citizen of intellectual society; in implementation of comprehensive programs on strengthening Kazakh model in the way of intellectual society in the process of modernization; to use the information

and communication technologies affecting the development of Kazakhs political culture and form personal- national to mass public consciousness; in activities of national and international centres that use the achievements of humanitarian technologies social conflicts; in predicting prospects of becoming intellectual nation of the country.

Industrial and innovative development, establishment of an intellectual nation for Kazakh society is the truth, which will be implemented in the nearest future. From this perspective, Kazakh land will not only accept intellectual values but also produce and develop them itself.

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