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DEVELOPMENT OF INTELLECTUAL CAPITAL OF A NATION: COMMUNICATIVE, POLITICAL AND CULTURAL STRATEGIES¹Sultanbayeva G.S., ²Gavra D.P., ³Sultanbayeva E.S., ⁴Zhumabekuly S., ⁵Abdraev M.¹ Al-Farabi Kazakh National University, Almaty, Kazakhstan² Saint-Petersburg State University, Saint-Petersburg, Russia³ M. Auezov Institute of Literature and Art, Ministry of Education and Science of Kazakhstan, Almaty, Kazakhstan⁴ Al-Farabi Kazakh National University, Almaty, Kazakhstan⁵ Al-Farabi Kazakh National University, Almaty, Kazakhstan

Abstract. This research review studies the strategic objective for conducting 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. The intellectual capital of a nation (or a region of nations as is the case for this paper) requires the articulation of a system of variables that helps to uncover and manage the invisible wealth of a country. Most importantly, an emphasis on human capital allows for a better understanding of the hidden values, individuals, enterprises, institutions, and communities that are both current and potential future sources of intellectual wealth.

Key words: intellectual nation, communication, political strategies, socio-political formations.

Аңдатпа. Бұл зерттеу қазіргі заманғы қоғамның институттары мен тетіктерін ғана емес, сонымен бірге қазіргі заманғы қоғамның құрылуымен қатар, жалпы модернизацияны жүргізу үшін стратегиялық міндеттерді қарастырады. Бүгінгі күні зияткерлік еңбектегі, ғылыми және мәдени өндіріс және қызмет көрсету саласында – жаңа білім экономикасы мен ақпараттық қоғам қалыптасуда жаңа еңбек бөлінісі құрылуда. Қазақстан өз әріптестерімен бірге болашақ қоғамға кіру үшін бар күш-жігерін жұмсауы және жасай білуі керек. Ұлттың интеллектуалды капиталы (немесе осы елдегі халықтардың аймағы) елдегі көрінбейтін байлықты ашып, басқаруға көмектесетін ауыспалы жүйені артикуляциялауды талап етеді. Ең бастысы, адами капиталға баса назар жасырын құндылықтарды, жеке тұлғаларды, кәсіпорындарды, институттарды, сондай-ақ интеллектуалды байлықтың болашақ және болашақ көздері болып табылатын қоғамдастықты жақсы түсінуге мүмкіндік береді.

Түйінді сөздер: интеллектуалды ұлт, қарым-қатынас, саяси стратегия, әлеуметтік-саяси қалыптасулар.

Аннотация. В данном обзоре исследований рассматривается стратегическая цель проведения общей модернизации, в рамках которой будут созданы не только институты и механизмы современного общества, но и само современное общество. В настоящее время формируется новое разделение труда – в сфере интеллектуального труда, в сфере научного и культурного производства и обслуживания – формируются экономика новых знаний и информационное общество. Казахстан в сотрудничестве со своими партнерами может и должен приложить все усилия, чтобы войти в общество будущего. Интеллектуальный капитал нации (или региона наций, как в данном случае) требует артикуляции системы переменных, которая помогает раскрыть и управлять невидимым богатством страны. Наиболее важно то, что акцент на человеческом капитале позволяет лучше понять скрытые ценности, отдельных лиц, предприятия, учреждения и сообщества, которые являются как текущими, так и потенциальными будущими источниками интеллектуального богатства.

Ключевые слова: интеллектуальная нация, общение, политические стратегии, общественно-политические образования.

Introduction

The formation of “intellectual nation” is the way of modernization of the society of XXI century, when a creative person becomes the main source of development. Creativity is the process of a person’s self-realization. It presupposes personal spiritual wealth, individuality and originality of a person. Therefore, all the diversity of historical and cultural heritage from the remote past until recently is the spiritual foundation and source of the future, with the protection and increasing of which we have already started our way to the “intellectual nation”.

The improvement of the quality of human capital originates from activation and mobilization of national intelligence during the process of formation of Kazakhstan as a competitive country, nation and state. In the scientific research called “From an intellectual nation-to the intellectual potential: development of information and communication technology impacts on the masses” issues on development of information and communication technology impact on the public as a tool of analysis, determination of immediate future and effective implementation of information and communication processes to increase the intellectual potential and formation of an intellectual nation of Kazakhstan have been included in the agenda. As you know, intellectual nation is defined by the top priority of industrial-innovative development of the country, therefore information policy, predicting implementation of capacity of the country in a new direction must be developed.

As a well-known Kazakhstan political analyst D. Mynbay noted in his article “Laws of history”, “Many scientists, studying the phenomenon of globalization, conclude that modernization can be successful and can lead to effective development only in case of close relationship and mutual influence of its technological and cultural components. Cultural aspect of modernization is directly related to the spiritual life of society, its moral values and in fact represents people’s way of living. Therefore, for the successful modernization, covering all spheres of public life, it is necessary to ensure the proper social and cultural base. After all a man with his intellectual, cultural and creative potential is also a productive force, creating conditions for technological development of the society. For example, Protestantism at the time became the moral basis of Capitalism and then opened the way to technological development of western countries, while Japan, Malaysia, China, supported by their national and cultural matrixes, have taken firm positions in their development in

the competitive structure of the global economy”. It seems that Kazakhstan with its rich history and traditions will be able to solve this historical task and to build a new model of social and economic development of the society on the basis of respect of spiritual values.

During the period from June 20 to July 03, 2013, “Kazakh Eli” student scientific expedition from the Journalism Department of Al-Farabi Kazakh National University was conducting a research on the theme under the research work plan in the regions of Mangystau, Semey, and Kyzylorda. Three focus groups and three round table discussions with experts of the Department of Youth Policy and information policy of administrations of the above mentioned regions have been conducted as a part of this expedition. 500 participants were involved, including respondents, interviewers, and scientists of academic field, cultural figures, students, and secondary schools students. After considering the results of empirical researches, conducted among the people of the country, the perspective of development of intellectual nation in Kazakhstan was found out.

One of the main goals of the expedition members, visited Semipalatinsk, Mangystau and Kyzylorda regions from June 20 to July 03, was to see the opinion of young people from these regions about “Intellectual nation” project and to analyze the views of the younger generation for the future of nation. Questionnaires were handed out and focus group work was held. The most active participants got prizes. During the research, the difference of opinions and thoughts of young people from different regions has been noted. In addition, each group had different subjective views about today’s society and about the future. At the same time, youth groups showed a good awareness of events taking place in the society.

Research methodology

For the first stage of the research educational and research institutes of Aktau, Semey and Kyzylorda cities were selected. At the second stage 500 residents of the above cities over 18 years old participated in the survey. Since the survey involved Kazakh and Russian speaking target groups, it was conducted in two languages. The level of possible falsity at 95% level of faithfulness reaches 4%.

Young people from Semey answered positively in a greater degree the question whether it is necessary to form intellectual nation in Kazakhstan: 60%–“yes”, 40%–“no. In Kyzylorda the audience was more categorical– 100% of the respondents answered that it is essential to form intellectual

nation. In Aktau opinions were divided as follows: “yes”– 29.2%, “no”– 70.8%. Answers to the question: “Could we form intellectual nation in Kazakhstan?” were also categorical. Young people from Semey answered: “yes”–20%, “no”–80%; from Kyzylorda–“yes”–35.5%, “no”–65.5%; from

Aktau–“yes”–29.2%, “no”–70.8%. At the same time, respondents from these three regions in the vast majority answered positively the question: “Are Kazakhstan people ready to the formation of intellectual nation”. Semey– “yes”– 60%, Kyzylorda – 67 %, Aktau–50%.

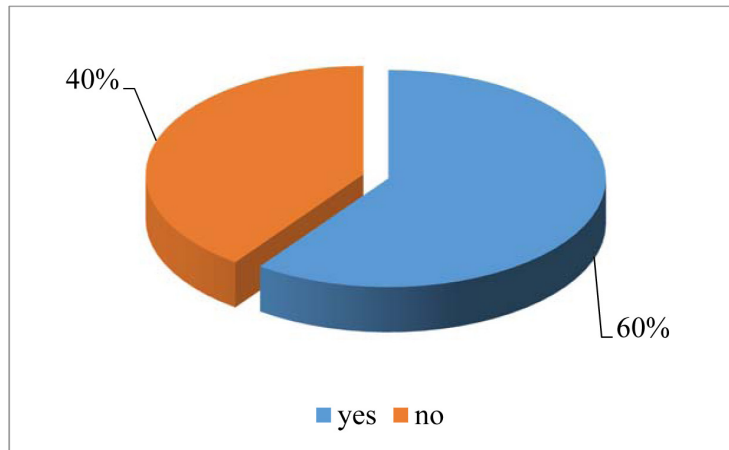


Fig. 1–Are Kazakhstan people ready to implement “Intellectual nation-2020” national project?–Semey (% of total respondents)

Such opinion is in turn based on the essential aspects of formation of intellectual nation, which includes the development of science, information technology, ensuring equal access to the intellectual foundations. In fact, in today’s world knowledge and information become defining categories of economic development as well as development of social and public life. Example of developed countries shows that the dominant tendency of their development is to focus on the knowledge as a strategic foundation of market economy, which stipulates the rapid

development of those industries and businesses into which the transfer of new technologies based on innovative approaches is carried out.

Nevertheless, knowledge alone does not transform the economy. To solve this problem, the complex of structures and activities is required, which allows not only to carry out production of knowledge and proper personnel training, but also innovative activity, broadly understood as realisation of scientific and education potential in the market of goods and services.

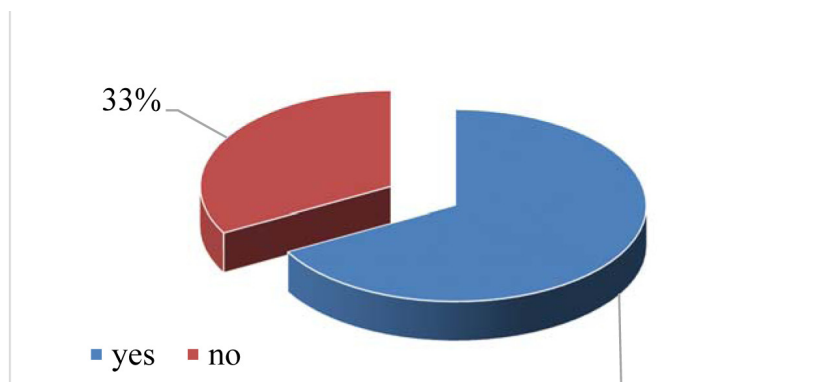


Fig. 2–Are Kazakhstan people ready to implement “Intellectual nation -2020” national project?–Kyzylorda (% of total respondents).

Legislative and regulatory framework stimulating this processes and appropriate macroeconomic situation, access to the sources of knowledge based on advanced innovation technologies and a number of other factors promoting innovations are of great importance. This significantly increases the role of universities as institutions of society, generating knowledge and providing pre-training of scientific-educational, technological, managerial and cultural elite, as well as structures of innovative type and information systems conceptually ready to deploy.

As we know, in order to form intellectual nation it is necessary to develop human capital. As intellectual resource in the aspect of formation of intellectual nation, most of the respondents assess human capital as “medium”. At the same time, the development of human capital is uppermost in post-industrial society. The President of the Republic of Kazakhstan Nazarbayev N. A. mentioned this fact in his lecture at Al-Farabi Kazakh National University, saying that increasing demand for the quality of human capital is the fifth tendency of the world post-crisis development.

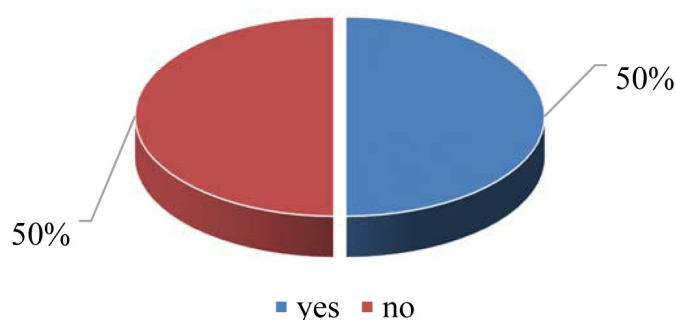


Fig. 3—Are Kazakhstani people ready to implement “Intellectual nation -2020” national project? – Aktau (% of total respondents)

In today’s world knowledge and information, become defining categories of economic development as well as development of social and public life. Example of developed countries shows that the dominant tendency of their development is to focus on the knowledge as a strategic foundation of market economy, which stipulates the rapid development of those industries and businesses into which the transfer of new technologies based on innovative approaches is carried out. But knowledge alone does not transform the economy. To solve this problem, the complex of structures and activities is required, which allows not only to carry out production of knowledge and proper personnel training, but also innovative activity, broadly understood as realisation of scientific and education potential in the market of goods and services. Legislative and regulatory framework stimulating this processes and appropriate macroeconomic situation, access to the sources of knowledge based on advanced innovation technologies and a number of other factors promoting innovations are of great importance. This significantly increases the role of universities as institutions of society, generating knowledge and providing pre-training of scientific-

educational, technological, managerial and cultural elite, as well as structures of innovative type and information systems conceptually ready to deploy.

Education and science in modern Kazakh society act as indicators for the formation of intellectual nation. Expert’s opinion on the development of science and education in Kazakhstan was divided as follows: if people from Semey and Kyzyloda defined this development at a medium level, respondents from Aktau rated it as high – 42.9%.

According to Kazakhstan scientists, in the context of Kazakhstan, quality improvement of human capital defines the need to take a step towards preconditions of intellectual investment in the future. In this regard we should notice “Intellectual nation – 2020” national comprehensive program—a historical document which states the need for intellectual revolution, awakening national potential and its development, which is considered to be a fundamental basis of the formation of intellectual nation.

Rise of cultural and political knowledge, intellectual consciousness of Kazakhstan people, love for their Motherland are the basis of the formation of intellectual nation.

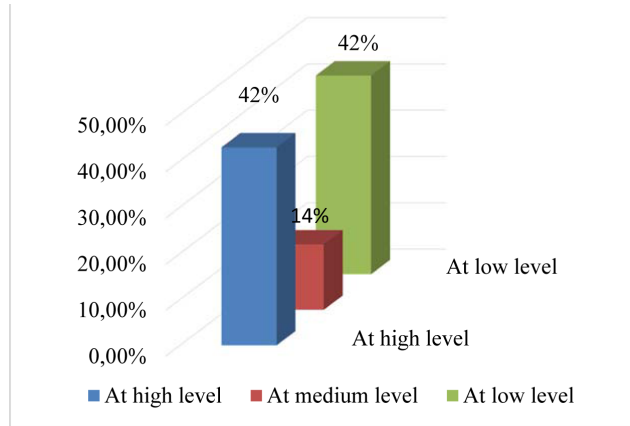


Fig. 4–At what level are the spheres of education and science as an indicator of the formation of intellectual nation developing? – Aktau (% of total respondents)

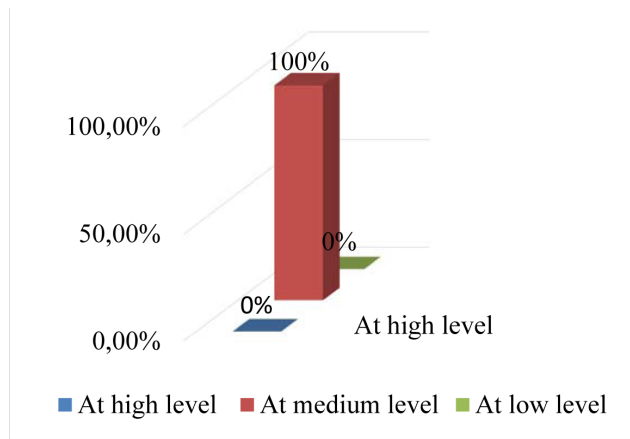


Fig. 5–At what level are the spheres of education and science as an indicator of formation of intellectual nation developing?–Semey (% of total respondents).

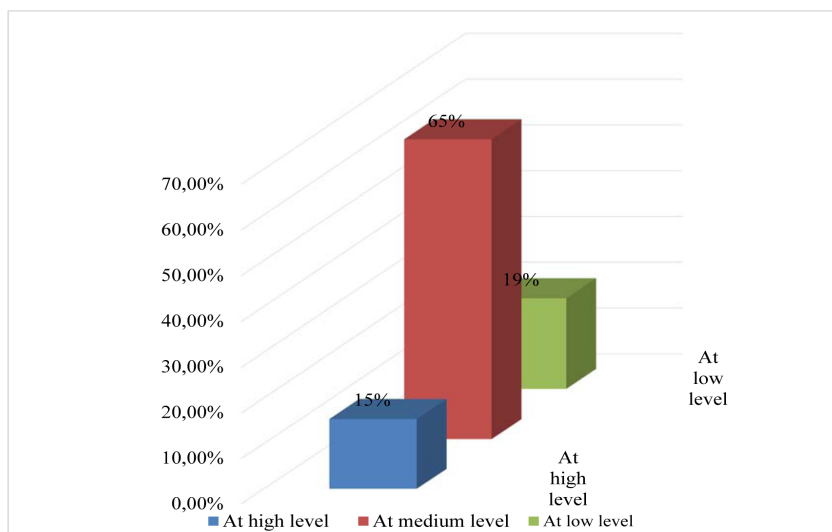


Fig. 6–At what level are the spheres of education and science as an indicator of formation of intellectual nation developing?–Kyzylorda (% of total respondents)

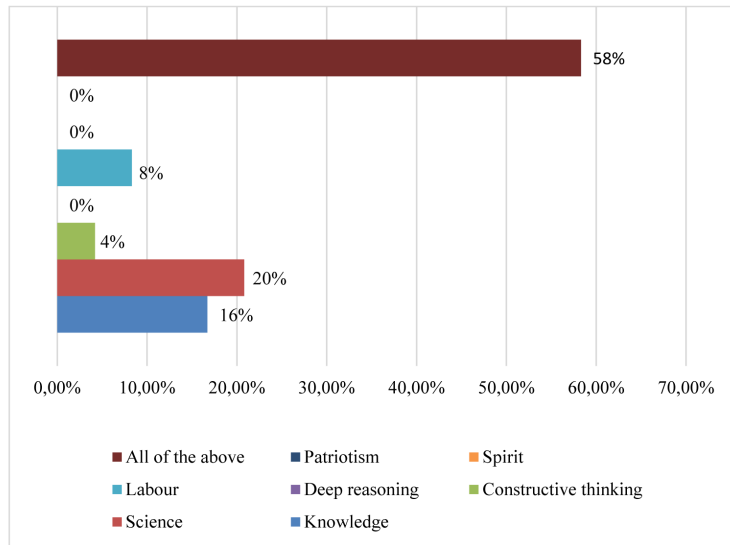


Fig.7-What values do you prefer as an intellectual citizen? – Semey (% of total respondents).

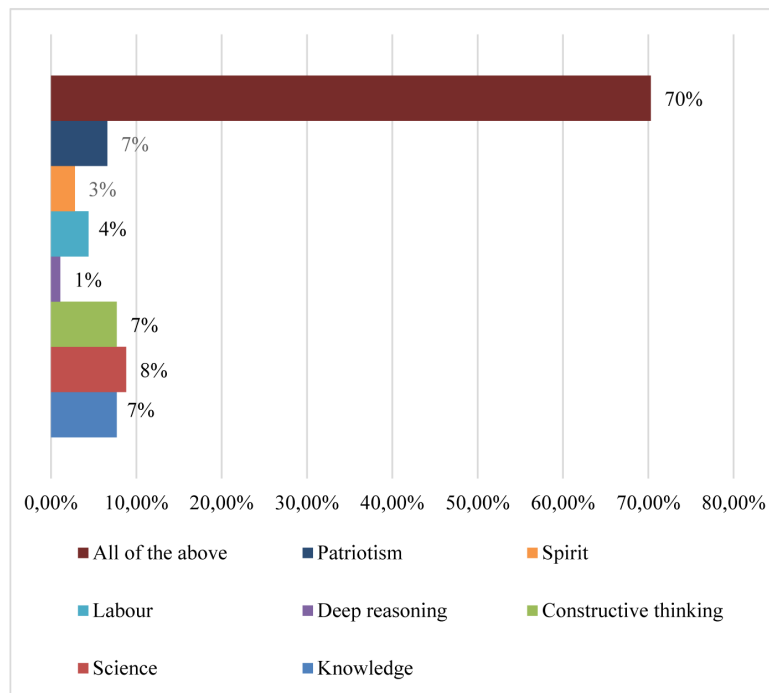


Fig. 8-What values do you prefer as an intellectual citizen?–Aktau (% of total respondents)

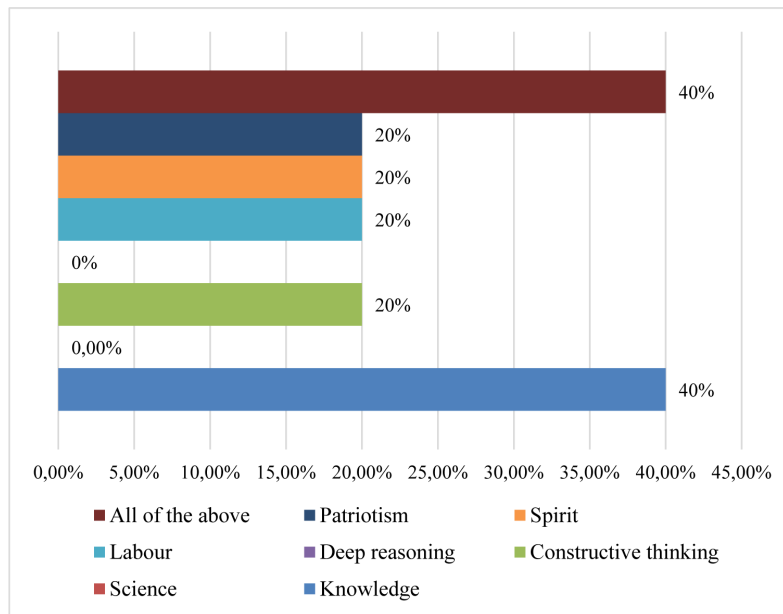


Fig. 9-What values do you prefer as an intellectual citizen? – Kyzylorda (% of total respondents)

During the study, young respondents were asked: “What values do you prefer as an intellectual citizen”? The following list of value orientations was proposed: “knowledge”, “science”, “constructive thinking”, “deep reasoning”, “labour”, “spirit”, “all of the above”. The interesting point was that the majority of the respondents chose “knowledge” as the predominant category—from 7.40 to 16.8%. From 7 to 20% of the respondents chose “constructive thinking”, and “labour”; “spirit” and “patriotism” were distributed on the scale from 0% to 20%. In addition, the respondents were asked to appraise the

policy of mass media in the formation of intellectual nation. In Semey people rated it as particularly important, in Kyzylorda this rate was given only by 26.4% of people and in Aktau—58.3%.

Of course, today when our life is becoming fast and even hard the mass media may set a general feeling. The mass media have a very responsible mission—to form a single national idea, to reflect public mood objectively and to change consciousness of people in positive direction. Moreover, of course, all the citizens of Kazakhstan should contribute to the creation of intellectual values with the help of mass media.

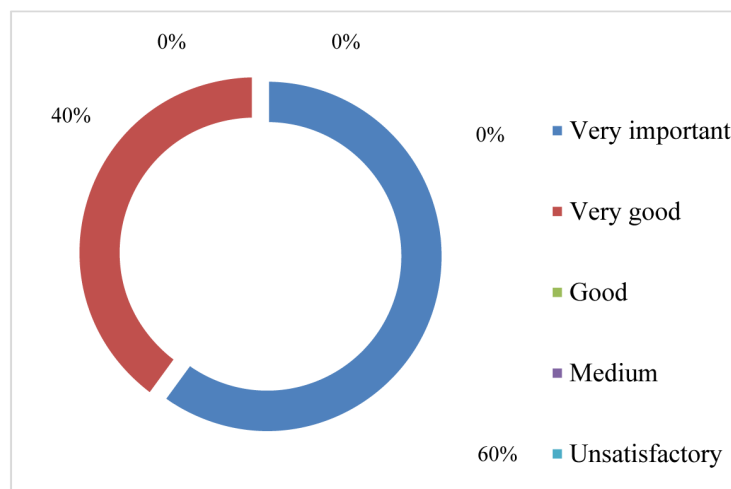


Fig. 10—How do you estimate information policy of Mass Media in the formation of intellectual nation? – Semey (% of total respondents)

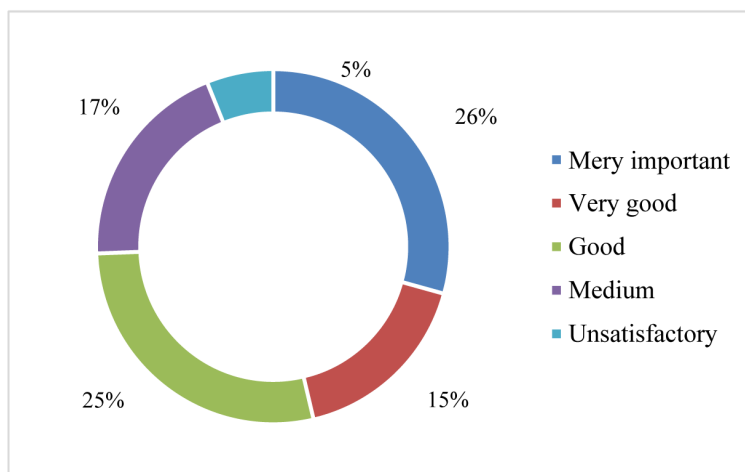


Fig. 11 – How do you estimate information policy of Mass Media in the formation of intellectual nation?–Kyzylorda (% of total respondents).

The following question in the questionnaire was very important: “What would you have contributed to the augmentation of the national intellectual potential?” Respondents from Semey highlighted

“knowledge” and “labour” – 60% and 20% respectively, and in Aktau and Kyzylorda percentage distributed among all categories: “labour”, “spirit”, and “mind”, “knowledge” all of the above.

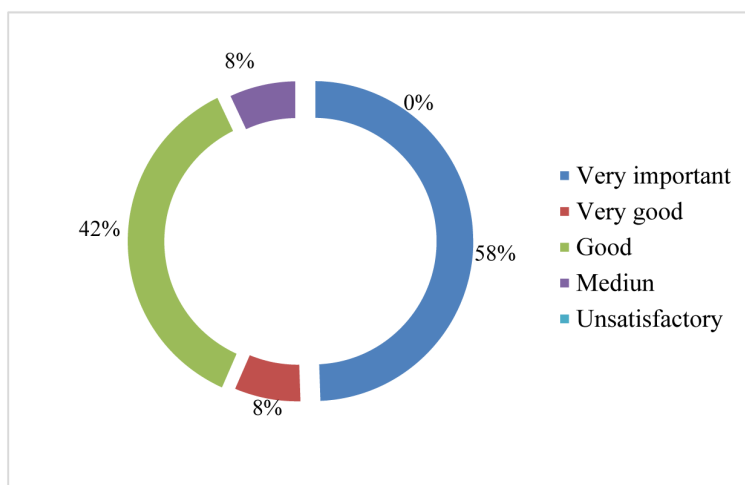


Fig. 12 – How do you estimate information policy of Mass Media in the formation of intellectual nation? – Aktau (% of total respondents)

“Intellectual nation – 2020” national comprehensive program is a historical document which states the need for intellectual revolution, awakening national potential and its development. According to sociological research results, the possibility of creating an intellectual nation in Kazakhstan was estimated equally as high and medium by the respondents.

Research results

Such opinion is in turn based on the essential aspects of the formation of intellectual nation, which includes the development of science, information technology, ensuring equal access to the intellectual foundations. To solve this problem a complex of structures and activities is required, which allows carrying out not only

the production of knowledge and proper staff training, but innovative activity, understood as realisation of goods and services of scientific and educational potential in the market. As we know, it is necessary to develop human capital for the formation of intellectual nation. Most of the respondents believe this development to be medium – 70%, low – 10%, high – 1%. Among the factors influencing the development of intellectual potential in Kazakhstan, respondents identified the development of social, political and economic reforms-50%, operational development of information technology-25% and the formation of new attitude to the spiritual values-25%.

The respondents estimate the immediate future of implementation of “Intellectual nation–2020” project as medium–60%, high–25% and low– 15%. All the respondents are ready to contribute to the formation of intellectual nation. Knowledge and spiritual traditions are priority values. Kazakhstan’s mass media have a special responsibility for the formation of intellectual nation. It has been appreciated and is considered to be very important (60% of the respondents), satisfactory (20%), medium (10%), normal (5%) and null (5%). Kazakhstan’s mass media have a special responsibility for the formation of intellectual nation. It is considered to be particularly important (58.3% of respondents), good (42.9%), average (8.30%). It points to the fact, that Kazakhstan’s mass media should purposefully develop the sphere of formation of intellectual nation by promoting science, knowledge, spirituality and preservation of national traditions.

Conclusion

In modern conditions of reforming Kazakhstan statehood and modernization of all aspects of social life, problems of development of cultural policy are actualized, which is adequate to the basic social and cultural vector of our country’s development based on communicative and humanistic paradigm contributing to the strengthening of civil society. It is known that Kazakhstan is often positioned as a country with large resources and raw materials, which are regarded as a leading factor of modernization. However, today this position loses its uniqueness as a number of countries have demonstrated the possibility of national modernization, when the main factors became social and cultural resources associated with the development of human capital, the ability to integrate modern technologies with the national spiritual values. Conducted scientific research has clearly defined the vector of development and formation of intellectual nation. First, these are socio-political and economic reforms. In addition, the formation of new views on spiritual values is the food for public thought. In order to study the technology of intellectual nation formation under the state program “Intellectual potential of citizens” the Department of press and electronic mass media of Al-Farabi Kazakh National University conducted an expert survey. 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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