

THE GLOBAL ASPECT OF KAZAKHSTAN'S CULTURAL POLICIES

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Abstract. This article analyzes the worldwide importance of Kazakhstan's cultural policies within the framework of international relations. Since achieving independence in 1991, Kazakhstan has deliberately included cultural elements into its domestic and foreign policy in order to influence its worldwide perception and strengthen its diplomatic efforts. The paper examines Kazakhstan's cultural diplomacy activities, drawing on historical analysis and contemporary trends. It highlights the projects' importance in fostering mutual understanding, cooperation, and peace at the international level. The analysis commences by examining the development of culture in the realm of international relations theory and practice, emphasizing its increasing significance in influencing diplomatic interactions, foreign policy choices, and power dynamics. The text explores Kazakhstan's cultural policies, covering the period from its early years of independence to the present. The Cultural Heritage Program and the promotion of current Kazakh culture globally are extensively analyzed to demonstrate Kazakhstan's proactive strategy for revitalizing and promoting its culture. Ultimately, the study emphasizes the crucial significance of culture in influencing Kazakhstan's approaches to international relations and bolstering its position on the world stage. Kazakhstan has established itself as a powerful and prominent participant in global affairs by utilizing its cultural legacy and promoting intercultural conversation and understanding. This has contributed to the development of a more harmonious and prosperous global community.

Key words: Kazakhstan, Culture, Cultural Diplomacy, Cultural Heritage, Soft Power, Cultural Policy

Аңдатпа. Бұл мақалада Қазақстан Республикасының мәдени саясатының әлемдік маңызы талданады. 1991 жылы тәуелсіздік алғаннан бері Қазақстан Республикасы дипломатиялық күш-жігерін күшейту үшін өзінің ішкі және сыртқы саясатына мәдени элементтерді енгізе бастайды. Мақалада тарихи талдау және қазіргі заманғы үрдістер негізінде Қазақстанның мәдени дипломатиясының қызметі қарастырылады. Ол халықаралық деңгейде өзара түсіністікті, ынтымақтастықты және бейбітшілікті нығайтудағы жобалардың маңыздылығын атап көрсетеді. Талдау халықаралық қатынастар теориясы мен практикасы саласындағы мәдениеттің дамуын зерттеуден басталады, оның дипломатиялық өзара іс-қимылға, сыртқы саяси таңдау мен билік динамикасына әсер етудегі өсіп келе жатқан маңыздылығын атап көрсетеді. Мәтінде Тәуелсіздіктің алғашқы жылдарынан бастап қазіргі уақытқа дейінгі кезеңді қамтитын Қазақстанның мәдени саясаты зерттеледі. "Мәдени мұра" бағдарламасы және бүкіл әлемде заманауи қазақ мәдениетін ілгерілету Қазақстанның өз мәдениетін жаңғырту мен ілгерілету жөніндегі белсенді стратегиясын көрсету үшін мұқият талданады. Сайып келгенде, зерттеу Қазақстанның халықаралық қатынастарға көзқарастарына әсер етудегі және оның әлемдік аренадағы ұстанымын нығайтудағы мәдениеттің шешуші мәнін көрсетеді. Қазақстан өзінің мәдени мұрасын пайдалана отырып және мәдениетаралық диалог пен өзара түсіністікке ықпал ете отырып, өзін әлемдік істердің ықпалды және көрнекті қатысушысы ретінде көрсетті. Бұл үйлесімді және гүлденген әлемдік қауымдастықтың дамуына ықпал етті.

Түйінді сөздер: Қазақстан, мәдениет, мәдени дипломатия, мәдени мұра, жұмсақ күш, мәдени саясат

Аннотация. В данной статье анализируется всемирное значение культурной политики Казахстана в рамках международных отношений. С момента обретения независимости в 1991 году Казахстан сознательно включил культурные элементы в свою внутреннюю и внешнюю политику, чтобы повлиять на мировое восприятие и усилить свои дипломатические усилия. В статье на основе исторического анализа и современных тенденций рассматривается деятельность культурной дипломатии Казахстана. Он подчеркивает важность проектов в укреплении взаимопонимания, сотрудничества и мира на международном уровне. Анализ начинается с изучения развития культуры в сфере теории и практики международных отношений, подчеркивая ее растущее значение во влиянии на дипломатические взаимодействия, внешнеполитический выбор и динамику власти. В тексте исследуется культурная политика

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Казахстана, охватывающая период с первых лет независимости до настоящего времени. Программа «Культурное наследие» и продвижение современной казахской культуры во всем мире тщательно анализируются, чтобы продемонстрировать активную стратегию Казахстана по возрождению и продвижению своей культуры. В конечном счете исследование подчеркивает решающее значение культуры во влиянии на подходы Казахстана к международным отношениям и укреплении его позиций на мировой арене. Казахстан зарекомендовал себя как влиятельный и видный участник мировых дел, используя свое культурное наследие и способствуя межкультурному диалогу и взаимопониманию. Это способствовало развитию более гармоничного и процветающего мирового сообщества.

Ключевые слова: Казахстан, культура, культурная дипломатия, культурное наследие, мягкая сила, культурная политика

Introduction

The importance of culture within the discipline of International Relations has grown significantly since the end of the Cold War. Encompassing a broad spectrum of human activities and social behaviors, culture has become a critical tool in shaping political agendas and fostering public support. As Theodore Heuss, the first president of the Federal Republic of Germany, aptly noted, “politics cannot engender culture, but culture can shape politics” [1]. This observation underscores the enduring relevance of culture as a force capable of influencing both domestic and international political landscapes. States increasingly leverage culture to implement political initiatives, shape perceptions abroad, and address complex foreign policy challenges. Moreover, cultural connections play a pivotal role in preventing ethnic conflicts and fostering unity across diverse political, social, and religious groups.

The dissolution of the Soviet Union in 1991 marked the emergence of newly independent states, including Kazakhstan, which now plays an active role on the global stage. This article examines Kazakhstan's cultural policies, emphasizing their relevance to the nation's post-independence development and international engagement. By investigating the intersection of cultural diplomacy and foreign policy, this study addresses critical gaps in understanding the strategic use of culture as a form of soft power by post-Soviet states. Furthermore, the analysis highlights how Kazakhstan's cultural initiatives have contributed to its international reputation and diplomatic efforts, offering insights into the broader implications of culture in global politics.

This research seeks to answer the central question: How have Kazakhstan's cultural policies shaped its international reputation

and contributed to its global diplomatic strategy? Employing a qualitative approach, the study integrates historical analysis and thematic reviews of policy documents and academic literature to examine Kazakhstan's cultural strategies. The findings illuminate the pivotal role of culture in navigating globalization, asserting sovereignty, and enhancing the country's influence in international relations.

In an era characterized by intensified globalization, culture has emerged as a vital component of both domestic and foreign policy. While its utility as a policy instrument is not new, the reliance on cultural diplomacy as a mechanism for achieving strategic objectives has grown substantially. For Kazakhstan, this reliance reflects a broader effort to integrate cultural heritage into its identity-building processes and international engagements, underscoring the critical role of culture in shaping global perceptions and fostering diplomatic success.

Method

This study utilizes a qualitative research methodology to examine the impact of Kazakhstan's cultural policies on its global reputation and diplomatic efforts. The study entails a historical analysis centered on Kazakhstan's cultural development since independence, with specific emphasis on significant events such as the Cultural Heritage Program and modern global cultural efforts. An extensive document analysis was performed, examining policy papers, government publications, and strategic frameworks pertinent to Kazakhstan's cultural diplomacy. Furthermore, speeches, declarations, and official statements delivered in international venues were analyzed to evaluate how Kazakhstan conveys its cultural identity globally. A thematic assessment of

scholarly literature on cultural diplomacy, soft power, and national identity was done to enhance the study. This methodological approach offered an in-depth analysis of Kazakhstan's tactics for incorporating cultural diplomacy into its foreign policy and its efficacy in promoting collaboration, mutual understanding, and worldwide recognition.

Literature Review

Culture and International Relations

The etymology of the term "culture" may be traced back to the Italian word "cultura" and was initially employed in literature dating from the 13th and 14th centuries. The Italian term "cultura" translates to "to cultivate." The term cultivation here implies plowing the soil, producing crops, and raising animals. It is evident that the culture was initially employed for agricultural purposes. The term, originally derived from Italian and later adopted by the French, initially referred to "couture," or the act of sewing, and subsequently evolved to encompass "culture," or the practice of agriculture. In the 18th century, the French assigned this phrase, which denotes the act of cultivating, the connotation of nurturing intellectual growth, and the shaping and advancement of human intellect [2, p. 50]. Subsequently, the term "culture," originally borrowed from the French language by the Germans, started to be employed to denote the concept of civilization and the progressive development of society [3, p. 104]. Therefore, in Italian, it means "cultivating the land." The term "culture" refers to the acquisition and development of sophisticated knowledge in Western European languages. According to anthropologist Edward Burnett Tylor, culture and civilization, in their widest ethnographic meaning, encompass a comprehensive collection of knowledge, beliefs, art, conventions, traditions, and all other acquired talents and habits of human beings as members of society [4, p. 19–21].

Culture is a complex topic that defies a simple definition. Raymond Williams, a British cultural scholar, characterized culture as one of the most intricate words in the English language [5, p. 19]. Culture is a notion that lacks a universally agreed-upon definition among professionals worldwide.

Some sources suggest that there are 160 distinct meanings of the concept of culture [6]. The term of culture in this study refers to all the material and spiritual values produced by the human community.

Culture plays a complex and important role in international relations. Culture is an integral part of the theory and practice of international relations, providing important reflections and insights into diplomatic encounters, foreign policy decisions, and power dynamics [7]. Cultural diplomacy functions as a pragmatic implementation, promoting comprehension among states and enhancing the acquisition of soft power [8–10]. Cultural constructivism offers a more profound understanding of how cultural and social influences mold foreign policies, allowing policymakers to comprehend the motivations and goals of nations [11]. Moreover, culture plays a significant role in shaping how power is seen and in forming the reputation of nations in the international arena, thereby emphasizing the interdependence between culture and international relations [12]. Culture is a crucial factor in influencing the dynamics of global society, ranging from theoretical frameworks to real diplomatic efforts and the demonstration of national influence.

Culture originated with the inception of societal living, serving as a means of international and inter-societal connections. Events like commerce, conquests, and migration have an impact on cultural interaction between societies. Ancient diplomats, sometimes known as ambassadors, were crucial in facilitating cultural interchange between communities or governments. Ambassadors were dispatched during those times not merely to deliver messages but also to gather intelligence about the country or region they were visiting. Ambassadors played a crucial role in promoting their culture to other societies and facilitating communication across communities.

France was the first state to formalize cultural activity. The French established the French Academy (Academie Française) in 1635, emphasizing their language and cultural ideals. Cardinal Richelieu formally established the intellectuals' society in

1635 at the residence of writer Valentin Conrart. This academy is responsible for overseeing the French language and monitoring published works. France recognized that the reputation and impact of the state internationally relied on the continuation of *la francophonie*. In 1883, France founded the French Cultural Center (Alliance Française) to enhance the global dissemination and endorsement of the French language. In the mid-18th century, other European nations began establishing institutions to showcase their cultural riches and accomplishments internationally, following a similar approach. The British Council, established by the United Kingdom in 1934, and the Goethe Institut, established by the Germans in 1951, are two examples of this [13, p. 54]. Similarly, Russia has formed the Russkiy Mir foundation in other locations across the globe. The Russkiy Mir Foundation engages in the operation of cultural institutions, the organization of language courses, and the promotion of Russian cultural events on a global scale. Consequently, these endeavors have made the Russian language more attainable and attractive to individuals from many cultural backgrounds worldwide. In addition, the foundation's projects have played a role in promoting a deeper comprehension and admiration of Russian culture and heritage outside of Russia. Moreover, Russia utilizes this foundation as a means to uphold its influence in the territories that were once part of the Soviet Union. The main objective of these organizations is to promote their indigenous language and cultural heritage while also improving their global standing. Nevertheless, they also function as influential tools for projecting soft power on the international platform for their individual nations [14–16]. Furthermore, their efforts might be understood as strategic actions intended to offset the lingering impact of previous imperialist powers in territories that were historically occupied by these nations.

Cultural policies are crucial for newly independent governments such as Kazakhstan to protect their distinct cultural identity in the face of the overwhelming impact of more powerful nations. In addition, similar to countries that have

experienced long-term external domination, Kazakhstan, after gaining independence, is making efforts to revive its cultural heritage, which was forcefully suppressed throughout its period of Soviet incorporation. Therefore, culture plays a crucial role in Kazakhstan's foreign policy agenda, functioning as an essential instrument for the decolonization process.

Culture has always been overlooked in the field of International Relations. Politicians and scholars both concentrate on national power, national interest, and international economic cooperation. International Relations theories typically center on these topics. Realism prioritizes power and security; liberalism focuses on international cooperation, law, and trade; and Marxism analyzes international relations through class struggle.

International relations encompass cultural, political, economic, and legal components in the interactions between states, demonstrating the interconnectedness of culture and politics. The relationship between culture and politics can be categorized into three divisions in this context.

- a. The supremacy of politics; culture is reliant on politics and cannot exist as a separate entity. Marxists have supported this method. Marxists view culture and politics as the superstructure and economy and production as the infrastructure. They believe that culture is not a formation that exists outside of historical context. Culture arises within certain historical contexts and serves to justify the goals of the ruling class. Culture and politics are interwoven in international relations, which encompass the cultural, political, economic, and legal components of interactions between states. The relationship between culture and politics can be divided into three categories in this context [17,18].
- b. The supremacy of culture; Advocates of this strategy have a contrasting perspective. Experts

suggest that culture's dominance over politics can result in nationalism. Representatives of the Frankfurt School, including Max Horkheimer, Theodor W. Adorno, Herbert Marcuse, and Jurgen Habermas, promoted this approach. Representatives of the Frankfurt School were influenced by Marxist ideology. Furthermore, individuals from this school scrutinized Marxism's concept of "an economic infrastructure and an ideological superstructure linked to this infrastructure" and contended that culture exists autonomously [19]. The Frankfurt School, a group of academics linked to the Institute for Social Research in Frankfurt in the 20th century, provided a detailed and critical view of the Marxist idea of the economic foundation and ideological framework. The Frankfurt School scholars enhanced conventional Marxist theory by proposing notions such as the "culture industry." According to this theory, elites have industrialized and turned cultural creation into commodities in developed capitalist countries so that they can control and influence public perception. The scholars criticized "instrumental reason," stating that rationality in modern civilizations has been limited to efficiency and technical methods, leading to dehumanization and alienation in culture and society. The Frankfurt School developed Critical Theory to critically analyze societal structures, such as the economic base and ideological superstructure, in order to understand and challenge power dynamics in modern capitalist societies [20].

- c. Interaction: In this perspective, culture and politics are considered equal in importance. Culture and politics have a reciprocal relationship. Cultural groups today

collaborate closely with governments and hold significant influence over administrators' decision-making. This perspective is currently more emphasized than past viewpoints [19].

Results

The Global Aspect of Kazakhstan's Cultural Policies

States utilize culture as a foreign policy instrument to safeguard their national interests and accomplish their objectives. In the 21st century, states often utilize cultural diplomacy to maintain a favorable international reputation. Cultural diplomacy is a form of soft power. Joseph Nye, the originator of the notion of soft power, asserts that national culture is a fundamental component of soft power [21]. The cultural qualities of a state play a crucial role in enhancing its appeal on the global stage. Kazakhstan, as a sovereign nation, utilizes cultural components to enhance its favorable reputation on the global stage. After 2004, Kazakhstan began incorporating cultural components into their foreign policy, shifting their focus from economic and political matters, which were prioritized in the initial years of independence.

In the 1990s, Kazakhstan was undergoing three simultaneous transition periods. The transitions include the shift from communism to democracy following the dissolution of the Soviet Union, the change from a socialist economic system to a market economy, and the move from constant conflict in the bipolar international relations system to a peaceful and multi-vector foreign policy approach. Kazakhstan did not prioritize cultural policies throughout this transition period. Until the early 2000s, cultural elements were not included in Kazakhstan's foreign policy strategies and concepts. In the initial decade following independence, Kazakhstan's foreign policy primarily focused on safeguarding its territorial integrity and upholding its independence. The "Kazakhstan 2030" strategy, released in 1997, stressed the importance of Kazakhstan enhancing its influence and fostering positive relationships with neighboring countries to

safeguard its security and preserve its geographical boundaries [22]. Kazakhstan's foreign policy stance throughout the first decade prioritized economic considerations over political ones.

When assessing Kazakhstan's foreign policy during the initial years of independence, the former Minister of Foreign Affairs and current president, Tokayev, characterized Kazakhstan's relationships with China and Russia as a policy of balance [23, p. 28]. Kazakhstan initiated the construction of a collaborative oil pipeline with China in 1997 to enhance its energy security. The Atasu-Alashankou pipeline, finished in 2005, allowed Kazakhstan's oil from the Caspian basin to access the global market through China. The Kazakhstan government has partially diminished Russia's dominance in the energy sector. Kazakhstan maintains its independence and territorial integrity through similar balancing tactics without resorting to harsh rhetoric or xenophobia [24, p. 4].

The balance in Kazakhstan's international cultural policies can also be observed. Kazakhstan prioritizes the shared Soviet history in its cultural ties with Russia and CIS countries while focusing on research about Turkic identity and history in its connections with the Turkic World. Kazakhstan has been involved in the "CIS Capitals of Culture" project within the Commonwealth of Independent States since 2011 and has also engaged in the "Cultural Capitals of the Turkic World" project since 2012. Kazakhstan is enhancing its cultural collaboration with both CIS countries and the Turkic world. Astana, Almaty, and Shymkent were named the CIS capitals of culture in 2012, 2014, and 2020 [25], respectively. Astana and Turkistan became the cultural capitals of the Turkic World in 2012 and 2017 [26]. The Kazakhstan government manages cultural initiatives conducted inside the institution, such as the Russian-led CIS and TURKSOY, to promote unity and collaboration in the Turkic world.

With the launch of the Cultural Heritage program in 2004, Kazakhstan tried to revive the cultural values it lost when it was a part

of Tsarist Russia and the Soviet Union. Kazakhstan has incorporated cultural components into both its international and internal policies since this day. This program plays a significant role in the cultural decolonization process in Kazakhstan by allowing historical items representing the spiritual and cultural legacy of the Kazakh people to be accessible to a broad audience.

In his piece "Course towards the Future: Modernization of Kazakhstan's Identity," Nazarbayev stressed the importance of developing and promoting Kazakhstan's cultural values globally. He proposed the development of a new initiative titled "Contemporary Kazakhstan Culture in the Global World" for this goal. Nazarbayev expressed in the piece that Kazakhstan should be recognized not just for its natural resources, but foreign policy efforts, and cultural accomplishments [27]. Nazarbayev's project aimed to showcase Kazakhstan's accomplishments in modern cultural areas like literature, music, art, theater, and cinema on an international scale. Two works, "Anthology of Contemporary Kazakhstan Poetry" and "Anthology of Contemporary Kazakhstan Prose," were translated into the six official languages of the UN for this project. Furthermore, concerts and exhibitions featuring Kazakh artists are organized in many places. Abay State Academic Opera and Ballet Theater and Astana Symphony Orchestra performed concerts in France. The "Golden man is in World Museums" project aimed to promote Kazakh history and culture. The exhibition features a significant work from the Saka culture that offers a fresh perspective on Turkic history, along with over 200 historical artifacts from the Great Steppe culture and surrounding civilizations. It has been displayed in major museums across 12 countries since 2019. The exhibition named "Great Steppe: history and culture" took place at the Anatolian Civilizations Museum in Ankara from September 12 to October 12, 2019 [28]. Kazakhstan government organizations and its representatives abroad organize activities to promote Kazakh culture and history in major cities worldwide.

Kazakhstan's worldwide endeavors contribute to the beneficial development of the country's image. Kazakhstan has introduced several international projects, such as the Conference on Interaction and Confidence Building Measures in Asia (CICA), the Congress of Leaders of World and Traditional Religions, and the UNESCO International Decade for the Rapprochement of Cultures (2013-2022). Kazakhstan's peaceful and diversified foreign policy approach is seen in its endeavors on the international arena.

Following independence, Kazakhstan began the process of establishing a unique cooperation and security initiative in Asia. President Nazarbayev proposed the idea of a Conference on Interaction and Confidence-Building Measures in Asia during his speech to the UN General Assembly on October 5, 1992. This project, which Kazakhstan initiated, aimed to establish an organization resembling the OSCE to uphold security and peace in Asia. Initially, Asian countries were not enthusiastic about this idea. The vast diversity of governments in Asia, along with regions prone to high conflict, posed a significant challenge to implementing this theory [29]. Unlike other regions, the Asian Continent did not have a similar framework during that period, and prior efforts to establish one were largely unsuccessful. Several Asian countries supported Kazakhstan's plan. In 1996, a meeting in Almaty convened the Deputy Ministers of Foreign Affairs from the 15 nations that had committed to participating in CICA. In 1999, three years later, the inaugural meeting of CICA Foreign Ministers took place. The First CICA Summit took place in Almaty in 2002 and approved the CICA Charter [30, p. 32–33]. CICA formulates and oversees policies focused on economic, social, and cultural collaboration through multilateral methods to safeguard peace, security, and stability on the Asian Continent. This is done within the principles of sovereignty, equality, and non-interference in the internal affairs of member states. CICA currently consists of twenty-seven member states, representing almost 90% of Asia's landmass and population. Five multinational organizations and nine countries, including the United Nations, hold observer status [31]. Kazakhstan

proposed creating CICA to promote peace and security in international relations, advocating for peaceful and cooperative solutions to global issues.

The Congress of Leaders of World and Traditional Religions that Kazakhstan organized in Astana was another significant initiative in the international arena. The congress, held in Astana on September 23–24, 2003, aimed to foster understanding between religions and cultures. Kazakhstan established a platform in response to the rising religious and sectarian disputes following the events of September 11, 2001. This initiative is directly connected to Kazakhstan's domestic policies. Kazakhstan is a country recognized for its diverse population living harmoniously. Thus, upon Kazakhstan's initial independence, certain scholars forecasted the likelihood of ethnic and religious conflicts within the country. Simply put, in the early 1990s, there were doubts about Kazakhstan's ability to remain a sovereign nation. Due to the peaceful policies implemented, all ethnic and religious groups in Kazakhstan coexist in safety and harmony. Kazakhstan wanted to extend its achievements in internal politics to regional and global levels. The Congress of World and Traditional Religious Leaders should be viewed as an effort to accomplish this objective.

The theme of the 6th Congress, which took place in October 2018, was "Religious leaders for a safe world." Over 82 representatives from many world and traditional faiths, religious organizations, and international groups participated in this convention [32]. The Palace of Peace and Tolerance in Astana, Kazakhstan, was constructed specifically to accommodate the Congress of World and Traditional Religious Leaders. A key element of the peaceful policies supporting Kazakhstan's platform is tolerance among the Kazakh people. Thus, all peaceful policies in Kazakhstan are based on this concept. The Congress of World and Traditional Religious Leaders in Kazakhstan is a significant forum where representatives of various religions, cultures, and civilizations gather, making it a key feature of Kazakhstan's international reputation.

The "International Decade for the Rapprochement of Cultures (2013-2022)" project, implemented inside UNESCO, is another significant endeavor started by Kazakhstan. The project was presented during the 34th General Conference of UNESCO. This initiative emphasizes the convergence of cultures, international security, and social cohesion, signaling Kazakhstan's good and peaceful image development. The rapprochement of cultures suggests that global stability and societal unity rely on embracing fundamental notions like compassion, solidarity, brotherhood, hospitality, and enjoyment, which are essential elements of human nature across many beliefs and ideologies. Dialogue has a crucial role in fostering a broad global consciousness that transcends racial, ethnic, and socioeconomic biases [33]. Kazakhstan introduced the "International Decade for the Rapprochement of Cultures" initiative at the UNESCO General Conference and took the lead by hosting the official opening of ten projects and providing financial support for the initiative's implementation [34, p. 204].

In 2020, the International Center for Cultural Rapprochement was formed in Almaty under an agreement between the Ministry of Culture and Sports of Kazakhstan and UNESCO. Under the leadership of renowned writer, politician, and diplomat Olzhas Suleymenov, this center is anticipated to serve as a significant institution uniting professionals and scholars in the realm of international cultural studies. Kazakhstan aims to promote interreligious, interethnic, and intercultural communication inside the country and beyond.

Kazakhstan is becoming involved in global politics by establishing itself as a neutral mediator in international conflicts. Kazakhstan serves as the focal point of diplomacy in Central Asia due to hosting several international negotiations in large cities like Astana and Almaty. The discussions on Iran's nuclear program in Almaty in 2013 and the Astana process in 2017 to resolve the civil conflict in Syria enhanced Kazakhstan's role as a mediator. Kazakhstan has been involved in mediating several crises since the early years of its independence, although its role as a

mediator grew more prominent following these two occurrences. Kazakhstan mediated in the Karabakh conflict between Azerbaijan and Armenia in 1991 and also sought to mediate in the crises between Ukraine and Russia, as well as the "aircraft crisis" between Turkey and Russia [30, p. 38]. These crises had a direct impact on the geopolitical situation in the Central Asian region. Any conflict or catastrophe on the Eurasian continent poses a threat to Kazakhstan. Kazakhstan's economic prosperity and political stability are closely dependent on the peace and calm of neighboring states such as China and Russia, given its small population and vast territory. Kazakhstan acts as a mediator and conciliator to enhance its reputation and safeguard its territorial integrity and independence. Kazakhstan's mediation endeavors and calm foreign policy approach are attributed to effective cultural policies within the country.

Discussion

The results indicate that Kazakhstan's cultural diplomacy has been essential in defining its global identity and diplomatic approach. Since achieving independence, Kazakhstan has adeptly employed cultural projects to reinforce its national identity and shape global opinions. The nation has demonstrated its historical depth and cultural diversity through efforts like the Cultural Heritage Program and other notable global cultural endeavors, offering a more nuanced portrayal beyond its economic and geopolitical importance. This proactive cultural involvement has enabled Kazakhstan to develop soft power through the promotion of favorable diplomatic ties and worldwide goodwill. Kazakhstan has underscored its cultural richness and enhanced its global stature as a progressive and culturally cognizant nation by active participation in international cultural events and exhibitions. Furthermore, Kazakhstan's focus on cultural diplomacy has facilitated peacebuilding and regional collaboration. Its initiatives, like the Congress of Leaders of World and Traditional Religions and the Conference on Interaction and Confidence-Building Measures in Asia (CICA), have evidenced a dedication to intercultural discussion and conflict prevention. The

nation's diplomatic initiatives in settling regional conflicts, shown by its facilitation of dialogue between Azerbaijan and Armenia, highlight the potential of cultural diplomacy as a mechanism for fostering stability. Kazakhstan has achieved notable advancements in employing cultural diplomacy to improve its international standing; however, there remains opportunity for further development, especially through enhanced collaborations with global organizations and greater promotion of current Kazakh culture. Kazakhstan's cultural diplomacy has effectively fostered international collaboration, enhanced its global profile, and promoted peace, establishing the country as a significant and responsible actor in global affairs.

Conclusion

Through a thorough examination of Kazakhstan's cultural policies and their impact on the world stage, it is clear that culture plays a crucial role in shaping the nation's international relations tactics and improving its global reputation. Kazakhstan's intentional integration of cultural elements into its domestic and foreign policies demonstrates a proactive strategy to utilize its cultural history and identity on a global platform.

Kazakhstan has consistently displayed a sophisticated comprehension of the complex relationship between culture, politics, and diplomacy throughout its history. Since gaining independence, Kazakhstan has actively pursued cultural revival and promotion, with the goal of reclaiming and showcasing its diverse legacy while developing global understanding and collaboration.

Kazakhstan's commitment to presenting its cultural diversity and innovation is evident through efforts like the Cultural Heritage Program and the international promotion of current Kazakh culture. Kazakhstan has successfully showcased its cultural identity on the global stage through initiatives like the "Contemporary Kazakhstan Culture in

the Global World" project and exhibitions highlighting Kazakh artists and historical artifacts. This has helped to broaden the understanding of the nation beyond its natural resources and geopolitical importance, presenting a more nuanced and diverse perspective.

Kazakhstan's commitment to promoting dialogue, tolerance, and cooperation among nations is demonstrated through its active involvement in international forums and initiatives, including the Conference on Interaction and Confidence-Building Measures in Asia (CICA), the Congress of Leaders of World and Traditional Religions, and the UNESCO International Decade for the Rapprochement of Cultures. Kazakhstan has been a significant participant in worldwide endeavors to advance peace, security, and mutual respect by advocating for projects that encourage intercultural conversation and understanding.

In addition, Kazakhstan's position as a mediator in regional and international crises showcases its diplomatic skill and dedication to upholding stability and security in the Eurasian region. Kazakhstan has showcased its potential to positively contribute to regional peace and security by acting as a neutral mediator in crises like the ones between Azerbaijan and Armenia and the civil crisis in Syria. This has further solidified its position as a responsible global actor.

Ultimately, the cultural policies of Kazakhstan have significant consequences for its international ties and global reputation. Kazakhstan has established itself as a vibrant and influential participant in the international arena by utilizing its cultural heritage, fostering discussion and collaboration, and acting as a mediator in regional crises. Kazakhstan's ongoing investment in cultural diplomacy and dedication to promoting peace and understanding will surely enhance global harmony and prosperity.

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