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President Nursultan Nazarbayev`s program article “The course towards future: Modernization of public consciousness” – ideology, value and political aspects

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Abstract

The modernization processes of the state political system are simultaneously experiencing two situations with the exception of old values and the introduction of new values. The article completely defines the direction in modernization of public consciousness and national-ideological unification. This is a desire to get rid of the Soviet traces and ideological syndrome in the post-soviet space, as well as a desire to think in a new independent mindset. Continuous implementation of political reforms in this direction promotes democratization of the Kazakhstan society, ideological and value strengthening and full formation of signs of civil society.

Key words: society, National idea, Modernization, Public consciousness, Political.

Artículo del programa del Presidente Nursultan Nazarbayev "El curso hacia el futuro: Modernización de la conciencia pública" - ideología, valor y aspectos políticos

Resumen

Los procesos de modernización del sistema político estatal experimentan simultáneamente dos situaciones a excepción de los valores antiguos y la introducción de nuevos valores. El artículo define completamente la dirección en la modernización de la conciencia pública y la unificación nacional-ideológica. Este es un deseo de deshacerse de las huellas soviéticas y el síndrome ideológico en el espacio post-soviético, así como un deseo de pensar en una nueva mentalidad independiente. La implementación continua de las reformas políticas en esta dirección promueve la democratización de la sociedad de Kazajstán, el fortalecimiento ideológico y de valores y la plena formación de signos de la sociedad civil.

Palabras clave: Sociedad, idea nacional, modernización, conciencia pública, política.

1. INTRODUCTION

The article defines the key words of ideological and political consolidation of representatives of 17 confessions, 140 ethnic groups united in the common interest. The program article "The Course towards the Future: Modernization of Public Consciousness" is comprehensively politically analyzed and forms the ideological and value picture of public consciousness. The meaning of the Republic of

Kazakhstan President`s program article is enriched by the definition of the spiritual direction of the Third modernization of Kazakhstan. The empty ideological vacuum that emerged after the collapse of the USSR destroyed the views and trust of citizens. Radical ideas have also become a barrier in the state ideological platform for the national unification of the people, having received latent dominance in society. At this time, it became difficult to determine the national idea of society and the way of the state development. However, the search for a way out of the crisis played a positive role by strengthening the educational form of national traditions. In the above-mentioned program article, the next task is to strengthen the national code and expand national traditions (Sulkarnaeva et al, 2018). The President`s article consists of two parts. One is about national identity in the XXI century, and the second consolidates the tasks for the coming years and reveals the thoughts of national consciousness, competitiveness, preservation of national identity, obtaining knowledge, values of education, transition to the Latin script. The relevance of our research is to determine, in the course of scientific analysis, the main ways of forming a domestic ideological product in the process of democratization of Kazakhstani society. As a result, the study comes to the conclusion about the ideological need of the Kazakhstani society (Nurhayati, 2018). Priority in the analysis of the article is the basis of the national ideological unification of Kazakhstani society.

2. RESEARCH METHODS

The article presents a comprehensive numerical study of the Russian-language version of the Program article. The choice of the Russian version is connected with the multi-ethnic composition of the Kazakh society, as well as the status of the Russian language as an official, that is, interethnic communication. The method of content analysis according to the functional features of the program QDW Miner and WordStat software has conditionally passed the selection of subject, defining words and pronouns. The main meaning of research and content is specified according to the key words. In the analysis (content analysis), the number of repetitions (the number of all repetitions of the cumulative analysis of the document) of words/groups of words having a repetition frequency is at least 45. In the process of content analysis, separate words and phrases were taken into account in the total number of at least 30. The study was carried out according to the minimum value of the repetition frequency of word combinations - 2 (min words - 2), maximum - 5 (max words - 5).

3. MAIN PART

President of the Republic of Kazakhstan Nazarbayev's (2017) Program article "The Course towards Future: Modernization of Public Consciousness" is in tune with the Address to the people of Kazakhstan in 2017. This message was widely discussed under the theme Third Modernization of Kazakhstan: Global Competitiveness

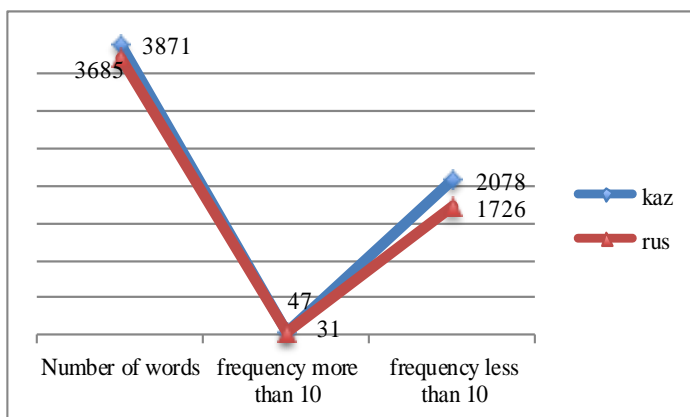
(2017). Strategy "Kazakhstan-2050: New Political Course of the Established State" adopted in 2012, had the following concept: we had a huge task – to turn the tide of events. Build a new country. To solve it, we had to carry out triple modernization: to build a state and make a breakthrough in the market economy, to lay the foundations of a social state, to rebuild public consciousness. We had to determine our own path. And this way was outlined in the Strategy "Kazakhstan –2030". This document gave us a vision of strategic goals and objectives, became an important world-view breakthrough.

Strategy "Kazakhstan-2030: Prosperity, security and ever-growing welfare of all the Kazakhstanis", adopted in 1997 and in force until 2012, concludes the following: "It is but an open secret that many officials do not understand as yet that today the role of the state doesn't consist in taking decisions which should be taken by people themselves. On the contrary, it must consist primarily in shaping up conditions in which free citizens and the private sector will be able to take effective measures in support of their families and themselves. We must be patient in our transforming mass consciousness. In this we must seek support in the younger generation which is more flexible in adapting to the new system of values and has a fresh vision of the future. In fact, the state is unable to reverse established human mentality overnight. However, the state is capable of accelerating the process of changes through elucidation of objective trends, through bringing home essential information and-most importantly-by way of implementing social and economic policy aimed at self-sufficiency. It would take decades until a new world outlook comes into existence

with us”. According to the national expert Shaukenova (2013), the results of the Strategy “Kazakhstan-2030” are an indicator of the adaptation of public consciousness in the active channel. Society has changed along with economic and political reforms. All processes were synchronized with each other. As a result of the implementation of the Strategy for 15 years, we can talk about the end of the transition period. The Post-Soviet transit is over. Kazakhstan received a new status of an established state with new goals and strategies.

According to the above principles, it is possible to note the evolutionary level of Kazakhstan as a state of a new form, as well as the level of formation of society. It is very important to note the fact of the 25th anniversary of the Republic of Kazakhstan’s independence, as well as the formation of the younger generation with a new worldview. Taking into account this interrelation of generations, the Head of State put forward a Program article. The President’s Address can be seen as an instrument of the concept of ideological and value formation. At the same time, the general picture of the country’s socio-political relations and their directions is mentioned in the Address. According to the content analysis, the Russian version of the program article consists of 3,685 words. Of these, 39 words are repeated more than 10 times ($39 > 10$), 1726 words are repeated less than 10 times ($1726 < 10$). 1765 constitutes the total number of words that are repeated. For comparison, having considered the version in the state language, it contained only 3871 words. Of these, 31 > 10 (more than 10 repeats), 2078 < 10 (less than 10 repeats), the number of words having a repeat 2109 (see Table 1).

Table 1. Numerical (quantitative) indicators of the Program Article (through examples in languages)

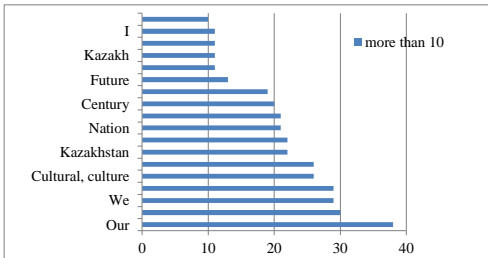


As can be seen in Table 1, the frequency of words between the state and the official languages does not differ much. However, the title of the article in the state language “Bolashakka Bagdar: Ruhani Zhangyru” in its Russian interpretation has its semantic content. The version of the article in Russian for the Russian-speaking audience, the Kazakh version taking into account the linguistic features for the state-forming titular ethnic group, was the next step that allowed the institution of power after an objective assessment of public opinion to meet the needs of society through the “Modernization of public consciousness”. This, in turn, is an indicator that government is considered with questions of the title ethnos and public opinion.

4. FREQUENCY OF WORDS/WORD

Not taking into account a number of words used as an attachment to the most frequently used words in the article are used: “and” - 166 times, “our” - 38 times, “history” - 30 times, “historical” - 8 times, “we”- 29 times, “modernization” -29 times, “cultural”, “culture” - 26 times, “national” - 26 times, “Kazakhstan” - 22 times, “language” - 22 times, “nation” - 21 times, “consciousness” - 21 times, “century” - 20 times, “must” - 19 times, “future” - 13 times, “I” - 11 times, “Latin” - 11 times, “Kazakh” - 11 times, “knowledge”- 11 times, “alphabet” - 10 times. Other words that have a frequency of repetition, mainly function words and endings for the relationship of thought (Table2).

Table 2. Reference words, whose frequency is higher 10 (10<)



The use of the word “history”, “historical”, “culture”, “century”, presented in Table 2, specifies the root consolidation of ideological and political unification of 140 ethnic groups and 17 faiths in the context of the common historical fate. The first words of the Constitution “We, the people of Kazakhstan, united by a common historic fate...” Constitution of the Republic of Kazakhstan (2017) also fix this position. Initially, the formation of the Kazakh society was based on a single civil society (Rystina, 2012). Joint life experience within the framework of the Kazakhstani state contributes to the identification of Kazakhstan's citizens, including non-indigenous residents. The identification code of the population has changed. During sociological surveys in 1991, the vast majority of respondents—about 86 percent—could not imagine themselves outside the Soviet Union. Today's situation is a mirror image of the 1991. 83.5 percent of respondents identify themselves with the Republic of Kazakhstan. Although, 19% of respondents continue to be nostalgic for the Soviet Union (Shaukenova, 2013). As defined in the study, the use of the word “Latin” and the word “Alphabet” originates from the Strategy “Kazakhstan-2050”. The Program article shows this connection with the emergence in society the need to use the Latin alphabet. On this basis, the Manifesto the Latin script as a reset of the national code (2017) signed by 24 national patriots created a call to society:

We call on representatives of all public interests to expand their range of interests and concerns, covering such interrelated problems as the preservation of the national code and the development of self-consciousness.... Latin is one of the foundations for the brand

development of our traditional culture. “Social Elevator” is entering into the world scientific and technical, financial and economic turnover. We are for the future of our citizens, so we are for the Latin!”. Today, the graphics of the Latin alphabet are widely discussed both by the scientific community and by the civil position. It should be noted that the Latin graphics have been under discussion since 2007. This year the publishing house “Arys” in 5 versions published work of Akhmet Baitursynov Institute of linguistics - “Kazakh alphabet on the basis of Latin graphics: history, traditions and future (2017: 12).

Words with a number below 10 (10>) in the content analysis: “pragmatism” - 9, “knowledge” - 9, “Kazakhstan” - 8, “society” - 8, “spiritual” - 8, “native” - 8, “tradition” - 7, “land” - 6, “transition” - 6, “independence” - 5, “patriotism” - 5, “nationwide” - 4, “renewal” - 3 (Table 3). Also, among the words that have a repetition rate of 7 in the general list of words, the concepts of “life”, “person”, “competitiveness”, “globalization” are closely related to the daily political life.

Table 3. Numbers below 10 (10>) are indicators of reference words suitable for frequency measurement

Composition of the reference word (10>)	Number of frequencies
Development, pragmatism, knowledge	9
Kazakhstani, society, spiritual, native	8
Tradition, life, man, competitiveness, globalization	7
Situation, land, transition	6

Independence, patriotism	5
Government, youth, ideology, national	4
Achievement, value, renewal	3
Economic, ecological, radical, sacred, Homeland	2
Self-consciousness, Zhetysu, numeric, parties, trilingual, Ulytau, Yassau, Turkestan	1
Total number of words	38

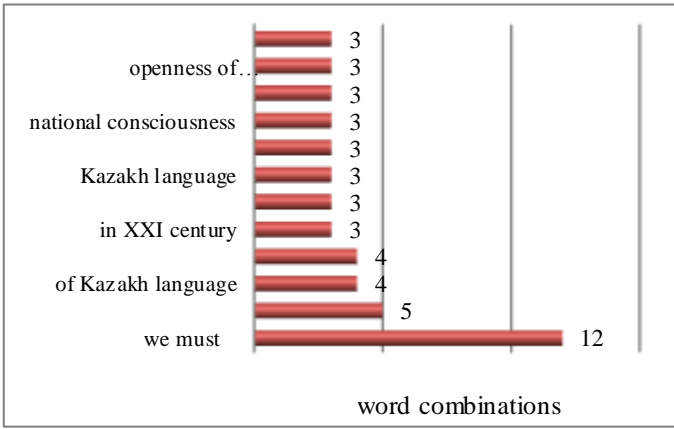
According to Table 3, we can make a conclusion about phrases containing patriotic understanding for Kazakhstan and which are of a unifying nature. Such words as "Homeland", "national", "native", "earth", "life", "knowledge", "renewal", "achievement", in the sphere of political concepts – "ideology", "party", "government", in the social direction – "youth", "value" and others. The roots of all the presented words are in harmony and have a unifying character. For example, –the future of youth, increasing competitiveness through knowledge, national values, the government is the organizer of society's life.

5. ACCORDING TO THE CONTENT ANALYSIS

In the content analysis regarding the frequency of word combinations use the following limits: min-2, max-5, frequency-3. Phrases and in Russian are investigated under the above conditions, as a result of the 7576 phrases selected 46 according to the semantic content. With regard to the highest number of the repetition frequency

of word combinations, the number 6 is determined, as a result, 10 word combinations are selected, which are presented below in Table 4.

Table 4. Frequency index of word combinations



Phrases shown in Table 4, are the basis for immediate implementation and includes a series of continuous processes. The clash of the new Kazakhstan with the processes of globalization in the XXI century contributes to the formation of new goals and tasks for the state. According to the results of the analysis, the Head of State`s article does not provide concrete figures. Instead, there are new national projects presented “100 New Faces of Kazakhstan”, “New Humanitarian Knowledge. 100 New Textbooks in the Kazakh Language”, as well as the main goal of the state – to join the 30 most developed countries.

6. CONCLUSION

Content analysis proves that the change of social consciousness, strengthening the concepts of "Homeland", "Native land", "Patriotism" in the framework of spiritual modernization, national identity, national consciousness, the Kazakh language on the basis of national history, the Latin alphabet – are the only way to the next stage of development. Program article of the President of the Republic of Kazakhstan Nazarbayev (2017) "The Course towards the Future: Modernization of Public Consciousness" conceptually concludes ideological and value aspects for the future of Kazakhstan's society. Taking into account the linguistic identity in the issue of combining a multi-ethnic society, the Head of State also provides political justice in determining the significance of the state-forming nation and the state language. At the same time, priority was given to strengthening the status of the state language, knowledge of a foreign language to enhance competitiveness and education in three languages. Thus, the Program article indicates that "Digital Kazakhstan program, the Trilingualism program and the Program of the cultural and confessional accord are part of the preparation of the nation, all Kazakhstanis for life in the XXI century". As the root (semantic) units of content analysis have been determined, the meaning of the Program article, harmonizing in theoretical and practical content, has full inspiring words. This, in turn, is a national program document to strengthen the ideological platform of Kazakhstan.

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