**ETNOGEO CULTURAL IDENTITY IN CENTRAL ASIA:
TRADITION AND MODERN TRENDS OF MEDIA EDUCATION**

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Historical dynamics priorities ethnogeographical resettlement and social organization of Turkic tribes in Central Asia - a multi-faceted topic. The study of this aspect is possible by combining scientific historians of project results, anthropologists, demographers, linguists, even - environmentalists. If, for example, in the USSR functioned separate Ethnography Institute, after the collapse in the national republics ceased to be coordinated basic research. For example, in Tajikistan deposited archive materials about the Kazakhs living in the country in the second half of the 20th century, their way of life, economy, language, material and spiritual culture. The study of small ethnic groups was caused by the events of self-determination in the neighboring East Turkestan (Xinjiang). [1; 59-70] But as soon as there are identification processes were interrupted violently, the ethnographic and development in Tajikistan were not funded by the Academy of Sciences of the USSR. It is obvious that political interest sometimes actualizes research projects, but not vice versa, unfortunately.

Interesting conclusions O.O.Suleimenov, who reconstructs the names of Kazakh (Turkic-Mongol) tribes and clans), they tamgas (coats of arms), and other signs that served as identification "code". [2]

The significance of "marks" on the banners, billboards exciting wrote Valikhanov SH.E. architect who has studied the subject in the context of world art. [3] In a word, science is enriched note of recent decades, especially since the open database is now represented on the Internet. Using them can any researcher. The process of "digitization" of scientific evidence plays a positive role; cartography region is undergoing now a curious process. The textbooks of geography and history of Kazakhstan, Russia (Crimea) and China, for example, a number of border areas identified in different ways. It repeatedly noted experts. [4]

Of course, in the history of Central Asia and Kazakhstan in the Middle Ages and modern times repeatedly have been acts of "spin-off" of certain pseudo-state formations. Geographical features and a kaleidoscope of ethnic groups initially fraught with separatism roots. We wrote about it earlier. [5] At what separatism - a phenomenon, it should be studied; topic in the media now becomes ambiguous politicized. Personal ambition, backed up by a temporary enrichment of their speakers, external stakeholders force, military and political blocs with the "fellow travelers" and other factors periodically tore the integrity of the Kazakh state. It did not escape, and neighboring lands.

Religious vectors around Central Asia played the role of the centrifugal (disintegration), then - the centripetal (integration) factors. The region has experienced the impact of a variety of world religions and beliefs.

However, against the background of a more or less coherent picture of ethnic origin and the state, is still poorly studied issues such as:

- Communications management features outside the region (within Eurasia) in XIII- XIX cс.;

- The specificity of the logistics of communications with neighboring and distant sub-subsystems (within Eurasia) in XIII- XIX centuries. Meanwhile, recent archaeological finds time on the perimeter of Kazakhstan («Altyn Adam") directly characterize the features of the material culture of the nomads, logistics movements, the specifics of worship, etc.

If the beginning of the 20th century historiography theme had reserve works Bartold V, Divaev A., A. Baitursynov, over the last hundred years a breakthrough in illumination has not occurred. Implementation of fundamental projects prevented the socio-political events (revolution, civil war, repression, reform of the alphabet, etc.). Best part of the national intelligentsia, scientists, teachers and students have been destroyed physically and mentally. Many topics or identification - with the claim to self-determination - have been banned in science, journalism and media.

In demand to date, even those fundamental works of Soviet ethnologists, who saw the light in the last century: Brooke SI [6] B. Vostrov, Mukanov M. [7], Massanov N.E.

Today we are witnessing another trend: in the regional centers, major cities and populated areas of Kazakhstan historians, the old-timers, institutions tutors collect oral information about the history of a particular kind (Kurei, Naiman, karakeseki, etc.). Brochures and serials were published. They make up a certain percentage of the historical and informative literature. It must be noted, as well as the educational value of such studies and compilations. Moreover, these books are often published thanks to the sponsors, but not from the state budget. It is time for the government to pay attention and to allocate funds for the generalization of the collected information.

We analyzed the factors contributing to and / or / hindering the harmonious development of relations with potential partners. Firstly, the distance, the landscape and the need to protect trade caravans, climatic variations from the Silk Road. This - the regional realities of life, is not always recorded in the history books. Secondly, language barriers. They were overcome thanks to the way the institution of interpreters («tіlmash" - translators), intermediaries, which is rich in the East. Third, only now the Kazakh science approaches to the subject of history and development of the Kazakh orally or in writing of the book, promising topics of intercultural exchange of information (music - kui, songs, instruments, ornaments and national costumes; money as the equivalent goods; architecture; road construction: ditches a hydraulic system, - the list can be infinite). Until now, these aspects of the culture and livelihoods of the region, the feeling is not perceived by researchers as part of a whole. What to speak of school children, who are forced to study in such a seemingly new, but in fact - mentally oldtextbooks?!

The media, journalists, writer and director captivated TV screen videos (channel "Bilim-Madeniet") are often away from historicism and portray characters without taking into account regional specificities. And after watching the transfer students, students. Visualization images fixed in the mind at the expense of historical truth. Consultations with academic institutions should be the norm in approving the "menu" of TV channels.

I am sure that the time has come to create in Kazakhstan (as is done in the next RF) single digital database of historical, philological, ethnological, demographic, geographic, and others. Sciences industries. Only by accumulating collected at the moment of data from local historians and academics, as well as the reconstruction works of the repressed activists of "Alash" (Tynyshpaev M., S. Seifullin, Sadvokasov S.,Bukeikhanov M., A. Baitursynov and many others) have been finally revealed general regularities and features of the socio-economic space of Kazakhstan in a single ecosystem, the Central Asian states.

The grant form of financing humanitarian research institutes and individual teams of scientists of high school will justify itself only under this condition. Exactly the question: does not the Commission should address the issues of grants and public procurement. To form its content should academicians of NAS RK, competent scientists, who gave many years of science, the Patriots with a broad outlook.
Settling Turko-Mongol tribes, ethnic and cultural features of political and social, economic type and other aspects of life inhabitants of Dasht-iKipchak attract scientific interest in a long time. New Publications and revision of concepts after the rejection of the Marxist ideology revived the research process.

In 2010, he saw the light of a rare book. Monograph MeruertAbuseitova and Larissa Dodkhudoeva "History of Kazakhstan in the eastern miniatures" - the publication is not ordinary. Topics illustrations in the "History of ..." - palaces, religious and diplomatic ceremonies, playing musical instruments, hunting, funeral processions, storming fortifications of Baghdad, fantasy, mystical vision ... Characters - Turkic Kagan, Bartan, Bahadur and his wife SunigulFujino (grandfather and grandmother of Genghis khan), khans Ogedei, Giiyuk, Shaibani, AbulKhair, Abdullah, Munch, Chagatai, Jochi ... Some songs just conquer with their multifigured elegance, beautiful craftsmanship and subtlety of psychological analysis. For example, "The dispute scholars and wise men" or "Majlis at Jochi Khan". "History of Kazakhstan in the eastern miniatures" - one of the best in its science-based credibility and factual generosity of books, created "in the footsteps" of the Silk Road, the unique phenomenon of history and culture, instead of powerful pulses of civilizations mingled. [8]

The author of the article "From the history of the Kazakh manuscripts" senior lecturer in publishing and design of the Faculty of Journalism Asembaeva B.O. brought interesting facts from the history of the Kazakh manuscript, highlighting the historical significance of hand-written monuments in the cultural life of the development of the peoples of Central Asia and Kazakhstan. Based on the fundamental works A.H. Margulan, she turned to the Turkic etymology of the word "bitig", which in Russian means "book." [9]

We conducted a study of the quality of publications of the last twenty-five years in the media and academic publications, fundamental series of works. Conclusions pretty optimistic: the information society, which is becoming Kazakhstan implies consistency with the objectives of sustainable development of the United Nations. In this process plays an important role cooperation of the media and academia. University science keeps up with modern trends in the search, analysis and presentation of historical material. Ethno-cultural and geopolitical peculiarities of life of nomadic and semi-nomadic, including Turkic-Mongolian companies, can be found in the processing of a large database of different spheres of knowledge. Even the achievements of Kazakhstan's space industry may be involved aerial surveys of typical nomadic paths, parking lots and settlements, river beds are also reflected in the images of the cosmos.

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