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Taraz Innovation and Humanities University**



**MATERIALS  
of the II International scientific-practical conference  
"PROSPECTS FOR THE DEVELOPMENT  
OF MODERN SCIENCE"**

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Busan, Korea**

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This is a compilation of the materials of the II international scientific-practical conference "Prospects for the Development of Modern Science", that was held in Busan, Korea, on April 19-21, 2017.

Submissions cover a wide range of issues, primarily the problem of improving management, sustainable economic development and introduction of innovative technologies, improved training and enhancement of the development of "human capital", interaction between the individual and society, psychological and pedagogical foundations of innovative education.

Materials addressed to all those interested in the actual problems of management, economy and ecology, social sciences and humanities.

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«ЛИДЕР КАЗАХСТАНА 2013»

**Leader of Kazakhstan \*  
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Академия действует в соответствии с принципами и стандартами Болонского научно-образовательного процесса.

Целью Академии является содействие развитию социально-управленческих знаний и технологий, а также проведение экономических, социологических, социально-психологических и иных фундаментальных и прикладных научных исследований по актуальным проблемам управления.

Академия осуществляет независимую аттестацию и оценку качества подготовки научно-педагогических кадров, а также руководителей и специалистов-практиков высшей квалификации в области менеджмента и других социальных наук с выдачей соответствующих квалификационных документов.

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Compilation of the materials of the international scientific-practical conference "Quality Management: Search and Solutions" (edited by S. Midelski) was awarded the Honorary Diploma and the Gold Medal of the XXVIII Moscow International Book Fair, held at the Exhibition of Economic Achievements (VDNKh, Moscow, Russia) 2-6 September 2015.

XXVIII Moscow International Book Fair - the largest international scale Book Forum in Russia, which became one of the central events of the Year of Literature in the Russian Federation.

Participants of the oldest book fair has become more than 400 Russian and foreign publishing houses from 30 countries, which traditionally provided the best examples of educational, scientific, reference and encyclopedic, fiction, children's literature.



Сборник материалов международной научно-практической конференции «Менеджмент качества: поиск и решения» (под редакцией С.Л. Мидельского) был отмечен Почетным Дипломом и Золотой медалью XXVIII Московской международной книжной выставки-ярмарки, состоявшейся на Выставке Достижений Народного Хозяйства (ВДНХ, г. Москва, РФ) 2-6 сентября 2015 года.

XXVIII Московская международная книжная выставка-ярмарка - крупнейший в России книжный форум международного масштаба, который стал одним из центральных событий Года литературы в Российской Федерации.

Участниками старейшего книжного форума страны стало более 400 российских и зарубежных издательств из 30 стран, которые традиционно представили лучшие образцы учебной, научной, справочно-энциклопедической, художественной, детской литературы.

\* \* \* \* \*

All collections of scientific papers, published by the Regional Academy of Management, have ISBN, Bibliographic Classification, Universal Decimal Classification (UDC) and all the necessary details. Collections are recorded in scientometric based RSCI (Russian Science Citation Index), receive impact factor and placed in the largest in the CIS electronic library of scientific publications eLIBRARY.RU.

Все сборники научных трудов, издаваемые Региональной Академией Менеджмента, имеют ISBN, ББК, УДК и все необходимые реквизиты, регистрируются в наукометрической базе РИНЦ (Российский индекс научного цитирования) с получением соответствующего импакт-фактора и размещаются в крупнейшей в СНГ электронной библиотеке научных публикаций eLIBRARY.RU.

Compilation of the materials of the international scientific-practical conference "Quality Management: Search and Solutions" (edited by S. Midelski) was awarded the Honorary Diploma and the Gold Medal of the XXXVI International Paris Book Fair (17-20 March 2016, Paris).

XXXVI International Paris Book Fair was held under the motto "Book in the Spotlight". It was opened by solemn speech of French President Francois Hollande. Among the visitors of the Fair were many French and foreign politicians, scientists and cultural figures, such as France Prime Minister Manuel Valls, the Minister of Culture and Communications Audrey Azoulay, Minister of Higher Education and Scientific Research Najat Vallaud-Belkacem.

Over the 4 days of the Exhibition organized more than 800 meetings devoted to issues of book publishing, distribution and availability of books, copyright issues related to, including educational and scientific publications.

Fair participants were representatives of 45 countries; the number of visitors exceeded 230,000 people.



Сборник материалов международной научно-практической конференции «Менеджмент качества: поиск и решения» (под редакцией С.Л. Мидельского) был отмечен Почетным Дипломом и Золотой медалью XXXVI Международного Парижского книжного Салона (17-20 марта 2016, Париж).

XXXVI Международный Парижский книжный Салон прошел под девизом «Книга в центре внимания». Его открыл торжественной речью президент Французской Республики Франсуа Оланд (François Hollande). Среди посетителей Салона были многие французские и иностранные политики, деятели науки и культуры, такие как премьер-министр Франции Мануэль Вальс (Manuel Valls), министр культуры и связи Одри Азулай (Audrey Azoulay), министр высшего образования и научных исследований Наят Валло-Белкасем (Najat Vallaud-Belkacem).

За 4 дня проведения Салона организовано более 800 встреч, посвящённых вопросам книгоиздания, распространения и доступности книжной продукции, вопросам авторских прав, касающихся, в том числе, учебных и научных изданий.

Участниками Салона стали представители 45 стран, число гостей превысило 230 000 человек.



The collection of materials of the III International Scientific and Practical Conference "Innovation Management and Technology in the Era of Globalization" (Sharjah, UAE, January 12-14, 2016, edited by S. Midelski) was presented at the XXIX International Exhibition of Teaching and Scientific Publications.

The exhibition was held from 30 May to 1 June 2016 in the main building of Russian Academy of Sciences (RAS, Moscow, Russia).

The collection was awarded by the Diploma "The Best Teaching Publications in Its Field" and by the Certificate "Golden Fund of National Science".

Regional Academy of Management sincerely thanks our partners and co-organizers of the conference, members of the editorial board and all the authors of articles, which was published in the collection.

\* \* \* \* \*

Сборник материалов III международной научно-практической конференции «Инновационный менеджмент и технологии в эпоху глобализации» (Шарджа, ОАЭ, 12-14 января 2016 года, редактор С.Л. Мидельский) был представлен на XXIX международной выставке-презентации учебно-методических и научных изданий.

Выставка проходила с 30 мая по 1 июня 2016 г. в главном здании Российской Академии Наук (РАН, Москва, Россия).

Сборник был награжден Дипломом «Лучшее учебно-методическое издание в отрасли» и Сертификатом «Золотой фонд отечественной науки».

Региональная Академия Менеджмента искренне благодарит наших партнёров и со-организаторов конференции, членов редакционной коллегии и всех авторов статей, опубликованных в сборнике.

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### 3.5. ON PRESERVATION OF RARE CLASSICAL PHILOLOGICAL HERITAGE

**A.S.Turgenbayeva<sup>1</sup>, K. Zhanabayev<sup>2</sup>, B.M. Bozhbanbayev<sup>3</sup>**

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#### **Annotation**

*The article is devoted to the topical problem of preservation and adoption of rare samples of scientific classical philological heritage into the scientific, educational and publishing process. Despite of the time span, the main distinctive features of these rare samples are their obvious competitiveness, intellectual intensity, scientific depth, originality of approaches in researches, their scientific consistency and vitality. All these features characterize original scientific classics.*

*There is no place and time for understanding of philological heritage in conditions of fierce market competition, world globalization, rapid development of electronic, computer, innovative technologies. And it is considered as unproductive and uncompetitive by the business world as the result of science and education commercialization.*

*The authors of the article reject such approaches. They see a significant benefit both for science and the market of educational services in addressing to rare samples of national scientific classical philological heritage, leading scientific schools and their prominent representatives in historical continuance of scientific knowledge, in demand of the best research methods, education and training. They see the way out of the crisis that the whole modern philological science faced, only due to addressing to the best samples of scientific classics.*

**Keywords:** *global village, culture, communication, leading scientific schools, continuance of scientific knowledge, rare classical philological heritage, market, competition, search, systematization, processing, scientific center, functions.*

Modern fast-changing reality directly merged with the idea of a "global village", which in 1962 predicted the original Canadian scientist, philosopher and culture Marshall McLuhan. His famous work «The Gutenberg Galaxy: The Making of Typographic Man» devoted to the theory and history of culture, communication and Media Theory. According to the philosopher, culture and communication form the environment, and the historical specificity of the communicative environment forms a historical type of a particular culture at a particular point in its development. The idea of a "global village" of the scientist was embodied in the modern World Wide Web as a result of the inevitable interaction between the world of electronic devices. Thus, the main discovery of M. McLuhan in the field of social philosophy lay in the fact that the entire history of human societies in retrospect appears public communications of history or as a special cultural and historical typology in which one replaces another means of communication: writing has replaced the spoken word, typography - writing, and modern electronic means - printing presses. Thus, arose and received the active development of the world of electronic technology, referred to as the "global village" in

which all customers in a short time become instant holders of information. This new age we call the "post-industrial" and global, as well as "the century of innovation" and "computer technology". This is, of course, and the pros and cons. But the fact remains that the universal domination of the electronic age, "global village", McLuhan began to date and the dominant way the world of popular culture. "For Kazakhstan, which has set an ambitious goal, and striving to become one of the 30 developed countries in the world, - says Yuri Semykina, - the availability and quality of scientific activity, without which it is impossible to industrially-innovative development of the country, of course, it is of great importance.

Meanwhile, in the first years of independent Kazakhstan, and science and education have gone through difficult times, and that has resulted in a certain lack of knowledgeable, thoughtful and enterprising young scientists "[1, 76-77]. So, science and its book and magazine image entered into an uphill battle for survival. With even more acute was a problem saving humanitarian heritage. And this problem is not only the Russian language, Russian philological thought, but turkologists, the common cultural heritage of Philology. It is relevant and talk about the rarest specimens of classical philological heritage, scientific methods, the ideas of Russian scientists, etc. What is a rare classical philological heritage? This is the heritage of outstanding scientists-philologists who, for one reason or another has not been issued, has not to date their place on the Internet, but which by virtue of scientific depth and lively intellectual richness still much in demand, has scientific and cultural significance. By heritage we include unpublished articles, speeches, not published monograph valuable research notes, reviews, recommendations, as well as acute and topical presentations, in the scientific community received considerable attention, but who for one reason or another are not out of print.

The rare classical philological heritage, we also classify the publication of the last century, have scientific value, but is not included in the great scientific and educational process. Such, for example, represented by the outstanding Kazakh linguist H.H. Makhmudov, deep and fundamental literary articles who died early J.J. Bekturova, joint research of poems A.L. Zhovtis and B. Kenjebayeva, valuable Turkological concept of A.S. Amanzholov, works of T.M. Madzigon and O.B. Markov and other prominent philologists of Kazakhstan. Of course, in the tough market conditions, we have selected only a few, most significant, classical in form and content, philological samples.

In the first place here come search relevance (field) work, professionalism, editorial processing techniques and methods for the implementation of the scientific and educational process. But the book consumer market specific. He lives by its strict laws and regulations. Market - always money. And always - demanded product. He does not need, by and large, abstract philological literature, vector one way or another directed either to the subject of history, or to his theory, or to processes of modern

development of language and artistic thought. That is why we have raised the issue of rare, which has by far the highest price (in all its senses) heritage, heritage, possessing impeccable academic quality, requiring for this reason and special, the most sophisticated and the most and sophisticated consumers, their target audience, heritage, In our opinion, the most competitive in the modern publishing the book market. In order to identify and truly scientific evaluation of such a rare philological heritage needed monitoring, examination, scientific sampling system. Such a selection provides the Expert Council, which the scientific community these samples and recommending their scientific publications. The Expert Council includes well-known doctor of science, scientists, clearly declared itself firmly-established in the scientific community who have created their own schools. Their main function - recommendations, review and promotion of the best examples of classical philological heritage. In this case, a rare classical heritage serves as a valuable and quite competitive intellectual product ready for publication and implementation of the scientific and educational process.

Given the properties of competitiveness and the high importance of this heritage, Expert Council at the same time recommends for publishing best practices and scientific research and teaching. Of particular relevance in terms of competition is promotion, promotion, promotion of the best methods of teaching Russian, Kazakh, English and other languages are not lost and to this day its value. Such, for example, remains complex concentric system of teaching the Russian language in Kazakh audience a wonderful teacher and methodologist D. Tursunov past experience, which at one time took over all the former Soviet republics. This system is now not lost its effectiveness and with great benefit can be transferred to the system of English language teaching in national audience or the Kazakh language in Russian audience. The urgency of preservation, processing and implementation of the scientific and educational process of the best examples of classical philological heritage also comes from the modern crisis state of philological sciences, on the one hand to quickly lose valuable national experience, over the years it turned out beneficial tradition, and on the other - with the rapid development of Internet and other innovative technologies. However, the issue of electronic publishing and the establishment of electronic publishing will ensure the preservation of classical philological heritage and greatly contribute to the rapidly developing relations of Kazakhstan's science with foreign scientific centers of the Russian Federation, the USA, Turkey, European countries, etc. Here at the forefront the creation of an electronic library - the guarantor of preservation and promotion of the national classical heritage.

But the retention of such a valuable material is not an end in itself. Now, with such an impressive intellectual and methodical and educational body we have and most valuable basis for research work of students, undergraduates, doctoral students in various fields and also for teaching and

research practices of the future philologists developing after the titans of science the most important direction.

It should be noted that it is a rare classical philological heritage, in fact, is the most relevant, the most significant part of the philological and cultural heritage. That's why now, and there was an urgent need to focus and organization of centers devoted to saving, managing, processing, publication and implementation in the educational and scientific process of such heritage. This center will also become a research and education, and manufacturing. Despite the crisis situation in Philology, on the complexity of the market, pessimism and commercialization of science and education, currently in the country came a series of laws that protect the rights and obligations of the scientists contributing to the preservation and promotion of cultural scientific heritage. These are the Law of the Republic of Kazakhstan dated October 31, 2015 № 381-V «On the commercialization of scientific and (or) scientific and technical activities" [2] and the Law of the Republic of Kazakhstan from July 2, 1992 № 1488-XII «On protection and use of objects historical and cultural heritage "[3], as well as - regulations of the Republic of Kazakhstan on the issues of preservation of cultural and scientific heritage. "In order to promote the active position of young scientists - he wrote one observer," Asia Center "- to safeguard and develop the leading scientific schools, to ensure the continuity of scientific generations and increase the intellectual potential of the country in 2007 on the initiative of President Nursultan Nazarbayev at the Foundation of the First President of the Republic of Kazakhstan was created by the Council of young scientists. "[1, 76-77]. It should also be noted that our science must also use active global funds directly funding science, scientific research, educational programs, etc. Among these are by far the best-known US foundations, Germany, UK, Italy ("MacArthur Foundation", "Alexander von Humboldt Foundation»), «Willcome Trust», «The Romualdo Del Bianco") [1, 76-77].

In Kazakhstan, this charitable social institution acts as the Fund of the First President of the Republic of Kazakhstan, Leader of the Nation. "One of its priorities determined support of young scientists and students in all fields of science and manifests itself in working with them, not just as a traditional charity institution, but as a framework to facilitate the development, encouraging active citizenship and stimulating the initiative" [1, 76 -77].

The idea of scientific and production center for the promotion of the best traditions of Russian philology was expressed by Professor Shaimerdenova N.J. during assembly lectures "Kazakhstan russistic in changing paradigms" in the spring of 2016. Developers ideas became PhD, associate professor of the faculty of journalism of KazNU named after Al-Farabi K. Zhanabayev, doctoral students: A.S. Turgenbaeva and M. Aymagambetova. What are the main tasks of the NPC for saving, managing, processing, publication and implementation of the scientific, educational and publishing process of rare specimens of classical philological heritage:

- select and organize the best philological heritage in the field of linguistics, folklore, literature, history, philosophy, cultural studies, and literary translation, in its chronological clarity and consistency;
- digitize rare works and sources of Kazakh classical philology, not lost to this day its high scientific and scientific-methodological value, even without their publication on the Internet;
- in accordance with modern requirements to translate the best examples of the Kazakh, Russian and English languages, as well as - to place them in the Wikipedia and the Internet;
- organize scientific-methodological and scientific-theoretical seminars to introduce advanced educational training of language teaching methods;
- to organize round tables and seminars to promote the outstanding personalities of their research methodologies, their labors in Philology;
- introduce a rare classic philological heritage of Kazakhstan and advanced scientific methods and educational technologies in e-book form and to popularize them in the scientific centers of the Russian Federation, Turkey, China, USA, etc.;
- carry out the implementation of research on their own and in cooperation with other research centers and external organizations;
- carry out international cooperation in the field of the humanities by making contracts, the Centre's participation in international conferences, organizing international exchange of staff, students and young scientists with relevant universities and laboratories in the world, the international scientific and educational organizations and foundations, participate in the work of Russian, American, Chinese and other international associations of innovation centers;
- identification of new archival sources, work with the family archives of scientists;
- creation of an electronic library of rare philological classical heritage on the toll (and free) basis;
- creation of an electronic (and printed) editions of rare classical philological heritage;
- organizing and conducting fundamental and applied scientific research commissioned by the MES and on its own initiative;
- participation in the implementation of MES research and development projects;
- preparation of analytical reports and articles for publication in the media and leading international scientific journals.

### **Reference:**

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