

INTELLECTUAL CAPITAL
AS THE BASIS OF KNOWLEDGE
SOCIETY DEVELOPMENT

Monograph

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of Doctor of Political Science,
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Almaty
«Qazaq University»
2018

UDC 32.00
LBC 66.00
S 91

*Recommended for publication by the Academic Council
(Protocol No.9, 30.04.2018) and the Editorial Committee of al-Farabi KazNU
(Protocol No.6, 04.05.2018)*

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S 91 Intellectual capital as the basis of knowledge society development: monograph / G.S. Sultanbayeva, S.N. Velitchenko, O.P. Lozhnikova. – Almaty: Qazaq university, 2018. – 176 p.

ISBN 978-601-04-3453-0

The collective monograph is devoted to the problems of knowledge society development. The monograph is addressed to researchers in the field of socio-humanitarian and socio-political sciences, to students, undergraduates and PhD students and to anyone interested in issues of social development.

UDC 32.00
LBC 66.00

ISBN 978-601-04-3453-0

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INTRODUCTION

The strategic objective for Kazakhstan, as well as for other developing countries, is to conduct 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 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 formation of intellectual nation is recognized to be one of the strategic objectives of Kazakhstan development, where the main vectors are high-quality education and support of the younger generation.

A student expedition organized this year during the period from June 19 to July 02 within the framework of “People-to-people” campaign has first conducted the researches in Mangystau, Kyzylorda and Semipalatinsk regions. Under this activity young scientist:

- 1) collected the necessary material for “Semiotic and symbolic source book of intellectual properties of Kazakhstan citizens”;
- 2) studied humanitarian technologies on social projecting aimed at formation of an intellectual society citizen;
- 3) studied public opinion of Kazakhstan citizens on the problems of intellectual potential development “Kazakhstan after 2015”, specified in the UN Millennium Development Goals.

Also during the expedition an information campaign called “A letter to the village”, devoted to problems of our villages and a situation of villagers, has been held.

In addition, in order to identify opinions on the possibility to create intellectual nation among Kazakhstan young people a research in focus groups was conducted. Young people aged 18-20 from Kyzylorda, Atyrau and Almaty took part in them.

An important direction of the research was to determine public opinion, necessary to develop information and communication technologies for efficient impact, aimed at enhancing intellectual potential. To investigate this issue, questionnaires were created and the work in focus groups was conducted. The results are structured in diagrams. Also a humanitarian project – “Kazakh Eli” (“Kazakh country”) student scientific expedition – was performed.

New information technologies have brought major changes to the economy. Development, research and intangible investments in human capital have taken a prominent place in comparison with material investments. Therefore, economic activity is now focused on intangible components. Swiss scientists B. Carlson and G. Eliasson consider economic development a realization of the idea of new technologies. According to English scientist T. Stewart, intellectual capital is a new source of wealth organization. In order to succeed in the immaterial economy, organizations and individuals should master the techniques that are different from their previous skills. In other words, “knowledge” has become the key word of the new economy, global hyper competition and paradigms of global management. Knowledge that can be converted into a value – this is the way how intellectual capital is considered by L. Edvinsson. Ruus J., Pike S. and J.I. Fernstem identify intellectual capital with all the non-monetary and non-material resources involved in the formation of an organisation’s value. Albert S. and Bradley K. call intellectual capital “the process of turning knowledge and intangible assets into useful resources that provide competitive advantages to individuals, businesses and nations”. J. Teece applies synonymous concept to intellectual capital “Knowledge Assets”, emphasizing the need for an economic benefit of individual and organizational knowledge as strategic assets.

In Kazakhstan, the creation of a knowledge society, its formation and transformation into the country's main value is a leading strategic goal and promising performed task of the state policy. It is proved by the fact that over the past three years, Kazakhstan is in the top four

leaders in the UNESCO Education Development Index among 129 countries.

The choice of intellectual capital is the way of compliance to the requirements of entering the club of world competitive countries. Since this project is devoted to the problems of humanitarian technologies development aimed at investing in the development of Kazakhstan knowledge society, the researches on the economic development of the country through intellectual investment in the world policy are taken as the basis. Human intellectual potential in these scientific studies is considered as an investment. Therefore, it is very important to study and analyze the mechanisms of innovative tasks solutions to improve the competitiveness of the social and economic sector of the country by attracting investments in the development of the country's knowledge society, development of methods for its effective implementation and evaluation system.

The strategic objective for Kazakhstan, as well as for other developing countries, is to conduct 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.

Aggregate state competitiveness in the global economy and the ability of sustainable development depend on three strategic resources. The first strategic resource is natural wealth, namely: ground, water, mineral resources, woods, etc. The second strategic resource is material and technical base and financial capital; here the main points are existing production equipment, factory buildings, machinery, funds, quality and quantity of various material components of the country's activity. The third strategic resource is manpower resources-people. It is obvious that the level of human resources development, the level of education and culture are the main factors for economy and society development. Development of the world leading countries has led to the formation of post-industrial, and then to new economy-knowledge economy, innovation, global information systems, intellectual labour economy, science and latest technologies. The basis

of this new economy is intellectual potential, which is a dominant of social and economic development of modern society. Today education becomes an economic sector, and human factor is the main resource for economy development where a person who can discover, create something new in industry, science, culture, etc. is of great value. That is why the most important mission of higher education in Kazakhstan is preparation of intellectually developed, creatively working professionals-the citizens of the Republic of Kazakhstan.

Today the system of higher education faces radically new tasks, the main of which has been specified by Nazarbayev N. A., the President of the Republic of Kazakhstan, in the national project initiated by him “Intellectual nation – 2020: education of Kazakhs of new formation, turning Kazakhstan to the country with competitive human capital”. Formation of intellectual nation is recognized as one of the strategic objectives for Kazakhstan development, where the main vectors are high quality education and support of the younger generation.

Today, the most valuable qualities are creative thinking, the ability to process knowledge, generate new solutions, technologies and innovations. Creative thinking, the ability to be useful and to serve the society and all the humanity, critical thinking, promoting understanding the meaning of life and the role of every person in this world – these are the principles necessary for the full development of an individual.

In this regard, the study of humanitarian technologies aimed at developing intellectual capital of the nation and formation of Kazakhstan’s “citizen of knowledge-based society” is represented as not only a scientific, but also a political task. Therefore, “at the present stage in the formation of a knowledge society citizen a comprehensive study of humanitarian technologies affecting public consciousness and results of strategic objectives must be implemented. During the period of rapid development of the world economic, social and political processes the definition of spiritual values and ideological principles of Kazakh society and their focus on civilization provisions is an urgent problem”.

The aim of “Intellectual nation–2020” program is production of the main capital and the supreme value-human, and not only a professional but a person in the entirety of his qualities and properties

of spiritual and moral personality. A significant step towards the formation of creative young generation is Kazakhstan's joining to the Bologna Process in 2010, which opened new perspectives of international integration. A number of reforms have been carried out in Kazakhstan under renovation of the educational system. An important event was the adoption of the State Program of Education Development in the Republic of Kazakhstan for 2011-2020, which aims at reaching a fundamentally new quality of education that would meet international standards.

Kazakhstan has settled down to a course of intellectual society creation. This society, mechanisms of political and economic, industrial, social and innovative spheres are run by an individual of high intelligence and honest employment. A working person is a person of knowledge. Therefore, a person is the main capital of the society. "Intellectual nation project" should consider three potential points: creation of new solutions, technologies and innovations; information revolution; spiritual education of youth. Today Kazakhstan has enough features to take its rightful place in the sphere of training specialists competitive on the world stage.

The authors of this scientific publication have been working in three directions. The first one is an analysis of works of domestic and foreign authors on the study of humanitarian technologies. It was necessary to determine the definition of the concept of "humanitarian technologies" and their influence on the formation of intellectual society. Also systematic and comparative analysis of the works of prominent scientists who conducted the research in the field of intellectual investments, intangible assets, economic freedom, political freedom, mass communication and public interests, political discourse and metaphoric has been performed. These scientists are: Werner Clement, Gerhard Hammerer, Karl Schwarz, Ahmed Bounfour, Leif Edvinsson, Aurora Teixeira, Isy Núñez Guerrero, W. Ken Farr, Richard A. Lord, J. Larry Wolfenbarger, H.D. Lasswell, D. Lerner, W. Shramm, D. McQuial. Both domestic and foreign psycho-pedagogical literature pays much attention to the problem of development of creative thinking and intelligence. Among the researchers are: Baranova L.A., Brushlinskiy A.V., Guilford J., Zhetpisbayeva B.A. Great contribution to the development of features of formation and functioning, characteristic of the essence of

investigated problem, its sociological evaluation was made by Altynbayev R.Z., Yelyutin V.P., Kochetov A.I., Smirnov L.G., Trapeznikov S.P., Shiryaev L.A.

In modern science, the problems of education in different contexts have been studied by such philosophers and sociologists as Bestuzhev-Lada I.V., Bikmetov E.Y., Zborovskiy N.Y., Zdravomyslov A.G., Kogan N., Konstantinovskiy D.L., Martishina N.Y., Nechayev V.Y., Petrov Y.P., Rubina L.L., Rutkevich M.N., Fadeev I.M., Filippov F.R., Khayrullin F.G., Cherednychenko G.A., Sharipov F.V., Shafikov M.T., Shubkin V.N.

The researches on intellectual capital are described in articles published in scientific journals on Scopus: Gadaf Rexhepi Sadudin Ibrahim Nexhbi Veselic, Business and Economic Faculty of South Eastern Europe Tetovo University, Macedonia, Majidi, AB, Haddadian, Rezai from Iran University, Devi Fariha Abdullaha* & Saudah Sofiana Faculty Universiti Teknologi Malasia, and etc.

The analysis of intellectual potential, culture and activity relationship is described in the works of Bruyeva L.P., Vavilin E.A., Kantor V.K., Karlov N.V., Kelle V.Zh., Kefeli I.F., Kogan L.N., Kuznetsova I.T., Kuzmin M.N., Lobkovits N., Markaryan E.S., Markush D., Mezhuyev V.M., Muravyov Y.A., Nikiforov A.L., Pletnikov Y.K., Schweitzer A., Yudin B.G., Zheksenbayev B., Nuriyev A.K., Satov A.K., Mergaliyev M.A., Seysenbayeva Zh.A., and etc.

At the same time in national sociological and political literature the problem of intellectual potential, its essence and content is not set very often. At the present stage there are no studies entirely covering this topic. Basically some certain aspects of the formation and development of intellectual potential are considered.

One of the first projects aimed at complex research of intellectual nation formation in the field of social and political science of Kazakhstan is the project called "From an intellectual nation to the intellectual potential: development of information and communication technology impacts on the masses".

Activities carried out to determine the immediate future and implement comprehensive programs in the framework of "Intellectual Nation 2020" project are the first studies in this field.

In order to analyze the factors that determine mental and intellectual capital of people, a content analysis and a factor analysis have been conducted and a political discourse of Kazakh mass media materials has been studied.

A priority of this unique project is to study the issues of preservation and transfer of intangible values of Kazakh people from one generation to another, according to UNESCO International Convention for the Safeguarding of the Intangible Cultural Heritage. The expedition participants studied problems of regions, issues on social development of villages and auls “Kazakhstan after 2015” in the framework of the UN Millennium Program, possibility of Kazakhstan entering International Decade for the Rapprochement of Cultures through information space. Also an information campaign called “A letter to the village”, devoted to problems of Kazakhstan villages and villagers was carried out during the expedition. A total of 500 participants from the regions were involved, including: respondents, interviewers, scientists, cultural workers, and university and secondary school students.

The Study Group expresses its appreciation and gratitude to the scientists, government officials and public figures of the regions for their support and assistance during the work of a scientific expedition:

Semey city: to Titayeva Tatyana Genadyevna, a guide of F. Dostoyevskiy museum; Bustekbayev Kanat Tanysbekuly, a guide of regional historical museum; Aidar Sadyrbayev, a deputy head of Internal Policy Department; Zhanayeva Shagangul Sdayrbayeva, a deputy head of M. Auezov pedagogical college; Yerkebulan Baltabekov, an executive secretary of “Zhas Otan”; Malgazhdarov Miras Miratuly, a chairman of “Salauat” Public Association in East Kazakhstan Region; Tursyn Yerkebulan Serikkaliuly; Azamat Zhumatayev, Bekzhan Yedulov.

Akaty city: to Bekseyitova Yermek Zharylgapkyzy, a head of archaeological and ethnographic department of Mangystau regional historical museum; Tuyakov Bauyrzhan Orynbayuly, a head of the department on youth polity in Mangystau region; Taigara Kenzhegulu Dikanbaykyzy, a specialist of Youth Policy Centre of Aktau; Sagitzhanov Askar Orazalyuly, a chairman of “Tagylym” youth association; Kenzhebek Serzhanov, a young correspondent of a city newspaper.

Kyzylorda city: to Tazhmakhanov Zhagypar Aitbaiuly, a deputy head of the department on problems of youth policy in Kyzylorda region; Tassabayev Zhassulan Nurgeldiuly, a chief inspector of the department of youth and youth organization on problems of youth policy of Kyzylorda region; Ismagulova Gulzirash Saueikhankyzy, a head of historical and archaeological department of regional museum; Bahramova Gulzhan Yeshmakhankyzy, a guide of the museum; Zhuzeyev Serikhan, a chief editor of “Syr Ulany” newspaper.

Part 1. HUMANITARIAN TECHNOLOGIES AND PROBLEMS OF INTELLECTUAL CAPITAL OF A NATION

1.2. Intellectual potential of a nation: development strategy

Development of the world leading countries led to the formation of post-industrial economy and then to new economy, namely: knowledge economy, innovations, global information systems, intellectual labour economics, science and the latest technologies. The basis of this new economy is intellectual potential, which is the main keynote of social and economic development of modern society. Interest in studying of the processes of intellectual development of the society has increased sharply in the recent years. According to Levashov V.K. “ primarily this is due to the formation and establishing of knowledge society, which is a new social and economy formation whose production, distribution and effective use of scientific knowledge and technologies become the main driving force and a product” [1]. It is obvious that nowadays education becomes a sector of economy, and a human factor becomes the main resource for economy development since the most valued person is the one who can discover or create something new in industry, science, culture etc. That is why the essential mission of Kazakhstan higher education is to prepare intellectually developed and creatively working professionals – the citizens of the Republic of Kazakhstan. Today the system of higher education faces radically new tasks, the main of which have been specified by Nazarbayev N.A., the President of the Republic of Kazakhstan, in the national project initiated by him “Intellectual nation – 2020: education of Kazakhs of new formation, turning Kazakhstan to the country with competitive human capital” [2].

Formation of intellectual nation is recognized to be one of the strategic objectives of Kazakhstan development, where the main vectors are high-quality education and support of the younger generation. According to the reviews of foreign experts in the field of education as well as to the results in competitions, tests etc., Kazakh youth has a high level of intellectual potential. The only thing we need is to be able to use it correctly. It is not so easy to give good education

to a future specialist as well as to help him to bring his talent and capabilities to light, to create conditions for the skilful use of the knowledge gained, to ensure the formation of competitive employees.

“Intellectual nation” project must consider three potential points: creation of new solutions, technologies and innovations; informational revolution; youth spiritual education. The aims of intellectual society are to meet the demand in professionals who are equipped with new knowledge, to use the scientific achievements in certain economic sectors and to generate humanitarian values of our country. Humanitarian technologies, whose task is to manage social and humanitarian systems, take the leading position in the formation of an intellectual society citizen.

Scientific debates about the definition of “humanitarian technologies” concept have been going on for more than half a century. Researches on this topic are held in many countries around the world. Bukalov A.V., who is one of the developers of socionics, a new scientific discipline, defines humanitarian technologies as methods of education, organization of the system education, psycho-informational compatibility, psychotherapy, in-depth psychoanalysis [3]. Humanitarian technologist Ostrovsky gives another definition: “Humanitarian technologies are a set of carefully verified and scientifically proven methods and special techniques of indirect impact of humanitarian technologists on the society through social behaviour control” [4].

According to Russian scientist Kurochkin A., “humanitarian technologies are a set of control procedures of social and humanitarian systems that have the following characteristics: public field of application, future-oriented (strategic nature), exclusivity and optimism” [5]. Thus the main objective of humanitarian technologies is searching of general grounds, general principles, based on which we can interpret an action, make it understandable in the context of various institutional subsystems while recognizing that each of them has its own particular set of principles. Humanitarian strategies are focused primarily on the development of direct communication. Humanitarian technologies also have a strategic nature, that is aimed at solving problems in the long term and, as a rule, is exclusive, that is designed for a specific problem or project unit. At the USA Harvard University, the researches in the field of humanitarian initiatives-

Harvard Humanitarian Initiatives-are conducted. Comprehensive researches on humanitarian technologies are conducted in Qatar. Humanitarian Research Base-<http://crisismappers.net/> is an advanced information resource. 191 countries around the world are involved into this project. In 2007, a Crisis Map was developed on the basis of this project. The main aim of this project is to identify the impact of industrial technologies achievements on human and management of crisis situations in the society. It is possible to note some successful researches, conducted within the framework of the Innovation Summit for Education and Science-<http://www.wise-qatar.org/> in Qatar. Studies in this field, implemented in practice, were carried out in Russia. For example, the applied researches of humanitarian education, technology and expertise that were conducted at Bioethics Centre of the Institute of Fundamental and Applied technologies of Moscow Humanitarian University.

Researches of HR-Laboratory “Human Technologies” of the Faculty of Psychology, Lomonosov Moscow State University, develop intellectual tests, make assessment and carry out expertise aimed at developing of human capital. Faculty of Psychology of this University and Centre of tolerant and human technologies at “Gratis” scientific and practical centre develop educational programs, psychological games, and conduct empirical researches among the target groups.

Moscow “Human Technologies” Laboratory is known for its information, expert and analytical studies in its major line that are competitive in the market of human technologies. Centre of Social Communication of St. Petersburg State University and Centre of Social Development and Human Technologies also fit this group of centres, conducting researches on the topic of this project.

In this regard, the study of humanitarian technologies aimed at developing intellectual capital of the nation and formation of “a citizen of intellectual society” of Kazakhstan is represented not only scientific but political task. According to Kazakhstan scientists, a comprehensive study of humanitarian technologies affecting public consciousness and results of strategic objectives should be implemented “at the present stage of formation of “a citizen of intellectual society”. An urgent problem during the period of rapid development of the world’s economic, social and political processes

is determination of spiritual values and ideological principles of Kazakhstan society and their directing to the civilization provisions [6].

Development of a new scientific technology in Kazakhstan, including the development of a new field—the field of humanitarian technologies that are the basis of the formation of moral values of the society, may be considered as a way to answer the pressing questions of our time. In general, the idea of humanitarian technology enables to consider humanities in a new light, their possible impact on the state of the society and human life.

Among basic modern concepts on humanitarian technologies, researchers have identified the following:

1. Humanitarian technologies are used and are in demand as a projective technique of realization of a certain type of interaction, aimed at maintaining social relationship. Basic value-goal orientations of the representatives of interest groups and elites of one or other existing modern societies lay their foundations. In this context, it is usually referred to the ideological, manipulative or conventional public policy strategies and the “humanitarian” potential of the latter is estimated by how it can institutionally and legitimately cope with the possibility of political and administrative management of the social system as a whole.

2. Humanitarian technologies are considered as a way to broadcast information. Optimal forms and qualitative grounds, which would allow solving highly essential current problem of shortage or overabundance of information resources, to achieve their effective use in different historical formations are produced with the help and through technologies.

3. Humanitarian technologies are formed over priority forms and methods of fixing behavioural stereotypes and relevant social roles. The first one, which defines the sphere of social action by sanctions and regulations, totally unifies political, cultural and other socialization as well as the forms of activities, existing in the society. The second type is called “humanitarian”. It is based on the search for new opportunities for social cooperation based on the principles of dialogue, freedom of choice and mutual security in a multicultural society.

4. The goal-oriented collective activity of people on the basis of humanitarian knowledge is also becoming one of the most important components in the development of appropriate technologies of social modelling. The issue on innovations production in the humanitarian sphere is closely related to the forms of people's scenario behaviour in a consumer society, their ability to produce and evaluate innovative senses in their own field of mental activity on psychological and mental levels [7].

Speaking about the nature and content of humanitarian technologies, it should be noted that humanitarian technologies are a system of scientific and humanitarian knowledge, the use of which allows you to implement a specific human plan using certain conditions, means and methods. At the present stage of the research, we may note that humanitarian technologies are technologies that are focused on the development of a human personality and on creation of appropriate conditions for that. In other words, these are the ways to improve moral and ethical norms, ways to develop intellectual potential and physical condition.

Humanitarian technologies serve to develop a competence of a modern specialist in different branches of knowledge, a specialist, who will constantly self-improve, be competitive in the labour market and easily adapt to changing conditions. A professional in any industry today shows not only innovative knowledge and technologies but also essentially different level of thinking, based on the socio-cultural settings in which the communications develop. This is the result of the impact of global information technologies. Thus, humanitarian technologies reach a higher level of impact on the human factor.

Development of communication technologies has led to the appearance of humanitarian apparatus. On the one hand, humanitarian technologies are the result of the development, and on the other hand, they promote the progressive development. Here we can find a wide spectrum of interpretation of concepts. For example, in a study guide, issued by A. Gertsen Russian State Pedagogical University, they discuss a problem of "communication studies, in particular, on understanding and explication of innovative concept of "humanitarian technologies", as well as on addition to various aspects of social life [8].

Under humanitarian technologies, the authors mean algorithms of communicative activity on organization and implementation of human communication: algorithm of creation and understanding texts of various kinds, algorithms of design and implementation of communicative events of consciousness effective cooperation. Special attention is paid to issues of the content, strategic positioning and methodological support of modern higher education.

Today education indeed is a priority value; it also has practical importance in different spheres of human life – from understanding of culture samples to professional performance of various forms of labour. For successful development of Kazakhstan society, we need competent, business, competitive and enterprising individuals, armed with quality knowledge. In this regard, the President in his address to the people of Kazakhstan, called "Socio-economic modernization is the main vector of Kazakhstan development" emphasized: "Education should give young people not only knowledge but also the ability to use it in the process of social adaptation" [9].

Nowadays education should not be limited only by transferring knowledge and retraining people. It must change a person's attitude to the surrounding social, cultural and geographical environment, it must ensure the suitability of a person to an activity under changing labour and production environment; contribute to the formation of flexible thinking and orientation on dialogue and cooperation.

Bearing in mind that universities have always been supporting social and cultural points of the historical process, we have to educate a future specialist to be able to consider his activity from the universal point of view, from the perspective of the global world and social and cultural processes, from the standpoint of global cooperation and rapprochement of different nations and cultures.

At the same time, the spiritual space of the university environment today must be full of national priorities: the ideas of patriotism and statehood, high spirituality, values of labour and service for the benefit of the Motherland, traditions of ethnic and religious tolerance, and openness to other cultures.

“In this context the role and importance of modern education system, human capital as a criteria of social development level, which constitute the basis of new living standards of the society and which are the important factors and the base of economic strength and

national security of our country, increase” [10], as it has been noted in the Concept of education development of the Republic of Kazakhstan. Changes in the system of social relations, in their turn, affect the education and require mobility and adequate response to the challenges of a new historical stage, and they must meet the needs of economic development as a whole.

Today no one disputes the fact that people are the backbone of any organization and are its main wealth. A man has always been a key and valuable recourse. In addition, for the last decade, especially in countries developed in the market relation, such as Kazakhstan, there is a tendency for further increase of this value. Not for nothing today in modern literature, devoted to the management of large enterprises, much attention is paid to the “human factor” in the system of management training. Respectively the economic efficiency of such enterprises is complemented by social efficiency. In this regard, such concepts as “human capital” and “intellectual capital” become increasingly important.

The concept of intellectual capital was introduced to the scientific circulation by John Galbraith, a great economist of the XX century. The first person who investigated the nature of intellectual capital was T. Stewart, a member of the editorial board of “Fortune” magazine. In his article in 1991, called “Brainpower: How intellectual capital is becoming America’s most valuable asset”, he introduced intellectual capital as the sum of everything employees of a company know and what gives this company a competitive advantage in the market: “...patents, processes, management skills, technologies, experience and information about customers and suppliers. Combined together, this knowledge forms intellectual capital”. According to Spanish researchers Miguel Gonzalez and Figueroa Dorrego, despite the lack of an unambiguous definition of intellectual capital (hereinafter IC), invisible assets or recourses of knowledge which can generate the value of a company are usually called as intangible assets. The European Commission has identified IC as a combination of activities and intangible resources (human, organizational and relational) of an organization, which enables it to turn a set of material, financial and human resources for a system capable to create value for parties concerned. In fact, IC can be regarded as “... knowledge owned by an

organization (direct knowledge) or by its members (tacit knowledge) that makes or produces a current value for the organization” [12].

A. Bonfor, a French researcher, suggests considering human capital as an effective asset of not only activity of companies, but also international, non-governmental organizations, educational institutions. In his opinion, it is necessary to develop innovative approaches, in particular, monitoring and evaluation of the prospects of intellectual capital development [13].

According to V. Zhuravlev, a Belarusian scientist, human, reputation, innovation and social potentials are considered as elements of intellectual capital. Educational and scientific potential and indexes of global competitiveness and innovation development are considered as elements, characterising intellectual potential of a country (society). The intellectual potential of a country and a society also include education, healthcare, science, culture, demographics, and standards of living.

There are several definitions of intellectual potential, such as:

1. Intellectual potential is an aggregate, accumulated by the society intellectual resource, which has the ability to participate in the production processes and generate income to the owner;

2. Intellectual and informational potential is a set of possibilities of a society as a whole and its subsystems: individuals, groups of people to reproduction of knowledge gained and its use during the formation of new approaches to the assessment of changes for innovation development;

3. Intellectual potential is a comprehensive assessment of development level of intellectual and creative opportunities, country's resources, industry and personality. Intellectual potential is determined by the development level of society, education, science, culture, genetic fund of the society [14].

In today's world, human capital is one of the most effective factors of economic, social, cultural and political development. It became the main instrument for formation and development of innovative economy and knowledge economy as a higher stage of the development of the world economic system. The main aim of “Intellectual nation – 2020” program is the production of the most important capital and supreme value – a human, and not only a

professional, but an individual, full of qualities and properties of spiritual and moral personality.

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 rapid development of those industries and businesses into which the transfer of new technologies based on innovative approaches is carried out. However, knowledge alone does not transform the economy. To solve this problem, a 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 these 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. We note that by the moment of starting "Intellectual nation 2020" program, a fundamentally new system of personnel training that meets modern international practice was formed in our country. Kazakhstan was the first country of post-soviet space to move to the three-step university training of bachelors, masters and doctors of philosophy (PhD) adopted around the world. Kazakhstan leading universities began international accreditation of academic programs, which became an important tool for improving the quality of education. As we know, it was in 1993 when the President of the Republic of Kazakhstan announced the idea of promoting "Bolashak" program, through which tens of thousands of young Kazakhstan citizens got an opportunity to study at the best universities of the world. In foreign countries, such a large-scale training program was a unique phenomenon, and its success is recognized by the world education community.

Another significant step towards the formation of creative young generation is Kazakhstan's joining to the Bologna Process in 2010, which opened new perspectives of international integration. A series of reforms has been carried out in Kazakhstan under renovation of the educational system. An important event was the adoption of the State Program of Education Development in the Republic of Kazakhstan for 2011-2020, which aims at reaching a fundamentally new quality of education that would meet international standards. Transition to 12-year education model is being realized. For the first time e-learning in Kazakhstan becomes a frequent practice; electronic learning will provide fundamentally new opportunities and prospects for increasing intelligence of the nation, the development of education throughout life, which is one of the leading world trends. Highly developed and information type of society, that Kazakhstan strives to achieve, is characterised by widespread introduction of new information and high-end technologies, development and growth of the knowledge industry. Thus, the reality of sovereign and independent Kazakhstan suggests the possibility of formation and development of the intellectual nation, which should be focused on traditional, national and universal values as well as on cultural norms.

1.2. Intellectual nation as a dominant trend of innovative development of the Republic of Kazakhstan

The transition of developed countries from industrial to post-industrial and information society and intellectual economy highlights the intellectual component of a human activity; the role of science, education, new technologies – everything that bears a relation to intellectual potential increases.

Intellectual capital of a nation includes all collected scientific, professional, cultural information, knowledge and skills of specialists of all sectors and spheres of life, intellectual, moral and cultural development of each person. Names of scientists, educators and cultural figures also become values, which help to raise a sense of patriotism and pride for our people. Authoritative personalities create a positive image of the nation for other nations.

Intelligence means a certain level of mental activity of a person, providing the opportunity to gain new knowledge and to use it

effectively in life, the ability to implement learning processes and to solve problems effectively. The concept of “Intelligence” was produced and was used in medieval philosophy; however, the origins of its use have deep roots in antiquity. Philosophical and sociological understanding of the nature of intellectual activity, the nature of knowledge and learning were studied in the works of Aristotle, Plato, G.V.F. Hegel, K.A. Helvetius, I. Kant, R. Descartes, John Locke, Thomas Kuhn, I. Lakatos.

Many researchers in social science analyze the problems associated with the intellectual support of scientific and technological progress, intellectualization of production. Such researchers as N.A. Aitov, A.I. Arnoldov, G.N. Volkov, D.I. Gvishiani, V.D. Golikov, B.M. Kedrov, A.M. Korshunov, V.P. Kuleshov, S.N. Plotnikov, and O.I. Shkaratan have studied this aspect in their works. Analysis of the methodological aspects of science, the genesis and nature of scientific knowledge were performed in the works of P.V. Volobuev, P.P. Gaidenko, V.P. Zinchenko, V.J. Kelly, L.M. Kosarev, I.D. Rodzhanskiy, E.V. Semyonov, A.B. Titmonas, I.T. Frolov, B.S. Shvyrev, and B.G. Yudin.

There are many definitions of intelligence:

Intelligence is a complex problem solving ability under changing requirements and conditions.

Intelligence is the ability to understand, remember, process and apply the necessary information in the right quantities and at the right speed and quality.

Intelligence is a stable system of mental abilities of the individual to thinking and rational knowledge.

Intelligence is a measure of how we deal with the requirements of the external environment.

Human intelligence is realized not only in relation to problems, but also in the ways of their solution (overcome). Intelligence is not only reflected in knowledge, but also in activities. Knowledge and activity are presented as different mechanisms in our mind. Knowledge is information. Activity is a practice implementation of knowledge in accordance with aims and objectives of an individual, organization, society. Human intelligence is also connected with imagination, intuition, emotions, and communication skills.

F. Galton was the first one to speak about the existence of individual differences in mental (intellectual) abilities. However, he identified intelligence with congenital psycho physiological functions. In his structural and genetic approach, Jean Piaget defines intelligence as the best way to make out the balance between the subject and the environment, which is characterized by its universality. According to academician N.N. Moiseyev, intelligence is target-setting, resource planning and building a strategy to achieve the goal. V. Pride defines human intelligence as current and future dynamics of evolutionary development of a human as species. L. Gottfredson gives definition of intelligence as general mental ability, which includes the ability to draw conclusions, plan, solve problems, think abstractly, understand complex ideas, learn quickly and learn on the basis of the experience. According to the scientists, intelligence reflects broader and deeper capacity to know the world, to understand the essence of things and to think, what to do in a given situation.

Much attention is paid to the problem of development of creative thinking and intelligence in both domestic and foreign psychological and pedagogical literature (L.A. Baranova, A.V. Brushlinskii, J. Guilford, and B.A. Zhetpisbayev). R.Z. Altynbaev, V.P. Elyutin, A.I. Kochetov, L.G. Smirnov, S.P. Trapeznikov, L.A. Shiryayev have contributed to the development of features of formation and functioning, to characteristic of the essence of investigated problem, to its sociological dimension.

In modern science, the problems of education in different contexts (culture, family, youth, development of a social structure, and self-education of a personality) have been studied by such philosophers and sociologists as I.V. Bestuzhev-Lada, E. Bikmetov, G.E. Zborovski, A.G. Zdravomyslov, N. Kogan, D.L. Konstantinovskii, N.Y. Martishina, V.Y. Nechayev, Y.P. Petrov, L.L. Rubina, M.N. Rutkevich, I.M. Fadeyev, F.R. Filippov, F.G. Khayrullin, G.A. Cherednychenko, F.V. Sharipov, M.T. Shafikov, V.N. Shubkin.

The Analysis of interrelation of intellectual potential, culture and activity was considered by L.P. Buyeva, E.A. Vavilin, V.K. Kantor, N.V. Karlov, V.J. Kelle, I.F. Kefeli, L.N. Kogan, I.T. Kuznetsova, M.N. Kuzmina, N. Lobkovicz, E.S. Markaryan, D. Markush, V.M. Mezhev, Y.A. Muravyov, A.L. Nikiforov, Y.K. Pletnikov,

A. Schweitzer, B.G. Yudin, B. Zheksenbaev, M.A. Nuriyev, A.K. Satov, M.A. Mergaliev, J.A. Seysenbayev and etc.

At the same time in domestic sociological and political literature the problem of intellectual potential, its essence and content in the broad sense, is set rarely. At the present stage there are no researches wholly covering this topic. Basically some certain parts of formation and development of intellectual potential are considered.

One of the earliest projects, aimed at complex research of formation of an intellectual nation in the field of social and political sciences of Kazakhstan, is called “From an intellectual nation-to the intellectual potential: development of information and communication technology impacts on the masses.”

Works performed in order to determine the nearest future and implementation of comprehensive programs carried out in the framework of “Intellectual nation 2020” project are considered the first studies in this direction.

Effective implementation of the National project, forming a national intelligence of the country, involves solving the following large-scale historical tasks:

- to develop as a result of investigation of scientific, social, cultural, intellectual, moral, cognitive basis of formation of intellectual capital of the nation a technology of its effective information and communication impact on the public;

- to identify the factors of scientific achievements and cultural and spiritual values, patriotic consciousness in formation of mental and intellectual capital of people; to develop a communication strategy for creating a positive image of the country;

- to develop effective mechanisms of creating cultural and information environment, information and agitation support of moral and cultural requirements to formation of an intellectual nation, scientific analysis, summarizing information and communication processes under performance of preparatory (2008-2009) and reform stages (2010-2011) of “Intellectual Nation-2020” project, as well as determination of a system, influence and impact of information culture, information equality, information effectiveness and communicative appeal in implementing the next stages of the project: implementation (2012-2013), monitoring (2014-2014) and expansion (2018-2020).

Modern society emphasizes the importance of development of education system. For the society, the priority is the development of intellectual potential of students, identifying their talents and the development of cognitive processes. The concept of intellectual potential combines intellectual components of human activity, which give it creative and innovative character, allowing to fall beyond the scope of automotivе actions and established algorithms of actions. Intellectual potential of the society is its innovative features, the use of which allows solving arising problems, bringing something new to the historical process and thereby creating conditions advancing the history.

Intellectual potential brings together different types of intellectual activity, i.e. it performs integrative function in relation to its components, for example, education and science, etc. Intellectual potential of a nation reflects the ability to set goals and search means of their implementation, and at the present stage of economic development is becoming increasingly important. In XXI century winning in economic and political competition is determined not only by the level of development of fundamental and applied science, but also by the level of education of population. Not by accident today in the USA and Japan students, get twelve-year secondary education, upon which 60-80% of young people continue their education at high schools.

Millennial culture tradition has produced and retained laws of morality. These laws are not adopted by a single person as a result of individual life experience. They are carefully preserved and passed from generation to generation as a precious spiritual experience of many generations, engrained through the process of education. National mentality and national customs and traditions play the role of spiritual memory. Mother's kindness and warmth of family relations are also an integral part in the process of education, and the wisdom of the state leader can change the course of history.

Today the social process is the formation of national values as one of the elements of intellectual nation. Orientation on national values, social and political changes in the country has put the issues of formation, development, establishment, patriotic education, citizen and specialist on the agenda. The President in his address to the people of Kazakhstan, called "Socio-economic modernization is the main

vector of Kazakhstan development” dated January 27, 2012, emphasized, that during modernization of the education system: "It is important to strengthen the educational component of the process of education, patriotism, norms of morality and ethics, interethnic concord, tolerance, physical and spiritual development and law-obedience. These values must be implanted in every educational institution, regardless of the form of ownership” [15].

As a social institution, which reproduces intellectual potential of the country, education must have the capability of rapid development and meet the interests of the society, an individual or a potential employer.

Today Graduate school, with its historically formed structure, personnel (Doctors and Candidates of science), and its relations is the main intellectual potential of the country. In science-education-production system, graduate school occupies a central position as a generator of highly qualified personnel. Hence, the level and state of development of higher education as intellectual potential of society depends on the level and condition of the development of scientific, technical and industrial activity. Intellectual society is much more competitive than any other society known to us. Education is the centre of intellectual society, and the high school is responsible for formation of intellectual nation and further innovative development of the country.

Today Kazakhstan has enough features to take its rightful place in the sphere of training specialists, competitive on the world stage. The World Bank has published data on economy development level, based on knowledge, in countries and regions of the world [16]. In the context of the research, two summary indexes were produced The Knowledge Economy Index and The Knowledge Index, as well as the accompanying score around the countries in the world. The Knowledge Economy Index is a comprehensive index that characterizes the level of development of economy based on knowledge, in countries and regions of the world. Developed in 2004 by the World Bank as a part of a special program “Knowledge for Development” to assess the ability of countries to create, receive and impart knowledge. It is assumed that the index must be used by States to analyze the problematic issues in their policies and measure a country’s readiness for the transition to a model of development based

on knowledge. The rankings take into account factors such as economic and institutional regime, education level, development of innovation system, development of information technologies and communications. Among the post-Soviet states, which have received high marks in the ranking of The Knowledge Index, which shows the overall scientific and technical potential of the state, the following states have the highest potential: Estonia (22 place)-8.05. Lithuania is on 32 place (7.26), Latvia-33 (7.06), Russia-41 (5.97), Ukraine-49 (5.37), Armenia-52 (5.18) Belarus-60 (4.93), Georgia-66 (4.47), Moldova-67 (4.36), Kazakhstan-74 (4.01), Kyrgyzstan – 79 (3.67) Uzbekistan-84 (3.31), Tajikistan-01 (2.24). Thus, our country is among the top ten countries with the highest index of the knowledge economy.

1.3. Knowledge society as a driving force of innovation development

According to Western and Russian researchers, knowledge society is a dynamically developing society, whose qualitative uniqueness is determined by the activities of all the following factors:

1. Wide understanding the role of knowledge as a key to success in any sphere.
2. Constant need for new knowledge (among social subjects of different levels), that are required to solve new tasks, to create new types of products and services.
3. Effective functioning of knowledge production and knowledge transfer systems.
4. Mutual stimulation of knowledge supply and knowledge demand (supply aims to meet the existing knowledge demand and generate demand).
5. Effective interaction of systems/subsystems within organizations and society as a whole with systems/subsystems, producing a tangible product.

It should be noted that “knowledge society” expression has gained its popularity recently and is now becoming increasingly used by sociologists, economists, management theorists for understanding the processes occurring in the economic and political life, in information sphere, in education and science structures, in relations within and

between organizations. The report, called “Towards knowledge societies”, published by UNESCO states: “Today it is recognized, that knowledge has become a matter of economic, political and cultural strong interest so that it can be used to determine the qualitative state of society, the outlines of which are only beginning to appear”. Knowledge society is obtaining the features of new social ideal, determining directions of strategies and programs of national and international structures. The need for education, retraining and additional education, and “education throughout life” are among the basic human needs in the knowledge society.

The idea of knowledge society is often associated with the name of P. Drucker, a well-known management philosopher. Drucker P. F. Post- capitalist society. Oxford, 1993: Butterworth-Heinemann, 1993. In the 60-ies of XX century similar ideas were performed by F. Machlup, D. Bell, R. Lane and other authors. However, the idea of knowledge society as a society of future became the subject of public interest only in 1990s.

Since the late 60-ies till now a lot of interpretations on what is information society have been suggested. With all the diversity of accents, the degree of attention, paid to various technological, economic or social processes, information society is considered in the framework of basic concepts as having at least following characteristics. First of all, it is a high level of computer technology, information and telecommunication technologies development, and the availability of powerful information infrastructure. Hence such an important feature, as increasing opportunities for access to information for a wider range of people occurs. Finally, almost all the concepts and programs for development of the information society base on the fact that information and knowledge in the information age are becoming a strategic resource of society, comparable to natural human and financial resources [17].

At the same time, as Nursultan Nazarbayev has mentioned in his address to the people of Kazakhstan, called “Socio-economic modernization is the main vector of Kazakhstan development”: “Kazakhstan needs an intellectual revolution that will awaken and implement the potential of our people. Our task is to change the attitude of Kazakh people, mainly young people, to education, intellect and servicing our country and people” [18]. Al Farabi Kazakh

National University, which is a leading university of the Republic, takes a significant place in solving this strategic task. This university should become not only a driving force of the system of higher education of the country in accordance with modern international standards, but also make a significant contribution to the development of society, science, culture, social sphere, innovative economy. One of the first projects aimed at complex research of the formation of intellectual nation in Kazakhstan is called: “From an intellectual nation-to the intellectual potential: development of information and communication technology impacts on the masses”.

Works carried out to determine the immediate future and implementation of complex programs, undertaken under “Intellectual nation–2020” project, are the first researches in this field.

In order to investigate the technologies of formation of intellectual nation under “Intellectual potential of people” program, an expert survey has been conducted by the Department of press and electronic mass media of Al-Farabi Kazakh National University. Selection represents scientific intellectuals: Al-Farabi Kazakh National University’s teaching-staff, specialists of information and analytical sphere, representatives of scientific production association and members of research institute. According to the survey results the possibility to form an intellectual nation in Kazakhstan is appraised by the respondents as high and medium equally – 50%.

Similar opinion is in turn based on the essential aspects of formation of intellectual nation, which include the development of science, information technologies, ensuring equal access to intellectual foundations. In fact in today’s world knowledge and information are becoming defining categories of economic, social and public life development. The example of developed countries demonstrate that the dominant trend of their development is knowledge orientation as a backbone of market economy, which provides rapid development of those industries and businesses into which the transfer of new scientific technologies on the basis of innovation approaches is carried out. But knowledge alone does not transform the economy. 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. Of fundamental importance is regulatory and legal framework, stimulating these processes and appropriate macroeconomic situation, access to the sources of knowledge on the basis of advanced information technologies and a number of other factors, contributing to innovations. 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 conceptually ready to deploy the structures of innovative type and information systems.

Communication, information and knowledge are the driving force of progress, contributing to improving the level and quality of life. ICT (information and communication technologies) whether their traditional or modern forms provide new and reliable development opportunities for the people around the world. Besides, many countries, especially the least developed, do not have full access to information and information exchange, which deprives them of a chance on the prospects of long-term and sustainable development. Communication has a double challenge-to promote the development of economy and mentality. Its implementation is associated with multicultural factors and openness, sustainable development strategy, creation of the atmosphere of trust in the society. For Kazakhstan, the development of information and communication technologies in general and satellite technologies in particular has become one of the key factors in resolving issues of competitiveness. As you know, one of the main areas in implementation the program of forced industrial and innovative development of the Republic of Kazakhstan till 2014 is the development of communicative technologies and training of highly qualified specialists in this field. According to International Telecommunication Union (ITU), specialized UNO organization, defining standards in the field of information and communication technologies (ICT) Measuring the Information Society 2012, is one point in advance of Russia in the global ranking of the development of information and communicative technologies. Thus, according to ICT Index, Kazakhstan has taken the 55th place and Russia – 56th [19]. Sweden has taken the lead in the ranking; Singapore took the second place and Finland – the third. The Index was developed in 2007 on the basis of 11 indicators; the International Telecommunication Union operates them in its assessment of ICT development. Index brings

these indicators into a single criterion, which aims to compare the progresses in ICT development in countries around the world and can be used as a tool for comparative analysis at the global, regional and national levels. These indicators are related to ICT access, use of ICT, as well as practical knowledge of these technologies by the people of the countries surveyed. We note that in the framework of communication development strategy a Fund of information technologies development has been established in Astana city. Its mission is to help people of Kazakhstan implement innovative projects. This year already, there will be a contest of “start-up projects”. Winners will receive funds for implementation of the ideas as well as the possibility to complete intensive training course on the basics of entrepreneurship. Both teams and individuals, who have undergone the procedure of evaluation and proven the commercial potential of their product or technology solution, may participate. Such communication services providers as “Kazakhtelecom”, “Kcell” and “Kar-Tel” will help heavily the ICT development fund. Such funds have already been working successfully the United States and Europe. One of the demonstrative examples is “Y combinatory” in the USA. Having invested 18 thousand dollars to DropBox data storage service, the fund specialists have established a company, whose capitalization at present reached 4 billion dollars.

The United Nations has published a study and accompanying ranking of countries by the level of development of e-government in 2012. The document called «The United Nations E-Government Survey 2012: E-Government for the People» estimates the availability and possibility of national government agencies in 190 countries to use information and communication technologies (ICT) to provide government services to people. According to UN report on development index of “electronic government”, Kazakhstan took 38th place in 2011, having overtaken such European countries as Czech Republic, Poland, and all Post-Soviet countries, except Russia. According to the index of “e-participation”, Kazakhstan takes honourable 2nd place, and 14th place on “online-services”. Currently 219 interactive and transactional services are provided for the people of Kazakhstan in the framework of “electronic government”. The number of registered users, which increased 2.7-fold last year compared with 2010, shows active promotion of “electronic government”. More than 12 million certificates have been issued by

means of e-Gov portal. This year in a pilot mode, it is planned to establish 4 specialized Public Service Centres for registration of vehicles and issuance of driving licenses in Astana, Almaty, Aktau and Karaganda.

The Global Innovation Index is a global study and accompanying rating showing the level of innovations in the countries around the world. It is calculated in accordance with the international business school INSEAD, France. The research has been conducted since 2007 and currently represents the most comprehensive set of indicators of innovation development in different countries.

The Global Innovation Index is composed of 80 different variables that characterize in detail the innovative development of countries at different levels of economic development. The study's authors believe that the economy success is connected with both the availability of innovative potential and the conditions for its implementation. Therefore, the index is calculated as a weighted sum of ratings of two groups of indicators:

1. Available resources and conditions for innovation (Innovation Input):

- Institutes;
- Human capital and studies;
- Infrastructure;
- Development of internal market;
- Business development.

2. Achieved practical results of the innovation (Innovation Output):

- Development of knowledge technology and economy;
- Creative activity results.

Thus, the overall Index is the ratio of costs and effect, which allows estimating objectively the effectiveness of efforts on innovation development in a country.

In 2013, the study covered 142 countries. Among 142 countries surveyed, Kazakhstan takes 84th place. Such Post-Soviet countries as Russia, Moldova, Estonia and Belarus have overtaken our country. Kazakhstan left behind Kyrgyzstan and Uzbekistan.

Part 2. DEVELOPMENT OF INTELLECTUAL CAPITAL OF A NATION: COMMUNICATIVE, POLITICAL AND CULTURAL STRATEGIES

2.1. Human capital – the basis of innovation development

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” [20]. 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 Akatu, 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%.

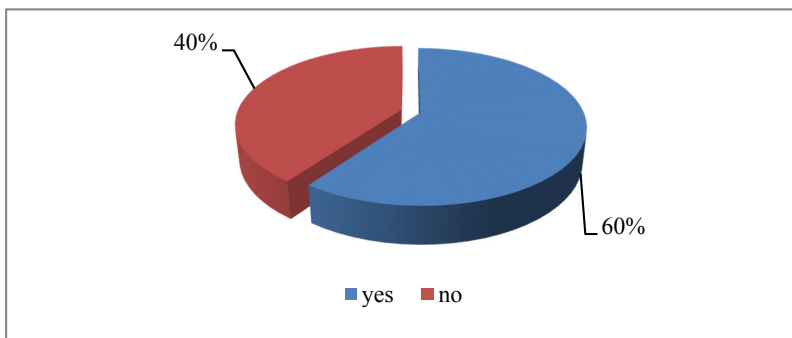


Figure 1 – Are Kazakhstan people ready to implement “Intellectual nation-2020” national project? – Semey (% of total respondents)

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.

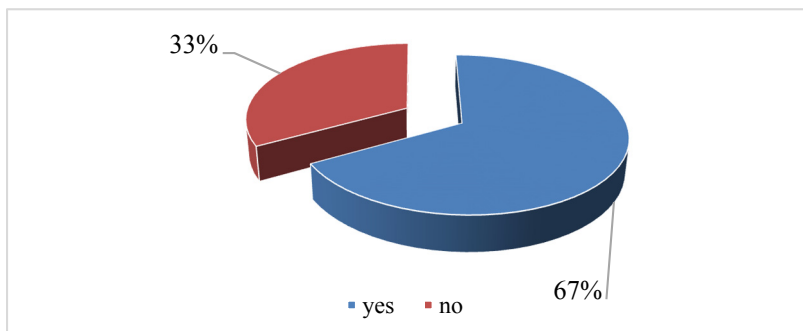


Figure 2 – Are Kazakhstan people ready to implement “Intellectual nation-2020” national project? – Kyzylorda (% of total respondents)

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 N. A. Nazarbayev 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.

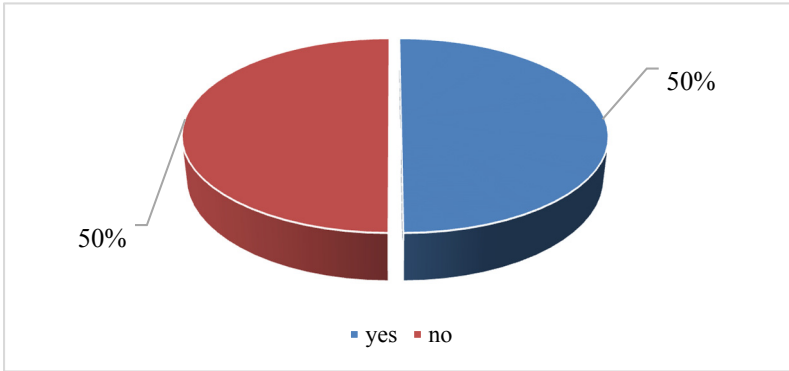


Figure 3 – Are Kazakhstan people ready to implement “Intellectual nation-2020” national project? – Aktau (% of total respondents)

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%.

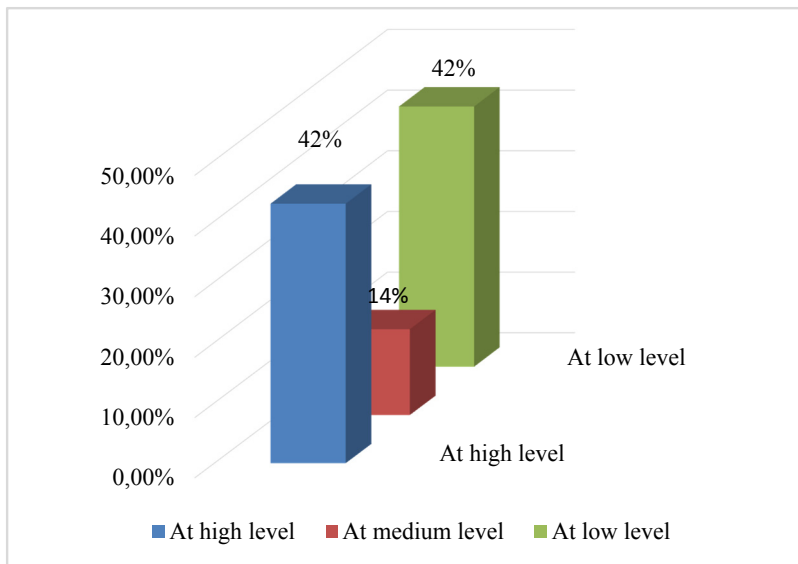


Figure 4 – At what level are the spheres of education and science as an indicator of the formation of intellectual nation developing? – Aktau (*% of total respondents*)

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 [21].

Rise of cultural and political knowledge, intellectual consciousness of Kazakhstan people, love for their Motherland are the basis of the formation of intellectual nation [21].

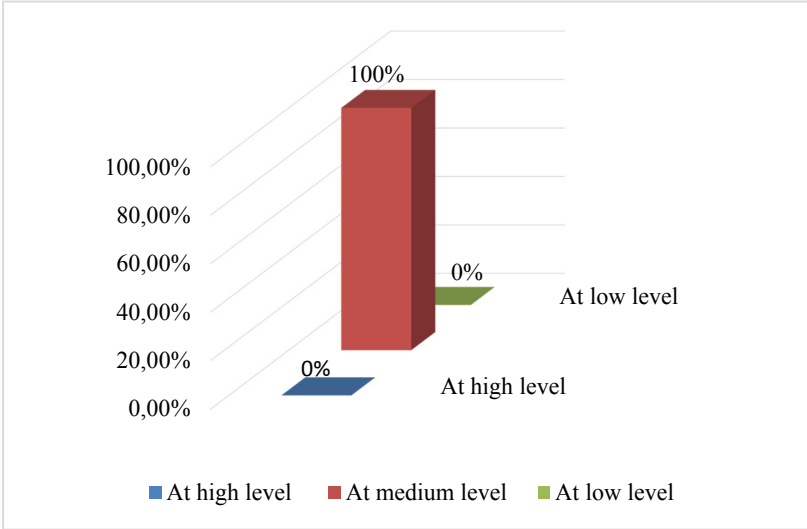


Figure 5 – At what level are the spheres of education and science as an indicator of formation of intellectual nation developing? – Semey (% of total respondents)

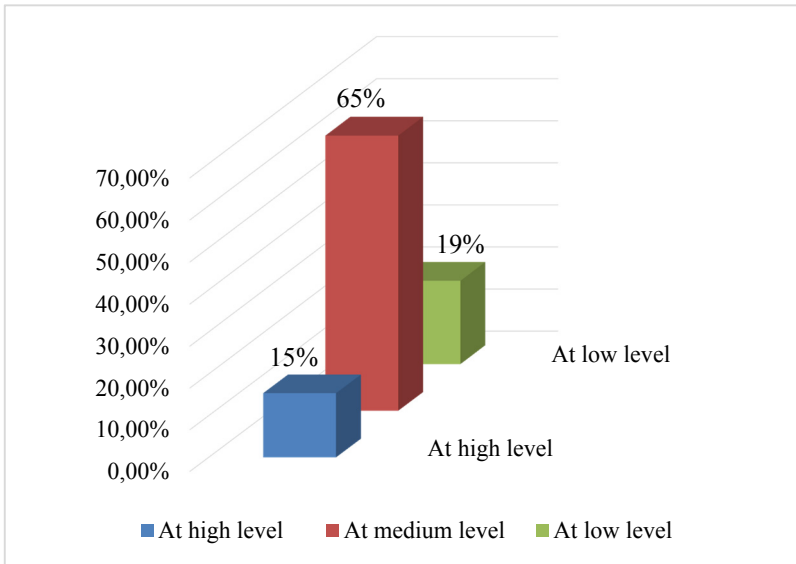


Figure 6 – At what level are the spheres of education and science as an indicator of formation of intellectual nation developing? – Kyzylorda (% of total respondents)

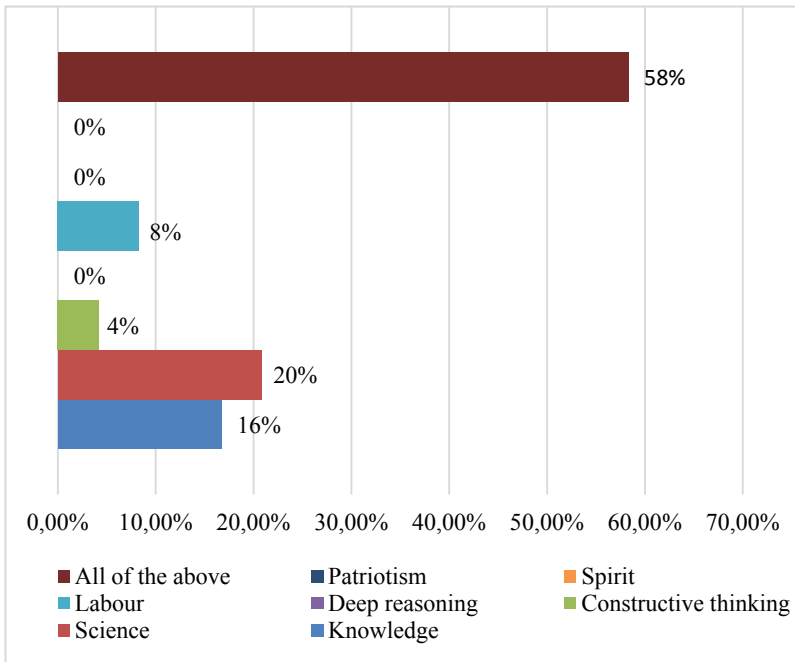


Figure 7 – What values do you prefer as an intellectual citizen? – Semey
 (% of total respondents)

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%.

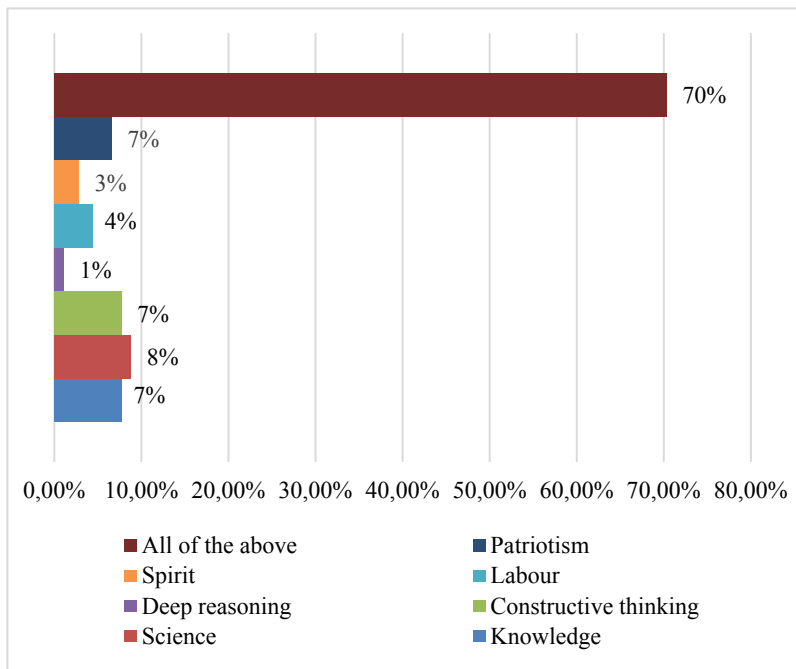


Figure 8 – What values do you prefer as an intellectual citizen? – Aktau
 (% of total respondents)

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.

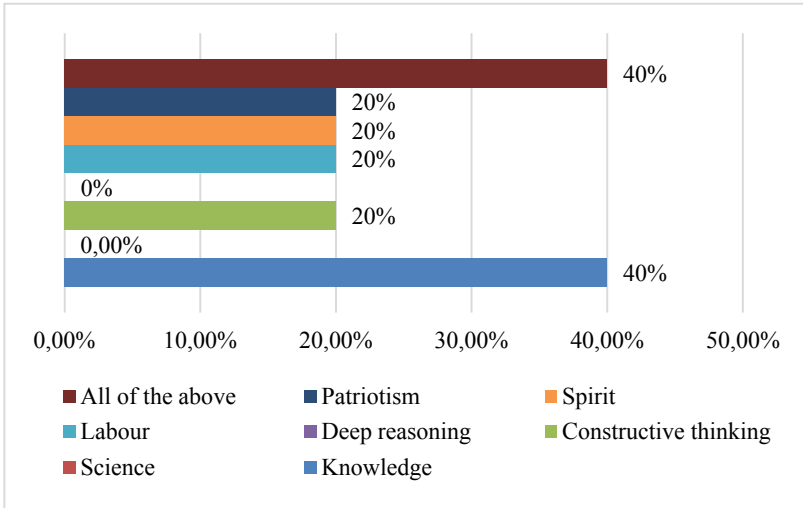


Figure 9 – What values do you prefer as an intellectual citizen? – Kyzylorda (% of total respondents)

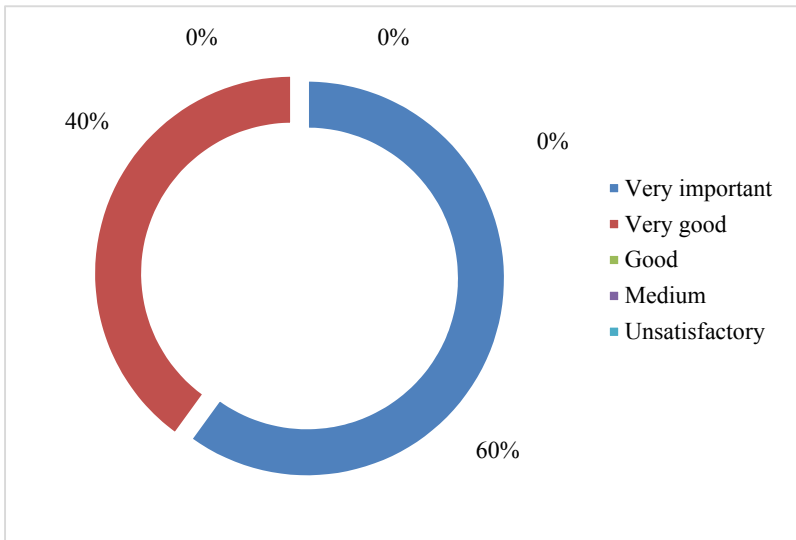


Figure 10 – How do you estimate information policy of Mass Media in the formation of intellectual nation? – Semey (% of total respondents)

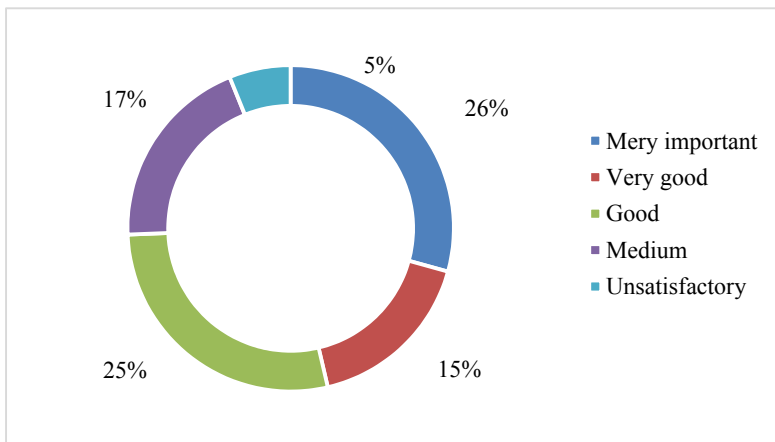


Figure 11 – How do you estimate information policy of Mass Media in the formation of intellectual nation? – Kyzylorda (*% of total respondents*)

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”.

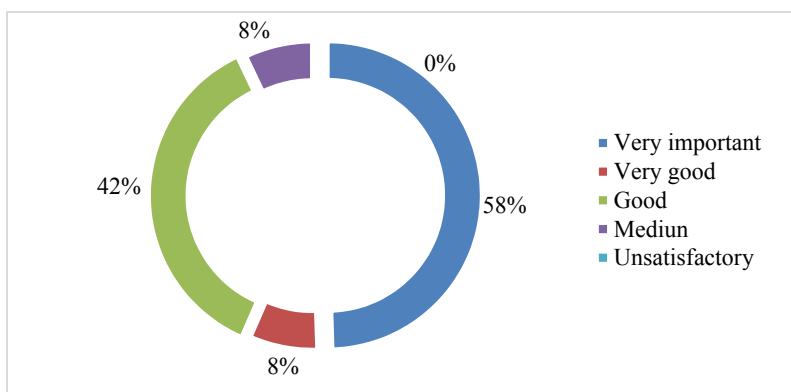


Figure 12 – How do you estimate information policy of Mass Media in the formation of intellectual nation? – Aktau (*% of total respondents*)

“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.

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.

2.2. Intellectual capital and traditional national values

During “Kazakh Eli” expedition works in focus groups have been carried out. The focus groups included students and working young people of Kazakhstan regions. Young people from Semipalatinsk proved to be active supporters of intellectual nation formation. Sailaubekov Erkebulan said: “In our view, in our vocabulary the term “intellectual nation” has just started to form. I think that formation of national education is one of the conditions of intellectual nation formation. It should be started since the cradle. A simple example: a baby sleeps more quietly when he fell asleep with his grandmother’s fairy tale. In addition, the Kazakh language is the mainstay of national values. Our Kazakh national values are admired even abroad. We will create wonderful brands under the basis of national autograph”. A language is one of the factors of intellectual nation formation. Other factors are environment and society. We become individuals under the influence of this society. Today there are individual criteria of “Bolashak” program associated with the knowledge of the Kazakh language, history and literature. Moreover, this fact is a prerequisite for the formation of intellectual nation.

Oralbayev Jalgas expressed his opinion on the topic discussed: “Under “intellectual” we mean “intelligent”. That is a group of people with high intellectual level and basic knowledge. In my opinion, intellectual nation is an environment consisting of educated and skilled people. They are specialists with higher education, intellectuals with wide area of thoughts. Only with the formation of intellectual nation the groundwork of a country becomes more developed and strong”. Moldajarov Miras answered the question if it is possible to form intellectual nation as follows: “We cannot say that we do not have intellectual young people. Kazakh people have a multi-millennia history where we can find the names of our khans and biys. We also know about representatives of the intelligentsia of Soviet times. Therefore, we cannot forget about them and deny the existence of an intellectual nation. It does exist now. I believe that today’s youth is intended to develop this level. Of course, not only poets and writers can be referred to as intellectual people. Intellectual people are also ordinary people who are professionals and who are able to evaluate modern society objectively”.

In addition, if intellectual nation has already been formed, what is today's level of our youth? The debater Oralbayev Jalgas not only gave the most accurate answer to this question, but also tried to look at the problem comprehensively. "Generally speaking, it is impossible to measure intellectual level on a special scale. There are many educated and intelligent people in our country. They study at Harvard and Oxford. At the best case educated youth from different regions of the country studies at Kazakh National University. According to the system of education and literacy, Kazakhstan is among world's top ten countries.

Nevertheless, our literacy is not an indication of our level of knowledge. As the younger generation, we often notice disadvantages in education system of universities. Yes, disadvantages are noticed everywhere. However, in order to solve this problem in an optimum manner, it is necessary to raise the level of education system in schools and to increase the knowledge of our teachers. For example, I study Mechanics and Mathematics. Theoretically, we study everything but we do not have enough practice. If you do not have enough practice, it will be difficult to work with advanced technologies in the future. It is difficult to say that we will be on the same level with developed countries unless we solve such simple problems. We still have a lot of work to do to form intellectual nation".

At the end of the focus group, one of the most active participants Oralbayev Jalgas expressed his wish: "Different views and examples have been provided. Major opinion is of course very good. However, there is one common problem in our society – pathos and show-off. I notice that in the most events. Every year different eye-watering activities dedicated to the "bright future" are held in our country. Nevertheless, unfortunately, they all remain fruitless. We have already filled such kinds of questionnaires on the topic of intellectual nation. Everything is done for the sake of appearances. Of course, nothing will be implemented immediately and sometimes we even have to take risks. It would be nice if we got the result with it".

The active member of "Zhas Otan" Arailym has expressed her opinion in this regard: "Indeed, our people do not have enough propaganda. In 2017, EXPO exhibition will be held. However, people still do not understand what benefit they will receive from it. In addition, this program has little propaganda, little advertising. If the

media published more information and there was more propaganda, the figures would look different. Yes, we do indeed have a lot of false information. Therefore young people are disappointed by this swank.” Abitay Aksaule: “We are still young. Yes, you are telling the truth. All these activities can be deeply hidden in the folder called “done”. When we first tried to get answers to our questionnaire, some of the young people from our city could not even understand what was going on, because this term is only beginning to form. Our work is as a drop of water in the sea for now. But if we could explain at least one person sitting in the hall about the concept of “intellectual” and interpret its essence, our mission would be considered performed”.

The focus group participants were offered to make their own suggestions and recommendations on the issue of intellectual nation formation in Kazakhstan, development of Kazakhstan science. It was noted that national science in many ways establishes a strong national economy. The focus group participants noted that today special research centres are established in the universities, including Nazarbayev University. “Alatau” Technology Park in Almaty takes its first steps. However the result of the work is also very important. If these research centres manufactured the products with a mark “Made in Kazakhstan”, it would be a great motivation for young scientists. That means we cannot be limited to the export of raw materials, they should benefit national products. It would also be great if the Ministry of Education and Science adopted special programs about these research centres.

Sailaubekov Erkebulan also noted an important condition of the formation of intellectual nation – the formation of national education. A simple example: a baby sleeps more quietly when he fell asleep with his grandmother’s fairy tale. Moreover, the Kazakh language is the mainstay of national values. Our Kazakh national values are admired even abroad. A language is one of the factors of the formation of intellectual nation. We become individuals under the influence of this society. Today there are individual criteria of “Bolashak” program associated with the knowledge of the Kazakh language, history and literature. In addition, many young people who have been trained under this program now occupy certain positions. For example, Bauyrzhan Baibek is a principal deputy of “Nur Otan” party. Despite his young age, he occupies a high position. We have many of such

young people. This fact is a prerequisite for the formation of intellectual nation.

New innovative technologies also have a negative impact. In 2004-2005 UNT, figures were much higher. At that time, there were no different social networks and that is why students found more time for reading books. Today these figures are much lower. Of course, it is impossible to be behind today's innovations, but everything has its limits".

In addition, the young man said that future intellectual nation needs experience. "Many young people stay abroad after finishing their studies. The main reason is that everything is provided there, the financial circumstances are much better than in our country. When a person is in need of money such concepts as patriotism and love of your country get a back-seat role. Therefore besides spiritual values we should pay attention to material ones too".

It should be noted that the focus group members expressed a strong interest to the prospects of development of the project called "From an intellectual nation-to the intellectual potential: development of information and communication technology impacts on the masses." The focus group members noted that they had already filled different kinds of questionnaires for research. They want to know what is planned to do in terms of the development of such a large project in the future. The focus group managers have explained that the project implementation is planned until 2015. At the first stage of the project the following works have been performed: a survey among young people in Almaty city has been conducted, focus groups have been organized, a book "From intellectual potential to intellectual nation" has been published, www.intelligent.kz website has been launched.

Aktau. Young people, participating in the focus groups held in Aktau city also discusses the issues relating to the formation of intellectual nation in Kazakhstan with great interest. Askar Sagitjan: "Intellect is a human capacity of thinking. It is the ability of each person to think about the development of his nation at the level of ideas. It is impossible to measure intellectual capacity of a nation, but we can evaluate it in comparison with other countries. For instance, if we compare Kazakhstan with Japan, we can notice that they are totally different. There are many mineral resources in Kazakhstan, but there are not any in Japan. The country is developing due to the human

capital. We do not appreciate the human capital enough. Therefore we aim at developing it". Some people, as we found out, have no idea of intellectual nation. This can be partially attributed to the fact that young people from this region have not received full information about implementation of this program yet. Young people should be actively involved in creating the nation's future. This is the most important thing. Kazakhstan's educational system is of concern to the young people. Askar Sagitjan said: "Educational system and its formats require changes. In Japan, twelve-year education is divided into three parts: general, secondary, higher. After four years of education, they make any discoveries. During secondary education, they improve this discovery. While studying in higher educational institutions they implement this discovery. Then a company patents and introduces this technology. In my opinion we lack such approach. We have projects proposed, but they are not implemented. In Japan, the proposed projects are certain to be distributed among companies and implemented. The author of this idea gets 3-5% of profit from this implementation. This is the motivation. Therefore they often invent something new there". Serikkhan Juzeyev: "In my opinion, intellect means activity. I stand by the President's initiatives. Getting quality education and becoming an educated person depend on young people themselves. Any young person should contribute to the development of the country. If we join our efforts and work together in the framework of this project, I think, we will achieve good results. This project should be actively promoted in villages and auls".

At the same time the respondents answering questions about factors that threaten to increase of intellectual potential in Kazakhstan mentioned low informational potential of the Republic, lack of material and financial funds, slackness in production of advanced technologies and lack of spiritual, cultural, exemplary and educational environment. The respondents consider increase of social and political activity of citizens, the need for strong policy from the government and active development of quality culture and entrepreneurship in the field of education to be the main factors, creating a prosperous environment for the development of Kazakhstan's intellectual investments. Development of national intellectual values and growing influence of global processes were also mentioned among other prerequisites for the formation of intellectual nation.

We note here that Kazakhstan is ranked 68th out of 185 countries in the Human Development Index in 2011. The results of the research are annually published by UNO, whose experts placed Kazakhstan into the group with high human development index. Besides there is The Legatum Prosperity Index, a composite indicator, that measures the achievements of the countries in terms of their wellbeing and prosperity. It has been produced and published by the UK Analytical Centre, The Legatum Institute, (Legatum division of international investment group) since 2006. The purpose of the research is to study social welfare and development on a global scale. The index is based on 79 indicators, combined into eight categories that reflect different aspects of life and social welfare parameters:

1. Economy
2. Entrepreneurship
3. Governance
4. Education
5. Health
6. Safety and Security
7. Personal Freedom
8. Social Capital

According to the research, Kazakhstan is ranked 46th out of 110 countries in the Prosperity Index in 2011. This is a very good result. At the same time, Kazakhstan has overtaken such countries as Bulgaria, Saudi Arabia, Belarus, Latvia, China, Romania, Russia, Uzbekistan, the Philippines, South Africa, Ukraine and Turkey. According to sub index of education, included in the Prosperity index, Kazakhstan is ranked 42nd, and it has overtaken such countries as the Ukraine, Malaysia, Kuwait, Singapore, Bulgaria, China, Chile, Saudi Arabia, Uzbekistan and Turkey [22]. Talking about education index, we note that according to QS Al-Farabi Kazakh National University became one of the top world three star universities. A unique scientific potential is focused in the university: about 150 people have nonzero citation index – none of the universities or academic institutions have such indicator. That means that 150 people are doing world-class science. By the way, this figure is also dynamic. Last year, the total impact factor was 140, and two years ago 95. This year we plan about 200. This shows the high potential of our university scientists. By 2015, we must have entered the first 200 universities of the world.

Revival of scientific potential in the country, increasing the availability of educational funds for people and increasing responsibility between government and people, increasing nation's intelligence were mentioned among the activities that should be implemented to increase the potential of intellectual nation in Kazakhstan. To increase intellectual potential of Kazakhstan it is necessary to create a knowledge society. Increasing the research and innovation potential, availability of getting knowledge by people, availability of information equality for citizens, availability of spiritual and moral values for the public are considered to be prerequisites, contributing this.

Part 3. THE ROLE OF SPIRITUAL AND MORAL VALUES IN THE CONCEPT OF INTELLECTUAL POTENTIAL OF A NATION

3.1. Modern development of the country as the era of Kazakh Renaissance

The overwhelming majority of the respondents mentioned formation of model and spiritual traditions, implementation of innovation and economic reforms, implementation of social and political projects and development of information technologies among the factors, influencing the development of mental capital of people and intellectual capital of a nation. It is noteworthy that the spiritual traditions and moral values are the first priority. This is a demonstrative moment. After gaining independence, it became possible to communicate comprehensively with the world community, to know their history, culture, literature and level of estimates, obtained on the basis of universal values. Declaration 1995 the “year of Abai”, 1996 the “year of Zhambyl” and 1997 the “year of Auezov” by the UNESCO gave a new push to this process.

As G. Yessim, an Academician of National Academy of Sciences of Armenia, mentioned in his article called “Kazakh Renaissance”, the present era for Kazakh is time of prosperity unprecedented before. This is a Golden Age. Kazakh Renaissance is an expression of a national idea. Nowadays everyone can implement his ideas. President Nursultan Nazarbayev proposed the idea of becoming one of the fifty most competitive countries. This is a great idea. This is a golden base of Kazakh Renaissance. Anyone who wants to achieve more thinks about the future. We have been in captivity for centuries. Times are different now. We should not be shy or indecisive. If we want our descendants to have future, every Kazakh needs to decide two problems, in my opinion.

For each Kazakh citizen history of his family should become home archives, which stores family traditions. The word “Kazakh” contains the notion of humanity, brotherhood, kinship and statehood. When we say, “We are Kazakhs” that means we are the citizens of our country.

Kazakhstan-s the name of citizenship ... We, Kazakhs, should move away from clannish adherences and we should move to an entirely new level of political and spiritual content. The existence of the state–Republic of Kazakhstan – is the proof of the above. We are proud of our culture and we have a religion-Islam. Today the country is developing dynamically and successfully, the citizens of Kazakhstan reassess their values and I think that some problems and difficulties will not prevent us from moving forward” [23].

Developing “Intellectual nation” project we should not forget that an intellectual and intelligent person must work for the future of his country and for its successful development. Doing this he achieves the highest level of aesthetics category-the “aesthetics of service”. All personal qualities that are passes during formation as a personality (moral, religious, social, philosophical, spiritual, ethical, philosophical, political, aesthetic, educational, legal, etc.) should focus on one thing-“aesthetics of service”. That is to be an intellectual citizen not only in the cognitive and theoretical terms, but also in practice and in action. For example, a great Kazakh philosopher and educator Abai put forward the concept of "full human being" [24].

Abai’s “full human being” is a social personality, full spiritually advanced person who does well to the society, environment, people, humanity and the whole world. These ideas are connected with the first principle of our President, which was proposed in “Intellectual nation– 2020” project: “We need people who know how to work in the XXI century, professionals who are well aware of domestic and international processes, patriots, putting national interests above personal ones. Today creative thinking and the ability to process knowledge and generate new solutions, technologies and innovations have become the most valuable qualities” [25].

The third principle of “Intellectual nation–2020” project is spiritual education of youth. One of the negative impacts of globalization is isolation of Kazakh youth from their native grounds, the prevalence of consumer awareness, cultivation of material wealth, materialistic pragmatism. President Nursultan Nazarbayev, who is concerned about widespread of these pseudo-values, urges to oppose these phenomena by strengthening national and cultural values and morals of young generation, which are right and significant. “Knowledge and skills cannot be creative force, if they are not based

on national priorities, moral values, public debt concepts, social solidarity and continuity of generations” [26]. It was not for nothing that Abai said that primary education should be taught in the native language, which attaches a child to national and cultural values, including religious values. In adolescence, you can start learning other languages and subjects. He also put forward the idea of correctness of religious education and morality for the purpose of moral education of a person. Abai is a supporter of symbiotic and synthetic method in education [27]. He is convinced that for moral education children should be taught the canons of religion and religious morality. Being a believer and a spiritual developed person, he will define priorities and strategies of his development more correctly in the future. Modern educational policy and pedagogy of Kazakhstan are going that way. Motivational concept of the society is in science and education, in human development and in the formation of a full human being. Abai Kunanbayev’s ideas are identical to the concepts of the leader of nation. N. Nazarbayev deeply focuses his thoughts on the concept of motivation of younger generation in the third principle of the formation of intellectual nation and intelligent personality. Developing the idea of A. Kunanbayev the leader of the nation encourages the society to national and universal values: “Our young generation should definitely learn the truth as old as the world – only one who benefits people and his country can achieve real success in life” [28].

Spiritual values and national culture are of paramount importance for the development of every nation or ethnic group. Culture can be represented as a huge laboratory in which universal and national values are created; achievements of human society from ancient times to the present day are collected. All these values are a legacy of the culture of peoples. Therefore we must begin the acquaintance with the national culture from its heritage. In Ozhegov's Russian Language Dictionary, the word “heritage” is defined as “a phenomenon of spiritual life of people, their lifestyle, inherited and perceived from previous generations, from their predecessors”. Heritage is a necessary foundation for building new culture by future generations. The present generation is enriched by the experience of the past generation and passes this experience to the future generation. This eternal circle of three unities is open while people live.

The purpose of humanitarian studies is to analyze, discuss and assess the ways of formation of intellectual potential of Kazakhstan. Creating spiritual society, based on universal benefits and national values is the responsibility of each of us. Today one of the main tasks for our independent country is to keep up country's spirit and ideology and to form patriotic feelings. For these purposes, we need a national idea that strengthens spiritual foundations and highest goals of the nation. In Kazakhstan, being on its way to the development, the problems of spiritual and national ideas (which are the basis not only for the society and the state but also for information policy) are on the agenda.

As you know, at the UN Millennium Summit in September 2000, Heads of States, including the President of the Republic of Kazakhstan, promised to make every effort to achieve the goals, which include eradicating extreme poverty, achieving universal primary education, promoting gender equality and empowering women, reducing child mortality, improving maternal health, combating HIV/AIDS and tuberculosis, ensuring environmental sustainability and developing a global partnership for development. It was planned that all these goals would have been achieved by 2015. We can see significant progress nowadays, but still there is much to be done [29].

Kazakhstan was selected by UN Group on development issues as one of the fifty countries to conduct national consultations on global sustainable development for the period beyond 2015 and is one of the seven Eastern Europe and CIS countries, which will offer their global vision. In Kazakhstan national consultations were held from October 2012 to March 2013 in which more than 2 000 people took part. Most of the activities were held in Astana, Aktau, Almaty and Kyzylorda supported by the Government of the Republic of Kazakhstan. The main objective was to conduct inclusive and productive discussions on development issues and to agree on recommendations for a new global agenda. Inclusiveness was emphasized as a fundamental condition for consultations to get balanced view of existing challenges.

More than 2000 people took part in national consultations, held from October 2012 to March 2013. Major consultations were held in Astana, Aktau, Almaty and Kyzylorda. The results of these consultations are presented in the report with a bright and imaginative

title “The future we want”. This report is the result of an open process involving all the parties concerned, including public and private sectors, civil society, representatives of scientific communities, youth, and vulnerable groups. Consultation emphasized the need to continue working towards achieving the Millennium Development Goals, where corresponding tasks have not been solved, including tasks in the field of public health and environmental sustainability, as well as tasks defined in 2007 in relation to poverty reduction, education and gender. Almost all participants of the consultations agreed that the MDGs are still relevant, especially in the condition of growing desire to overcome inequalities. The challenges raised during the discussions found the response among the participants belonging to different groups, but differences were observed under the prioritization of these challenges. In general, during the consultations held in four cities the following common challenges have been identified: 1) environment protection; 2) health; 3) peace and security. Other areas that also have been actively mentioned were: infrastructure, green economy, employment, good governance, regional development, education, gender, culture and issues connected with welfare and professional training of young people [30].

We note here that the studies conducted on the project of grant scientific funding called “Development of humanitarian technologies in formation of public awareness of a citizen of intellectual society” also served to identify the main types of information and education inequality, to observe a tendency of the formation of public opinion on the issue of education and culture.

The studies conducted by the participants of student scientific expedition in three Kazakhstan major regions – Aktau, Semey and Kyzylorda, also revealed opinions of young people about Millennium Development Goals. For example, in Aktau young people mainly students of schools and colleges took part in the survey. We note that mainly indigenous inhabitants of these areas and only small part of oralmans participated in this survey. This can also be considered as a kind of information inequality in terms of communication strategies. Kazakhstan people are a single nation, and it is wrong to exclude participation of Kazakhs came to their historical homeland from other countries from sociological researches.

Young people from Akatu said that all the Goals are equally important, when answering the question: “Which of the “Millennium Development Goals” do you consider the most important”? The highest percentage – 84.5%-got “gender equality and women’s rights expansion”, i.e. “gender aspect”. Also a high percentage got “improving maternal health”–91.3%. It is interesting that a very small percentage of the respondents indicated “ensuring environmental sustainability” and “eradicating poverty and hunger” as important ones-6 and 5.4% respectively.

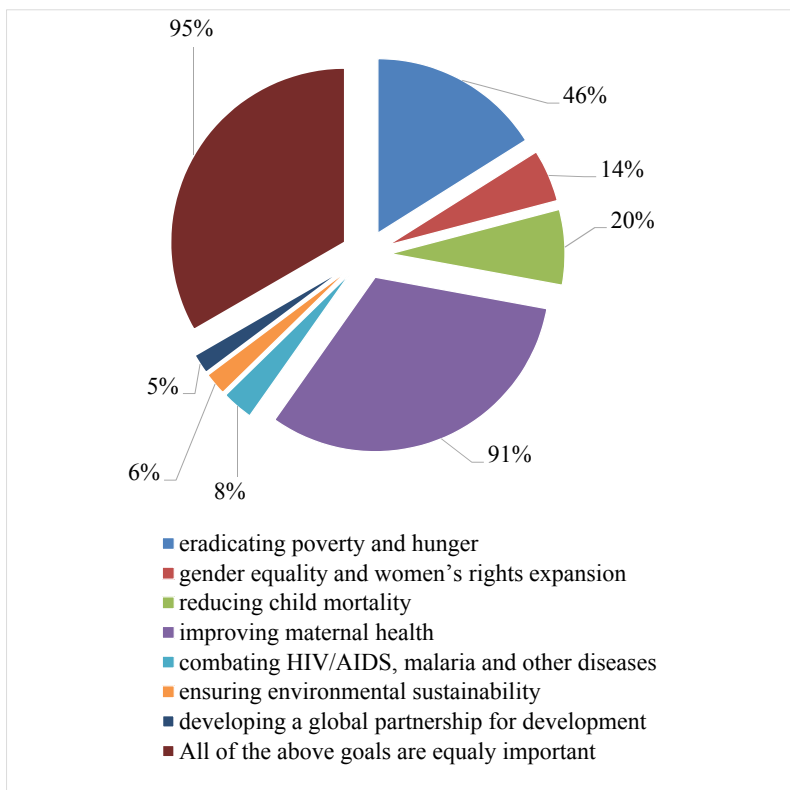


Figure 13 – Which of these Millennium Development Goals do you consider the most important?–Aktau (% of total respondents)

On the contrary, young people from Semey considered “eradicating poverty and hunger” to be very important–62% of the votes, as well as “combating HIV/AIDS, malaria and other diseases–22%. On the whole, 88% of the respondents considered all the MDGs important.

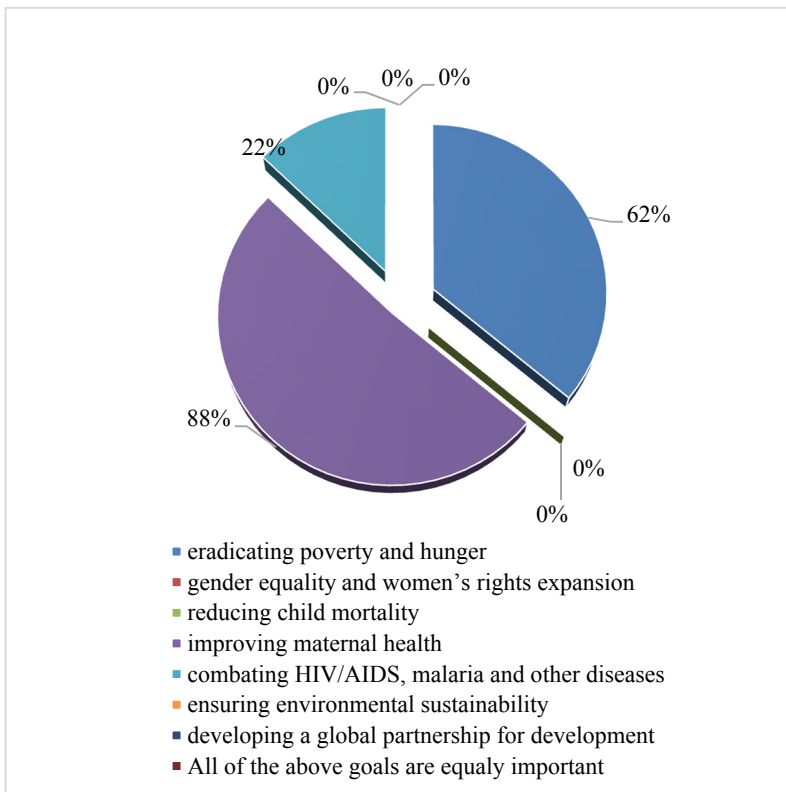


Figure 14 – Which of these Millennium Development Goals do you consider the most important?–Semey (*% of total respondents*)

In “The future we want” report of UN country team it also noted that at the national level Kazakhstan has achieved significant progress in implementing MDGs. Global goals helped Kazakhstan to focus on a number of important spheres of development to improve living standards and Kazakhstan’s experience indicates that it is possible to

make significant progress for a short period of time if there is a strong political will. There is a significant progress in reducing child and maternal mortality and modernization is evident in many other areas of life. As our scientific research is directed to the issues of formation of intellectual nation in Kazakhstan, it was interesting to hear the views of the UN team on the development of education and its accessibility for young people of Kazakhstan.

Thus, the report noted "Kazakhstan is a highly educated nation with compulsory universal primary and secondary education. At both levels of education, there is a high level of gender balance. The difference in incomes plays a fundamental role in getting further education after finishing secondary school, although more girls than boys enter universities and colleges" [31].

During the consultations, a number of disadvantages in the system of education have been revealed; a recommendation was made to reform the national education system from preschool to higher education, including education in vocational and technical colleges, in order to make education continuous, integrated and corresponding to the changing labour market. This is entirely consistent with the strategic objective set by the President of the Republic of Kazakhstan N. Nazarbayev in his Address, called "Socio-economic modernization is the main vector of Kazakhstan development" where the Head of State says about continuing education that forms a good citizen of intellectual society.

Formation of an intellectual society in the country is determined by examining the methods based on the humanitarian sciences and values necessary for the implementation of measures aimed at ensuring social and economic effectiveness of "State Program of Education Development of Kazakhstan for 2011-2020", integrated project of "Intellectual Nation 2020" program aimed at training and improvement of scientific potential, development of means to implement them and recommendation of communication strategies.

The UN report also pointed out that despite maintaining a high level of literacy and academic achievement in Kazakhstan, the country's level of development requires new skills and a new way of thinking. Education system must train the youth, ready to cope with the changes of today in order to help Kazakhstan remain competitive on the world stage [32].

Communication, information and knowledge are the driving force of progress, contributing to improving the level and quality of life. ICT (information and communication technologies), whether traditional or modern, give new and reliable development opportunities to the people around the world. In addition, many countries, especially the least developed, do not have full access to the information and information exchange, which deprives them of a chance for prospects of long-term and sustainable development. Communication has a dual task-to promote the development of economy and mentality. Its implementation is associated with multicultural factors and openness, sustainable development strategy, creation of an atmosphere of trust in the society. For Kazakhstan, development of information and communication technologies in general and satellite technologies in particular is becoming one of the key factors in addressing competitiveness.

As you know, one of the main directions in implementation of the program of forced industrial and innovative development of the Republic of Kazakhstan till 2014 is the development of communicative technologies, as well as training of high-class professionals in this field. According to the researches of International Telecommunication Union (ITU), special department of UNO, determining standards in the field of information and communicative technologies (ICT), Measuring the Information Society 2012, Kazakhstan overtook Russia in the global ranking of information and communicative technologies development. Thus, Kazakhstan took the 55th place according to the Index of ICT, Russia – 56th. Sweden led the ranking; Singapore took the second place and Finland – the third. The Index was developed in 2007 on the basis of 11 indicators, which International Telecommunication Union operates in its assessment of ICT development. The Index brings these indicators into a single criterion, which aims to compare the progress in ICT development in the countries around the world and can be used as a tool for comparative analysis at global, regional and national levels. These indicators are related to ICT access, use of ICT, as well as practical knowledge of these technologies by the people of the countries surveyed. Note that in the framework of the strategy of communications development Information and Communication Technologies Development Fund has been established in Astana. Its

mission is to help Kazakh people implement their innovative projects. This year a contest of “Start-up projects” will be held. Winners will receive funds to implement their ideas and will undergo an intensive training course on the basics of entrepreneurship. Both teams and individuals who have been evaluated and who proved commercial potential of their product or technological decision may participate. Information and Communication Technologies Development Fund will be supported by “Kazakhtelecom”, “Kcell” and “Kar-Tel” telecom operators. Such funds have already been working successfully in the USA and Europe. One of the illustrative examples is «Y combinator» in the United States. Having invested 18,000 dollars in DropBox data storage service, specialists of the fund have created a company whose market capitalization today reached 4 billion dollars.

The United Nations has published a study and accompanying ranking of the countries by level of development of e-government in 2012. Document entitled «The United Nations E-Government Survey 2012: E-Government for the People» evaluates readiness and ability of national government agencies in 190 countries to use information and communication technologies (ICT) for providing government services to people. According to UN report on the index of development of e-government, Kazakhstan took the 38th place in 2011, having overtaken such European countries as the Czech Republic, Poland, and all post-Soviet countries, except Russia. According to the index of “e-participation”, Kazakhstan takes an honourable 2nd place, and 14th place in “online services”. Currently 219 interactive and transactional services are provided for Kazakhstan citizens in the framework of “e-government”. The number of registered users, which has increased 2.7-fold compared with 2010, proves active promotion of “e-government”. More than 12 million certificates have been issued by means of e-Gov portal. This year in a pilot mode, it is planned to establish 4 specialized Public Service Centres for registration of vehicles and issuance of driving licenses in Astana, Almaty, Aktau and Karaganda. In 2013, this work will be continued in other regions of the country.

The level of Internet development is an important indicator of social development. Today in Kazakhstan such cities as Astana and Almaty as well as all regional centres are provided with 3G technologies. This year it is planned to introduce the third generation

services in all settlements with population of more than 50 000 people. As to implementation of LTE (4G) technologies, the construction and testing of a pilot network is scheduled for the current year. Internet access under EVDO technology is organized in Kostanay, Zambyl, South-Kazakhstan, Pavlodar, Almaty and Aktubinsk regions. Note that according to preliminary statistics data the number of Internet users in Kazakhstan in the first quarter of 2012 increased to 57.6%. As the Minister of Transport and Communications Askar Zhumagaliyev reports, in 2011 and 2012, the cost for the wholesale Internet has been reduced to 75%; monthly fee for the popular “Megaline” tariff plan has been reduced to 10%, however the speed in the number of tariff plans has been increased 2-fold. As for mobile communication, the cost for intranet calls has been reduced to 33%, to networks of other operators on average to 27%.

UNO and UNESCO also calculated the number of Internet users in other countries around the world. These data are contained in the report published by the UN Commission on broadband communication prepared under the auspices of UNESCO and the International Telecommunication Union (ITU). The UN report provides information about growing number of Internet users in 177 countries around the world and about economic benefits of distribution of the latest information and communication technologies for the people from these countries. Special attention in this report is paid to broadband connection and its availability in different regions of the world. The document says that today 2.26 billion of people around the world have Internet access. According to UN Information Centre as of September 24, 2012 Iceland leads in the degree of Internet coverage. 95% of the population use Internet there. Among large countries, Germany has reached great success, where 83% of all residents have Internet access. In the USA 77,9% of people enjoy this advantage: in Russia – 49% and in China – 38,3%. In Kazakhstan 45% of the population is covered with Internet. Our country is ahead of Belarus, Moldova, Georgia, Ukraine and other former Soviet republics. In Guinea, Nigeria, Somalia, Burundi and Ethiopia Internet users make up about one percent of the population. Meanwhile, according to the Index of Internet development (The Web Index), which is a comprehensive measure that characterizes the level of impact of the Internet on various spheres of public life in the world,

Kazakhstan takes honourable 28th place, being ahead of countries such as China (29th) and Russia (31st)! The study was carried out in 2012 and covered 61 countries. This index is issued by World Wide Web Foundation international organization led by Tim Berners-Lee, who is the developer of the concept of the World Wide Web. According to International Telecommunication Union (ITU) Liechtenstein leads in broadband communications (71.6%). Among large countries France takes the 7th place in the list (36.1%). USA takes 8th place (28.7%), Russia – 50th (12.2%), China – 53rd (11.6%). In Kazakhstan 7.5% of subscribers use broadband stationary communications, which is more than in Ukraine (7%), Armenia (5%), Uzbekistan (0.5%), Kyrgyzstan (0.3%) and Tajikistan (0.1%). ITU estimates that by 2015 at least half of the world's population will have access to the content and to the means of broadband communications.

In Kazakhstan measures to ensure broadband Internet access using CDMA-450/EVDO, FTTH and Wi-Fi technologies are being implemented under Development of information and communication technologies Program for 2010-2014 years. Broadband access provides high-speed data transmission, permanent connection to the Internet without the need to establish a switched connection. Introduction of broadband access in Kazakhstan will develop a wide range of innovative services such as cloud computing, remote electronic processes, virtualization computing and many others.

Cultural issues in consulting surveys of UN team were discussed in two contexts: 1) protection of cultural heritage; 2) human behaviour that is ethically or culturally inappropriate to maintain national values.

The question that Kazakhstan loses its cultural heritage was raised. Craftsmanship skills disappear very quickly. It is supposed to be connected with rapid industrial growth in some parts of the country. For example, there used to be 8 archaeological sites in Almaty, but now only one of them still exists. It was noted that last year the President expressed concern about the country's ability to preserve its history, culture and traditions. Kazakhstan recently signed a Declaration on Cultural Heritage, which is an important step in order to raise cultural issues in the state development agenda at the proper level stressed the need for stronger political will and attention to perform the stated commitments and finding ways to integrate cultural values in Government policy. However, the need for stronger political

will and attention to perform stated commitments and finding ways to integrate cultural values in the government policy were emphasized.

Thus, the UN report "The Future We want" and the strategic goal of Kazakhstan in the field of Knowledge Society and intelligent citizens who are able to benefit their country and be competitive on the world market, coincide in many respects. This indicates to the global historical approach and deep understanding of the objectives set for the Kazakh society.

Conducting comprehensive studies in this direction on national level will become the basis of formation of intellectual nation in Kazakhstan. Initiated researches in the field of humanitarian technologies that increase potential of intellectual society and development of human capital in Kazakhstan science gave a new push to the development in this sphere. This forms the scientific environment in which humanitarian basis and technologies of efficient implementation of government reforms, aimed at creating intellectual capital of the nation, are developed.

A student scientific expedition called "Kazakh eli" ("Kazakh country") started from the 19th of July 2013 at journalism faculty of Al-Farabi Kazakh National University in the framework of application of humanitarian technologies in implementation of "Intellectual potential of the country" project with financial support from the state program of the Ministry of Education and Science of the Republic of Kazakhstan and in accordance with the agreement on cooperation between the United Nations in the Republic of Kazakhstan and Al-Farabi Kazakh National University.

A priority of this unique project is to study the issues of preservation and transfer of intangible values of Kazakh people from one generation to another, according to UNESCO International Convention for the Safeguarding of the Intangible Cultural Heritage. Expedition participants studied problems of regions, issues on social development of villages and auls "Kazakhstan after 2015" in the framework of the UN Millennium program, possibility of Kazakhstan entering International Decade for the Rapprochement of Cultures through information space. In addition, an information campaign called "A letter to the village", devoted to problems of Kazakhstan villages and villagers in Mangystau, Kyzylorda and Semipalatinsk regions was carried out during the expedition.

A total of 500 participants from the regions were involved, including: respondents, interviewers, scientists, cultural workers, and university and secondary school students.

Research findings will be implemented in “Atlas of intangible values of Kazakh people”, which will be presented at I Humanitarian Forum in 2014. In this historical and information document national spiritual brands of five Kazakhstan regions will be classified and collected into a single database. This gives us an overall system of knowledge about national traditions, history and culture of people, and most importantly – their preservation and development, exchange of cultural information at regional level (Annex D).

We note here that a lot of work on protection of intangible cultural heritage is being carried out in Kazakhstan at the state level. A National Committee for the Safeguarding of the Intangible Cultural Heritage (ICH), which involves prominent scientists, researchers and representatives of state bodies, was established. A project of Concept for safeguarding of ICH has been developed and approved. Now a National Plan of Measures for the Protection of ICH is being considered. A national list of intangible cultural heritage, which currently has 18 elements included by UNESCO into the list of ICH of Humanity, was collected through the work of the Committee. They included Kara Zhorga (қаражорға) and Kuy (күй). Among the nominations to be approved are “Yurt” (юрта) and “Aitys” (айтыс). “Atlas of intangible values of Kazakh people” will contribute to the list of national brands. Besides, it will allow the younger Kazakh generation to learn more about Kazakh spiritual and cultural traditions.

This expedition is a unique project, which aroused great interest among young people. An announcement about the scientific expedition “A letter to the village” was posted in social networks, where young people shared different information about current situation in villages. Also participating in the expedition let young researchers express their impression about the trip in the essays below, which tell about life of young people in different regions of Kazakhstan-<http://rus.intelligent.kz/>.

Semey. City Palace of Culture. About one hundred culture figures work in the Palace of Culture. There are 18 art groups here. Many innovations have been introduced to the Palace of Culture. This year

a methodological room for groups was opened and one more TV set for visitors was installed.

Dostoevsky Museum. There are seven memorial and literature museums of Dostoyevsky in the world. Six of them are in Russia and one is in Kazakhstan. Dostoyevsky F. M. spent five difficult years in exile in Kazakhstan. Here he met his first love, Isayeva M.D. After a long break, he returned to the world of literature. In Semey he met P. P. Semenov-Tyan-Shansky, A.E. Vrangel, Sh. Ualikhanov. In 1971 the apartment, where F.M. Dostoyevsky lived, was turned to a literary museum of the writer. In 1977 a new museum that combines the image of F. M. Dostoyevsky in Semey, his place in the history as well as all his literary characters was opened. Museum establishment was dedicated to the 150th anniversary of the writer. The building was designed by architect V. F. Vlassov. It was made a shape like a half-opened book. There is a monument dedicated to F.M. Dostoyevsky and his friend Sh. Ualikhanov in front of the museum. Among the exhibits you can see the first editions of such works as “Crime and Punishment”, published in 1867, “Teenager” (1876), “The Brothers Karamazov” (1881). The memorial apartment is on the top floor of a small wooden house. A postman Lopukhin owned the house that time. In 1857 Dostoyevsky had rented this house for “eight silver coins per month”, before he married Isayeva. Before leaving Semey he had lived two and a half years in that apartment.

Local History Museum in Semey. The building of regional local history museum was constructed in 1856 ordered by Governor-General Procenko. The architect is unknown. After the establishment of Soviet power, this building was called Freedom House. The first council of deputies of Semey city was located here. In June 11, 1918, there was a counterrevolutionary riot in Semey. During the terror, the White Guard settled there. After the restorations of Soviet power a political department of peasant cabinet and then Semey army, group headquarters were located in the building. In 1932-28, Russian Communist Party (Bolsheviks) provincial committee was functioning in the building. Officers of Kazakhstan Communist Party (Bolsheviks) were working there in 1930-38. In 1957-58, the building was reconstructed. Under layers of the walls of the third hall, frescoes displaying phoenix from different angles were found. The Local History Museum has been functioning in the building since October

1977. The museum is located in a separate building, constructed in the style of oriental architecture. Total square is 536,6 m², 400 m² of which are the rooms of permanent exhibitions (exposure), Storage Foundation, offices. This year the museum staffs pay much attention to meet the spiritual values of the residents. There were 3890 exhibit items in the museum in 2009, including basic and additional funds.

Permanent exhibit museum structure consists of three sections:

Nature section gives extensive information about general characteristics of the nature of the region, including its animals and plants. Scientific data on weather conditions, terrain and mineral resources etc. of the region and research works of the region scientists are widely promoted. Cultural events dedicated to the protection of nature in the region and environmental issues are held.

Ancient era section is based on scientific evidence, covering history of people who lived in the Stone Age. Here you can see the relics that have been found during archaeological works as well as cultural sites of ancient nomads inhabiting this region in the 1st Millennium BC. A valuable complex of ancient relics providing knowledge on national priceless heritage has been collected. Antique records, documents, archival information, photos that cover cultural and historical development of the region were widely used. Works and separate scientific interpretations of the researchers of the region and Orientalists are presented.

Modern age section. This section gives substantial educational information about the history of the region up to this day. Planned scientific research works on collecting materials are being held in the museum. Research materials related to the history of the region from the fund of the Republican State Central Archives and the National Academy of Science as well as from the Archives of such cities as Omsk, Astana, Semey, Oskemen constitute scientific fund of local materials of the museum. Materials based on them are published in national, regional and district publications. Geographical, archaeological and ethnographic expeditions are often organized on the part of the museum. Due to the works carried out, samples of valuable national heritage are being collected.

Abai museum in Semey. Abai Literature and Memorial Museum was established upon recommendations of M. Auezov based on the resolution of the Council of People's Commissars of Kazakh SSR No.

347 dated April 01, 1940 devoted to the 95th anniversary of the great poet. It is the first literature museum in Kazakhstan history. In 1990 by the resolution of the Council of Ministers of Kazak SSR No. 141 dated April 05, 1990 due to Abai's 150th anniversary the museum was reorganized into the State Cultural Historical Literature and Memorial reserve museum of Abai called "Zhidebai-Borili". The main fund of the museum consists of items transferred in 1885 to Abai museum. About 30 of these items are stored in the museum fund. During the first years, the museum was located in the houses of Bekbay Baiysov and Aniyar Moldabayev where Abai often stayed when he came to Semey. In 1967, the museum was moved to the house of merchant R. Yershov. The reserve museum in Semey included the main museum, "Alash arystary – M. Auezov" museum; in Abai region: M. Auezov house-museum (Borildi), Abai house museum, "Shakarim Sayat korasy" (Zhidebay), Shakarim Abenuly house-museum (Kundyzdy); in Urzhar region: Asset Naymanbaiuly literature and memorial museum (Makanshy), "Abay-Shakarim" mausoleum complex and the area of the reserve of 6400 hectares (Zhidebay). The reserve covers the area of historical places: Abai house-museum, "Abai-Shakarim" mausoleum complex, Yerkezhan cemetery, Kudayberdi-Zerde Ulzhan cemetery-castle, Zulgarysh wintering, Ak Baz graves, Kengirbay (Bi Ata), Kunanbay well, Makhmut saray, Mussakul hill, "Russian saray", Ospan Lake, Ospan well, Yryzdykbay saray, "Shakarim Sayat korasy" exposition, Shaykenbay-Gabitkan cemetery-castle. The main museum in Semey include merchant R. Yershov house, new building, Mosque-Madrassa of Akhmet Riza, "Alash arystary – M. Auezov" museum and office building. There are such theme-exhibition halls as "Abai epoch", Abai and visual arts", "Abai and Semey city", "Origins of Abai's works", "East Hall" dedicated to the poems, "Greek Hall", Hall dedicated to "Zhaz" (Summer) poem, as well as "Poetic school of Abai" Hall, "Abai studies" Hall, "Anai in hearts of his people" Hall, "Gifts" Hall in the exposition of the main museum. There you can find a lot of information about Abai's life and works, his poetic and affined environment, his contemporaries and successors. There are antiques, which were left from the poet's family, original documents, ethnographic and archival data reflecting Abai epoch, his public activities, rare works of Oriental scholars, works of Western philosophers, and recordings of his contemporary poets in the

museum. Also the exposition included six-wing yurt, furnished in Kazakh national traditions and valuable domestic household goods expressing city life of Kazakh people in late XIX-early XX centuries.

Semey Pedagogical College. Pedagogical College named after Mukhtar Auezov, which first started training teachers in the country and which is 110 years old now, was established as a seminary for teachers. In 1920, it was reorganized into a national education institute. In 1922, two pedagogical colleges (Kazakh and Russian) were established on the basis of this institution. In 1937, two pedagogical schools were found on the basis of the pedagogical college. In 1953, they were united and a teacher training college named after K. Ushinsky was established. In 1967, the institution was named after a great writer M. Auezov. With time, the pedagogical college was reorganized into a college. Semey Pedagogical College is the first institution engaged in teacher training, not only in our country but also throughout Central Asia. The history of the pedagogical college is closely connected with the names of famous scientists and public figures as academician Kanysh Satpayev, Professor A. Margulan, writer Azil Khan Nurshaiykov, founder of Kazakh cinema Sh. Aimanov, the first member of the Academy of Sciences of the USSR A. Sembaev.

Tuyemoynak Island. The so-called “Tuyemoynak Island” was once the centre of meetings of alash orda people. Tuyemoynak is officially called "Colonel's Island". There is a famous monument called “Stronger than Death”, which became a symbol of the city, in this place. “Museum of Peace”, which we mentioned above, is the main object in the memorial. According to an architect Askhat Bakirov, the works carried out at the moment are continuation of “Stronger than Death” monument, which Shot-Aman Ualikhanov devoted to the victims of Semey nuclear test site. “Peace Museum” memorial complex consists of the necessary 20 points. These include parking, entrance gates, rest area, ethnic aul, “Zhaylau” Kumis café and other places that provide adequate rest for the people. A five-story “Museum of Peace” in the form of the Earth is in front of “Stronger than Death” monument. The purpose of the complex: “Stronger than Death” monument, which is located on the left side, reminds us of hard days on the nuclear test site, and “Museum of Peace” is a symbol of modern Kazakhstan, calling for peace and harmony. Also here you can

admire a huge stage of “Peace” stele which depicts seven swallows and a book contained the Decree of the President Nursultan Nazarbayev to close Semipalatinsk nuclear test site, which is essential for those Kazakhstan people who are indifferent.

Zhetysar city diary (Travel essay)

Zhetysar is a famous city. There are many Kazaks here. They drink kumis during all seasons here, and have fun “riding”. Ait, weddings, marriage proposals, horse races, Kazakh wrestling. Drunkenness. Fighting. Women, visiting each other’s places. There are a lot of ships, ferries, yachts in summer...A green island and a dense forest... In spring everywhere, you can see walking and singing people... Fipple flutes, accordions...A lot of fun...Still it is a cheerful city.

Zh. Aimauytov. “A singer”

June 21. We are still on our way. Although I didn’t imagine this city to be as wonderful as our capital city, but still I thought that the place where great Abai and Shakarim were born was beautiful. Entering the city, we couldn’t see anything noticeable, except a hanging bridge. For a traveller who came to the city for the first time its image is usually represented by the station and the airport. If a person doesn’t have any relatives in the city, of course he/she starts looking for a hotel. There are a lot of hotels here. Before coming to the city, you can find a hotel with acceptable prices on the Internet. Among them, the most famous and comfortable is “Semey” hotel. You can show the monument of Lenin, which is near this hotel, to your girlfriend. After we had settled, we went to see the city. The city is divided into two parts here: left and right banks of Irtysh River or New Semey and Old Semey. They are joined by a hanging bridge, which was built by construction companies of Kazakhstan, Japan and Turkey in 1998-2001. The total length of the bridge is 1081 meters, the width is 22 meters. The bridge became a symbol of pride of the local residents and young people who love speed. It was found out that there is one more bridge in Semey, which had been built in the XX century.

Standing on these bridges you can see the whole city and also take a photo.

Buildings in Old Semey have 200-250 year history. A special architecture of the city can be noted. If you had read “Abai Way” or “A singer” of Zhusipbek Aimauytov before, you could easily imagine the XIX century. According to the latest census about 300 000 people live in the city. After 11-12 pm, the streets are empty. If it is a time of summer vacation for student and school pupils, you won’t see many young people either.

According to the parting words of Aidar Aga, we were helped by young people named Yerkebulan and Miras. They are both leaders of Semey youth, who call young people for unity and help the youth policy in the region to be implemented.

They promised to show us the city in the morning and also told us where we could find “a cheap student café”.

Having returned from a walk around the city, the two friends showed me wonderful pictures. I found out that there was an iron tree of love, installed for newly married couples, in one of the central streets of the city. Newlyweds hang locks with their names on this tree, which symbolizes eternal love. Such “trees” can be seen in front of wedding salons. This is also a kind of a symbol of the city.

June 22. In the morning, a young man Yerkebulan met us. During these two days, he was showing us the city and didn’t leave us for a moment.

We went to see “Eternal Flame” in the Central Square together with Yerkebulan, as this day—June 22—was the day of the beginning of the Great Patriotic War. Veterans of the war who lived in the city also came to the Square. Having heard their memories about sorrows of those years, we shed tears and were looking at our heroes with great appreciation for our today’s happy life.

Organized by the local youth this event was to be continued at central park in “BodyART” and “Domyra party” formats in the evening. We promised to come and went on our travel around the city.

First, we visited the Museum of Fyodor Dostoyevsky. Here we learned about the strong friendship of Dostoevsky and Shokan Ualikhanov; we found out about the life of Russian poet in the Kazakh land, the history of his books as well as his hard fate. In those years when the Russian writer lived in Semey, he wrote such great works as

“The House of the Dead”, “Uncle's Dream” “Stepanchikovo village and its residents”. Here F.M. Dostoevsky met P. P. Semenov-Tyan-Shansky, Sh. Ualikhanov and G. Potanin. Thanks to Shokan Ualikhanov he realized the greatness of the Kazakh people.

After visiting Dostoyevsky Museum, we came to the Museum of great Kazakh poet – Abai. Despite that there were many foreign visitors, we also were paid attention and told a lot. We admired a table, which great Abai sat at and the things, which the poet used. How wonderful it was! Those were the things of great poet, who we had been told about since our childhood. Time passed so quickly when we were shown the halls, because it was very interesting. They are the holy things, which had been handed to us. They are precious legacy that will exist in the future.

After visiting Abai Museum, we met with active youth of Semey city in the building of “Zhas Otan” youth group where we exchanged our views on pressing social issues and had debates. It turned out that the city youth enjoys doing rather than talking. We understood that they preferred actions to words. It is very difficult to see such fixed work of a young committee in other cities. Perhaps, such active young people can manage the affairs of the youth all over Kazakhstan.

Our next place of visit was Semey Pedagogical College named after M. O. Auezov. As you probably guessed, Mukhtar Auezov had studied here. Besides him Zhusipbek Aimauytov, Kanysh Satbayev, Shaken Aimanov, Azil Khan Nurshaiykov had studied in this College. This is a sacred land, a noble place, which had given such great sons to Kazakh people.

This year we celebrate the 100th anniversary of Kazakh football. After all, the first ball was served to the playing field in this institution. “Yarysh” football team in which Mukhtar Auevov played was formed here. “Football is my namaz indestructible”-Mukhtar Auezov said. A century has passed since the time when the great writer played on the football field.

We left the heart of knowledge of our great figures and went to the outskirts of the city. We could see “Stronger than Death” monument, built on the outskirts of Semey, from afar. Next to it, there is a monument of Peace. There is also the world’s only pyramid called “Mayors for Peace”. Words written in three languages express the wish of all the mayors of the world.

In the evening, an entertainment program for young people started in Central Park. They wrote “Almaty-Semey. Kazakh country” slogans in our bodies, and then we admired wonderful kuys young dombra players performed. The events organized by different organizations were held at a high level.

After these impressive performances, we went to the new bridge. It is very similar to the bridge in Turkey; even from a distance, it looks very nice. Many people were taking photographs, many of them were debating. And most importantly, everything was happening from the bottom of their hearts...

We spent this day at work, “running around”, but despite this, we remembered much and we wanted to consider a lot of things.

June 23. The next day we got our bus to Astana. There was neither a direct flight to Akatu nor a direct train to Kyzylorda, that’s why we had to take a bus. Our trip to wonderful city Astana took 15 hours, and then-2,5 hour flight.

Syra Land—a blessed place, with the sacred history (Travel essay)

Syra Land-Alash Mother (N.A. Nazarbayev)

June 28. I deliberately said “good-natured”. The train, which left Mangyshlak, stopped even along the hills. Therefore, people call it so tenderly. After spending two days on the road, we came to Kyzylorda, which is called the second capital of Alash.

Kyzylorda is a closed city. It is hot in summer and cold in winter. However, a capital is a capital. It is a compact city with straight streets.

In the station we were met by a group mate, he even had prepared an apartment for us. Tired of a two days travel we hurried to get the apartment to rest and have a shower.

To tell the truth, we liked the apartment when we first saw it. Nevertheless, in the evening a lot of mosquitoes flied into the room. It was the most interesting story in our journey.

We tried a lot to drive them out of the room. We burned newspapers, closed windows and sat in the stuffy room, and even went to bed in such a hot room. We had to spend all weekends fighting against mosquitoes and heat.

June 30. The next working day we went to regional administration. We were checked more than in Aktau. We went further only with a cover letter. Having agreed everything with the management, we went to the regional department of Administration in the field of youth policy.

In the department, we found out the time of meeting with local youth and then we went to the regional organization on protection of cultural and historical sites. Here we obtained very interesting information. Despite being very busy people met us quite friendly. They even gave us the information on monuments which are under protection of the State and which are being studied at this time. Leaving we thanked them all for everything. They had shown themselves not only as high-class specialists, but also had tried to show the importance of their activity. Indeed, Kyzylorda is a city of monuments.

When we arrived, the most valuable gift for us was to meet new friends, get acquainted with the purposes of our peers living in different parts of the country and to join forces in order to take steps towards the bright future. In this respect, the youth of Kyzylorda city had helped us a lot. Our notebooks were filled with new ideas. Young men were especially active. They performed good reports on work and showed that they knew their plans very well.

We didn't walk much around the city. We visited City Park and played in the playgrounds. This is a brief description of our expedition, which lasted for two weeks only.

People who know their history

A tall young Kazakh man with curly hair and dark sunglasses, dresses in a new style, came out of the white plane chewing a gum. He had nothing except a case in his hands. Ignoring others, he got a taxi.
(“Camel-Orphan”) Oralkhan Bokei

June 24. If it was an architect Taszhan, a founder of Aktau city, who came out of the plane then, that day young journalists intended to investigate this “snow-white” city came out of the same type of transport. In the airport, we didn't notice any differences of this city

from other ones. Only when we entered the city by the car, we became excited.

Aktau city is the regional centre of Western Kazakhstan. This city is a fort situated near the Caspian Sea. New young city with a 50-year history is developing by the example of Leningrad.

Our adventure in the city began when we were stopped by a policeman. Sitting on the backseat, I did not fasten the belt.

Then it took us much trouble to find an apartment. Particular feature of this city was that the local people liked to say only two phrases: the first was about figures, and the other one was “What's the news”?

Finally, we arranged with one of the property owners and settled in a comfortable apartment. Since everyone had only one bag, we settled in our rooms rather quickly.

We felt that real “running around” would start since early morning. Therefore, we had prepared our plan in advance. We decided to visit the administration first and then to see the sights.

We were completely exhausted by the evening and went to bed at once. We didn't even have energy to accept our friends' proposal to walk around the city. Having reached our beds, everyone fell asleep.

June 25. I don't know how long we had been sleeping, but we were woken up by a phone call. Then the work began. We were checked in the regional administration. They checked everything: our bags, cameras. We thought it was vigilance. We were sent to the City Department from the Regional Centre. In the City department, we were met by chief specialist on the issues of youth policy in Mangystau region Dossan agai. We discussed the issues of upcoming events organization with him. We wrote a lot of interesting from his words, considering that we would need that information. In 2001, the first Youth Congress in Kazakhstan was held in Mangystau region. Only here we found out that we were in the centre, which the above-mentioned Congress started from. We couldn't visit cultural and historical places outside the city because of the shortage of time. However, we managed to see some wonderful places in the city.

In the evening, we went to Fort-Shevchenko, where our group mate waited for us. He also heard a lot about the history of the city during our trip there.

Locals proudly say: “Adai family line is a strong, brave and fearless people. This fact is mentioned in many songs, that you can hear in every kind of transport in the city. Adai people know their significance. They are proud of their virtues in any circumstances. An old woman also told us a popular among the locals story about a “black pot”. To find a drowned person Adai people turned over a black pot and put it on the water. The most interesting thing is that the black pot began to sail around the place where the drowned person was. Isn’t it a proof of the holiness of this land?

Once there was an inexhaustible resource of black fish here. Local people survived due to catching fish or working in the factory of canned fish. Now there are a lot of sea vessels involved in the transport of oil and oil-producing enterprises. Tourism industry is not developed at the proper level either. It seems that they prefer to get profit from oil production, rather than from tourism.

After dinner, we walked around beautiful places of Fort. There is a “fountain with sulphuric water”. This water flowing from underground sources has healing properties. We also believed in its properties and had a wash with this water, it perked up our mood.

In the evening young people gathered and cooked shashlik (barbecue). They wished success in the new activity to each other. That night we saw monuments of Issa Dossan, which bent over the city. In spite of the fact that we couldn’t have a rest, we had a wonderful first day.

June 26. We woke up in the morning...but not from the fresh air of Fort and not from the sound of waves of the sea. It was Aidana’s mother who had woken us. We had a lot of work to do. It’s wonderful to have such a mother.

We still wanted to visit Taras Shevchenko Museum in Fort. Despite hot weather, we went there. When we entered the garden, which the great poet tended, we were delighted. Really, it was a living legacy left to us...

T. Shevchenko’s photos and recordings captured the history. Here we saw the photographs of Kazakh and Russian officers of the last century for the first time.

He is said to have written all the monologues on a small piece of paper and hidden it in his shoe. His table, bed and chairs on the underground floor looked impressive. He lived there, he wrote there,

and he left us his wonderful works. No wonder that the Ukrainian people honour the memory of their son so highly...

Although the well was clogged with rubbish and there wasn't any water in it, we touched it, considering it a legacy of a great man.

We saw and learned a lot. We admire his works because he did everything for people.

Unfortunately, he failed to see his native land. Cruel fate had given him a talent, but it wasn't very kind to him.

We got to the car and went back to the city. In the evening we were sitting on a train to Kyzylorda. Nevertheless, it was very pity to leave such a wonderful city like Aktau.

Conclusions: In the context of globalization of modern civilization and development of information technologies, the most important factor of global influence is culture, which is regarded as a key mechanism for moral and spiritual education of the younger generation. Implementation of the tasks of moral and spiritual education is considered as an essential condition for the preservation of national culture as the main prerequisite for the spiritual safety of people, because only "cultural heritage" is the insurance of people's greatness and independence. Kazakh people are one of those peoples who appreciate and value their culture.

We can find moral basis to educate and develop the younger generation primarily in folk origins. This is the stable point, which developed for ages. It was so close and clear to every Kazakh for centuries.

"One of the main objectives of our country today is to educate a generation knowing the traditions of their native culture, loving the history of their people, a generation that we can entrust the future of the country. After gaining independence, Kazakhstan has strengthened the economy and became recognized worldwide. Active and motivated young generation is growing up in the country, the generation that is fluent in several languages and mastered modern information technologies. But who is to say that they will not be a kind of technocrats who do not know their country's history, their origins and who do not identify themselves as heirs and successors of the great steppe culture? The young generation that has not learned the spiritual values of their people and the lessons of the native history may drown in the ocean of globalization and obey various dogmatic tendencies.

That means that our duty is to bring up young Kazakh people in the spirit of patriotism and love for their people”, – President Nursultan Nazarbayev said [33].

Thus, involvement of youth in folk culture begins since childhood, where basic concepts and examples of behaviour are gained. Cultural heritage is passed from generation to generation, developing and enriching the world of the young generation. It is a unique mean to pass folk wisdom and education of youth, to make up the whole picture of national life, to reveal people’s souls, their advantages and features.

Using foundations of Kazakh traditional culture in modern educational system, revealing their rich and unique teaching and educational opportunities let us solve urgent problems of our time: formation of national identity and preservation of spiritual heritage of our ancestors. Today it is necessary to form such philosophical concepts and doctrines that would return belief in the need of morality to people, that would turn morality into a limiter of rational, cognitive and practical activity of people, which will lead to the formation of spiritual and valuable comprehension of reality, a system of values where spirituality and morality predominate in human life.

Kazakh traditional culture has a great spiritual and moral potential. It embodies images and ideals that served as the basis for education and enlightenment of Kazakh people for many centuries. Pedagogical potential of Kazakh traditional culture, inheriting the best spiritual and moral values and ideals embodied in various forms of folk and classic art, allows meeting the challenges of education and all-round development of personality. The main purpose of modern training and education of young people is to plant love for labour, culture, people, Motherland; to form principles of spirituality among young people through the revival of national traditions and customs; to keep them focused on learning universal human values such as peace, nature, beauty, humanity. This is the main purpose of modern education and training.

3.2. Kazakhstan country branding as an embodiment of ontological potential of the intellectual society spiritual values

The research “Development of humanitarian technologies in formation of public awareness of a citizen of intellectual society” is a

global vector of development of humanitarian technologies, search of effective ways of impacts on people in order to change and increase the role of spiritual values in conditions of transition to informational stage of civilization development. Today global scientific researches study global phenomena in the sphere of culture and spirituality, as a result of the impact of which the subject is at risk of losing his social and cultural identity.

As you know, mass media have a powerful resource of modification of human values system. Their vast technological opportunities are successfully used by show and movie industries, marketing, polling technologies, advertising, PR. These new agent of cultural policy have taken a place of ideology in public consciousness, changing traditional values, meanings of human existence and concepts of standard social behaviour with the help of effective social and cultural technologies. As the result of their influence during the years of establishment of state independence, refocusing of preferences among different groups of people has happened and basic values of young people entering their adulthood have changed a lot. As noted by Russian scientist Yu. Zapesotsky, “consumer society” as a metaphor, used by scientists to describe only one of the new tendencies of development of society and influencing the culture of consumer psychology, provided by mass media, today can be used as characteristic of deep transformations of anthropo-cultural type, changes of ontological core of human existence.

Today young people are mainly focused on achieving success. A brand, which is a deliberately created virtual information object, fixing the essential features and properties of the subject of communication (company, individual, city, country), serves as a basic resource of modification of human being in the system of social and cultural communications. Brand includes cultural and symbolic content, which is expressed in the subtext and context of meanings, and therefore it becomes a huge intangible asset of its carrier. Ontological potential of a brand is defined by its ability not only to reflect the resources and benefits and positioning advantages of its carrier, but also by the ability to create “virtual worlds”, changing valuation and normative basis of lifestyles. The resources of a brand impact on a personality are critical: performing important social and cultural functions, a

brand serves as a way of positioning and individualization of a consumer's lifestyle, as a mean of identity and social stratification.

In this regard within the framework of creating intellectual society, it is essential to develop Kazakhstan Brand as a fundamental ontological object that has the following characteristics:

1. Uniqueness of Kazakh country as the centre of Eurasian continent;
2. Recognition of Kazakhstan in the world cultural and information society;
3. Spiritual and national identity of values of Kazakh people.

The study of social and cultural aspects of a brand is based on universal symbolism (V. Humboldt, A.A. Potebnya, Yu.M. Lotman), in which language and culture are considered a mediator between nature and certain individuals, and which remove the opposites of objective and subjective; Theory of "Symbolic forms" of E. Cassirer according to which the reasons of formative principles of symbolic world of culture and synthesis of sensuous variety of its phenomena get the central value. Phenomenological tradition gives the idea of symbolic language of cultural phenomena, which allows to include not only cultural universals and classical concepts of language culture in the field of research, but also to involve figurative and metaphorical component of semantic space of cultural phenomena in interpretive practices [34].

Brand is the highest achievement of management strategy and marketing policy. After all, in order to gain and maintain popularity it is essential to individualize a product, to endow it with associations and images and to give it distinctive features. Only then, it will give rise to its stable attachment. The same principle can be applied to the development of humanitarian technologies affecting formation of spiritual values of intellectual society. In this study all three stages of Kazakhstan brand formation, as the country following a course of creating intellectual society, were used. They are positioning, determining a strategy and brand promotion. Positioning includes definition of intellectual society as a strategic task of the Republic of Kazakhstan, set by the President; development strategy is defined as forward motion to increase the intellectual potential of the country by developing new technologies, ensuring equal access to information by citizens of Kazakhstan, eliminating this disparity, developing science

and education. As for promotion, we note here development and popularization of the Kazakh language and culture as ontological values of the country, enabling to identify Kazakhstan in the global cultural space.

The results of the researches conducted in the framework of grant research confirmed this hypothesis, having shown that a brand as a social and cultural phenomenon is a purposefully created cultural and symbolic object functioning in the system of mass communications as a purposefully modified image. Expressive means of a brand line up around conceptual core and position basic values of a subject of communication. A brand as an object of social and cultural communications is an open, unfinished and variable system, whose semantic meanings and relations are produced in different contexts. During perception brand language elements interact in the minds of the audience, providing a resonant mutual reinforcement of interaction potential of words, colours, graphics, and personalized attributes.

“Kazakh country” Atlas of spiritual and semiotic values of Kazakhstan that was compiled by the participants of the scientific expeditions confirms a concept of the image as a symbolic “tool” of culture, through which the cultural system recreates and retains its spiritual essence. Kazakh people, despite the growing influence of Western living standards, honour and preserve their national culture, attach great importance to the preservation of spiritual values and traditions. In this regard, formation of country branding has a dual nature: on the one hand, the brand has significant cultural and creative potential that forms a new style of life; on the other hand, it preserves social and cultural meanings that arise in the axiological context of cultural reality. The so-called “hidden advertising” that popularizes the entire cultural complexes such as “glamour” subculture is of particular importance in this process. Destructive tendencies are amplified in the situation of unformed civil society with the corresponding traditions of influencing the media, reducing the impact of moral and spiritual values on young people. Today it leads to destructive processes both for personalities and culture in general. This situation raises the question of state and public regulation of those areas of activity in which social technologies of ontological orientation that promote images and brands capable to modify the spiritual core of the culture are used.

Significant cultural and symbolic resources of country brand raise the question of their possible use in a positive impact on people. Brand is a way of positioning, individualization of lifestyle; a mean of identity and social stratification. Existential features of a brand are such that it lets a person discover personal identity through demonstration of certain standards; it promotes awareness and adjustment of social and role status. In this sense, the brand brings people together, compensating the deficit of social ties of an individual. The same idea is being implemented by the President of the Republic of Kazakhstan N. Nazarbayev. He emphasises that Kazakhstan is a multinational country with a unique history.

The Eurasian idea also put forward by the President Nursultan Nazarbayev is aimed to ensure intergovernmental cooperation and integration. National idea and Eurasian idea are considered from inter-ethnic perspective, not from the ethnic one. Our national idea was form from the viewpoint of union of nationalities living in Kazakhstan with the state-forming nationality – the Kazakhs. This is a multicultural stratagem that can involve all equal nations of the field of Eurasian dialogue.

Country branding technologies can be used in the development of a state ideology, pedagogy, cultural politics, practical psychology, organization of educational television programs, etc.

Cultural aspect of modernization is directly related to the spiritual life of society and its moral values and is in fact the way of life. Therefore, for the successful modernization, covering all spheres of public life, it is necessary to ensure proper social and cultural base.

It is very difficult to overestimate the role of Mass Media in formation of intellectual nation. Popular newspapers, magazines, TV programs, publishing educational information that provides personal enrichment and development of intelligence, are crucial for the formation of intellectual capital. For example, television, by the entire complex of programs going on the air, undertakes the task to spread knowledge, including scientific one, helps to perceive the beauty of art and culture, to pass educational information, to perform educational tasks, to conduct an ongoing dialogue with the viewers with the help of news programs, talk shows, documentaries, entertaining programs, shows, movies and etc. The researchers note that educational television has four functions: to spread scientific

knowledge (educational function), to promote cultural heritage (pedagogical function), to pass educational information (informative function), to promote advanced views on the educational process (organizational function) [35]. Thus, if all the television is the carrier of values of culture and science and has the opportunity for their universal distribution and promotion, the educational television, in turn, is one of the most important ways to disseminate and preserve culture and human civilization in general and performs a pedagogical function. Kazakhstan channels that perform the function of teaching and education are “Bilim”, “Madeniet” and “Kazakhstan TV”.

The ability of these technologies to change human consciousness and behaviour demonstrates the growing power of man, which is now no longer limited to morality. Unfortunately, modern culture almost lost the ability to provide standard behaviour; furthermore, it begins to promote actively social and cultural deviations. In this regard, the problems of culturological expertise of humanitarian technologies, acceptability and allowability assessment of their use, development of moral “censorship” and fundamental ethical norms that can set the spiritual and moral dimension of any human activity associated with the system of mass communications, change of consciousness and behaviour of a person become more urgent. In this respect, the results of the research “Development of humanitarian technologies in formation of public awareness of a citizen of intellectual society” can be applied to develop new cultural policy aimed at active promotion of Kazakh spiritual values. It is necessary to consider two fundamental points here:

1. Associations with the country of region. As you know, a country or region of origin may enhance confidence over brand individuality. They are also able to create a strong individuality, meaning not only high quality but also an important element of differentiation, which can lead to the development of effective marketing and communication programs.

2. Power the national and cultural stereotypes. They affect the perception and evaluation of the audience. Today national values of the Kazakh people perform not only spiritual and cultural, but also consolidating function. As you known, the most important mean to unite people is language. Therefore, it is essential to develop the Kazakh language as a mean of cultural identification in every possible

way. Kazakh language Mass Media is a field where issues of intellectual values are initiated and discussed and the historical mission and informational policy of which consists in rapprochement between people, countries and nations.

3. Analysis of the future priorities in development of Kazakh country identified the following trends:

- The need to eliminate numeral inequality as trends within the study;

- The need to develop entrepreneurial spirit;

- Educate in entertaining format – introduction of edutainment;

- Implementation of a principle of lifelong learning.

The priorities mentioned above specify approximate directions and harmonious future, which are necessary to increase the potential of the society and create capability of the nation.

It is important to realize that nowadays country branding is the most important communication “tool”. That is why general brand management and the issues of its strategies are the responsibility of the political power of the state.

Part 4. INFORMATION AND COMMUNICATION TECHNOLOGIES AIMED AT INTELLECTUAL NATION FORMATION: FOREIGN EXPERIENCE AND NATIONAL MODEL

4.1. Communications development in the age of information society

Transition from industrial to post-industrial society has significantly strengthened the role of intellectual factors of production. Increasing of value added in the economy is happening today mainly due to intellectual activity, improvement of technological level of production and dissemination of modern information and communication technologies. Analysis of achievements of developed countries shows that their high competitiveness and economic growth are mainly determined by the efficiency of processes of creation and use of knowledge. Currently in industrialized countries up to 80-95% of gross domestic product fall to the share of new knowledge embodied in equipment and technologies.

Under modern conditions new scientific discoveries, technological innovations, increasing quality of intellectual capital, dynamic development of information and computer technologies, e-commerce, mobile communications, and expansion of business space become important factors of economic growth. Modern economy based on advanced information technologies as well as on new scientific knowledge, is called “new”, “information-networking” economy or knowledge economy («knowledge industries»). Widespread introduction of information and communication technologies to all spheres of the economy and everyday life is the most important technological feature of modern world economy development. In the process of informatization of economy, information and technological breakthroughs are closely intertwined in a single process, which has a tendency to self-acceleration. This means continuous development of information and communication technologies (ICT), resulting in a qualitative upgrade of technological basis of production. In such a case, the attention focuses on the

diversification of economy structure, development of non-capital intensive sectors, ICT, which should lead to acceleration of economic growth.

High technologies are a cutting edge of human thought, and the degree of responsibility of those who generates, develops, promotes, or borrows them is immeasurably high in terms of international integration [36].

Communicative incompetence borders with professional ignorance in the age globalization. The pace of international communications is extremely high and it requires high efficiency of interaction, mobility as well as impeccable accuracy of information transmitted. Man-made disasters are the highest fee for incompetence in the XXI century.

Thus, the globalization phenomenon is beyond purely economic frameworks, in which it tends to be interpreted by many researchers of the subject and which covers almost all spheres of public activity, including politics, ideology, culture, lifestyle as well as the very conditions of human existence.

The role of information technologies in the development of society is to accelerate processes of receipt, distribution and use of new knowledge by the society.

In the history of civilization development, there have been several information revolutions when major changes in the field of information processing have led to the transformation of social relations, acquisition of a new quality by human society.

The first revolution is associated with the invention of writing, which led to huge qualitative and quantitative jump in the development of society. From that time, we have had the opportunity to transfer knowledge from generation to generation.

The second revolution (mid XVI century) was caused by the invention of printing, which radically changed the industrial society, culture, organization of activities.

The third revolution (late XIX century) happened due to the invention of electricity, which caused the invention of telegraph, telephone, radio, allowing transmitting and storing information in any amount.

The fourth revolution (70s of XX century) is connected with the invention of microprocessor technology and personal computers.

Computers, computer networks and data transmission systems are produced on microprocessors and integrated circuits.

In the same years, the analysis of scientific and technical progress tendencies and rapid development of new technologies in the U.S. has led to appearance of two ideologies – information society and post-industrialism. The idea of post-industrial society has been put forward by the American sociologist D. Bell in his book “The coming of post-industrial society. A venture of social forecasting” published in 1973, in which he divided the history of human society into three stages-agrarian, industrial and post-industrial. Developing Bell’s ideas, another American philosopher E. Toffler (the book “The Third Wave”, 1980) examines the history of human civilization in the form of successive waves.

Today, under information society we mean a society in which information is a key component of economic and social life.

Information society is a society in which most of working people are employed in production, storage, processing and realization of information, especially its highest form-knowledge.

Production of an information product rather than a material product is the driving force of the development of society. Information gained a status of a commodity and came up to other material resources in order of importance for the society. Thus, about 70% of the cost of information is in the cost price of a modern car.

A sector of creation of information technology means, information processing and information services is becoming a dominant sector of the economy. Gross sales volumes in various sectors of the economy can serve as confirmation.

Many authors, both scientists and practical people widely use the phrases “information technology”, “information and communication technologies”, “PR technologies” etc. However, the question on the essence of this concept on characteristics of communication technologies on criteria of technologizing communicative processes remains open. The basic concepts presented below reflect the essence of this concept at the fullest extent possible [37, 38].

In modern dictionary of foreign words “technology” (from Greek *techne* – art, craft, science and *logos* – concept, doctrine) is defined as a set of methods and processes, used in any business, production of something as well as scientific description of these methods.

Webster's Dictionary also defines the term “technology” in a very similar way: literary it means: technology is:

- scientific knowledge applied to solve practical problems;
- method or process of solving technical problems.

The meaning and purpose of any technology is to optimize and on this basis to put broadly understood manufacturing process in specified structural and procedural frameworks. Under optimization, we mean such an organization of production process, which allows us to achieve maximum results under given resources or to use minimum amount of resources to achieve the desired result.

Historically, the appearance of “technology” term is associated with the production of goods, both industrial and agricultural. Therefore, originally it was decided to use this word to indicate specific systems, methods and techniques of farm management and preparation of raw materials, for example, “rice cultivation technology” or “technology of stabling of cattle” and also to refer to the ways and methods of processing raw materials and production (“Damascus steel production technologies” or manufacture of papyrus).

Hence, under the information technology, we will mean the process, using a plurality of methods and software and hardware means for collection, processing, storage, transmission and presentation of information in order to receive information of a new quality, reduction of complexity and improvement of the efficiency of information resources use.

Information processes are the processes of collecting, processing, storage, retrieval, and distribution of information.

There is always a source and a consumer when working with information. The ways and processes that ensure transmission of information from a source to a consumer are called channels of communication or information communications.

Telecommunications is remote data transmission based on computer networks and modern means of communication.

The term "communication" is derived from Latin communication – to bind, collectivize. In recent studies under communication, we usually mean socially conditioned process of transfer and perception of information in terms of interpersonal, group and mass communication through the use of various channels and means.

There are three main approaches of interpretation “communication” notion in modern literature:

b) In other approach under communication, we mean transfer of information from one person to another in many different forms—through different communication channels and technologies of information delivery. Receiving, thinking, remembering and using the information gained from certain channels, as well as communication that has more complex nature than a simple kind of unidirectional material or information flow are examples of this communication. From material (physical) point of view telephone communication is generation, emission and absorption of electromagnetic waves of a certain length and frequency. However, communication between people is not confined to the emission and absorption of material carriers of information transmission. The most important component of such communication is a complex system of unique identification of shades, concepts, only where “senses” play a major role; they cannot be explained only by activity of material carriers—marks and electronic processes, by means of which information is exchanged. “Meanings” do not have material but ideal nature;

c) Communication refers to transfer and exchange of information, the purpose of which is not the transmission process itself, but any impact (teaching, controlling or other) on people using this information [39, 40].

The last two types of communications are usually called semantic communications.

Hence, “Information communications” is a term introduced in the process of mutual penetration (convergence) of computer and telecommunication networks and it means inextricable link of information and communication technologies in the process of information creation and its further exchange.

Since early 80-ies, the traditional industrial economy in developed countries has begun to transform into information economy. The main sources of economic growth and welfare of people increasingly move from physical capital and raw materials to the accumulated advanced scientific knowledge and information resources. The formation of new industries is as follows: R & D-invention-investment project—innovation—creation of a new product—mass production and selling in the market.

The last decades of the XX century were characterized by transfer to a new model of economic development for developed countries—from hard growth to smart growth on the basis of ICT, electronic equipment, resource-saving technology and new management systems that required a fundamental restructuring of an investment process and led to significant changes in the economic structure. Information economy is characterized by structural reorganization based on high-end and resource-saving technologies, modern technologies with high intellectual and information capacity. The basis of the information economy is knowledge-intensive industries producing products with high intellectual capacity. The information economy is characterized by increasing role of information services sector and related changes in the national economy. The information sector is the basis for gradual transformation of traditional forms of economy into the economic system of information type [41]. In the new economy the role of information capital, including technological, scientific, technical, socio-economic and spiritual information that is used to generate income increases. The basis of information capital is information technologies. Information factor modifies market mechanism of the economy: the methods of competition change, local, regional, national and international markets of information and telecommunication products and services operating under new principles are formed. The key sector the "new" economy is the sector of information and communication technologies, which ensures creation, transfer, and use and analytical processing of knowledge and information. Telecommunication infrastructure becomes the condition that determines the level of competitiveness of products and industry services. ICT sector has exceeded total volumes of oil and steel industry in the world. This is also confirmed by the growth statistics: if the "old" economy is growing by 1-3% per year, the tendency in the global IT industry for the recent years is 8-10% [42]. In developed countries, most of the employees are involved in the production of information, information services and the provision of services, and less than 30% of the active population is accounted for by industry and agriculture. Under the influence of informatization labour productivity grows, new methods of competition appear and a change in economic structure occurs. As a rule, new industries have higher growth rates compared to conventional ones [43].

A.K. Dzhilkibaeva, a senior finance expert of the Centre of Scientific Economic Expertise of “Economic Research Institute” JSC notes [44] that in the past decade information and communication technologies (ICT) in the society take up stronger positions, entering not only everyday life of the population, but almost all spheres of economic and social sectors.

The role of information, knowledge and technology, which are the key components of information society, are growing rapidly. Developed and many developing countries, recognizing the importance of information society and development of information and communication technologies within long-term economic growth, take active positions in development of ICT sector as one of the key areas of public policy. The countries that have focused their efforts on the development of information and communication technologies today have provided themselves with increase of productivity and quality of governance. Moreover, the availability of a wide range of information services had a positive impact on the development of human capital, promoting the growth of competitiveness of the states.

However, global experience shows that not all current approaches to the development of ICT sector have the same positive impact on the social and economic development of the country. In this context, solving the problem of selection and development of proper public policy to the development of ICT sector is of a particular interest [45].

4.2. Analysis of the factors influencing the formation of intellectual nation

In constantly changing global market conditions, determining dynamic of social-economic and political processes, performance requirements of government activities, their ability to react quickly and make effective solutions to new challenges is increasing. In this regard, the need to improve the process of governance and development of information and technology support of government bodies' activities is growing.

These issues were indicated in the President's address to the people of Kazakhstan called “Kazakhstan-2050 strategy”. Thus, under the direction of “economic policy of a new course”, the need for modernization of the management system of public assets in order to

increase efficiency was noted. To achieve this objective the strategy sets an objective to stimulate the development of sectors of future economy, which include ICT sector.

One of the main objectives of the ICT industry is to create a digital transport environment to support informatization processes, to develop modern telecommunication infrastructure and its integration with the infrastructure of other states. Therefore, development of transit potential in the field of information technologies and integration of national economy into the global environment also act as an important task and one of the priorities of infrastructure development indicated in the strategy.

In order to develop promising technological directions for transition to the next stage of industrialization the task of further development of Innovative Technologies Park as one of the leading innovative clusters of the country is set.

Thus, the tasks, specified by the President in “Kazakhstan – 2050” strategy confirm the importance and role of ICT development in achieving long-term growth of the economy of our state.

Formation of different approaches of public policy to develop ICT sector has begun since 1980s, during level rise of personal computers use as well as due to the growth in demand for software products and accessories. The next step in promotion of further ICT development in the world was the transition to digital telecommunications in 1990s and subsequent Internet establishment. Like other countries, Kazakhstan is developing in conditions of information society, others describe by rapid changes, transformation of business and competitiveness to the Internet. Today the leadership of the Republic of Kazakhstan is working towards the development of ICT sector and informatization of society. As it was noted before, the development of “future economy” is one of the main tasks in implementation of “Kazakhstan-2050” strategy. It is well known that in the framework of the State Program on forced industrial innovative development of the Republic of Kazakhstan for 2010-2014 ICT development is included to the sectors of “future economy”, which will take leading positions at the global level in the next 15-20 years. Also the strategy emphasizes need for development of transit potential in the sphere of information technologies, which would have allowed to pass at least 2-3% of the world information flows through the country by 2030, and

by 2050 twice as much; implementation of full transfer to electronic mode of tax reporting in the next 5 years and implementation of “electronic medicine” services.

As the experience of developed countries shows, [46] an important step in informatization society strategy, which distinguishes it from other countries, was that the state oriented not only for young generation, but also to every social group. Training and retraining programs were aimed at touching all social groups by informatization, allowing to increase the number of workers who are acquainted with modern information technologies for a short period of time. In this regard, in order to ensure equitable development of computer literacy throughout the country it is necessary to develop training programs focused on all social groups. Relying on the experience of developed countries, which have reached considerable success in this issue, we want to offer to develop a procedure of organization of training centres and training Internet resources depending on the number of people and demand in these regions and to provide their implementation by local executive bodies in the sphere of informatization [47]. These steps will undoubtedly bring Kazakhstan to creation of intellectual nation. Seysenbayeva Zh. A. studies the problems of intellectual nation in detail [48]. She mentions the following as necessary things in formation of a person’s quality during the process of socialization:

To love the motherland, to be a citizen with an active life philosophy (necessary personality for the society).

To be a patriot (knowledge of national values and ability to keep them).

To be healthy (a versatile personality, which is necessary to be healthy).

Ability to analyze world events, to benefit from the decisions made and to apply them.

Ability to protect yourself and implement precautionary measures (respecting and obedience of laws).

Ability to implement your capacity and principles.

Ability to get satisfaction from the work performed, desire to realize the goals, and to have good mood.

The need to understand the meaning of life.

The need of creative development.

Of course, some of these positions require clarifications, but in general, they coincide with the views of young people from different regions of Kazakhstan

A student expedition first organized this year during the period from June 19 to July 02 within the framework of “People-to-people” campaign has conducted the researches in Mangystau, Kyzylorda and Semipalatinsk regions. Under this activity young scientist:

1) collected the necessary materials for “Semiotic and symbolic source book of intellectual properties of Kazakhstan citizens”;

2) studied humanitarian technologies on social projecting aimed at formation of intellectual society citizen;

3) studied public opinion of Kazakhstan citizens on the issues of “Kazakhstan after 2015”, specified in the Millennium Development Goals of the UN.

Also during the expedition an information campaign called “A letter to the village”, devoted to the problems of our villages and situation of villagers, has been held.

In addition, in order to identify opinion on the possibility to create intellectual nation among Kazakhstan young people a research in focus groups was conducted. Young people aged 18-20 from Kyzylorda, Atyrau and Almaty took part in them.

For a start, an attempt was made to get an answer to the question: “What is an intellectual nation?”

First, the word “Intelligence” is, mainly, a basis of goal setting, resource planning and building strategies to achieve goals. Mental qualities, consisting of the ability to adapt to new situations, ability to learn from the experience, understand and apply abstract concepts and use knowledge for environmental management. General ability to learn and solve problems that unites all human cognitive abilities: sensation, perception, memory, thinking and imagination.

And an intellectual nation is a nation mainly consisting of people who have the above mentioned qualities included into “intelligence” notion; people who know their native language, the language of international communication, people who are educated or are getting their education, who develop in several directions and who are able to use their knowledge in practice for the benefit of the country and development of the world in general. This is a nation that can compete in moral, cultural, intellectual terms; a nation that is provided with the

information and that has a potential to distribute freely its scientific, cultural and educational information.

Many people in their responds noted that “Intellectual nation” project includes three components: innovative development of educational system, informational revolution and strengthening national and cultural values of young people. Their implementation will make Kazakhstan education and science competent.

There are required factors to create intellectual nation:

- first – transition to a new form of financing: basic, program-targeted and grant.
- second – establishment of national scientific councils on priority directions for making decisions on national projects financing.
- third – establishment of National Centre of State Scientific and Technical Expertise.

The main task of reforming education is to raise the system of education to the level of leading world samples.

Satisfaction, formation of spiritual needs and receiving education by every pupil or student considering his/her possibilities. The approach should be as follows: education for a person, but not a person for education. Only in this case we can improve the status and authority of education, educational system in the state and public life. These changes in their turn should serve as a warrantor of formation of intellectual nation.

In the Address of the President of the Republic of Kazakhstan called “To competitive Kazakhstan, competitive economy and competitive nation” says that “a competitiveness of nation is primarily determined by its education level”, which the formation of new views and professional relations in the sphere of education obliges to. Three main aspects are clearly defined in the preparation of “Intellectual Nation” national project. The first aspect involves a breakthrough in the development of Kazakhstan educational system. At the present stage, much attention is paid to the process of education. The basis of the development of the nation is getting proper education. The second aspect of “Intellectual Nation” project is development of the sphere of science and increase of scientific potential of the country. The third aspect of the project is development of innovation system. It is aimed at formation of a new generation. Our country is very “young” in its development, but it has already reached high results. The next step we

have to make is to create an intellectual nation. Development of prosperity of any country is determined by people's knowledge and intellectual resources. In the next 10 years, at least half of Kazakhstan universities must pass an independent national accreditation according to international standards. At least two Kazakhstan universities will be included in the ratings of the best universities of the world. In this regard, establishment of Nazarbayev University in Astana has become a very significant event. This University aims to become a world-class university. Kazakhstan has had a choice between three models of establishment of such university. The first is upgrading the existing university. The second- merger of universities. The third-creation of the University "from scratch." Kazakhstan has chosen the third way in order to allow the established university to have the latest technologies and training samples of the XXI century. The University will not only be a repeater, but also a producer of knowledge. Six schools and three centres will be included to the University. The schools will cover key educational areas, including engineering, natural sciences, business, medicine and humanitarian sciences. The centres will focus on advanced scientific directions: International instrumental Centre, Centre of life sciences and Energy Research. All the necessary conditions have been provided for full functioning of the University. First, a special law on Nazarbayev University will be adopted. Second, highly qualified foreign teachers are invited to the University. Third, the University is perceived as an investment to the future. Therefore the state wants talented young people enter this University. It spares no expense on it. The state allocated 500 grants for the first students. The University will be in a prestigious part of the capital-city near intellectual schools and a medical cluster, which is being built now. It will help to establish close partnership during training and scientific researches. Sixth, the patronage of the University is provided at the highest level. In addition to the new university, a major innovative project in the field of education is the creation of 20 intellectual schools of the first President. They will become launching pads for the development, implementation and testing educational programs for kindergartens and pre-schools as well as educational programs for 12-year study. Today three intellectual schools of Physics and Mathematics are functioning in Astana, Semey and Kokshetau. More than 17 similar schools in different regions of the Republic is planned

to be opened by 2015. Moreover, in the framework of “Balapan” program, a network of state and private kindergardens will have been developed by 2015. These kindergardens will provide 70% of pre-school education. The program will allow to carry complete coverage of children aged 5 to 6 of preschool education in educational institutions. Now a new projected law “On Science”, providing for the creation of a new model of science management is under consideration of Majilis. First, this is a transition to a new form of financing: basic, software-oriented and grant; second—establishment of national scientific councils in priority directions for decisions on funding scientific projects; third – establishment of National Centre of State Scientific and Technical Expertise. All of these innovative and projects in the system of education and science are in line with the implementation of “Intellectual Nation” national project, which includes three components: innovative development of educational system, informational revolution and strengthening national and cultural values of young people. It is their implementation that will make Kazakhstan education and science really competent.

In addition, Almaty students noted that the formation of a new generation of Kazakhstan people started from successful implementation of the idea of intellectual nation. The idea of formation of intellectual nation, proposed by the President of our country Nursultan Nazarbayev, and during the global economic crisis, is beginning to be implemented. Kazakhstan has successfully overcome the global economic crisis, which is connected according to experts with the choice of the right strategy and competent and wise country’s leadership. It may be no accident that this brilliant idea of formation intellectual nation has been suggested by the country’s leadership, namely the President Nursultan Nazarbayev. It's no coincidence that this idea was put forward during the economic crisis, as it is during difficult historical situations when there is a great need for the specialists of qualitatively new level. The idea is based on the analysis of modernity requirements and demand in the labour market as well as on the experience of other countries, especially developed. 98-100% of the universities that are among the best world universities according to the results of annual rankings are universities of developed countries, such as Great Britain, Holland, Germany, Italy, the USA and France. This is not an accidental coincidence. The level

of educated population, the number of highly qualified personnel, professional responsibility and legal consciousness of people is directly connected with economic development of a state and quality of people's life. The Bologna Agreement, already signed by Kazakhstan and the Lisbon Convention, adherence to which will be held in the near future, provide an excellent international and legal foundation for harmonization of Kazakhstan education system with educational systems of the world leading countries.

As for its educational policy, Kazakhstan also takes serious steps towards modernization and internationalization of education-intellectual revolution. This includes "Bolashak" academic exchange program, opening and successful operation of universities of a new generation such as KIMEP, KBTU and Nazarbayev University, as well as the legislative regulation of the education sector. As in developed countries, the legislative regulation in Kazakhstan is based on constitutional guarantees. The Basic Law of our country also contains data of guarantees that indicates willingness to, at least in terms of the fundamental legislative regulation, harmonization of education system with the corresponding systems of developed countries. In relation to the specific laws on education, European countries also show a single line. Among various aspects of general educational policy, we would like to emphasize the following: social (public, humanitarian) sciences are paid no less attention than natural sciences. We would like to touch on this issue, since the term "intellectual nation" in Kazakhstan is often mentioned in the context with such words as technology, industry, technical innovations, i.e. science means only the natural sciences. Developed countries with several-hundred-old experience in education field have long come to the conclusion that the social sciences, such as history, philosophy, political science, law and psychology are of vital importance. No technical innovation is taken hold by the society and brings the desired results, if public opinion formed by humanities will not be ready to accept a new one. If humanitarian sciences in the state are underdeveloped, any innovation will bring short-term financial benefits to its creator at best, but it will not be accepted by the society with a purpose of its development. Internal legislative regulation of education in developed countries indicates the progressive development of both natural and social sciences.

Some of the focus group participants tried to highlight several problems in “Intellectual Nation” program. It was noted, that the emphasis should be laid on the development of critical and creative thinking of young people who are the future specialists. All the countries that have achieved rapid growth in their scientific potential, started with one and the same-with the preparation of appropriate personnel, and especially young scientists. Today, the role of teacher and professor is changing. The most valuable is a teacher who is able to develop student’s talents and to get him interested in the subject. Here it is appropriate to recall the words of the President of the country that we need to create a core of national intelligence. We need intelligent people who are able to compete at the international level. Today it is impossible to prepare intellectual person without using traditions and innovations. The traditions of high human potential, achievement of quality learning and education results and providing all conditions for creative self-learners remain the same. This is an introduction to the development of research projects, participation in scientific society, development of creativity at academic competitions etc. Nowadays the main problem is that intellectual nation should become a real movement and a baseline for all institutions of society. If it happens within a particular level, which is critical to this process, it should be leader and expert community, which already has professional competence and knowledge. Here it is necessary to stimulate growth in the number of people with leadership skills as “Intellectual Nation” program develops. Higher education institutions need some leadership work, active involvement of trustees, patrons, use of new forms of student self-management, personnel policy and work with teachers.

Rapid development of interest in intellectual and spiritual growth among Kazakhstan young people is very important. Nowadays Kazakhstan young people are distinguished by the interest in intellectual and spiritual growth and willingness to serious attitude to the business. However, there are also some negative effects – demonstration of intellectual immorality and irresponsibility. Poverty of intellectual life in search of morality, weakening of its acceptance and unwillingness or inability of adults to work with young people due to various reasons is of great concern.

Thus, in the context of the Constitution and current practice and legislation in the field of education, Kazakhstan has all the necessary legislative material for implementation the idea of intellectual nation. Based on the experience and examples of developed countries and following the strategy of the President, the rising generation of Kazakhstan specialists is able to continue the work on the development and prosperity of the country.

The idea of formation intellectual nation in Kazakhstan is one of the most fundamental system initiatives of our President. He announced it during the meeting with grant-holders of “Bolashak” program and at the lecture on 75th anniversary of Al-Farabi Kazakh National University.

It is known that human capital is one of the most effective factors of economic, social, cultural and political development in today’s world. It became the main tool of formation and development of innovative economy and knowledge economy as the highest stage of world economic system development.

Nursultan Nazarbayev highlighted three basic aspects of formation of intellectual nation: a breakthrough in the development of education system, development of science and improvement of scientific potential of the country, development of innovation. By the time of “Intellectual Nation–2020” program was set forth, much in these areas had been made. Principally new system of training, which corresponds to the level of contemporary international practice, was formed. Kazakhstan was the first among post-Soviet countries that adopted the three-step training in universities: bachelors, masters and doctors of philosophy (PhD). Kazakhstan leading universities began international accreditation of education programs, which became an important tool for improving quality of education. As you know, in 1993 the President of the Republic of Kazakhstan announced the idea of promoting “Bolashak” program, through which tens of thousands young Kazakhstan citizens had an opportunity to study at the best universities of the world. In foreign countries, such a large-scale training program was a unique phenomenon, and its success is recognized by the world education community.

In terms of innovation, development institutions were established and a task of creating and implementation of industrial and innovation development was first set in Kazakhstan. All this was quite a strong

base for initiating “Intellectual Nation-2020” program by the President of our country. One of the most important ways of bringing the state program aimed at formation of intellectual nation to people is Mass Media. Usually it is television. Due to visually, presence effect and impact on emotional perception television has become one of the main allies of the state in the process of formation of intellectual nation. The Internet takes the second place. We cannot imagine modern processes of information transmission without the World Wide Web.

The answers of some of the focus group participants were very emotional. For example, we got the following answer when we asked to list the necessary factors to form intellectual capital of people of the Republic of Kazakhstan: first we should terminate to make any allowances to those people who are in relations with any authorised people, i.e. to eliminate employment of someone’s brothers, brothers’ wives or sisters of brothers’ wives and etc., to eliminate managers’ children to pass queues for concerts and etc. We need everyone to feel equally, to understand their significance only if they have deserved it and to see only themselves but no one else as builders of their destiny. People should not hope for their relations. In addition, the same with corruption. Devil takes the corruption! We should burn and destroy it! Everyone should fell equal. No one should be able to express his or her insolence. Secondly, when children reach 18 years old, we should separate them from their parents and give them a little room in a hostel in order to learn them to live independently. Schools and other educational institutions should be closed. Of course, it is necessary to provide everyone with available development opportunities. Together all these would be enough to correct the mentality and lay the foundation to improve our intelligence level as part of the total. Still the idea is very amorphous and hard to achieve.

It is undeniable that smart economy must be built by smart people. Because of oil euphoria and ignorant arrogance, we worked too little and lived too well. Making mistakes and abusing, failing to act in diversification of the economy, changing radically its structure, forgetting that labour and productivity are the sources of wealth, we seriously believe that the global crisis and “cursed legacy of the past” are guilty for our problems, i.e. everyone is guilty except ourselves. At the same time, the number of kindergartens fell by more than 75% in comparison with the Soviet past. More than 303 Russian language-

teaching schools were closed. The number of Professional Technical Institutions fell by 75%. If to consider an outflow of 2,5 million of qualified teachers and technicians, explicit terrible distortions in the state personnel policy and in higher education, it is not surprising to see current intellectual failures and their consequences. There is no labour market. The market of resumes from people without any talent is not an option.

It is for all of the above the economy is now taking revenge on politics, workers on employers, “locomotives” of the economy on “stokers”-monetarists, inflation on consumers, debts on GDP rates, clever on fools, shadow economy on legal one, financial and industrial groups on each other, co-wives (tokal is a second younger and unofficial wife in Kazakh families) on their benefactors, officials on the system and the system on all the people. The circle is closed and we all are "invasive proteins" (aliens) in it.

Labour, brain, will, energy of creation, personal competitiveness and talent mean nothing. Competitiveness is defined by privileges and corruption loyalty. There is, however, hope that the situation will change. Lucrative positions in the government and state holdings have already been taken. Therefore, the next waves of “golden youth” and glamorous tokals will have to look for a job in small business, and wait patiently for the inheritance.

Some questions were subjected to serious reflections showing that young people seriously think about the problem. Therefore, the following responds were received to the question: “How do public opinion, political culture and social position of Kazakh citizens correspond to the requirements of intellectual society?”

Intelligence is the ability of thinking and rational cognition. I think intellectual society is not only mind and flexibility of thinking, it is a spiritual component. In my opinion, today Kazakhstan intellectual society is developing in all senses. Even Kazakh youth. Nowadays you can see many young people at exhibitions, museums, theatres and libraries more often. Almost every Kazakhstan citizen knows the history of his ancestors, honours customs and traditions. In today's world, it is very hard to keep the cultural values.

Modern society lays special emphasis on development of education system. The development of intellectual potential of students, identifying their talents and development of cognitive

processes is the priority for it. An important task of the education system is to identify and develop youth potential abilities and talents. A lot of new intellectual schools, which faces the problem of education of a new intellectual society, are established. Many schools focus on exact sciences, thereby preparing future scientists, engineers and doctors. After all, nowadays there is a shortage of personnel in these areas. High school graduates, facing the choice of profession, prefer the easiest and most affordable way. This is one of the problems of youth. Today every second is a lawyer, economist or marketer. Everyone wants to start their own business and live like a fighting cock. No one wants to work. Laziness and incapacity for work slow down the development of intellectual nation. Education system itself leaves much to be desired. Tuition fees at universities are growing every year, and the quality of education decreases. In many foreign countries, education in public universities is free. That is, if we compare domestic and foreign education, many people will choose the latter. Grants are allocated irregularly and young people in the pursuit of free education choose the specialties they did not actually want.

Family is the foundation of an intellectual nation. Everything starts from its origins, including education. Vandalism, rudeness, open insults etc. are the reflection of Kazakhstan citizens' education. There are people who throw rubbish in the streets, people who do not respect the elders and put their own interests first, and people who do not think about others. In my opinion, it is necessary to toughen penalties for basic things like that in order to awaken good manners and tolerance in our people.

Modern world, including Kazakhstan society, requires a person capable for independent creative development. Therefore, it is very important to teach children to be independent from an early age, so people will be able to understand the world, to develop and build their own future and the future of the country. For Kazakhstan, like for other developing countries, the most important task is to conduct a strategic overall modernization, in which not only institutions and mechanisms of modern society will be established, but the modern society itself. Nowadays a new division of labour is formed in the world – in the sphere of intellectual labour, in the sphere of scientific and cultural production—the knowledge economy and information society are

formed. Kazakhstan in collaboration with its partners may and must make every effort to get this “train of the future”.

Formation of “intellectual nation” is a way of modernization of society in the XXI century, when a creative person becomes the main source of development. Creativity is the process of self-realization, which suggests own spiritual wealth, individuality and originality of an individual. Therefore, the diversity of historical and cultural heritage of the distant past until recently is the spiritual foundation and sources of the future, with the protection and increasing of which our way to the “intellectual nation” has actually started. A thoughtful mechanism of formation of a given environment, from the local to the universal in scope, should act as a new and important tool for solving such problems. Therefore, not by accident, “Family” topic has been chosen to talk about the global problem, like the formation of intellectual nation. Family, in fact, has always served as the basic social unit of a society.

We should not forget that during the years of independence Kazakhstan has overcome a crisis situation in education. Education has become the first social institution subjected to reforms and transition to democracy. This social need was basis of the first reforms in education.

The work on creation of legislative and regulatory framework, ensuring reforming and development of national model of education has begun in the Republic. Laws of the Republic of Kazakhstan “On Education” and “On Higher Education” were adopted.

Since gaining independence, the development of new content has become a core area of Kazakhstan education system. In the context of democratization, decentralization, deideologization the process of reformation was considered as a process that promotes the unity of educational space and

Innovative processes in Kazakhstan education was reflected in the variety of types and models of educational institutions. Development of proprietary training courses was carried out. The range of educational developing technologies expanded, and contacts with foreign teachers were established, etc.

New forms of educational institutions: schools, private schools, Kazakh-Turkish lyceums were functioning in the Republic. Basic curriculum for secondary schools was approved.

An important step was improvement of the State Standard of Higher Education in the Republic of Kazakhstan, which first identified the introduction of a multilevel structure of higher education in the country, bachelor and master's degrees.

Only for the last 10 years, the government has increased education expenses by more than 7.5 fold—from 103 up to 800 billion tenge. If the share of budget expenditures for this sector was 3.2% of GDP in 2001, in 2011 it reached 4.2% of GDP.

The coverage by preschool education has increased about fourfold: from 10% in 1999 to more than 41% in 2010. Special role is given to “Balapan” program, the development of which was initiated by the President Nazarbayev N. A.

Kazakhstan has solved an important task—to provide free and equal access to secondary education. 770 schools were built for 20 years.

“Bolashak” program has been making a significant contribution to the development of human capital of the country for more than 18 years. In the most difficult years for the country, the government spared no expense for our young people got higher education in the world's best universities. Today more than 8,000 graduates are working in different areas and making real contribution to the development of the country.

Intellectual schools are established by the order of the President all over the country. A new world-class university Nazarbayev University—was built in Astana city. According to the President of the country: “We needed a new University. A University which is a leader with new mentality and which would become a prototype of Kazakhstan High School of XXI century. Then this unique University, which I agreed to give my name, was established”.

These educational structures are designed to be the main reference points for local schools and universities, to be a benchmark in the field of education and comply with international quality standards.

Kazakhstan is among the first third of Human Development Index list on the level of adult literacy. The literacy rate is 99,6%. Kazakhstan takes the 66th place in the list of countries of Human Development Index. According to Education Development Index Kazakhstan is among the top four leaders of 129 countries over the last three years.

In this connection, we should mention the President's words, said to the students of Nazarbayev University and to the whole Kazakhstan: "Quality education that you get is just the start of intellectual capital. You need constantly work on yourselves; improve your education and professional competence. I encourage you to develop comprehensively, to engage in sports, art, to learn foreign languages, to comprehend the profound legacy of native and world literature, which cannot be replaced by the Internet. You should all remember that a decent life, prosperity, achieving a new quality of life is given only through labour." Every young man of our country should remember these words. Because people are the main wealth of Kazakhstan.

Today, when Kazakhstan is entering a new stage of its development, comprehensive studies on various aspects of social development are of vital importance. One of such burning topics related to every citizen of Kazakhstan is the problem of formation and development of intellectual nation – the support of our state and its basis for further development and prosperity. This issue is multifaceted. It covers various directions, such as formation of intellectual society in Kazakhstan, increase of national intellectual potential, deepening information policy of mass media in shaping the wealthiest intellectual nation, formation of intellectual citizen of our country. Sovereign Kazakhstan has shown impressive samples of a new statehood, social stability of internal agreement and continuing development of economic and political system. It is an indisputable fact, proving scientific verification, foresight and continued success of the political course of the President who is supported by all the people of Kazakhstan. A nation is a historically constituted community of people who are joined together by spiritual, social and economic, cultural and political ties. -I see the intellectual nation not only in the context of the term "intelligence", but also as a spiritual nation. I want to say that intellectual nation is a nation that knows its origins, culture, has some spiritual values and moreover orients in today's "economic" world, if it can be called so.

To create such a nation we need to review everything. Let us start small. For instance, let us take a school. Many would agree that the textbooks are produced incorrectly; there are a lot of mistakes in them. At the same time, both teachers and a director know that these books,

to put it mildly, are not correct. Nevertheless, everyone continues to teach using these textbooks. What I mean is that everything is connected. How can a child get a proper education if the government is not able to provide correct textbooks? How will they know what is right and what is wrong if they are not told about this at home or in a kinder garden? If a person is taught these things from the childhood, he will become a member of intellectual nation. Intellectual nation should have one idea, should work for the general wealth, for the wealth of his people, for the state where he lives and not only for his benefit or for the benefit of their relatives, under the slogan: “I don’t care. The main thing is that I feel good”. That is where I think the national idea is and that is where an intellectual nation can be formed.

The students listed the following when we asked them to name the factors that are the basis for formation of intellectual nation:

- environment where they grew up and live;
- people surrounding them;
- personal skills;
- pursuit of knowledge;
- education;
- heredity, brain building;
- understanding and interpretation of the information received;
- reading books and informative articles.

Many of the respondents pointed out that in order to form an intellectual nation we have to think about an intelligent government. The question that troubles everyone: “Will the Minister of Education of the Republic of Kazakhstan be able to pass UNT (Unified National Testing) and get full 125 marks? Every year they find incorrect questions in these tests because of which children lose marks. This is a great stress for a young person. Why do mistakes become a norm? Why do we have such a thing as “giving notice of appeal if an incorrect question has been found”? That is the Ministry is prepared in advance that there will be such mistakes and it makes people be ready. First course students are most concerned about this problem, as it is recent for them.

In addition to mistakes in tests and textbooks, many young people note competition in the system of education, particularly in schools. Teachers often choose their “favourites”. Hence, underachievers lose their interest in learning because they are underappreciated. Teachers

got used to think that children are silly. Sometimes they even mock their mistakes or responds with the rest of the class. Teachers did not get used to hear these students express their opinion. The children do just that: they are, indeed, afraid to speak, because they think they will be laughed at again. With this system, there is a huge gap between “good” and “bad”. Hence, the “silly” ones envy the “smart” ones. Therefore such nicknames as “nerd” or “wonk” appear. Some “smart” children begin to imagine themselves “the centre of the universe”. Sometimes they even abuse “silly” children. As the result, a mutual enmity begins between these children. Thereby the “smart” children are made allowances and the “silly” ones are not given a chance for the self-actualization. That’s why they do not want to study. Inequality appears. We wish future teacher were taught psychological foundation of teaching at our universities. For example, teachers shouldn’t create segregation between students. They should treat everyone equally. One of the focus group participants told us about this problem by his own example: “I had a teacher who divided “smart” and “silly” students. I found it difficult to attend her lessons. She seldom approached every student individually. As a result, most of the student hated the subject she taught. The other teacher believed all the students clever. He tried to explain the topic to everyone. Even those students who were behind with studies knew a lot in this subject. I suggest the following way of changing the education system – future teachers should be taught foundations of child psychology. I think that teaching is an important part of education. And if we have quality education, we will have intellectual potential and intellectual nation”.

There are enough social problems to be solved in our society, for example problems with accommodation and employment. A better-off part of our population may become this “intellectual nation”, but when most people have no money to live on, they often leave education aside. It is not a secret that most native people of Kazakhstan live in villages (auls). Everyone wants a better life and everyone wants to live in the city. Rural children dream to study in Almaty and then to work in a good office. Of course, there are some rural quotas, but they do not always work. Do we want to create an intellectual society? Believe us, everyone wants to be a part of the intellectual society, but not everyone has the opportunity. We understand that if everyone in the country becomes a great engineer, economist or lawyer, who will mine

the ore, mow grass, sow flour and raise cattle. This is what Kazakhstan earns living by.

The answers to the question “Are the views of urban and rural residents concerning the fact that Kazakhstan has to have an intellectual society different?” were quite contradictory:

The first opinion: I have first-hand knowledge that like your environment, like your thoughts and consciousness. I mean that when a person deal with this of that kind of people, they always exchange their thoughts...I understand that villages and cities are different, and people living there also very different. For example, a prominent politician who lives in city thinking day and night about the country and its development and a rural worker (a harvester) are completely different people whose opinions are likely to differ in all matters. Analysing the amplitude of intellectual consciousness of these two individuals we can say that in general opinions of urban and rural people will also be different.

Of course, it does not matter for the most of people. But if you take an average Almaty citizen, he is educated (secondary education + Bachelor degree), knows of 2 or 3 languages, all-round developed. For an average rural resident it would be very good if he got secondary education and knew more than one language. After all, people from rural areas are not usually well educated, and sometimes they are even ignorant. And if they were educated and intellectually developed they would live in cities. From all the above we can conclude that the views of rural and urban residents on intellectual nation will be different.

The second opinion: “today we can say that people who live in big cities are more degraded, because they have a lot of temptation to laziness. It is not only about urban residents. It is everywhere! The whole world has sunk in unnecessary information.

But to think well, I think that the main “intelligence” of the Republic of Kazakhstan in the future, namely by 2020, will be rural residents who moved from villages to cities. I think that these are the children from villages who will receive educational grants; the children who used to live in boring conditions”.

Many focus group participants said that the main task of education reform was to raise educational system to the level of the world leading examples. Satisfaction, formation of spiritual needs and receiving education by every person considering his/her possibilities.

The approach should be as follows: education for a person, but not a person for education. We need to make the process of education more friendly and it should be based on noble principles. Only in this case we can improve the status and prestige of education, the education system in the state and public life. In today's world, the main achievements of the system are introduced in the education system in the field of science and education. These changes, in turn, should serve as a guarantor of the formation of future intellectual nation. In the education, one of the most important tasks is to develop the intellectual personality of the student and to create interpersonal relationships. Due to the rapid development of society, it is necessary to improve social, economic and educational values, including the relationship and the level of human culture.

Nowadays the events aimed at the development of the world science originate and are based on the development of the system of education. Today it is necessary to relate the functions of education in a classic and traditional system of education with new processes in this sphere, and the development of the above-mentioned programs is very important in improving the quality of the education system. All the above-mentioned tasks set before the national system of education should form such a creative person who will provide social and economic development, innovation market and who will be able to operate in the sphere of high-tech industries. Intellectual schools that unify educational process and that are a part of education system also play an important role in this noble matter.

The next question was: “Is Kazakhstan ready to form an intellectual society”? The answers were:

There is a Kazakhstan program called “Intellectual nation 2020”. If this program had been approved, there would probably be some ways to implement it in our country. The tasks can be as follows: improvement of the quality of education, gradual transition from the traditional education system to the proven European system, which undoubtedly gives its results, as well as facilitating opportunities for students to study both in Kazakhstan and abroad.

If we consider the issue of readiness to form intellectual nation, many young people gave the positive answer, but they added that it is necessary to give the program more time (15-20 years) to develop, as in order to form an intellectual nation we need a good foundation–

satisfaction of primary needs of a person, development of mentality of Kazakhstan society, its improvement, strengthening of culture and traditions, creativity in social circles of education, ethics and aesthetics, and again we have to rely on the European experience and its history.

We should offer wide opportunities for everyone, whether they are urban residents or residents from remote areas such as auls and villages in order to attract more people to the formation of intellectual nation. And for this purpose, as it has been said above, it is important to meet the primary needs.

Kazakhstan's potential for establishment an intellectual society is not very large, but it is considerable and may develop from the planned level on a piece of paper to reality under diligent work, a good performing system, and, of course, people's wish.

The respondents said that the basic factors to form an intellectual nation are as follows: Creation of an intellectual society is one of the set goals of our country. Of course, the concept of intellectual nation is extensive, and it includes not only the intelligence and knowledge of an individual, but of the whole society. In addition to knowledge and intelligence, it includes competitiveness, active work, pursuit of new knowledge, new experiences by the whole society, as well as improvement of personal qualities of each person. We should remember that there is a place for both an individual and for the whole people in general.

Definitely, it is impossible to build anything sustained without a solid foundation, which could remain for decades and even centuries. In creating an intellectual society, we need a strong foundation. The factor that would become the basis of intellectual nation is primarily the national consciousness. That is, every citizen should understand his importance for the state and for the entire nation. It makes no sense to talk about intellectual nation in the country unless the society understands it. No matter how hard the government tried to hang a label of "intellectual nation" on citizens, they will not become such a nation without realizing the idea of the importance and essence its formation.

The second important factor is clear and well-coordinated operation of education system. It is clear that the formation of intellectual nation provides a certain level of knowledge. If the

government intends to create such a society, we need to change our education system radically. For example, if our government gave people the opportunity to get education or a new experience abroad for free, and then provided them with jobs in our country, it would raise young people's interest to work for their country and not for a foreign one. Here we would like to highlight one more problem – corruption, in the sphere of education in this case. In fact, it is a big obstacle to the formation of a unified intellectual nation.

The third factor is the political and economic level of the country. If a country does not have strong international ties, it will be difficult to send people to other countries to get education and experience. In addition, a country will not be able to provide citizens with a necessary level of knowledge, if it does not have a “heavy purse”. It includes publications (text book for education institutions and libraries), technical provision (computers, different electronic gadgets) and finally travels abroad.

The idea of the formation of intellectual nation requires a certain period of time for its implementation. The people, their wish and commitment may serve as a certain push to implement the idea”.

The answers to the question “What recommendations would you give for the development and formation of intellectual nation” were the following:

According to the Strategy 2020, it is the education system that plays a key role in formation of intellectual capital. Nursultan Nazarbayev also identified two basic aspects in formation of intellectual nation: development of science and enhancement of the country's potential and development of Innovation system.

Many of the focus group participants believe to develop successfully Kazakhstan society needs competent, business, competitive, enterprising individuals, armed with quality knowledge. Their recommendations for the development and formation of intellectual nation relate primarily to education.

A highly developed informational type of society, which modern Kazakhstan strives to be, is characterized by the widespread introduction of new information and high technologies, development and growth of knowledge industry. Nowadays, education is a priority value; it also has practical significance in different countries. In the

short term, the system of professional and technical education will face relatively new problems.

The first problem concerns development of social partnership in the sphere of professional and technical education and employment. It must unite the efforts of all subjects concerned in this area—authority of employers and young people themselves as recipients of professional education.

The second objective is to develop a new social space of professional education as well as different educational programs. Social, cultural, educational, cognitive values composing Kazakhstan's intelligence were mentioned. Intelligence is the ability of thinking and rational cognition. Under intelligence, we mean a certain level of mental activity of the person providing the opportunity to acquire new knowledge.

Today the formation of national values as a component of intellectual nation is a social process and cultural values that compose the intelligence of Kazakhstan. Cultural values are objects of material and spiritual activity, having unique properties and which are able to meet special need of a person.

Kazakhstan's cultural values include archaeological sites, unique manuscripts, old books, stamps, archives and original works of sculpture.

One of the main features of a developed intelligence is the ability to solve complicated problems, the ability to predict consequences of the taken action and the ability to prevent and avoid unnecessary conflicts.

The values and goals of education are determined by taking into account common Kazakh mentality on the one hand. Foundation of values, which the education system in Kazakhstan will focus on in the near or distant future, makes it possible to outline its development strategy. Education as a value represents the spiritual culture of our nation, which includes a language, religion, mentality, national holidays, ritual forms, customs and traditions.

The values of education are:

A person is a subject of life and the supreme value.

Homeland, State, Family, Native History and the present of Kazakhstan—is the world of personal development.

Social communication, labour activity, profession—are the conditions of a person’s realization.

Shaping attitudes and developing the ability to make choices – is the basis of self-realization and self-actualization.

The focus group participants also named the ways to form intellectual society, having noted that the intellectual society implies a society where the main goal is to get deeper knowledge directly showing the high level of intelligence and literacy of a person. Kazakhstan is striving to form intellectual society. Our President has set a goal, a program, which is planned to be achieved by 2020. In order to achieve any goal, it is necessary to pave the way first that will guide our generation to the intellectual society. Many people think that the intellectual society should be developed with the simplest:

1. Introduction of so-called communities (interest groups) to educational institutions, in order to give the possibility for everyone (students or pupils) to take part in them. Different competitions and quizzes increasing students’ intelligence and literacy will be held in these interest groups.

2. Attraction of qualified teacher to the universities of Kazakhstan, which will lead to a high level of knowledge in a particular professional area among future specialists.

3. Making education abroad more affordable, so that every student could learn foreign languages more excessively, learn about traditions and religions of different countries, thus having a unique opportunity to gain new knowledge.

These are not all the ways to form the intellectual society, which the focus group participants wanted to mention. There are enough opportunities in our country and there is a wide range to create intellectual society. But first we need that every person tries to increase the level of his intelligence, which will lead to the formation of a small intellectual society growing and developing year by year.

“Are the conditions to develop human capital and to form the intellectual nation provided in Kazakhstan”? The respondents gave different answers. For example:

What is an intellectual society? It is a society consisting of educated people. As we have previously defined (at our lessons), an educated person is a person who in addition to education knows basic rules of good manners, moral values and culture. This is a person of a

broad vision, good manners and who has read a lot of books. All these are the quality components of an intellectually developed person. How do we get these qualities? Through the qualitative secondary, professional and higher education; through the pictures and dramatic performances, we have watched; through the number of books we have read.

There is no university where they admit their habitual negligence to the students, but there are lot of them. I guess, there is nothing to talk about schools. Usually you need to spend a lot of money in order to get education. No one can guarantee that the knowledge you got will be qualitative.

A ticket to the theatre costs from 1200 to 2000 tenge. It is not a little price for an average citizen, given the fact that people, as usual, do not go to such places alone. Libraries do not always meet the requirements. Everyone knows that books cost too much nowadays.

What kind of readiness are we talking about, if the government cash in on its citizens? I think that Kazakhstan does not provide the conditions for the development of the intellectual society.

There are also some opposite opinions: Kazakhstan has the conditions to develop human capital in the formation of the intellectual society. The idea of the formation of the intellectual society is one of the most fundamental systems of our President's initiatives. The human capital in our country is the most effective factor of economic, social, cultural and political development. This is the main tool for the formation and development of the economy as the highest stage of the development of the world economic system. The human capital in developed society is a breakthrough in the development of education system, development of science and increase of the scientific potential of the country.

The conditions for the development of the human capital in the formation of the intellectual society: introduction of new information and high technologies, development and growth of knowledge industry. We need literate, mature, entrepreneurial personalities, who have high-quality education in order to develop human capital. This is paid more attention because if we do not concentrate on it, there will not be an intellectual society, and hence – capital development.

After all, the intellectual society is a production of capital and the highest human value, and not only a specialist – a professor, but a

person with entire qualities and features of spiritual and moral personality. Generally, if we invest in the development of human potential, the education system will grow more and more, which will lead to the existence of human capital and its formation in the intellectual society. Our President strives to the intellectual nation 2020 with good reason. Without the intellectual society, there will not be any prerequisites to the development of human capital. Therefore, we want to form the intellectual society, which has already started to develop and operate in our country. Every achievement in the field of science and education has good influence on the formation of intellectual society. The conditions of the development of capital in the formation of intellectual society will have achievements and many preconditions for this.

Every year the conditions for the development of capital become better, which is certainly good for our country and which makes it possible to develop further, enhancing the conditions for people. Not the most important thing to do is to choose the right way, to foresee everything to overcome problems and not to worry, to take right steps making improvements.

As for me, the conditions for the development of human capital in the formation of intellectual society have already been developed in our country, we just need to correct or act persistently, which will not be too many, so our President chose the right way to develop our country. It has a positive impact both on our people and on the country as a whole.

However, the students were constructive criticizing the current situation. For example:

This issue is so critical and pressing that the representatives of the government structures dealing directly with this issue probably see it in their nightmares.

There are a lot of gaps in the development of intellectual society in Kazakhstan and in human capital development in general. Let us take for example government activity aimed at strengthening Kazakh language status in our country. The process is slowed down by the lack of literature, quality textbooks in the native language and highly qualified teaching staff or even its absence. These facts have a negative impact especially on the younger generation, as many children facing this kind of problems, which cannot be solved by their

own, lose their interest in education. In such circumstances, the whole process of erudite society education collapses before it started. Also those, who finally got education, achieved some heights and won in this difficult battle for knowledge, try to move abroad in search of a better life, or, to be more precise, they are attracted by foreign companies interested in talented personnel and ready to offer them a salary three times the amount of salary in Kazakhstan. Thus, a very unpleasant process appears which is called a “brain drain” happening when the sector of human capital development is paid no attention. Indeed, it is easier to invite a foreign expert offering him a great salary instead of laying our own foundation of internationally in-demand specialities with further return in the form of projects of talented scientists moving the country forward with their ideas and raising its prestige on the world stage in different spheres of human activity.

Fortunately, nowadays we can notice some glimmers in the above two issues, although too little. In the first case, Kazakh version of Wikipedia has been launched for all Kazakhstan Internet users, students and pupils in particular. In addition, the program on translation of classical literature into the Kazakh language has started. But this is only a small part of what we need to do in order to achieve high goals.

In the second case, by giving a large number of grants to certain specialities (mainly technical ones) our country managed to suspend the outflow of the students abroad and extent their interest in work for the benefit of our country and in its territory, promising great perspectives of international learning through academic mobility programs.

Thus, I would like to conclude that in this issue both the government following the quality of education and the society wishing to get quality education should keep abreast of new tendencies in this sphere and have an active feedback to improve and strengthen the existing progressive order.

The question about social and cultural, cognitive and educational values that constitute the intelligence of Kazakh people was difficult. One of the participants answered: “To be honest, I had no idea about “Intellectual Nation” project before. Even now, it is difficult to uncover the true essence of the question. But everyone knows the

notions of “socio” and “culture”, at least journalism students must know.

In general, I know that “Intellectual Nation – 2020” program has three basic aspects: a breakthrough in the education system development, development of science and improvement of scientific potential of the country, development of the innovation system. The human capital is the so-called raw material for creation and achievement the goals. What does actually this capital build?

In today's society, there is a deficit of morality. What else except the moral values shape and give direction to the intelligence? But I want to deal with such aspects as cultural and social values”.

There are two groups among the values shaping culture: material and spiritual. The first is the collection of outstanding intellectual, artistic, religious art. The second again includes society and established principles: customs, traditions, patterns of behaviour and consciousness, images, interpretations etc. Social values are produced by cultural ones. All we have for today is the product of our social consciousness.

To tell the truth, I do not consider our society ready to become intellectual. It, namely younger generation, is influenced by fashion, which is imposed upon them, and we do not know why and by whom it is imposed. Undoubtedly, this is a disadvantage, as it is much easier to copy someone instead of looking for, thinking, analyzing and making own decisions. Although here we can dare to argue because if you introduce and give the power to “quality” fashion everything will seem not so sad. The only question is what to choose for this implementation. Is it a trendy leopard print, a slang that is spread at the light speed, ability to cook, think, or develop yourself? For some people it may be an advantage.

However, it is not enough for the “Intellectual nation”, because intelligence and following the frameworks created by the society are two different things. Our goal now is to understand what the intelligence in its essence is and how to develop it.

Social consciousness is usually opposed to individual consciousness of each person. In order to form an intellectual society we need social consciousness, as the intelligence and consciousness are the same. Therefore, if every person has consciousness, it will be the right one; the people will be developed morally, culturally,

politically, socially and intellectually. This is the intellectual nation. Today Kazakhstan cannot be called an intellectual society, as even a half of the society does not meet the requirements of intellectual nation. Not everyone knows about the intellectual society from the social position. We cannot yet be the intellectual nation. Kazakhstan, indeed, is developing rapidly, therefore we can expect that by the 25th anniversary of Kazakhstan's independence, our people will be called "intellectual nation" in terms of international standards.

The President Nursultan Nazarbayev undoubtedly invests all efforts in the development and formation of the intellectual society. Let us take for example today's education at schools where much more attention is paid to the state language now. Let us also consider one subject that was introduced to school curriculum in 2009 – "Self-knowledge". It includes education, providing examples and parables, which is good for current younger generation. Our President also considered unemployment, which is being fixed now according to the rankings. Let us take our culture that is paid a lot of attention by our President. It also plays a great role in shaping people's ideology. The higher education in Kazakhstan also should be noted. It provides a good job in the future.

I think that we have all opportunities to develop as a person, to prosper in the sphere of education, but there is one thing: people today are very lazy, they refer to the fact that relations mean much, and there are also many other excuses. In my opinion, this is a great disadvantage in our society. If a person wants anything badly, he will achieve despite everything. That is why successful people do not twaddle; they do more, and do not cast their problems and complaints on others.

The opinion of the first-year student of journalism faculty: "Every day I and thousands of Kazakhstan people see how our people spit and drop the litter on the ground. They are likely to think that the ground is a trashcan. I think that in order to become an intellectual country, Kazakhstan must change everything. We must start from schools. How can a schoolchild study knowing that there are elementary mistakes in his textbooks? We have to change the whole education system.

I think that the Mass Media will be a suitable solution for the formation of the intellectual nation. Nothing promotes better than Mass Media. If we repeat something to a person, he will remember it.

An intellectual nation is a nation that knows its origins, culture and that has some spiritual values.

An intellectual nation should root for the destiny of its country, be bound up in its city and government. We must become more altruistic. Selfishness will not lead our young country to good. People in the streets are so angry and aggressive.

We should meet intelligence and not to wait for it. Kazakhstan is a competitive country and we prove it year by year. It is not so important to become one of the fifty competitive countries. Intellectual society is of paramount importance. If people are intelligent and smart, our country will come into this ranking itself.

We have to change, and to change dramatically, for our bright future.

During the years of its independence, the government has laid new foundations in many spheres – economy, politics, business, culture and sport. In my opinion, the problem can be solved only in a complex, because a person and its level of perception depend on many factors. And we should start from the medicine. The government has focused on preventive medicine, but we should not forget about self-treatment, because it can be called free only conditionally. Recently I had to test my vision, but when I came to free optometrist, I found out that I had to have a paid examination in a clinic, because they do not have this equipment in the hospital. Let us pay attention to the education system. From the very first school days, the student learns that there are a lot of mistakes in the textbooks. First, schoolchildren study by additional Russian textbooks and they get used to think that our national education is a second class; second, when these children become school leavers, they choose office professions, because they know that if the representatives of these professions make a mistake, it will not be so great. We need to simplify and accelerate paperwork. Innovation activity of specialists engaged in the sphere of small business, expressed in the relative number of patents issued per employee, 15 times exceeds a similar parameter for employees of large companies. If we really have all the conditions for small business, we can raise competition in the market, and hence the quality. The development of

distance learning will become perfect complement to the proposed changes. When people see that for the productive activity they have to update their knowledge throughout their lives, maybe we will be able to “cross science with education”. As you can see, we have all the possibilities to become a nation that can from the nation that knows; we have to give the reforms only a right push.

A student expedition first organized this year has conducted the researches in Kazakhstan regions. One of the main goals of the expedition participants, visited Semipalatinsk, Mangystay and Kyzylorda regions during the period from June 20 to July 03 was to find out the opinion of young people from these regions about “Intellectual Nation” project and to analyze young people’s views on the future of the nation, which are the basis of “Intellectual Nation” project, and thus the formation of another wave of young intellectuals.

Although it was impossible to form an intellectual group during only two weeks, the participants of the project acquainted the young people of these regions with the most relevant points of “Intellectual Nation” program and they filled their notebooks with new ideas of young leaders from these regions. In order to implement the plans, project participants distributed questionnaires and conducted works with the focus groups. The most active participants were awarded prizes. The expedition was in eastern, western and south western regions of the country. During the study, it was noted that young people from different regions have different opinions. Each group had different subjective views on today's society of the future. At the same time, these views also united them. The future foundation of the sovereign state, the young people, has shown that they are always aware of the news-taking place in the society.

Young people from Semey city, which was the first point of the expedition, has shown that they think actions speak louder than words. The sights of this historic city have been seen and today’s life of the city has been investigated for two days. Young citizens are very active, they express new ideas, and most importantly, they are true patriots of their country, and this truth is without pathos. Such organizations as “Salauat”, “Zhas Otan”, discussion club, “Zhas zengerler” (Young lawyers) etc. are the environment of activists, who got the status of leaders. They are recognized, they are known and they point the way. This factor was marked as beneficial criterion influencing the process

of the formation of intellectual nation, and in this regard, the expedition participants had a felt a great desire to exchange opinions with the young people and to find out their views about the future. First, as usual, was the performance and meeting with the expedition participants. The questionnaires were being filled. The focus group participants were a bit shy during the first minutes. But the well known project led to the development of a common theme.

The speakers emphasized that the concept of intellectual nation has recently started to be formed in our consciousness and in our language and that one of the main conditions of the formation of intellectual nation is the formation of national education. The Kazakh language is the mainstay of national values. Kazakh values are admired even abroad. The language is one of the factors of the intellectual nation formation. The other factor is the environment, society.

Young people become individuals under the influence of this society. Today there are individual criteria of “Bolashak” program associated with the knowledge of the Kazakh language, history and literature. Also a lot of young people who have been trained under this program now occupy certain positions. For example, Bauyrzhan Baibek is a principal deputy of “Nur Otan” party. Despite his young age, he occupies a high position. We have a lot of such young people. And this fact is a prerequisite for formation of intellectual nation”.

Many participants agreed that under “intellectual” we mean “intelligent”. This is a group of people with high intellectual level and basic knowledge. Consequently, intellectual nation is an environment consisting of educated and skilled people. They are specialists with higher education, intellectuals with wide area of thoughts. Only with formation of intellectual nation the groundwork of a country becomes more developed and strong”. Moldajarov Miras answered the question: “Is it possible to form intellectual nation?” as follows: “We cannot say that we do not have intellectual young people. Kazakh people have a multi-millennia history where we can find the names of our khans and biys. We also know about representatives of the intelligentsia of Soviet times. Therefore, we cannot forget about them and deny the existence of the intellectual nation. It does exist now. I believe that today’s youth is intended to develop this level. Of course, not only poets and writers can be referred to intellectual people.

Intellectual people are also ordinary people who are professionals and who are able to evaluate modern society objectively”.

If the intellectual nation has already been formed, what is today’s level of our youth? This question helped to consider the problem comprehensively. It was noted that it is impossible to measure an intellectual level on a special scale. There are a lot of educated and intelligent people in our country. They study at Harvard and Oxford. At the best case educated youth from different regions of the country studies at Kazakh National University. According to the system of education and literacy, Kazakhstan is among world's top ten countries. However, our literacy is not an indicator of our level of knowledge. The younger generation notice disadvantages in the education system of universities. Yes, disadvantages are noticed everywhere. In order to solve this problem in an optimum manner, it is necessary to raise the level of education system in schools and to increase the knowledge of our teachers. For example, the students of Mechanics and Mathematics department said that they knew the theory very well but they did not have enough practice. If you do not have enough practice, it will be difficult to work with advanced technologies in the future. “It is difficult to say that we will be on the same level with developed countries unless we solve such simple problems. We still have a lot of work to do in order to form the intellectual nation”–the focus group participant said.

The discussion on education and science was hot. Young people studying at universities have noted that the education system of our country has a number of disadvantages. Especially they were concerned about the future of Kazakh science. The focus group participants were offered to make their own suggestions and recommendations on the issue of formation of intellectual nation in Kazakhstan, development of Kazakhstan science. Moldazharov Miras: “Today special research centres are established in the universities, including Nazarbayev University. “Alatau” Technology Park in Almaty takes its first steps. However, the result of the work is the most important thing. If these research centres manufactured products with a mark “Made in Kazakhstan”, it would be a great motivation for young scientists. That means we cannot be limited to the export of raw materials, they should benefit national products. It

would also be great if the Ministry of Education and Science adopted special programs on these research centres”.

At the end of the focus group, an active participant Oralbayev Jalgas expressed his opinion: “Different views and examples have been provided. Major opinion is of course very good. But there is one common problem in our society – pathos and show-off. I notice that in the most events. Every year different eye-watering activities dedicated to the “bright future” are held in our country. Nevertheless, unfortunately, they all remain fruitless. We had already filled such kinds of questionnaires on the topic of intellectual nation before. Everything is done for the sake of appearances. Of course, nothing will be implemented immediately and sometimes we even have to take risks. It would be nice if we got the result with it”.

The participants also said that the intelligence is a human capacity of thinking. It is the ability of every person to think about the development of his nation at the level of ideas. It is impossible to measure intellectual capacity of a nation, but we can evaluate it in comparison with other countries. For instance, if we compare Kazakhstan with Japan, we can notice that they are totally different. There are lots of mineral recourses in Kazakhstan, but there are not any in Japan. The country is developing due to the human capital. We do not appreciate the human capital enough in Kazakhstan. Therefore, we have to develop it. In order to develop intellectual horizon we need to provide young people with jobs. Young people should be actively involved in building the nation’s future.

The education system and its formats require changes. In Japan, twelve-year education is divided into three parts: general, secondary and higher.

The participants from Kyzylorda city have noted that first of all the intelligence means activity. Getting quality education and becoming an intelligent person depend on the young people. It is their responsibility. Any young person should contribute to the development of our country. All the participants think Kazakhstan has a great potential to create intellectual society in comparison with other countries. They also notice that today Kazakhstan has more capacity than before. Our President is working hard to create a perfect and successful country. The level of education and science plays a major role in creation of the intellectual society. In order to get this done the

President has established the first intellectual schools and the first national world-class university– Nazarbayev University. Now our young people have to realize that the competitiveness of our country in the global society will depend on their level of education. Only we will be able to strengthen the intellectual potential of our Republic. The focus group participants often note that one of the main factors for the formation of the intellectual mental capital is creation of strategic programs, which become the basis of the formation of intellectual recourses of the society in general. Our future belongs to young people; therefore, we have to start from the younger generation. Future professionals should have creative thinking and be able to manage creation processes of different intellectual property. The formation of intellectual potential of future professional should start from the first courses of education institutions. Therefore, different programs that will encourage the younger generation to raise Kazakhstan to a new level of development should be implemented in schools from the first classes. During the period of transition to innovations, it is important that education institutions provide a wide range of programs giving the opportunities to get and advance education as well as to gain practical skills in different spheres of economy, culture and education. Next, the universities must prepare highly qualified specialists. These young specialists will focus on the constant improvement of their knowledge and skills. This is essential because in the modern world the creative activity is the factor contributing not only in the professional career of a specialist, but also in improvement of the efficiency and competitiveness of the younger generation. The modern world demands today's youth to have leadership qualities; at a time when the society is developing rapidly young people must have a high level of patriotism desire to create and develop our state. Only by introduction of various programs in all spheres of the society activities, the people of Kazakhstan will suck in new proposals and programs to raise Kazakhstan to a new level of development. As for me, the intellectual capital is a kind of “knowledge saving box”, which everyone should contribute their skills in. Only in this case the level of intellectual mental capital of our society will be at a high level.

Examining public opinion, young participants of the expedition also studied the spiritual heritage, which cannot be forgotten creating

an intellectual nation. A young man Yerkebulan Tursyn was the guide of the expedition participants. On the 22nd of June at 10 a.m., the participants were taking part in the event organized to commemorate the beginning of the Great Patriotic War. They laid flowers to the Eternal Flame. They also went to the Veterans' Museum, which was in the Palace of Culture, and visited Dostoyevsky Museum. In the museum, they learned a lot about the life of a Great Russian writer and his friendship with Sh. Ualikhanov. The next place they visited was Abai State Cultural Historical and Literature Memorial Museum. In the afternoon at 1 p.m., they met with the active young people of Semey city. The discussion on "Intellectual Nation– 2020" program was conducted; questionnaires were filled. Active young people were given special books.

They visited the College named after M. Auezov. This college has 110 years of history. They were on Tuyemoynak Island. There is an area, built specially in honour of closing of Semipalatinsk nuclear test site and a memorial called "Stronger than Death", built in memory of the consequences of nuclear testing.

In Aktau the expedition participants visited Mangystay Regional Local History Museum where they learned a lot about the history of this region. Mangystay region is a native land of 362 holy people. It is good that young people do not forget about this. In the evening visiting of such places as "Kempirtas", "Kandysigen" and "Bakshasaray" was planned. T. Shevchenko Memorial Museum aroused their interest. After visiting the Museum, they saw Issa Dossan memorial, dedicated to the uprising in the 50s of XIX century.

In Kyzylorda the students went to Kyzylorda Regional State Institution on protection historical and cultural monuments; they received a lot of information on historical monuments of this region. Then they met the young people of Kyzylorda region. The discussion on "Intellectual Nation – 2020" program was conducted; questionnaires were filled.

Based on the above we can make the following conclusions:

1. Today's youth see people who received Kazakhstan education as a basis of future intellectual nation. It does not mean that education should be limited only to the country; it should be directed to its prosperity. The model of intellectual nation must include patriotic aspects – people have to know their native language and culture very

well. Especially the focus groups conducted in the regions have shown these requirements very clearly. Young people spared no time and efforts to study the spiritual values of their region in details.

2. The model of intellectual nation involves the integration in global scientific and education processes. That means an intellectual nation representative must not be isolated within one country. In order to create an intellectual potential we have to use the best foreign experience taking into account social, economic, cultural and crisis world situations. It is here where information and communication technologies (ICT) should work, covering all the spheres of economic and social sectors. The role of information, knowledge and technology, which are the key components of information society, must grow rapidly. The availability of a number of information services should be increased, which will have positive impact on the human capital development and will promote the growth of Kazakhstan's competitiveness.

3. The model of intellectual society must include the development of science and scientific-research institutions. Without the development of contemporary science and without our own scientific schools it is impossible to create an intellectual nation.

4. The model of intellectual nation implies continuing education starting from a kindergarden. The President of the Republic Nursultan Nazarbayev in his address clearly defined: "In order to become one of the world developed countries we need appropriate knowledge. Knowledge will make Kazakhstan one of the 50 developed world countries". "Balapan" program is focused on complete coverage of preschool children. It is planned to open 20 intellectual schools with enhanced studying of mathematics for talented children; these programs enable to lay the ground for the formation of intellectual nation. The programs mentioned above are the beginning of our country's innovation development.

We must continue to develop different types and models of education institutions, develop programs of author training courses, expand the range of education and developing technologies, establish contacts with foreign teachers etc.

New forms of education institutions must function in the Republic.

5. Undoubtedly, the intellectual nation can only consist of people who received proper education. All the focus group participants

mentioned this fact. That means today's youth perceive education and breeding as inseparable factors of a personality. The necessary aspects of education should include the following:

- Personal skills.
- Pursuit of knowledge.
- Development of mental abilities.
- Rich inner world.
- Humanity.
- Understanding and comprehension of the information received.
- Reading books and educational materials of the mass media.

Education should start from a family. Therefore, we need to promote family values at the state level.

6. The necessary factors of the formation intellectual personality qualities may include the following:

- o love for the native land;
- o active life position;
- o patriotism;
- o knowledge of national values and the ability to preserve them;
- o healthcare;
- o the ability to analyze world events;
- o benefit from the conclusions made;
- o strict compliance with the legislation of the Republic of Kazakhstan;
- o persist in one's opinion;
- o the ability to get satisfaction from the work performed;
- o desire to realize the goals;
- o the need of creative development.

7. It is necessary to equalize the difference between urban and rural schools not only through provision of rural quota to enter the universities, but using information and communication technologies.

8. Informatization of education and introduction of ICT in education and breeding processes should become one of the priorities of the process of intellectual nation formation. The goal of ICT introduction is the global intensification of intellectual activity through the use of new information technologies: computer and telecommunication.

Part 5. INTELLECTUAL CAPITAL AS THE BASIS OF KNOWLEDGE SOCIETY DEVELOPMENT

5.1. Human capital as an intellectual investment in the future

The world's education and economic spheres have been changing rapidly in recent times under the influence of two key areas. The first is the continuing development of the knowledge economy, facilitating the acquisition of skills through education as well as encouraging countries to help them. The second, which is closely related to the first one, is a transformation. Transformation is an intensive growth of higher education in the world, opening new opportunities for millions of people and leading to significant expansion of the global set of talented and highly educated people. In the review on education organizations of economic cooperation and development of 2012, these reforms are considered together with other important Global recessions (2009 and 2010). No developed country is safe from the global economic recession. However, a relatively high level of education leads first to economic stability and sometimes to benefits at the labour market [49]. Discrepancy in wages among specialists with higher education and secondary education has led not only to the process of global recession, but also to some complications. If a man with higher education got salary, which was 58%, more than a man with secondary education in the countries of economic cooperation and development in 2008, then in 2010 this discrepancy in wages increased to 67%. This indicates that economic downturn affects all spheres, especially people with a low level of education, which makes economy and global education spheres change. According to Garry Becker, economic method requires the whole system in understanding and definition of human behaviour. Several generations of scientists who conducted researches in this field have failed. According to Becker's calculations, in the USA investments in human capital bring several times more profitable than investments in securities [50]. Becker suggests appreciating the economic result that will be gained from education. He is the first scientist who conducted statistical calculation of education economic efficiency. When identifying living income of people with higher education, living

income of people with professional education is excluded from their living income and living income of people with secondary education is excluded from the latter. Along with education expenses, the wages that was “lost” by the student during his studies is also considered. In fact, this “lost wages” is measured by the values of time and expenses, spent to education by the student, and its use is accumulation of alternative means. Becker, considering investments in education as accumulation of income, believes its return to be 12-14% of annual income. The scientist’s calculation, where the received income from education expenses is expected, makes it possible to consider human capital as the main intellectual fund and inexhaustible investment of society. The scientist was awarded a Nobel Prize for this research work.

Forward-thinking scientists around the world has conducted complex researches in this field and suggested their best ideas and practical recommendations to the scientific community. Such scientists as W. Clement, G. Hammerer, K. Schwartz, A. Bonfor, L. Edvinsson, K. Farr, R. Lord, L. Wolfensberger and A. Teykserya [51-56] consider human capital as an intellectual investment. They prove that in the knowledge society a lot of attention is paid to non-material values: knowledge, science, idea. Every year their value and significance increase. In many spheres investment in human capital, although it requires a long time, is considered as the main and the only guaranty of a stable development. Modern scientists say that consideration of this problem form a theoretical point of view and its justification on the scientific basis is an urgent problem of today. In these studies the theory of growth and development is considered as the theory of evolution; the term “intellectual capital” (intangible), the so-called terms of non-material sphere, is widely analyzed and described. “Intangible Investment” is a term denoting investments in intangibles. This theory is widely discussed in scientific communities and is widely known. Therefore, justification of the theory of this problem is essential. One of the problems proposed with a theoretical point of view is the evolution of investment of non-material sphere. German scientists W. Clement, G. Hammerer and K. Schwartz comprehensively discuss the theory of investment in non-material sphere and describe researches in this area, as well as scientific schools, their terminology and methods, etc. [57].

New information technologies have made major changes in the economy. Development, research and non-material investments in human capital have taken leading position in comparison with material investments, because nowadays the economic activity is focused on non-material components. Today the term “intangible investment” is introduced again and is being discussed a lot in the economy sphere. A definition of this term is being formed and recommendations on taking into consideration intangible investments are provided. Generally, intangible values should be considered as a major component of society development and improvement of economy effectiveness. The problem of non-material spheres financing is relevant in the advanced countries of the world. It is widely discussed in the studies of a French scientist A. Bonfor and a Swiss scientist L. Edvinsson [58]. Paying attention to the importance and necessity of making investments in non-material spheres, the authors emphasize its impact on society development. In countries such as Israel, Japan, European countries intellectual capital is primarily spent on the public sector, the service sector, and as a result on the state level. To increase the wealth of a nation people must be literate at first. Therefore, in the near future besides agricultural and industrial plan, a plan map of the intellectual capital should be developed.

Now scientists note the need for cooperation in this field. That means, the greater relations at different levels are developed, the more effective intellectual capital becomes. The presence of a strong political leader of each country requires the formation of intellectual capital at the national level and in the social environment. These problems are characterized by such tasks as visualization of intellectual capital; consideration of intellectual investments in the cluster of knowledge capital; formation of effectiveness and novelty of intellectual investment in regions as cultural values; superiority of knowledge capital as a new innovation social system [59].

As it was said before, at first it is essential to distribute and explain the importance, necessity and possibilities of intellectual capital to people and the target audience with the help of visual communications. The next problem is to create, organize and accumulate the knowledge capital cluster. That means the knowledge is the primary mean, foundation and strength of non-material sphere development.

American scientists K. Farr, R. Lord and L. Wolfensberger, investigated the issues of economic and political freedom and economic prosperity, performed in their works an empirical analysis of the problems of intellectual stability. The authors prove that economic freedom is the only factor leading to political freedom and they analyze the impact of economic and political freedom and economic development on each other in industrial and post-industrial countries. Causative-consecutive methodology of works is devoted to identifying links between economic and political freedom and welfare of people. The countries with developed production and lagging countries have been chosen for a comprehensive discussion. As the results of the research show in developed countries as well as in countries with a low level of production the economic freedom is defined by the level of people's welfare, and the level of people's welfare, in turn, affect the political freedom [60].

Portuguese scientist A. Teyxeira studies links between human capital and a company's activity. His analyzes, devoted to the issues of considering the ways to increase potential of human capital, are characterized from economic, technological point of view and from the point of view of performance. The ways to influence on social and intuitional basis to human capital accumulation are considered. The success and viability of a company's activity with increasing human capital is analyzed from theoretical and empirical point of view [61].

Swiss scientists B. Carlson and G. Eliasson consider economic development implementation of an idea as new technologies. The study is devoted to the creation of conditions and impact of new ideas necessary for effective development. The author analyzes such notions as technological system, competence, block and experimentally organized economics [62]. At the same time, Spanish scientist I. Ninez studies transition intensity from base industrial production to intellectual production. In his studies, he analyzes different methods, strategies and means concerning intangible investments. Here the main objective is rational and practical application of all theoretical studies [63]. British scientist K. File in his study on relation between social philosophy and economy he considers cultural values as an integral part of intellectual capital [64].

One of the first scientists who studied the nature of intellectual capital was T. Steward. In his article called "The power of intelligence:

how intellectual capital is becoming the most valuable asset of America” (1991) he presented intellectual capital as the sum of what employees of the company knew and what a competitive advantage of the company in the market gave: “patents, processes, management skills, technologies, experience and information on customers and suppliers. Combined together, this knowledge forms intellectual capital”.

According to English scientist, intellectual capital is a new source of companies’ wealth. In order to succeed in non-material economy, organizations and every person should master working techniques that are different from their previous skills. In other words, “knowledge” became a key word in this economy, global hyper competitiveness and paradigm of global management. Concepts of management information systems and information technologies became obsolete and are replaced by the concepts of knowledge technology. Knowledge era has come: the era of knowledge industry, qualified employees, knowledge as a capital, knowledge support systems, knowledge management, knowledge production, organized education, hyper knowledge and etc. The richest countries are the countries with a capital in the form of good education and human recourses, and the poorest ones rely only on natural raw materials [65]. It is impossible to build a capital without knowledge. Countries may be rich in their recourses or information, bur poor in knowledge. Knowledge is a purposeful and coordinated action. Its only proof lies in achieving the goal. Knowledge quality is assessed by the quality of achievement or coordination process.

T. Steward introduces the term “knowledge corporation” to the scientific lexicon. These are companies that recognize the importance of knowledge – intellectual capital, as their most valuable intangible asset that serves as a basis of for achieving competitive advantage. The same can be said about the whole intellectual society. Thus, intellectual capital of the society is a result of development and interaction of intellectual potential of employees. This is a collective mental energy that includes knowledge, information, experience and intellectual property – everything that allows creating values.

To obtain and use knowledge information technologies and information systems together with knowledge as a form of intangible asset are used.

British economist Alfred Marshall [66] was one of the first who began to include relevant information in capital-information that can reduce existing uncertainty in knowledge about the subject. In 1890, Alfred Marshall said that knowledge and business are a significant part of capital and that knowledge is the most powerful engine of production. In vast majority of industries, technical knowledge and skills are becoming less significant day-by-day compared with such qualities as the ability to take the right decisions, efficiency, resourcefulness, caution and perseverance in pursuing the goal.

Knowledge can affect production and relations between people. When using knowledge some economic subjects can gain information advantage over others. There are two main sources of gaining information advantage: monopoly to possess information and the ability to understand and appreciate the other available information better.

Occurrence of relative information advantages gives rise to competition. In such a competition, not only scientific knowledge is of great worth, but also personal knowledge of each person based on his ability to understand what new opportunities conceals this particular situation. In this situation, knowledge becomes an element of competition and a factor that increases the efficiency of capital.

Information Society economy uses four basic resources: labour, capital, individual, regional and group freedom and relevant information– these are constantly updated theoretical knowledge and various information including practical skills of people.

The first two resources serve as factors of production; the last two are the necessary conditions for their effective use. In such economy, there is a systematic increase in the potential (and under certain conditions even actual) release of goods, due to constant upgrading of technological base of production, primarily by changing new information and communication technologies. Information and communication technologies include digital data processing by computers, telecommunications, modern methods of audio and video presentation and fibre optic channels of information transmission, etc.

In recourse, oriented economy knowledge has become to be regarded as a full-fledged object of consumption since 1950. This approach led to creation of a theory of organizational capital, which has been described as the knowledge embedded in the organization as

its own experience. For example, Davis and Meyer in their works describe organizational capital as "all the standard processes of all company, systems and policies that represent gaining experience and knowledge by many people for many years."

Knowledge is an essential factor human society development, and information technologies are the basic tools of society informatization. Development of information technologies, development of World Wide Web, global, regional and local computer networks have created a platform for knowledge management as an intangible asset.

Currently, the process of knowledge transformation has become to penetrate deep into an organization faster and more efficient, which allowed systematizing knowledge and using it depending on the goals set. As a result, systems that support decision making, virtual reality models, predictive modelling, management information systems with numerous variations and developments in artificial intelligence have been created. These systems operate due to the use of human knowledge, which in turn is converted, multiply and is used more efficiently and effectively.

In this regard, we can emphasize that knowledge as an effective action enables people to assert their coordinated existence in the specific of environment, from which they draw and form their world of actions. All knowledge is actions coordinated by a person who has knowledge.

Thus, modern information technologies are becoming a binding condition to simplify working with knowledge. They allow faster dissemination of knowledge, facilitate the effective operation of any organization due to employees' knowledge, and create new ways of knowledge management and generation. Researchers have identified three classes of working techniques with knowledge: technologies aimed at creating knowledge through processing and analysis of information, technologies aimed at discovering and studying knowledge by extracting knowledge from new sources of knowledge and technologies aimed at knowledge distribution within a system or a network.

At the same time intellectual capital as the basis of innovation potential aimed at the future. Intellectual capital develops more successfully in the process of creation of new products and implementation of measures for development of new niches in

commodity markets. The development depends on how successfully a company can arrange researches and developments, concentrate necessary intellectual, material and financial resources.

Knowledge that can be converted into value-this is how L. Edvinsson consider intellectual capital. Ruus J., Pike S., and J.I. Fernstem identify intellectual capital with all the non-monetary and non-material resources involved in the process of creation of a company's value, which is fully or partially controlled by it. Albert S. and Bradley K. [67] called intellectual capital as "a process of transformation of knowledge and intangible assets into useful resources that provide competitive advantages to individuals, businesses and nations". J. Teece applies synonymous concept to intellectual capital "Knowledge Assets", thus emphasizing the need for an economic benefit of individual and organizational knowledge as a strategic asset [68].

Intellectual capital is structured knowledge based on kinks and skills that have development potential and value creation.

Russian researchers also make a significant contribution to the theory of intellectual capital. Thus, V.L. Inozemtcev [69] defines intellectual capital as a "collective brain" accumulating scientific and ordinary knowledge of workers, intellectual property and gained experience, communication and information structure. V. V. Leontyev [70] considers only the value of all intellectual assets, including intellectual property, natural and gained intellectual abilities and skills of employees, as well as accumulated knowledge and useful relations with other subjects as an intellectual capital. V.S. Efremov [71] believes that intellectual capital is the knowledge that the organization has and that are expressed in a clear, unambiguous and easily transferable form.

The presence of basic component of intellectual capital-knowledge- defines the essence of most interpretations of this concept. Intellectual capital is seen as the result of thought, the result of applying knowledge. At the same time, this knowledge is meant not only by what some people know, but also by what the whole society "knows".

5.2. Intellectual capital and a country's competitiveness: political and cultural aspects

In the age of information, in knowledge society intellectual capital is seen as a key to the society development, increase of people's welfare and improvement of competitiveness. The basic technology of growth and accumulation of intellectual capital is implementation of technologies consisting of humanitarian knowledge.

Today's science considers humanitarian technology as a major trend to develop intangible values, i.e. as an activity aimed at knowledge capital harmonization. The world economy, including Kazakhstan's economy system, operates in the period of transformation of intangible investment to tangible products. Changes in socio-economic and political spheres, intangible developments, researches and investments in human capital play a key role in comparison with investment in material spheres. Therefore, new perspectives on the concept of functional production began to form.

In modern scientific and publicistic literature the word combination "humanitarian technologies" is widely and not always consistently used. Experience of many sciences shows that only achievement of "terminological convention" (that is an agreement on unique use of one or another word) is able to put the system of concepts in good order. Scientists need to distribute content between terms so that its essential characteristics are reflected more fully.

Effectiveness of any activity is provided by the choice and combination of optimum procedures. According to Ozhegov's explanatory dictionary "a set of production methods and processes in a certain industry, as well as scientific description of production models" is called technology [72]. As you know, in terms of creative role in social development activities are grouped in reproductive (aimed at obtaining already known results by well-known means) and productive (creative, associated with the development of new goals and corresponding methods or with achievement of well-known goals with the help of new means). Consequently, according to Ozhegov, technologies are used only in reproductive activity, aimed at production of material wealth. Is this a right approach?

The word "technology" is combined of the Greek "techno" and "logos". It is known that the first of them, often found in ancient

philosophy, meant not only technique, but also every art of making things, from creating paintings, sculptures and finishing by technical products, such as military vehicles [73].

The word “technology” in today’s world is used as in a broad sense as the word “Techno” in ancient Greece. Reflecting this trend, V.V. Ilyin and A.S. Panarin write about specific features of a modern and technological human focused on the world transformation [74]. B.G. Yudin says about technological attitude towards the world, specifying rationality and purposefulness as its features [75]. The author thinks the necessary features of any technology are “limitations and concreteness”. The author emphasizes that the result of applying this technology “should be defined with certainty at the starting level already, which allows to assess whether it was able to achieve it”.

According to A.G. Shmelev, “quality of products and services brought to the level of technology is the quality, which by its definition should not depend on performers, more precisely, it depends, but only on their skills- the degree of mastering the technology” [77]. However, we must consider that mastering technology is not confined to the mechanical mastering of a certain amount of information. A.I. Solovyov, analyzing technology policies, indicates for a reason that they “always have a place for subject’s creativity, improvisation, unconventional action” [78].

Based on the above technology can be defined as a system of means of any activity, aimed at the most effective achievement of a certain result. We can agree with V.V. Ilyin’s and A.S. Panarin’s proposal to distinguish analogy and technology. If the first one “claims and reasonably sets and justifies goals and interests; goal orients by conceptualization, intellectual thematization...actions”, then the second one “practically carries out, implement goals and interests, influencing living arrangements accelerating or reducing its pace”. Thus, technologies are instrumental, and as a rule, may not be assessed as positive or negative ones.

As it was pointed out by L.G. Ionin, the term “social technology” has two meanings. It refers to either a set of techniques, methods and effects used to achieve goals in the process of social planning and development, solving all kinds of social problems, or a method of applying theoretical conclusions of sociology in practical purposes [80]. It seems that the first approach reflects the tendency of modern

science “technologization” better, which means that implementation of existing achievements, does not come to the fore, but production of new knowledge in accordance with practical needs does.

Under social technologies, researchers understand technologies that serve to provide meaningful impact on social structures and social processes. Does the developed concept include technologies used in the fields of education and training? This question must be answered in the affirmative, since change in mental and moral qualities of people has a direct impact on social environment.

The question of how to distinguish social and humanitarian technologies is pressing. According to B.G. Yudin, “where it comes to technological influences on an individual (or individuals), it makes sense to talk about humanitarian technologies (HT); and where we talk about impacts on social communities of any scale, it makes sense to talk about social technologies” [81]. At the same time, the author acknowledges that under this approach “often the same effects can also be applied to one and to another type” [82].

There are many other interpretations of “humanitarian technologies”. Some researchers emphasize their orientation on comprehensive and progressive personal development [83]. Others describe them as a new type of process management, based on “soft” interaction of parties, without using methods of “direct authoritarian pressure” [84]. The third group of the researchers emphasize that these “methods, techniques and means of transmission and implementation of management decisions are based on “value layer of individuals’ and groups’ consciousness, which in this case is defined as a complex system, where “rational and emotional elements, as well as conscious and unconscious levels of mentality, are presented equally” [85]. The fourth group consider humanitarian technologies aimed at creation, development, processing or changing the rules and frameworks of communication and relationship between people according to external environment (both public and natural) challenges [86]. The fifth group focuses their attention on a manipulative component, which allows introduction of content, desired for certain groups, under the guise of objective information [87].

As pointed out by S.G. Kara-Murza, “soft” (humanitarian) technologies involve achieving goals through rational persuasion or psychological manipulation that not only encourages a person to do

what others wish, but makes him want to do it [88]. Using a synonym “humanitarian” to “soft” technologies is also justified by a special role played by such humanitarian sciences as psychology, culture studies, linguistics, ethnography, religion etc. in their development and implementation.

In our opinion, humanitarian technologies should be defined as a form of social technologies, based on primary use of “soft” methods, such as persuasion and psychological manipulation.

Social technologies can be classified according to the spheres of social life, in which they are applied. Here technologies can be distinguished as political, socio-economic, informational, educational, etc. In society there are a number of subsystems that have relative autonomy (and even “own logic of construction, functioning and development” [89]). Social technologies are widely applied in various spheres of society.

Some foreign scientists consider investment in non-material sphere as a major component of economic development [90]. However, a theoretical platform of classification of intangible investment with recommendations for their practical application has not been developed yet. From the perspective of social economy, the concept of “investments” suggested by Granovetter [91] is of particular importance. According to him, knowledge is created, enriched and widely distributed and applied not within a vacuum of social relations, but in the context of specifically oriented capital. This became the basis of a new organizational activity. Under new conceptual rules, the value of different corporations, organizations and individual entrepreneurs equate with intellectual capital. Only knowledge can improve any nation’s welfare. Therefore, the need to improve the evaluation system of intellectual capital of the country is a major challenge facing international scientific community.

Thus, speaking about modern humanitarian technologies, researchers synthesize them with the concept of “intellectual capital”. In addition, intellectual capital (intangible investment) is considered an integral part of the country's competitiveness. Over the past 8 years, several models and methods of management and calculation of intangible investment have been proposed. In management sphere, these models are applied in research, software, innovation, human capital measurement. Other models are focused on coordinating rules

recommended to use at the international level. But despite the applied developments the need to create an integration method of investing in intangible sphere arises. It should be developed on the basis of conceptual knowledge in the economy sphere. Therefore, the studies conducted in Kazakhstan, will be crucial in solving the problems of this sphere, facing the international scientific community.

In investing intangible values at the national level a study of the world advanced methods, that result adaptation of the existing models to new condition of Kazakhstan market and their improvement, is considered important. From the standpoint of a short-term perspective, we need to pay attention to an intellectual way of values production. From the standpoint of a long-term strategy, investment in intangible values should be considered as the main generator of formation and development of the knowledge society.

The novelty of this research project is to develop a theoretical model of management and calculation of investment in intangible sphere, aimed at formation and development of Kazakhstan knowledge society and as a result, to suggest humanitarian ways to apply statistics and management of education sphere in practice.

Consideration of intellectual capital as a cultural value and measuring the development of culture is a particularly important issue, because the era of advanced technologies and substantive information culture is included in the number of priority values. Therefore, announcement, development and formation of intellectual capital as a cultural phenomenon are effective and beneficial tasks. Giving priority to knowledge capital in competitive and advanced countries and its acceptance as an innovative social system and a strategic objective is a far-sighted politic and a civilized step.

In Kazakhstan, the creation of a knowledge society, its formation and transformation into the country's main value is a leading strategic goal and perceptively performed task of public policy. This can be proved by the fact that over the past three years Kazakhstan is in the top four leaders under UNESCO Education Development Index among 129 countries.

Forward-thinking politics and strategists of the world pay a great attention to intellectual capital of a nation and do everything for its development, enrichment and accumulation in any region or country. Its national experience is showed up in strategic policy, pursued by the

President Nursultan Nazarbayev. For 15 years, Kazakhstan has entered the top five fastest growing countries of the world. In his address “Kazakhstan -2050” Strategy. A new policy of a developed state” the President, setting the task to become a developed and competitive state, said: “Due to our policy of long-term investments in human potential development, we have formed the current generation of talented young people. Kazakhstan must be among thirty of the most developed countries in the world by 2050. A competition among developing countries for a place in the club will be fierce [93].

The choice of intellectual capital will be among the requirements to enter this club of the world competitive countries. Since this project is devoted to the problems of development of humanitarian technologies aimed at investing in development of Kazakhstan knowledge society, the researches on the economy development of the country through intellectual investment in the world are taken as a basis. These scientific researches consider intellectual potential of a human as an investment. Therefore, it is very important to study and analyze mechanisms of innovative tasks solutions to improve the competitiveness of the social and economic sectors of the country by attracting investments in the development of the country’s knowledge society, development of methods for its effective implementation and evaluation system.

Today the development and current problems of intellectual potential are investigated and analyzed at the international level. But the project, which has the primary purpose of analyzing modern concepts of investment in Kazakhstan knowledge society at the national level, is proposed for the first time. Therefore, the development of necessary technologies in performing of such tasks as involvement of intellectual capital for the development of Kazakhstan knowledge society and giving a priority to knowledge capital as a new and innovative social system are important factors.

Part 6. FORMATION OF INTELLECTUAL VALUES AND MASS MEDIA: INFORMATION AND HUMANITARIAN ANALYSIS

6.1. Development of information and communication technologies (ICT) in Kazakhstan knowledge society

For Kazakhstan, like for other developing countries, the most important strategic task is to conduct an overall modernization, under which not only institutions and mechanisms of modern society, but also the modern society itself will be created. Now a new division of labour is being formed in the world-in the sphere of intellectual labour, in the sphere of scientific and cultural production and service-knowledge economy is the emerging information society. Kazakhstan, in collaboration with its partners, can and should make every effort to enter into the society of the future.

The formation of “intellectual nation” is a way of modernization of society in the XXI century, when a creative person becomes the main source of development. Creativity is a process of self-realization, which suggests availability of own spiritual wealth, individuality and an individual’s originality. Therefore, the diversity of historical and cultural heritage from the distant past until recently is the spiritual foundation and the origins of the future, with the protection and enhancement of which Kazakhstan has already begun its way to the “intellectual nation”.

The problem of formation of intellectual society sets up new challenges before science, they are: the need for collaborative research, interdisciplinary links between socio-humanitarian and socio-political sciences in order reach spiritual development of society. Here increase in the number of students and professionals in this area, as well as increased demand for them are the main indicators. In this regard, the mass media play a special role as a mediator in this sphere.

In today’s economic conditions the value of mass media increases. Each institution of the mass media has its target audiences, spectators,

takes into account specifics of the way of life of each individual in the audience, its interests and problems.

Mass media is an independent industry, aimed at shaping public opinion, using organizational and technical systems that provide rapid transmission of information and its mass replication. Mass media is a public facility. It not only informs consumers but also shapes public opinion, thus affecting propaganda and spread of the above-mentioned indicators [94].

Mass media is of great importance in widespread political communication processes, in formation of necessary information and communication space, in successful implementation of public relations, in putting many of those discussions on the agenda.

But the mass media is considered as market more than as an activity of political communication. On the basis of this feature of the mass media, we can say that it is studied as the business market, providing the target audience with products of mass media. However, this method does not disclose the actual activity of channels of mass information and communications in full.

The mass media carries out political communicative and integration processes necessary to modern society. In the analysis of mass media systems relations with society and political system, we can point out the process of expanding mass media sector in modern states.

Until the 1980s, technical and economic processes obstructed the development of mass media. Limited technical opportunities of that time did not allow new funds of mass media to develop.

With disappearance of technical barriers, the number of mass media products increased. As the result the amount of political information increased, i.e. its share in print and broadcast. However, in comparison with general information, the percent of political information decreased, while the share of entertainment programs grew. Along with increasing amount of information, the speed of its distribution and transmission also exceeded all projections. Here a major role is played by the World Wide Web.

For the last twenty years, the expansion of mass media area means not only the expansion of space and spread of mass media space, but

also defines their role as a new structure, organizing and implementing information and communication processes.

In Europe, public means of mass communication began to lose their positions in information market. On the agenda was the question on reducing the number of public means of mass communication. At that time European Union Decree was signed, which says: since information is one of the forms of market goods, it should not be funded by tax revenues. Nevertheless, as the world practice shows, the mass media of public orientation is still in demand [95].

The more the area of distribution and activity of mass media began to expand, the greater mobilization of associations in media sphere became. Even small media enterprises have begun to produce more information and create their own publications and channels.

It is known that in the future the number of new players in media sector will increase on global level. Restructurization in the field of mass media, elimination of state control is the main goal of politicians and political advisers, political technologists and other experts in the field of mass media.

Expansion of mass media field and moving aside the policy, reducing the number of public mass media have led to changes in methods and technologies, implementing information and communication processes.

Entry into the information society becomes an intersubject study of various sciences: political science, sociology, psychology, communication studies, philosophy, etc. Here the general subject of the study is a comprehensive analysis of the relationship of mass communication and political power.

Impact of global mass media on political, economic, scientific and technical factors of society and national characteristics in the information and communication space became the basis for the development of political communication in a new direction. Further, we will consider generality and particularity of international experience in the development of political communication studies.

Mass media affect national integration: provide internal and international market links; stimulate demand for modern services and goods; affect introduction of modern values and methods in everyday and healthy lifestyle, agriculture, industry.

Differences in power and possibilities of mass media of developed and developing countries create not only conceptual, but also political difficulties. The idea of “new global information order” is a good example of it.

The global system of mass communication is controlled by the developed Western countries. For example, the spread of world events is controlled by leading television networks as “Associated Press”, “United Press International”, “New York Times”, “Newsweek”, “CBS”, “CNN”, “NBC”, “ABC”. In addition, Western countries, managing technologies of production and distribution of television and radio programs, have a significant impact on the position of mass communication in developing countries.

Therefore, the concept of a “new global information order” in 1978 was considered at the international level and had been officially adopted in documents of UN General Assembly and General Conference of UNESCO.

In UNESCO Declaration on the role of mass communication in the world and people’s concord an appeal on eliminating disparity in information dissemination was adopted [96]. Further, UNESCO established a new organization on development of international communication program.

According to Western researchers, this method of information regulation goes against traditional Western press–journalists cannot express their opinion; criticize the government and the state etc. Discussions on the implementation of a “new global information order” idea caused sudden changes in practice. After adoption UNESCO resolution, the USA refused to be a member of this organization.

In 1980-1999, the idea of “pluralism of global communication” began to develop, in which important tendencies influencing information exchange appear. The first place was taken by economic issues, and only then the issues of culture, ideology, and social life. These changes have touched not only geopolitical events, but also difficulties in economy and development of production in developing countries.

According to researchers, giving the priority to government initiatives in special and news programs is very important. For

investors such programs are the main source of information on political stability and economic situation of the country. Thus, industrialization in developing countries, their entry into the world market became the basis of the use of alternative sources of information, and significant transformations were observed in production of communication products in developing countries.

India, Mexico, Brazil, Egypt entered the competitive market of information products processing. This concept of “pluralism of global communication” is considered a response to western one-sided information flow and cultural hegemony [97].

“Pluralism of global communication” is based on independent and active producers of information. In recent years, further tendency of mass media globalization has been developing and positions of world mega media companies have been strengthening.

Communication, information and knowledge are the driving force of progress, contributing to improving the level and quality of life. ICT (information and communication technologies) whether their traditional or modern forms provide new and reliable development opportunities for the people around the world. Besides, many countries, especially the least developed, do not have full access to information and exchange of information, which deprives them of a chance on the prospects of long-term and sustainable development. Communication has a double challenge – to promote the development of economy and mentality. Its implementation is associated with multicultural factors and openness, sustainable development strategy, creation of the atmosphere of trust in the society. For Kazakhstan, the development of information and communication technologies in general and satellite technologies in particular has become one of the key factors in resolving issues of competitiveness. As you know, one of the main areas in implementation the program of forced industrial and innovative development of the Republic of Kazakhstan till 2014 is the development of communicative technologies and training of highly qualified specialists in this field.

According to International Telecommunication Union (ITU), specialized UNO organization, defining standards in the field of information and communication technologies (ICT) Measuring the Information Society 2012, is one point in advance of Russia in the

global ranking of the development of information and communicative technologies. Thus, according to ICT Index, Kazakhstan has taken the 55th place and Russia – 56th [19]. Sweden has taken the lead in the ranking; Singapore took the second place and Finland—the third. The Index was developed in 2007 on the basis of 11 indicators; the International Telecommunication Union operates them in its assessment of ICT development. Index brings these indicators into a single criterion, which aims to compare the progresses in ICT development in countries around the world and can be used as a tool for comparative analysis at the global, regional and national levels. These indicators are related to ICT access, use of ICT, as well as practical knowledge of these technologies by the people of the countries surveyed. We note that in the framework of the strategy of communication development a Fund of information technologies development has been established in Astana city. Its mission is to help people of Kazakhstan implement innovative projects. This year already, there will be a contest of “start-up projects”. Winners will receive funds for implementation of the ideas as well as the possibility to complete intensive training course on the basics of entrepreneurship. Both teams and individuals, who have undergone the procedure of evaluation and proven the commercial potential of their product or technology solution, may participate. Such communication services providers as “Kazakhtelecom”, “Kcell” and “Kar-Tel” will help heavily the ICT development fund. Such funds have already been working successfully the United States and Europe. One of the demonstrative examples is “Y combinatory” in the USA. Having invested 18 thousand dollars to DropBox data storage service, the fund specialists have established a company, whose capitalization at present reached 4 billion dollars.

The United Nations has published a study and accompanying ranks of countries by level of development of e-government in 2012. The document called «The United Nations E-Government Survey 2012: E-Government for the People» estimates the availability and possibility of national government agencies in 190 countries to use information and communication technologies (ICT) to provide government services to people. According to UN report on development index of “electronic government”, Kazakhstan took 38th

place in 2011, having overtaken such European countries as Czech Republic, Poland, and all Post-Soviet countries, except Russia. According to the index of “e-participation”, Kazakhstan takes honourable 2nd place, and 14th place on “online-services”. Currently 219 interactive and transactional services are provided for the people of Kazakhstan in the framework of “electronic government”. The number of registered user, which increased 2,7 – fold last year compared with 2010, shows active promotion of “electronic government”. More than 12 million certificates have been issued by means of e-Gov portal. This year in a pilot mode, it is planned to establish 4 specialized Public Service Centres for registration of vehicles and issuance of driving licenses in Astana, Almaty, Aktau and Karaganda. This year the work will be conducted in other regions of the country.

According to sociological studies conducted by the authors of this research project, the following activities, which have to be introduced to increase the potential of intellectual nation in Kazakhstan, were named: revival of scientific potential of the country – 50%, increasing the availability of education funds and increasing the responsibility between government and people – 20%, the nation’s intelligence advancement– 10%. In order to increase intellectual potential of Kazakhstan it is necessary to create knowledge society. Intellectuals consider that the prerequisites contributing this are: increasing scientific and innovative potential – 45%, increasing education availability–25%, increasing availability of information equality for people-20%, increasing availability of spiritual and moral values for people -10%. Among the factors affecting the development of mental capital of people the overwhelming majority of the respondents mentioned the formation of model spiritual traditions – 60%, implementation of innovative and economic reforms – 25%, implementation of social and political projects – 10%, development of information technologies – 5%. Kazakhstan’s mass media bear special responsibility in formation of intellectual nation. It has been appreciated and considered very important (60% of the respondents), satisfactory (20%), average (10%), normal (5%) and “null” (5%).

6.2. The role of mass media in the formation of intellectual nation

Addressing problems of intellectual nation to become one of the advanced countries of the world put hopes upon Kazakhstan press. In order to analyze and assess these tasks of Kazakhstan press from a scientific point of view, the materials published by “Yegemen Kazakhstan”, “Aikyn”, “Alash Ainacy”, “Zhas Alash” and “Zhas Kazakh” newspapers were selected.

Media monitoring has been conducted to identify the determinants of intellectual nation, the role of Kazakhstan press in shaping intellectual values. Analytical and information materials were considered for the analysis. The chronology of content analysis covers the period since 2012 to 2013. % 0 indicators were registered in the materials, mentioned in the publications.

Appendix Б has a list of 111 articles, and Appendix В – the conducted content analysis. Repetition frequency of semantic indicators is contained in Appendix Г. Publications, interviews and analytical materials of social and political importance were selected for this analysis. Each semantic indicator was accompanied by appropriate numeric information. Materials in the table have been selected in the free style by location of semantic indicators.

Methodology, applied in the study of information and analytical materials of press, is certainly increases it information transferability. Political and discourse analysis and content analysis used in the study, factor researches in study of press materials provide the necessary quantitative and numeric information.

In conducting media monitoring the following data given in “Intellectual nation-2020” project were selected and the following list of categories was taken: Economy, Modernization, Nation, Potential, Industry, Innovation, Advanced technologies, Education, Intelligence, Homeland, People, Exemplary, National intelligence, Erudite people, Training, Inspiration, Information Availability, Critical Thinking, Orientation, Deep mind, Vital Force, Science, Intelligent elite, Scientific technology, Globalization , Competitive rating, Innovative development, Scientific potential, Intellectual system, Eco-energy, Environment, Anti-aging, Scientific and technological progress,

Business, Innovation and technological development, Innovation infrastructure, Information technologies, Industrial regions, Human Capital, Intellectual Nation, National value, Conscious youth, Educated youth, Advanced countries, Prosperity, Wealth, Labour and capability, Patriotism, Spirit.

It must be understood, that the registration categories represent only semantic meaning. Therefore, they are most often referred to semantic categories, that is, certain senses are meant under these categories. In other words, one should be able to detect certain objects and properties, related to this object. In some cases, the object is characterized by a single word, in other cases – by combining several words, that is a certain concept.

Since one semantic element can be given in different verbal forms in the content of the document, it is necessary to find various forms of all conceptual categories of thought expression in the text. Our study defines the frequency of publications of “intellectual nation” and “intellectual potential” in Mass Media in these semantic meanings, their information and communicative impact and factors of formation of mass/public opinion.

As the analysis of analytical materials of Kazakh press has shown, in the research the registered category must denote social values and significant events in society; it must characterize priority directions of state policy covering domestic and foreign policy; it must be defined as an indicator of political and economic situation in Kazakhstan.

Bringing “economy” to the first place in semantic categories proves that it is a major factor in society development. "Yegemen Kazakhstan" republican newspaper mainly publishes analytical materials on the economic situation in the country, the financial position and the investment.

This newspaper differs from other periodicals by analyzing thoughts and opinions of society and explaining the government policy clearly. “Etzhendı” column (which means “The full society”) published relevant materials. Thus, this publication shows the effectiveness of press and publication.

The republican social and political newspaper “Aykyn” in the article called “Everything is still ahead” provides a positive outlook on the economic situation of southern region: “For the last four years

there have been positive changes in all spheres of economic situation and a progress in industrial production. Shymkent has become one of the largest metropolitans in the republic, the status of the city raised to the third level” [100]. The journalist also shows the readers that the economic development of the country largely depends on managerial qualities of government authorities. Consideration of the economy as a major instrument of the country’s prosperity is the mainly affected and discussed topic of Kazakhstan press.

Such publications include “Alash ainasy” newspaper. The column called “Dat” discusses topical problems of society and here public opinion is formed. Thus, in the interview called “People dismissed from the production face spiritual degradation” with doctor of technical sciences, Professor T. Mendybayev, he characterizes the economic situation in the country as follows: “We still think that we must first focus on the transition economy and only then on politics. Degradation dominates in the spiritually poor society. It explains drug addiction, crime, prostitution and corruption in today’s society” [101]. The scientist proves that economic development of the society must keep up with its spiritual development.

There is a semantic meaning of “modernization” among registered categories. The concept of “modernization” represents a new period in the life of society, the transition period from traditional to modern society. In the materials of one of the major print publications of our country, “Yegemen Kazakhstan” newspaper, the process of modernization is formed as the main indicator of meaning. Thus, in the article called “Ways of advancement will be specified under “Industrial map”, F. Bykai says: “ Everyone knows that the President in his Address this year has identified priority areas of further development of Kazakhstan, the most important and basic one of which is implementation of a new project of further modernization of our economy”. Social and political publication deal with formation of information policy as the main indicator of the country’s intellectual development.

If the concept of “modernization” in “Yegemen Kazakhstan” is generally connected with political course of Kazakhstan, “Alash Ainasy” newspaper (S. Alimzhanova, Article “Білім беру жүйесін модернизациялау мұғалімдерді қағазбастылықтан арылта алды

ma?” [102]) considers modernization in the sphere of education. The author writes about so-called “red tape”, which is assigned to teachers of schools and universities, despite the introduction of electronic journals and textbooks. Note that in “Zhas Kazakh” newspaper such semantic indicator has not been registered. The question arises: Aren’t young people, who are the target readers of the publication, interested in modernization? The same is observed with “potential”. We think that it is a gap in information policy of the publication.

We often found semantic signs that have been selected for the content analysis in “Aikyn” newspaper. “Ak Soyle” column became the messenger of topical issues, considerations and policy of the society. The article called “Both the state and the nation are only ours” by E. Dossym, published in this newspaper, says: “For the last two years the word “modernization” has found its permanent use in the addresses of the President of the Republic of Kazakhstan. This means that modernization is very important for effective operation of Kazakhstan state system”. Social and economic type of modernization requires enhancing the role of human capital [103]. Therefore, the politician could form the public opinion using his correct judgments that the effective implementation of modernization processes in the country is closely connected with human capital.

“Alash Ainasay” newspaper is also the publication, which pays attention on intellectual values, their meaning and content. Information policy and communicative area of the newspaper provides freedom of speech, deep thoughts and relevant ideas. For example, in one newspaper issue the following article called “How should social modernization be implemented?” by Zh. Birlikuly has been published. It says: “It will be correct, if modernization covers all spheres of the society. It will be more correct if it covers social sphere. In my opinion, social modernization should be implemented, starting with simple things. To provide affordable housing for young people—is the most important question. The second problem is to reduce the level of unemployment” [104].

“National” semantic category is often used in Kazakh press, as the press very often addresses the problems and interests of the nation. In this direction, such newspaper as “Aikyn” comes forward; they have its own direction and place in national information space. For

example, the article “What is the national dream of Kazakh people?” by Zh. Duanbay pursues answers to the following question: “Each nation has its own dream. Perhaps, it can be called a national dream. For Russian people this dream is connected with the idea of “Great Russia”. “American dream” has already become a kind of world class brand. It is focused on financial aspect that is “American dream” means prosperous social situation. And what is the national dream of Kazakh people?” [105].

“Zhas Kazakh” often publishes materials on this issue. A. Aitaly writes in his article “Patriots” with passports”: After the Baltic and CIS countries became independent, they faced with two problems. The first was the problem of recovery of a native language, religion, culture, literature etc., and the second was the problem of relationship between general nation and Russians (between Kazakhs and Russians, Estonians and Russians etc.). This problem became common and it was solved by different ways in different countries”[106].

Republican newspaper “Zhas Alash” emphasizes its oppositional direction, publishing critical analysis affecting the nation and national interests. The article “Your nation is grateful to you, Rakha!” published here says: “Caring for the nation is a lot of significant personalities. And you, dear Rakha, were thinking and bothering about the nation’s interests when in 1937 and 1952 during the repression the nation’s intelligence disappeared and you wrote the article “Kazakh literature” about the problems of the native language. You even were fired because of this article” [107].

“Nation” semantic indicator is also considered in a political aspect in the main edition of the country “yegemen Kazakhstan”. The author, Samrat Zh., writes in his article [108] “Болашақтықтардың лайықты үлесі бап”: “Opening the meeting, Secretary of State congratulated the members of the Commission on the 20th anniversary of “Bolashak” international scholarship, and he also noted that the scholarship established by the Head of the State has become one of the major projects, aimed at the formation of a competitive nation”.

Here an important political and strategic aspect was emphasized: the formation of intellectual nation, which is primarily competitive. For example, “Ana Tili” newspaper that actively promote Kazakh national cultures and traditions, considers the concept of “nation” from

the cultural point of view. N. Dombay notes, “If a nation has several distinctive features defining it – ethnic cuisine will be the unique one” [109].

Among the number of semantic categories, taken for the content analysis, “social” indicator should be mentioned in a special way. Social problem of the society affects such important issues as living conditions and quality of life. “Yegemen Kazakhstan” newspaper often discusses this topic. In the article called “Government has decided to fight the crisis”, T. Tabynuly writes, “It is necessary to eliminate negative impact influencing social and economic situation in Kazakhstan and to provide the necessary foundation for economic growth in the future. Previously the Head of the State had said that in order to stabilize economic situation in the country 10 billion US dollars have been voted from the National Fund”. Thereby the author informed the public on positive measures taken in the country” [110].

Fair to say that the national newspaper publishes cycles of materials that discuss and analyze social and economic position of the country, due to which readers may be aware of the official information and facts.

Social theme is an indicator showing the position of the country. Each latest edition of Kazakh press discusses and analyzes actual problems of the sphere. Thus, an urgent problem of our society-unemployment-is discussed in Aikyn newspaper. Its causes and effect are analysed. In the article “There are several ways of insurance” the President of the State of social insurance fund says: “In Kazakhstan the problem of protection against unemployment is an integral part of the state policy, aimed at important social and economic tasks, including reduction of social instability associated with the presence of layers and groups without sources of income and social status” [111].

Unemployment is a major problem of the country and state. It points to lack of development of intellectual growth of the country. Therefore, not only authorized bodies but printing publications also must fight against this social disadvantage. This direction should become the policy of information environment. There are publications in our country that criticize the state policy. In “Zhas alash” newspaper, an article called “No trust in the future” was published. It

was written based on the results of social inspections. “During the press conference in Almaty representatives of social organizations announced the results of inspections, carried out in order to analyze the social situation of West-Kazakhstan region. Representatives of “Amandyk saulyk” and “Ulagatty Zhanuya” public organizations said that not all the citizens were able to take part in the survey. 48 % of workers participated in the survey said that they are dissatisfied with the quality of their lives” [112].

Freedom of speech and freedom of press are sure to be an important indicator of democratic values. Therefore, the existence of publications with different positions and opposite opinions in our country is the first step in this way.

Science is the main factor related to the intellectual values. Among the number of different semantic meanings defining “science”, we can mention such semantic signs as “scientific potential”, “advanced technology” and “researches”.

“Alash Ainasy” published an interview of S. Kokenov with a well-known philosopher and scientist A. Nysanbayev. The interview is called “Only those who work for benefit, cultural and spiritual development of their nation, never get tired”. In the interview with the scientist who devoted all his life to creative search in the field of humanitarian sciences and thereby contributed to the formation and development of his nation’s spiritual values, modern problems of Kazakhstan science were touched. Such materials that create positive attitude to the science and scientific community enhance its value as an intellectual recourse [113].

We can find the following semantic categories that are the values enhancing the country’s potential: “intellectual”, “intellectual elite”, “intellectual nation”. In the article written by B. Shaikhully “Quality preschool and secondary education—is the key to wonderful future”, published by “Aiky”, the author talks to the head of the department of preschool and secondary education of the Ministry of Education and Science, Zh. Zhontayev.

“The President has set us the task on the need to create the centre of national intelligence, the schools that will become a foundation in education of Kazakhstan’s intellectual elite. Nazarbayev intellectual schools are created for these purposes. Today there are 7 such

intellectual schools in Astana, Semey, Kokshetau, Taldykorgan, Oral and Oskemen cities”, -says the interviewee [114].

Every year the number of such schools increases. This creates a basis for the formation of future intellectual community of our Republic.

The use of “advanced technologies” concept is of the interest. We have already noted above that innovation and advanced technologies are the most important conditions for the formation of intellectual nation and creation of intellectual society. “Yegemen Kazakhstan” newspaper actively promotes advanced technologies from the point of view of the state policy and such an important image project for Kazakhstan as “EXPO–2017”. Y. Omarov writes in the article “The future energy” [115]: “Now innovation and high-tech projects will be implemented in the main city of the country. In this regard, a well-known consulting company «Pricewaterhouse Coopers» gives the following evaluation: By the time when a global flow of guests from around the world starts visiting “EXPO –2017” exhibition, Astana will have entered “Top-50” “smart cities” ranking. Due to the use of new technologies it will have taken one of the leading positions in the world”.

Newspapers show the same approach speaking about the use of such semantic indicator as “intelligence” and “education”. All the publications note the necessity of getting higher education by young people, a high value of education in the life of each person and, the most importantly, respect for educated and wise person in Kazakh national tradition. “Alash Ainasy” newspaper often refers to biographies of great historical figures of Kazakhstan past centuries, emphasizing their education, intelligence, wisdom, high moral qualities. “Such a wise Khan and King Abylay is sure to be born once in a millennium. In order to find common grounds with four powers in Abylay’s times it was necessary to have courage, moderation, determination, common scene and deep consciousness”.

The same situation is observed in the use of “intellect” concept. “Aikyn” newspaper considers “intellect” as an important component of national economy. Moreover, Zh. Karzhan, a journalist, in his article “Энергияға тапшылық әлі де сезіледі” gives energy system of Kazakhstan “intelligent” name. It is perfectly right from the point

of view of global trends of “smart economy” and “knowledge economy”. The journalist writes, “The main idea of restoring the industry within the master-plan is to create effective, harmonious, high-tech smart energy system of Kazakhstan by 2013” [116].

“Alash Ainasy” using the concept of “intelligence” emphasizes a very important issue: development of intelligence with the help of television. Indeed, the role of Mass Media during the formation of intellectual nation is very difficult to overestimate. Let us note that popular newspapers, magazines and TV programs, publishing informative and educational information that expands area of thoughts and intelligence development, are crucial for the formation of intellectual capital. For example, television undertakes the task to spread knowledge by the entire complex of TV programs, including scientific one. It helps to perceive the beauty of art and culture, to transmit educational information, to perform educational tasks, to maintain a constant dialogue with the audience due to news programs, talk shows, documentaries, entertainment programs, shows, movies etc. Researchers note that educational television has four functions: spread of scientific knowledge (educational), promotion of cultural heritage (instructional), transmission of educational information (informative) and promotion of advanced views on educational process (organizational).

Educational television differs from other special TV channels with its aims and tasks and by how it trains and how it is perceived by viewers. Its major functional task is to distribute scientific and cultural information, to assist in education and perception of new knowledge of different levels and types (educational task). The knowledge that educational television spread are always based on the importance of universal education and on the ideas of devotion to the society. It not only educates pupils and students, but also transmits scientific, social and personal knowledge. This, if all the television is a carrier of cultural and scientific values and has an opportunity of their universal distribution and promotion, educational television is, in turn, one of the most important ways to disseminate and preserve culture and human civilization in general and it performs an educational function.

In the article of B. Sarybay, published in “Alash Ainasy” [117] the author reasons about why there are few intellectual programs on TV

now. “Domestic TV channels do not prefer to broadcast intellectual programs. In a program where the presenter is a famous singer or an actor, the guests are usually his or her colleagues. Different entertainments, wedding ceremonies, anniversaries etc. are discussed during such TV programs. Further, the author with a sore heart says that today the younger generation cares only about personal information of movie stars, show business celebrities. They are not interested in the information aimed at intelligence development, cognition. Such information is almost absent in domestic television.

As the result of a content analysis conducted in order to deepen the concepts of semantic space of socio-political and socio-economic events, statistic methods were applied for the following numerical data processing. For statistical processing of the results, a factorial expertise was used that allowed to measure close relationship between the characters that are widely used in applied researches.

Multidimensional mathematical statistic, i.e. factor analysis, is one of the widely used methods in matrix analysis of media materials. With the help of factor analysis, it is possible to select similar signs of published materials and accumulated totality of these signs, i.e. to switch to the level of source changes accumulation. Using the method of factor analysis a chaotic character of the phenomenon is analyzed and a new hypothesis is formed. In this research, one of the major methods of factor analysis – a method of principal components – is used. This method is widely used for political forecasting in data analysis.

The analysis carried out on 50 semantic signs that are the indicators of major political, social and economic problems in society published in different newspapers gave the following results (Appendix B, C, D).

At first, there is a frequency of use of such concepts as “economy” and “social”. These semantic meanings are often used in the following newspapers: “Yegemen Kazakhstan”, “Zhas Kazakh”, “Alash Ainasy” and “Aikn”. There are also significant differences between them. In the articles where the concept of “economy” was analysed it occurs 34 times: 23 times in “Zhas Kazakh”, 21 times in “Alash Ainasy”; and “social” concept occurs 11 times in “Yegemen Kazakhstan” and 13 times in “Zhas Kazah”. The concepts of

“modernization” and “industry”, taken as factors affecting the formation of intellectual potential, form the second group. These concepts are among those semantic loads that became prioritized according to the frequency of repetitions and results of multivariate statistical analysis.

In the materials taken for the analysis, due to the frequency of repetition of known semantic loads, their factored characteristic is detected together with the semantic core.

Mass media is a field that defines and shapes intellectual values. Therefore, country's development, spiritual prosperity of people, nation's consciousness-raising, improving mass thinking and examination of public opinion is at first performed, created and implemented through the Mass media. In this regard, Kazakh press is entrusted to perform a specific mission, which is to determine information direction leading from intellectual potential to national intelligence, communication channel and communication mainstream. Today national publications have a priority direction – it is a loyalty to national goals and riches, fair treatment for people, care of spiritual values.

APPENDIX

List of publications based on the results of research activities

1. Султанбаева Г., Кулсариева А., Жумашова Ж. От интеллектуального потенциала – к интеллектуальной нации: коллективная монография (научный ред. Велитченко С.Н., перевод Г.Жомартовой). – Алматы: Казак университети, 2013. 12,5 п.л.
2. Султанбаева Г.С. Политическая коммуникация в СМИ: зарубежный опыт и Казахстан. Монография (научный ред. Велитченко С.Н., перевод Г.Жомартовой). -Алматы, Казак университети, 2013, 19,7 п.л.
3. Gabitov T., Kulsariyeva A., Sultanbayeva G. National Culture: Tradition and Innovation (On the Basis of Semiotic Analysis of Kazakhstan's Capital) / World Congress on Administrative and Political Science. Antalya, 28 November – 1 December 2012.-<http://www.sciencedirect.com/science/article/pii/S187704281301450X#item1>
4. Kulsariyeva A., Sultanbaeva G., Sultanbaeva E., Zhumashova Zh. Features of translation of Kazakh and English set Expressions and idioms with numerative seven / World Conference on Psychology and Sociology. Antalya, 28 November–1 December.-2012.-
<http://www.sciencedirect.com/science/article/pii/S1877042813014353>
5. Султанбаева Г., Канагатова А., Асымова Д. Формирование интеллектуальной нации в контексте развития человеческого капитала: стратегия Казахстана Актуальні проблеми економіки, № 8(146). – <http://eco-science.net/archive2013/263--8146.html>
6. Султанбаева Г., Кулсариева А., Тажиева С. Социально-экономические проблемы формирования интеллектуальной нации в Казахстане Актуальні проблеми економіки, № 9(147). – <http://eco-science.net/archive2013/267--9147.html>
7. Sultanbayeva G.S., Golovchun A.A., Kulsariyeva A.T. Informationalk Policy in Media of Kazakhstan / International Conference on Innovation and Educational Transformation. Dubai, October 22-23. – 2013.–P. 1061-1068.
8. Sultanbaeva G.S., Sultanbaeva E.S, Golovchun A.A., Djanabaeva M.A., Baigizhina D.O. Issues of Media Democracy: on the Basis of Kazakhstan's Experience / 2nd cyprus international conference on educational researches. Cyprus. 13-15 February, 2013.-<http://www.sciencedirect.com/science/article/pii/S187704>
9. Sultanbaeva G.S., Zhumashova Zh.A. Civilization Dialogue between East and West / Central Asia's Affairs. -2012.-№2.–P. 15-17
10. Велитченко С.Н. Интеллектуальная нация как основа инновационного развития государства / Вестник КазНУ. Серия журналистики, 2013. -№2.
11. Велитченко С.Н. Интеллектуальная нация как доминантный тренд развития государства / Материалы международной научной конференции, университете «Болашак», Караганда, 2013.
12. Велитченко С.Н. Современное медиаобразование в Казахстане: проблемы и перспективы // [www. http://www.econf.rae.ru/subsection/1220](http://www.econf.rae.ru/subsection/1220)

13. Велитченко С.Н. Межконфессиональный дискурс в медиапространстве Казахстана как составляющая толерантного общества // Материалы международной научно-практической конференции «Роль традиционных религий в укреплении межконфессионального согласия в Казахстане», 2013 г., с. 159-161.

14. Велитченко С.Н. Интеллектуальная нация как доминантный тренд государственной политики Казахстана // Актуальные проблемы гуманитарных и естественных наук, Москва (Россия), 2013 г. Журнал включен в международный каталог периодических изданий "Ulrich's Periodicals Directory" (издательство "Bowker", США).

15. Велитченко С.Н. Интеллектуальная нация и экономика знаний в аспекте формирования и развития интеллектуального общества / Материалы сборника «Актуальные проблемы гуманитарных и естественных наук», Волгоград. – 2013,- №2.

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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. Examples include Singapore, Malaysia, Turkey, China, and other countries.

These aspects of modernization of Kazakhstan society remain unthought both in theoretical and applied perspective. Under these conditions the problem of analysis of modern humanitarian strategies and technologies, comprising a high resource of enhancing human capital and spiritual motivation of people to create a knowledge-based society is actual. This was the aim of the research study.

Address to the problem of intelligence and research on the formation of intellectual nation gave opportunities for collective conversations, interviews and public opinion development on a new content, a new form and modern image of Kazakh country. Kazakhstan society has decided to implement the process of intellectual nation formation starting with itself.

The society of spiritual values but not the material society governs in the information age. Intellectual values have now started developing in technological environments where humanities and science are the priority. Science has proposed and implemented new technologies. It became clear that any advanced technology cannot replace human consciousness, thinking and feelings. Therefore, during the development of information society human capital becomes a top priority. Adoption of multiple data streams and analysis of human intelligence is a complex process. Finding the right way and the right

direction of spiritual compass of the society is the task of government and scientific community.

In the scientific community, the study of humanization began, and a new sphere, the sphere of humanitarian technologies, appeared. Consideration of possibilities of humanitarian technologies and usage of their results in the formation of an intellectual nation is now a civic duty. These tasks impose on the communities with advanced thinking requirements on the formation of an intelligent citizen, enhancing his participation in decision-making process, increasing confidence of an individual and society to each other.

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.

The object of the research is the development of human technologies in shaping public consciousness of a citizen of the intellectual society.

The factors affecting the development of nation’s intellectual capital and formation of spiritual and moral values, ethical standards as the main indicator of the development of education and science have been analyzed. Mechanisms for attracting investments to increase intellectual potential have been studied. Global best practice to develop humanitarian analysis has been analyzed. On the basis of these analyzes the ways to improve intellectual potential of Kazakhstan were discussed and identified. Humanitarian basis on the problems of Kazakhstan’s intellectual capital has been prepared.

A humanitarian expertise, which identifies the factors influencing the development of intellectual capital and the formation of spiritual and moral values as well as ethical standards, has been conducted. Humanitarian studies considering mechanisms of the formation of social consciousness of a citizen of intellectual society have been conducted. In addition, humanitarian analysis aimed at the development of mental and intellectual capital of the population has been carried out.

In order to develop humanitarian technologies aimed at formation of knowledge-based society and social planning, public opinion was studied. Corporate, communicative, political and cultural strategies have been developed.

Sovereign Kazakhstan showed impressive samples of new statehood, social stability, internal agreement and continuing development of economy and political system. It is an undeniable fact, proving scientifically verification, foresight and continued success of the President's political course, supported by all the people of Kazakhstan.

The problem of formation of intellectual society set new challenges to science; they involve the need for collaborative researches, interdisciplinary links between socio-humanitarian and socio-political sciences for the purposes of spiritual development of society.

Proceeding from the above, we can make the following conclusions:

1. Today's youth see people received Kazakh education as the basis of future intellectual nation. It does not mean that education should be limited to one country; it should be aimed at the country's prosperity. A model of intellectual nation must include patriotic aspects – people should know their native language and culture. These requirements especially emerged during the work with focus groups conducted in the regions. Young people spare no time and effort on detailed study of spiritual values of their country.

2. National mode of intellectual nation assumes integration in the global scientific and educational processes. That is, a representative of intellectual nation should not be closed within one country. In order to create intellectual potential all the best foreign experience including social, economic and cultural crisis situations all over the world has to be used. It is here where Informational and communicative technologies (ICT) should work, covering all the spheres of economic and social fields. The role of information, knowledge and technology, which are the key components of information society, should grow rapidly. Availability of a number of information services must increase, which positively affects the development of human capital and which will promote competitiveness of Kazakhstan.

3. A model of intellectual society must include the development of science and scientific-research institutions. It is impossible to form an intellectual nation without developing modern science and creating own scientific schools.

4. A model of intellectual nation implies continuing education starting from a kindergarden. The President of the Republic Nursultan Nazarbayev in his address clearly defined: “In order to become one of the world developed countries we need appropriate knowledge. Knowledge will make Kazakhstan one of the 50 developed world countries”. “Balapan” program is focused on complete coverage of preschool children. It is planned to open 20 intellectual schools with enhanced studying of natural history and mathematics for talented children; these programs enable to lay the grounds for the formation of intellectual nation. The programs mentioned above are the beginning of our country’s innovation development.

The organization of activities within these positions provides coordination of complex measures affecting the development of information policy of the country, equal access to information for all people, establishment of a sustainable dialogue between people and authorities, professional development of mass media means.

Besides, the studies conducted by the authors of this research work, have proved the readiness of Kazakh people to create intellectual nation and understanding the necessity of this historical choice. This is evidenced by young people’s willingness to get a quality education, to develop, to become professionals in their field and to work honestly for the benefit of their Motherland.

Currently communication expansion deeply affects the world culture and it leaves no place wherever the impact of media on religious and moral relationships? on political and social systems, on education. Such usual concepts as “information society”, “media culture”, “media generation”, which reflect dependence of knowledge and understanding about the life of media is supplemented by “media experience”, substituting human experience.

Technological progress, keeping forward any predictions, contributes both to the evolution of “old”, and to the appearance of “new media”, which together acquire “new languages” of communication and form new communication culture due to them”. For a true civil society, freedom of speech in its full-civilized meaning

is needed. The freedom of speech cannot mean permissiveness and irresponsibility in mass media professional activity at any stage of the development of a civil society. Sense of professional measures helped to prevent a great number of social disruptions in most democratic countries.

The place and role of political interactions depend not only on the goals of people and methods of symbolization, but also on technical means of information transmission. In particular, the use of powerful modern teletelemedia in policies has led to the appearance of both new types of information broadcast, and new forms of communication in the field of public authorities. Having transformed the system of representation of civil interests, electronic mass media have turned policy in media process, simultaneously stimulating appropriate changes in the communication process, organically combined with virtualization of political space, creation of hyper reality and other latest mechanisms to maintain competition for the state power. Thus, in the emerging information society, mass media appeared to be an essential tool for policy formation and self-presentation.

Mass media only partially serve as a political tool of society and government i.e. can be considered this way only in terms of movement of politically relevant mass information. The degree of mass media information load in the space of power and thus the ability to activate the communicative potential interested in contacts with the authorities of the population should be a criterion for inclusion mass media in the political sphere. Even having mass audience media usually works in another information field, outside the frameworks of political interests and behaviour of citizens. As for the other categories of media (e.g., private), their political component may have even more unstable value, mixing with the educational, cultural and other components of their activities. All this certifies the fact that the media in Kazakhstan is not only a social institution, but also a socio-political one.

Human capital-is the wealth of each state. Today a nation forming intellectual nation is a nation historically shaped and combined by spiritual, socio-economic, cultural and political ties. In order to form a national intelligence, we need knowledgeable and competitive at the international level citizens. Moreover, the media's role in this matter is difficult to estimate.

The results of this research can be successfully used in the development of scientific concepts in the sphere of intellectual society development and development of intellectual potential; in implementation of the national information policy aimed at shaping public consciousness of a citizen of intellectual society; in implementation of comprehensive programs on strengthening Kazakh model in the way of intellectual society in the process of modernization; to use the information and communication technologies affecting the development of Kazakhs political culture and form personal-national to mass public consciousness; in activities of national and international centres that use the achievements of humanitarian technologies social conflicts; in predicting prospects of becoming intellectual nation of the country.

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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**INTELLECTUAL CAPITAL
AS THE BASIS OF KNOWLEDGE
SOCIETY DEVELOPMENT**

Monograph

IS No 12047

Signed for publishing 18.05.2018. Format 60x84 ¹/₁₆. Offset paper.

Digital printing. Volume 11 printer's sheet.

Edition 50. Order No. 3491.

Publishing house «Qazaq university»

Al-Farabi Kazakh National University, 71 Al-Farabi, 050040, Almaty

Printed in the printing office of the «Qazaq university» publishing house