

ANALYSIS OF THE TRANSFORMATION OF VALUES OF THE KAZAKHSTANI SOCIETY

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ABSTRACT

In the article, the authors examines the topic of transformation of values in Kazakhstani society, analyzes changes in the value orientations of citizens. The increase in social tension, the emergence of conflicts in society in the rapidly changing contradictory social reality of Kazakhstan, which also cover all new spheres of society, dictate the need to study the values of Kazakhstani citizens. The analysis of the transformation of values is necessary because of their diversity, as well as their serious impact on social processes. The instability of value orientations is the reason for their careful study, the study of the causes of their changes and how it affects the development of society. When working on the article, the authors used the results of research on the values of Kazakhstan over the past three years, conducted by Kazakhstani scientists, which methods are used to determine the values of citizens of Kazakhstan, what influences and what role the state plays in the development of value orientations of citizens.

Key words: Values, Social Systems, Value Orientations, Globalization, Sociological Dimension, Conflicts.

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Қазақстандық қоғам құндылықтарының трансформациясын талдау

Аңдатпа. Мақалада авторлар қазақстандық қоғамдағы құндылықтардың өзгеру тақырыбын қарастырады, азаматтардың құндылық бағдарларындағы өзгерістерге талдау жасайды. Әлеуметтік шиеленістің өсуі, Қазақстанның тез өзгеретін қарама-қайшы әлеуметтік болмысында қоғамда жанжалдардың туындауы, олар қоғам өмірінің барлық жаңа салаларын қамтиды, қазақстандық азаматтардың құндылықтарын зерделеу қажеттігін талап етеді. Құндылықтардың өзгеруін талдау олардың алуан түрлілігіне, сондай-ақ әлеуметтік процестерге елеулі әсеріне байланысты қажет. Құндылық бағдарларының тұрақсыздығы оларды мұқият зерделеудің, олардың өзгеру себептерін зерттеудің себебі болып табылады. Мақаламен жұмыс істеу кезінде автор Қазақстан азаматтарының құндылықтарын айқындау әдістемелерін, сондай-ақ азаматтардың құндылық бағдарларын дамытудағы мемлекеттің рөлін айқындай отырып, қазақстандық ғалымдар жүргізген соңғы үш жылдағы Қазақстанның құндылықтары жөніндегі зерттеулердің нәтижелерін пайдаланды.

Түйін сөздер: құндылықтар, әлеуметтік жүйелер, құндылық бағдарлары, жаһандану, социологиялық өлшем, қақтығыстар.

Анализ трансформации ценностей казахстанского общества

Аннотация. В статье авторы рассматривают тему трансформации ценностей в казахстанском обществе, проводят анализ изменений ценностных ориентиров граждан. Нарастание социальной напряженности, возникновение конфликтов в обществе в быстро меняющейся противоречивой социальной действительности Казахстана, которые также охватывают все новые сферы

жизнедеятельности общества, диктуют необходимость изучения ценностей казахстанских граждан. Анализ трансформации ценностей необходим по причине их многообразия, а также серьезного влияния на общественные процессы. Неустойчивость ценностей общества является причиной их тщательного изучения, исследования причин их изменений. При работе над статьей автор использовал результаты исследований по ценностям Казахстана за последние три года, проводимые казахстанскими учеными, выявляя методики для определения ценностей граждан Казахстана, а также роль государства в развитии ценностных ориентиров граждан.

Ключевые слова: ценности, социальные системы, ценностные ориентиры, глобализация, социологическое измерение, конфликты.

Introduction

Values are combined into a single functional system, which is a part of every person. The value system of each person is absolutely individual, although in many respects it assumes the presence of common features among all the values that a person chooses as one of his life. The structure of values, as well as the values themselves, are largely determined historically, and have a personal character.

Values are an important element in the life of every society, which forms civic consciousness and has a place of influence on the internal and foreign policy of the state. In different societies, people see the world differently, and the values they adhere to are extremely different. For example, citizens of some countries, about 90%, believe that religion occupies an important part in their lives, in other countries the percentage of such citizens is much smaller. These differences are very stable, they also include issues of economic, political and cultural nature [1].

Transformation of values is one of the types of socio-cultural changes that occur in connection with the processes of globalization in a world where two opposite trends interact - traditional and innovative, which causes contradictions between them. The direction of development from the traditional to the informational society, the departure of the real world to the virtual, the transition of the team to the individual. The process of globalization affects the spread of value relativism, and through the influence of consumer market ideology destroys the basic views of society and asserts the principle of economocentrism.

Thus, the market economy changes a person's value orientations. Modernization of values, without preserving traditional and national characteristics, creates an imbalance, and there is a greater bias towards technocracy, subsequently there is a need to take care of true spiritual and cultural values that will be the balance in society. Transformation of values, its modifications, occur everywhere in many countries, and Kazakhstan is no exception. However, the transformation does not always take place in a positive way, there is a possibility of conflict situations when values may not coincide between members of society and lead to strained relations.

Methods

The research is based on the fundamental and applied works of both domestic and russian, foreign scientists in the field of political science and sociology, the world economy, the latest research devoted to the values of Kazakhstanis over the past ten years. The research methodology is based on the analysis and synthesis of the latest scientific works on the topic of «values», as well as on the historical method of cognition. The article is based on the use of system analysis, as it allows us to reveal the cause-and-effect relationships of the transformation of the value orientations of Kazakhstani society, the structure and parameters of interaction between individuals and how this forms a new system of values that can have an impact on the domestic policy of the country. Content analysis was applied, which made it possible to make an in-depth study of the mass media, political

programs that are relevant to the topic of studying «values». In the context of studying the topic «values of Kazakhstan and their transformation», it allows for a comparative analysis and an understanding of which values are in priority and what influences their transformation. Content analysis and processing of media information, sociological research on this topic reveals the perception of the values of the population and how it affects the internal policy of the state.

The article also applied the observation method, where the emphasis was placed on tracking changes and what influenced it, since over the past five years the values of society have been transformed under the influence of general global trends and local political changes. With the help of the observation method, it is possible to determine the main aspects of changes in values, what remains of the basic principles of society and what consequences may be.

Main Part ***Basic values of Kazakhstani society***

Questions about values and their transformations are relevant for Kazakhstani society in the era of globalization, the pandemic period and the post-pandemic stage. The concept of «value» is voluminous, there is no single concept of this term. In the social context, there are several classifications of values that occupy an important place in the development of the state. Changes in values lead to a different approach to issues of religion, work motivation, affects the birth rate in the country, gender roles and economic requirements, which gives impetus to the demands of society associated with the democratization of institutions and the «openness» of a group of elites, and changes in the cultural map of the state [2].

Thirty years have passed since gaining independence, and during the time of sovereignty, great political and economic changes have taken place in Kazakhstan, which have directly affected the values that we adhere to at present. During the period

of the country's independence, there have been changes in the consciousness of citizens, and what was in the foreground in the early 90s has lost its significance now. It would be more accurate to note that the values of Kazakhstan are fragmented, there is no single vector that would unite all citizens [3, p. 6-8].

The main values that it was important to strengthen in our society were not only those that go back to the ancient centuries of Kazakh history, but also those that have become important in the construction of a new civil society, peace and harmony not only in Kazakhstan, but throughout the world, they should be considered as civil, in the media sphere they are designated as universal. In the conditions of Kazakhstan's realities, these values are generalized, this gives the union under its leadership the interests of virtually all ethnic groups, nations living on the territory of Kazakhstan, expressing the interests of the broadest strata of society:

– The world is a clear sky over your head, hence the difficulties of transforming the value of understanding the patriotism of the Kazakh people. The meaning of words such as «otan», «otan ana», «atameken», «tugan zher», «el», «el-zhurt» reflects the patriotic attitude of the Kazakh people to their native lands and at the same time correlating with the values of tolerance, mutual respect for other people or other people, it undergoes changes, transforming and acquiring a more generalized character, which is associated with the multinational peoples of Kazakhstan.

– Social equality and solidarity. Issues of economic, social and political development of the country and opportunities for citizens.

– Tolerance and publicity for others, this cultural value is significant in the context of globalization.

– Traditions, this leads to the problem of transformation of the values of Kazakh culture, how to preserve and develop their traditions and customs, while living in the conditions of globalization [4, pp. 70-71].

This topic was also reflected in an article on the value orientations of independent

Kazakhstan, published on the review and analytical portal Strategy 2050, where the basic Kazakh model of values is: patriotism, authenticity of ethno-cultural codes and traditions, interethnic and interfaith existence in peace and harmony, national unity [5].

Analysis of modernization of values of Kazakhstanis

In the topic of the role of values in Kazakhstani society, what transformations are taking place, we tend to assume that in the value system of Kazakhstan, under the influence of modernization processes, there is a tendency to minimize the role of traditional values and a gradual orientation towards modern ones. The substantiation of this issue is observed in the study by Kazakh political scientists and sociologists in the work «Values of Kazakh society in the sociological dimension», conducted with the assistance of the F.Ebert Foundation. In the course of research work, where several models of society developed by Western scientists were used for comparison (p. Inglehart, Sh. Schwartz, Don Beck, M. Rokich) and attempts to apply them in the realities of Kazakhstan. One of the conclusions was that the Kazakh society and their value system are closer to the European than the Eastern one. It is under the influence of European values that the values of Kazakhstanis are transformed. These facts affect both negatively and positively. There is no unconditional desire for individualism, collectivism is inherent in Kazakhstanis, since the role of the institution of family and kinship ties also plays a major role [6, pp. 19-24].

In this study, there were attempts to define the values of Kazakhstanis, whether we have modernization or archaism. The definition of «value» through modernization theory is also given:

- values determine the views of society as a whole, as well as individual social groups and individuals, form the behavioral attitudes of people;

- the values of a society are determined by its socio-economic development, this factor is supplemented by taking into account cultural and historical heritage;

- a high level of economic development of society, forms the post of material values, freedom of expression, freedom of choice and increasing the priority of equal opportunities and the expansion of the rights and freedoms of citizens;

- culture, traditions, religion of each citizen and society (individual groups) leaves its mark, and also characterizes the transformation process as multi-vector, uncertain, this affects the multidimensional value orientations of the people [6, pp. 26-32].

The difference in value orientations affects domestic policy, as well as foreign policy.

In Kazakhstan, back in the early 1990s, at the dawn of independence, the issue of forming a new civic identity came to the fore. Having a great historical past, under the auspices of the USSR, where party ideology flourished, it was difficult to imagine how it would be in a new country. The issue of civic identity is an important aspect in the politics of any state, but for countries in the post-Soviet space it was the number one problem. The uncertainty of the future, economic crises caught the former Soviet and now Kazakhstani citizens by surprise and did not give a clear understanding of the «future» of the young state, which negatively affected the internal state of the country. From the early 1990s to the early 2000s, tens of thousands of citizens of Kazakhstan migrated to other countries, most of them were ethnic Germans, Azerbaijanis, Russians and Ukrainians. Also, several thousand ethnic Kazakhs repatriated to Kazakhstan in order to build a bright future, which was vague for the government itself [3, pp. 6-11].

Nevertheless, over the past thirty years, the country has made a big leap in matters of civic identity. This was facilitated by the development of the institute of public administration, the development

of the state language and the economic opportunities that have been provided to Kazakhstanis since the early 2000s and the strengthening of the country's position on the world stage.

Further, one of the important observations over the past ten years is the strengthening of the gender issue, and raising the problems of infringement of women's rights. These are issues of domestic violence and economic equality. The topic, which is popular in the West, where issues of gender equality in the economic issue and infringement of women's rights have been dealt with for the last fifty years, has also been raised in Kazakhstan. It is also important that the institution of the family in Kazakhstan is undergoing a crisis, as over the past five years the growth of divorces of young families and the growth of single mothers has increased [7, pp. 156-157].

The value of the family is questionable, opinions differ in many ways, either a hasty decision to marry/divorce or the influence of the older generation, which also affects the values of young people, who often oppose the old foundations and views, demanding more Western influence [6].

The third issue, which is also important, is the emergence of LGBT communities, whose civic activity has increased over the past few years, and more and more citizens are joining the support of members of these groups. It is not permissible to ignore this direction, since it is also one of the values of society, and importantly, of the younger generation of Kazakhstan. There are several views on their activities in society: 1. Ignoring (i.e. it does not concern us, there are none), 2. Sharply negative (mostly traditionalists and people with a pronounced religious view), 3. Positive (assistance in the dissemination of information, support, participation in their meetings) [8]. The media of Western countries wrote about the intolerance of Kazakhstanis to LGBTQ, open homophobia and aggression against members of the groups. They carry out actions in

the Internet space, provide support and allocate grants for their legal protection. These events also indirectly affect the values of young people, as they mainly provide support and take an active part in protecting the rights of sexual minorities. In many ways, this is the influence of Western culture, which is more widespread in Kazakhstan, and occupies a special place in the development of the younger generation. The lack of their own television and vision of the development of culture in the country, in the early 2000s, formed the free views of Kazakhstanis. The open policy of the West towards sex minorities, as well as support for gender identity and the use of social networks and cinema in disseminating information about human rights violations and how to protect them, are also new values of young Kazakhstanis, which is more often criticized by the older generation [6, p. 12].

Another problem of the transformation of values is what is at the same time the pride of our country, it is its multinational. The multinational nature of Kazakhstan in many ways gives modernization of values, but at the same time brings negative sides, which is reflected in the conflict of values of the people. There is no common understanding of culture and commitment, which cannot be negative, but also carries little positive. Here we are talking about everyday values, different views on religion, political and social views, as well as the difference in economic status [9].

In Kazakhstan's society, the transformation of values is largely due to or because of the development of digital technologies and having a strong influence on the worldview of the younger generation. This applies to issues of politics, economics, culture, and religion, i.e. in all spheres of life of young people.

Digital technologies have become an integral part of society's life, and social networks have become a tool in the hands of the population, with which they begin to communicate both with each other and use as a way of communicating with the

government. This is a practice in many countries of the world, but it can be used not only for the benefit of the country, but also negatively affect the relationship between the state and citizens.

According to a study conducted by the PaperLab research center, digital technologies influence civic activism in Kazakhstan and have an impact on the values of the population. Citizens' participation in the political life of the country can be different, digital technologies only contribute to new forms of participation [10]. It does not depend on whether a person participates in a political march near a government building, perhaps signs an online petition or keeps in touch with someone on Facebook and other social networks, the main goal is to influence governance.

New forms of participation in the life of the state opens up new advantages over all segments of the population, citizens aged 18 to 36 are more interested in this, which gives an understanding of what age is most active in the life of the country and what values they occupy [11].

Participation in political life is traditionally considered rather narrowly. In order to be a politically active citizen, one should participate in voting, in campaigning, communicate with representatives and officials, and be a member of pressure groups (lobbies) [10]. However, it should be understood that these actions can occur both on the street (offline) and in social networks (online), and should have a specific purpose to influence the choice or actions of decision makers.

The activity of citizens in social media, the use of digital technologies for political campaigns, should be understood as one of the factors that it transforms the values of Kazakhstanis, as it happens all over the world.

Conclusion

Nowadays, globalization is a part of our life. And we cannot but interact with

this process. Transformation of values, traditions, disappearance of borders between cultures of countries. This process influences our behavior, the rhythm of life, has a direct impact on cultural and political processes in the country.

Thus, it is worth noting the fact that not all the values of the Kazakh society are considered in detail, and some require even more in-depth analysis and refinement in scientific terms. However, it is worth noting that raising this topic is already one of the steps of the success of the development of public consciousness and the involvement of the state in the study of this issue.

Modern cultural processes, the discovery of new digital technologies, are becoming more global, making them open means of development for all remote from the centers of civilization, thereby increasing the circle of communication, dialogue and openness of different views on the world, values, opening the way for spiritual mutual enrichment. New technologies can serve to strengthen traditional values, as well as to integrate the values of other civilizations. Many traditional societies are open to innovations, one of the examples is Asian countries, whose huge economic potential is an alternative to Western countries, while preserving their traditional values inherited from their ancestors, open to the processes of democracy, building civil society, actively interact in international relations, asserting their national interests [4, pp. 74-75].

This is due to the fact that the central orientations of Kazakhstanis are one of the most important directions in domestic politics of the country. This purpose was organized by the National Forum of Kazakhstan, the National Council of the president of the Republic of Kazakhstan. Also, the programs of prices were developed and implemented, which were included in the program of development of the population and culture of the country, such as «Rukhani zhangryu», «Archive 2025» [12, 13].

The reorientation of the interests and

goals of national policy from modernization to global development is a way to keep up with the times and with your younger generation, the formation of a new concept of «identity» that correspond to the realities of the present and how it will contribute to the further development of the country and the population, what place it will occupy in the future.

It should also be taken into account how digital technologies and the active use of social networks by public personalities contribute to the formation of new value orientations of the population and what consequences this may lead to in the future. Despite the fact that the bureau of express monitoring of public opinion DEMOSCOPE conducted a study on what values prevail among Kazakhstanis in 2021, it must be understood that the influence of Western and Eastern cultures through technology affects the masses, and distorts the traditional values of the region and there is a danger of distortion of the perception of information and the deep values of the people, which can the future will bring negative consequences.

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