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KAZAKHSTAN-EUROPEAN CULTURAL CONTACTS

This article analyzes the humanitarian ties between Kazakhstan and European states, including Germany, Great Britain, and France. After having independence, our Republic conducts its own policy with different countries of the international community, contributing to the integration of the cultural space of the peoples of different regions. The relevance of this article is determined by the need to study the cultural processes between the Republic of Kazakhstan and the EU, aimed at cooperation in this sphere, the preservation of cultural heritage and the maintenance of the necessary level of intercultural communication. The dialogue of cultures is constantly improving, acquiring new forms and content. Culture plays a unifying role through concerts, theatrical performances and decades through which leads to the rapprochement of peoples. A "living bridge" between citizens of the Republic of Kazakhstan and the EU is actively operating, forming a solid basis for promoting cultural and humanitarian ties. Days of culture of Kazakhstan in different countries, decades of cinema, various festivals are held.

Key words: Kazakhstan, European Union, cultural programs, festivals, language policy.

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Қазақстан-еуропалық мәдени байланыстар

Бұл мақалада Қазақстан мен Еуропалық мемлекеттер, соның ішінде Германия, Ұлыбритания, Франция арасындағы гуманитарлық байланыстар талдауға алынады. Тәуелсіздік алғаннан кейін біздің Республикамыз әртүрлі аумақ халықтарының мәдени кеңістікке интеграциялануына ықпал ететін халықаралық қоғамдастықтың көптеген елдерімен өзінің дербес саясатын жүргізіп келеді. Мақаланың өзектілігі осы саладағы ынтымақтастыққа, мәдени мұраны сақтауға және мәдениетаралық коммуникацияның қажетті деңгейін қолдауға бағытталған ҚР мен ЕО арасындағы мәдени процестерді зерттеу қажеттілігінен туындап отыр. Мәдениет диалогы үнемі жетілдіріліп, жаңа формалар мен мазмұнға ие болады. Мәдениет халықтардың жақындасуына жол беретін көптеген өнер шаралары, соның ішінде концерттер, театрлық қойылымдар мен онкүндік декадалар арқылы біріктіруші рөл атқарады. Мәдени-гуманитарлық байланыстарды ілгерілету үшін берік негіз қалыптастыратын ҚР мен ЕО азаматтары арасында «жанды көпір» белсенді жұмыс істейді. Көптеген елдерде өтетін Қазақстанның Мәдениет күндері, кино декадасы, түрлі фестивальдар да осының айғағы. Мұрағат және деректік дәлелдерді негізге ала отырып, салыстырмалы-саяси талдау және сипаттау әдістеріне сүйеніп Қазақстан мен Еуропалық Одақ арасындағы мәдени салалар бойынша ынтымақтастық процестер жүйеленді және Еуропа мен әлемде болып жатқан интеграциялық және ғаламдық өзгерістер контекстінде жаңа бағыттарға басымдылық жасалды.

Түйін сөздер: Қазақстан, Еуропалық Одақ, мәдени бағдарламалар, фестивальдар, тіл саясаты.

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Казахстанско-европейские культурные контакты

В данной статье анализируются гуманитарные связи между Казахстаном и европейскими государствами, в том числе с Германией, Великобританией, Францией. С обретением независимости наша Республика проводит свою самостоятельную политику со многими странами международного сообщества, способствующую интеграции культурного пространства народов разных регионов. Актуальность настоящей статьи обуславливается необходимостью изучения

культурных процессов между РК и ЕС, направленных на сотрудничество в этой сфере, сохранение культурного наследия и поддержание необходимого уровня межкультурной коммуникации. Диалог культур постоянно совершенствуется, обретает новые формы и содержание. Культура выполняет объединительную роль через концерты, театральные постановки и декады, через которые лежит путь к сближению народов. Активно действует «живой мост» между гражданами РК и ЕС, формирующий прочную основу для продвижения культурно-гуманитарных связей. Проводятся Дни культуры Казахстана в разных странах, декады кино, различные фестивали. На основе архивных и достоверных источников, используя методы сравнительно-политического анализа и описания, рассмотрен процесс сотрудничества Казахстана с Европейским Союзом в культурной сфере в тесной взаимосвязи с развитием партнерских отношений между Казахстаном и ЕС и в контексте происходящих в Европе и мире интеграционных и глобализационных изменений.

Ключевые слова: Казахстан, Европейский Союз, культурные программы, фестивали, языковая политика.

Introduction

It is difficult to imagine the modern relations between states without a culture that is considered an integral and full-fledged part of the foreign policy strategy of a particular state. In this regard, Kazakhstan and the European Union are pursuing an active humanitarian policy, taking into account the events taking place in the system of international relations. The evidence of this policy is – the Agreement between the Republic of Kazakhstan and the EU, signed in December 2015.

Cultural ties are an important area of diplomatic activity in many states, also including Kazakhstan and the EU. The actors of the international community use cultural diplomacy to promote their cultural heritage and national achievements.

The majority of Kazakhstan-European cultural projects is initiated on a bilateral basis and promotes mutual understanding between nations. Kazakhstan and the EU support modern cultural creativity, take into account traditions and customs, hold festivals, initiate youth programs and develop inter-civilizational dialogue.

The relevance of this topic is due to the need to study the cultures of the peoples of Europe in order to understand their traditions, customs and values. The aim of the work is to analyze the events in the cultural sphere of Kazakhstan and the EU.

Today, integration issues occupy a key place on the basis of fundamental international cultural ties. In this regard, the ideology underlying the processes of civilization and globalization, historical concepts and ideas related to cultural integration, as well as features in the system of public views are of great importance. Thanks to such cultural ties, the experience of Kazakhstan and the European Union's policy in the cultural sphere reveal the importance of spiritual integration of the world in the process of globalization.

Methods of research

This article uses a historical method that allows to analyze the cultural processes between Kazakhstan and the EU for more than twenty-five years. It is also used to study and interpret texts of primary sources, monographs, archival documents, scientific articles, as well as the presentation of historical events.

The comparative method is to analyze the cultural processes taking place in Kazakhstan and individual EU countries. These processes have both general directions and distinctive ones, which in each country have their own characteristics. For example, Germany is interested in creating German cultural centers in Kazakhstan. France is actively promoting the French language and culture through the organization Francophonie. Other EU countries have ties with Kazakhstan, based on national traditions.

The main principles of the study are historicism, systematic, analysis of facts and events. At the same time, a chronological method has been applied, showing the dynamics of cultural phenomena over two decades. Cultural policy is formed in each state in its own way, but the idea of mutual contacts in the modern world is common to all.

Literature Review

Kazakhstani studies on the issue of relationships between the EU and Kazakhstan are important sources for the study of relations, including the humanitarian sphere.

One of the priorities in external policy of the modern country is cooperation in the cultural sphere which is directed on the cooperation between nations (David Clarke, 2016:148).

Isaev K.D., Irishev B., Gubaidullina M.Sh., Chebotarev A.E., Kurmanguzhin R.S. and others generally cover relations between Kazakhstan and the EU.

In the article of Abdullin D. "Features of the Socio-Cultural and Geopolitical Development of the Northern Europe Region", the main stages of the formation and creation of the Northern Union are analyzed related to the changed geopolitical conditions. Along with other issues, the author focuses on the problem of security and military cooperation. A separate issue before the eight of the Nordic countries and the Baltics is the possible collapse of the European Union, and here the Northern Union is the reserve option. For the Nordic countries, this is beneficial because their financial sector is very closely linked to the Baltic economy, where about 4 billion euros are located, not taking into account the public debts.

Kazakhstan's relations with Germany have been studied by B. Nussupov since the moment of gaining independence. A strong political dialogue has been established, trade and economic relations are actively developing, cultural and humanitarian cooperation is being strengthened. In recent years, mutual visits of governmental, parliamentary, inter-party and economic delegations, representatives of scientific and expert circles, creative intellectuals have increased noticeably. This, in our opinion, is evidence of the increased interest of our countries to each other. The economic component of our cooperation is a priority link within the whole range of bilateral relations.

In the article of M. Koishibayev analyzes the formation of the National Museum of the Republic of Kazakhstan in Astana and the adoption of the Concept of Cultural Policy in 2014. The National Museum of the Republic of Kazakhstan cooperates with the largest museums of the near and far abroad countries. In the collections and expositions of the museums in Kazakhstan there are about 3.6 million cultural values. On average, more than 7,000 exhibitions, 11,000 lectures, and more than 190,000 excursions are held annually. Attendance of the state museums of the Republic of Kazakhstan in the past year amounted to about 5 million people.

The cultural contacts between Kazakhstan and France are indicated in the article by Baikushikova G.S. and Balaubayeva B.M. The authors presented a panorama of cultural events between the two countries: musical evenings, presentation of books, weeks of French culture, cross-season culture, festivals and exhibitions. One of the instruments of cultural diplomacy is the "French Alliance", the main purpose of which is the study of the French language, culture and traditions of the V Republic.

Among the English-speaking authors, we note Olcott M.B., L. Hoffmann, M. Gumpfenberg, K. Salani and others.

Dave O'Brain conditionally identifies three main fields of practice of British cultural policy, namely: the field of art, high culture or "outstanding excellence" (excellence), the field of sociocultural inclusion (inclusion), the field of economy (economy). According to the scientist, "British cultural policy arose from three areas of use of culture by the central government." (O'Brien, 2014a:166).

On the other hand, Jim Mc Guigan calls the modern British cultural policy "neoliberal", which is characterized by the following features of its transformation:

- there is an increase in the share of commercial culture financing;
- structures within the framework of corporate social responsibility or sponsorship;
- management activities of state and public cultural institutions acquire the features of business management;
- there is a shift in cultural policy priorities from aesthetic to economic and social goals in the framework of competitiveness development and regeneration." (O'Brien, 2014b:166)..

Contacts between Kazakhstan and Germany have historical roots; with the acquisition of independence of Kazakhstan they acquired a new format.

The main focus of cooperation are German language courses, seminars, festivals, holidays. On September 26-27, Almaty hosted the II Republican Festival of Contemporary Artistic Works of German Youth "Ugend". The festival was attended by 130 people from 8 regions of Kazakhstan and German regions of Russia. The purpose of the festival – along with the folk and classical genre -is to develop contemporary art among German youth.

Main directions of Kazakh-German cultural relations

The practice of holding regional celebrations of language and culture, competitions, festivals, and religious holidays was continued. Karaganda Cultural Center held a youth competition "Erfolg", Semipalatinsk – a festival of theater, Pavlodar and Akmola – children's festivals of language and culture, North – Kazakhstan society – a regional festival of German folk art, Aktyubinsk – a competition of creative youth, South Kazakhstan and Taldy-Kurgan – Days of language and culture, in which 2500 people took part. Cultural centers and societies in collaboration with the Lutheran, Catholic, and New Apostolic churches regularly held

religious holidays – Weihnachten, Ostern, Pfingsten, Muttergag, Eritedinckfest, and others.

In the German House held 7 exhibitions of professional and amateur artists. The exhibition of the works of artists Karlag was supposed to be held at the end of 1998. in Bishkek. During regional and regional holidays and festivals, about 20 exhibitions of children's drawings and fakes were held.

In 1998, the fourth enrollment into the German groups of the Rudny Music College for the choral conducting specialty and the Pavlodar Music College for the specialty instrumental performance was carried out.

17 students were enrolled in the German group in the State Institute of Theater and Cinema. T. Zhurgenova specialty "actor of dramatic theater and cinema" and the Kazakh State University of 14 students in the specialty "journalist". The main problem of teaching students in educational institutions was the teaching of the German language, since the required number of hours in the German language, textbooks and textbooks was missing.

In October, the regular Republican seminar for music teachers of children's Sunday schools was held.

On October 9-11 1998, in Almaty, with the financial support of the German Embassy in Kazakhstan, the International Scientific and Practical Conference "German Culture of Kazakhstan" was held.

The work carried out by the Council of Germans in Kazakhstan in the field of culture has shown that it is necessary to expand and develop the forms of such events. (AP RK, 1998: 130-133).

At the beginning of 1998, 18 regional, 11 urban and about 40 district and rural national-cultural formations of the Germans, about 60 amateur art groups, 1,500 evening and Sunday German language courses, 3 professional educational institutions with in-depth study of the German language operated in the republic.

A partnership is developing between the Almaty State Institute of Postgraduate Medical Education (ASIPME) of the Ministry of Health of the Republic of Kazakhstan and the Medical Faculty of the Technical University of Munich for the organization of joint scientific research and educational programs. For the purpose of integrating advanced technologies and training medical personnel, conducting joint research and improving educational standards, a center for sharing experience has been established on the basis of the ASIPME (http://online.zakon.kz/Document/?doc_id=31286161#pos=1;-148).

In 1991 Shymkent established a regional German cultural center. The field of activity was not

limited to Shymkent, but also Aksukent, Kentau, Lenger, Sary-Agash were covered. Since 1996, there have been twelve German study groups in Shymkent and eight in branches, where, according to approved programs, the native language was studied by the German-speaking population of the region. In addition to educational programs, circles and clubs of interest have been created: vocal, dance, folk art, women's, meeting centers for elderly people – Senienorclub, Hoffnung youth club. In addition to organizing their cultural leisure activities (singing, dancing, participating in citywide events), young people took an active part in work descents, patronage care for older people, sports events, and recreation in camps with a parallel study of German and Kazakh languages. In 2003, the "Multifunctional meeting center for the psychological and professional adaptation of German youth" was created. To the general work of the club were added seminars and trainings in psychology.

In Germany, performed the Kazakh State Academic Orchestra of Folk Instruments. Kurmangazy, the National Opera and Ballet Theater. K. Baiseitova, the German Drama Theater of Almaty, was held a week of Kazakh cinema. Within the framework of the "Kazakh Library" project, works by M. Auezov, O. Suleimenov, G. Belger, A. Nurpeisov, A. Kekilbayev and T. Ahtanov were presented in German.

On February 4, 2015, the Ministry of Culture and Sports of the Republic of Kazakhstan held a meeting of Acting Chairman of the Committee for the Development of Languages and Socio-Political Work of the Ministry of Culture and Sports of Kazakhstan K. Asylov with the representative of the Federal Government of the Federal Republic of Germany, a Bundestag deputy Hartmut Koshik and a member of the Committee on Migration and integration deputy Heinrich Zertik. The press service of the Ministry of Culture and Sports of the Republic of Kazakhstan reports. This meeting was a continuation of the fruitful work of the 12th meeting of the Kazakh-German intergovernmental commission on ethnic Germans living in Kazakhstan held in November 2014 in Berlin.

Cultural cooperation of Kazakhstan with Great Britain and France

Kazakhstan has also established contacts with Great Britain in different spheres. Great interest from the British public caused a documentary film about modern Kazakhstan, director Valdemar Junushek. The exhibition "Magic Pencil" was held in several

cities of Kazakhstan, where works of famous British artists illustrating children's books were presented.

United Kingdom at the beginning of the XXI century faced with the task of rethinking the new socio-cultural reality. The degree of the ethno-linguistic diversity of modern Great Britain can be judged by the following indicator: 546 thousand people consider Polish as their native language, 273 thousand people speak Punjabi, 269 thousand Urdu language, 221 thousand Bengali, 213 thousand Gujarati, including dialects) – 207 thousand, Arabic – 157 thousand, French – 147 thousand, Portuguese – 133 thousand, Spanish – 120 thousand, Tamil language – 101 thousand people.

The above statistics show how important it is to recognize the fact that the ethno-demographic and socio-cultural image of Great Britain has changed. The complication of the ethno-religious composition of the population is associated with the need to study this region in the light of modern realities. Immigrants became part of the cultural landscape of the United Kingdom, transforming the British community itself (Boldyreva, 2014: 116-123).

The dynamic development of the network practices of cultural policy to a large extent determined the specifics of British social and scientific reflection. In 2000-2010 Policy culture research is expanding in such subject areas as: cultural consumption. cultural participation and inclusion, multiculturalism or "cultural diversity", the management theory of cultural institutions, the creative economy, cultural development and regeneration of the city. Thus, covering almost all aspects of culture in its broadest sense (Romashko, 2016: 67-71).

Kazakhstan and France have a many years of relations in the cultural sphere. January 23-25, 1998 in the city of Montreux, the days of Kazakhstan culture were held, where French viewers familiarized themselves with Kazakh applied art, visited an exhibition of photographs about Kazakh traditions shot by J. Monnier, and a French film about falconry. Work was also done to celebrate the 100th anniversary of K. Satpayev and the 1,500th anniversary of Turkestan, contacts with the Kazakh diaspora in France were developed, the project of director Guy Darbois was helped to create a joint historical feature film "Blood and Sweat" by A. Nurpeisov, meetings were held with political scientists of the National Center for Scientific Research of France and the French Institute of International Relations, specializing in Kazakhstan and Central Asia (AP RK, 1998: 5).

For the first time in the history of bilateral relations in 2013-2014 Cross-cultural Seasons were held in Kazakhstan and France, during which the

peoples of the two countries became acquainted with the rich cultural heritage and high level of modern art. In general, Kazakhstani artists began to perform regularly from the stages of famous theaters and concert halls in Paris and other French cities. So, on July 9-11, 2015, in Almaty, the musical evenings of Almaty were organized with the participation of the SazgenSaza ensemble and a symphony orchestra under the direction of M. Bisengaliyev. An ethno-aul has been established on the shores of the Mediterranean Sea, which has attracted increased attention of the local population and tourists.

On September 22, 2015, in the framework of the celebration of the 550th anniversary of the Kazakh Khanate, a presentation of B. Gabdullin's book "The Great Nomads" took place, which tells about a six-century history of the formation of Kazakh statehood.

On the eve of the official visit of President N. Nazarbayev to Paris (November 4-6, 2015), samples of state orders and medals of the Republic of Kazakhstan were transferred to the National Museum of the Legion of Honor of France.

Communication with the community of ethnic Kazakhs living in France is maintained on an ongoing basis. Held joint cultural and sporting events. On May 18-19, 2013, the Small Kurultay of European Kazakhs was held in Paris.

Each year, France produces more than 200 films, if you add documentaries and short films, this figure reaches 250. In Europe, France is the number one country to support national cinema through financial injections, which are provided for by the relevant laws. In 1949, the National Film Institute was established; national cinema, as well as the non-governmental organization Unifrance, which promotes French cinema in the world. Outside France, 140 million were sold to French films in 2012 The hotels in the foreign box office collected 875 million euro (Kryukova, 2014: 83-94).

The international organization of the Francophonie is engaged in the promotion of French. On March 20, 2013, about 700 representatives from different countries gathered in Paris for the first World Forum of Women of the French-speaking countries, speaking for the observance of the fundamental rights of women, guarantees of access to schooling, gender equality and full participation in politics.

International cultural exchanges of Kazakhstan with other European countries

From 7 to 14 March 1999, in the canton of Fribourg (Fribourg, Bulle, Dudingén), a panorama of Ka-

zakhstan cinema was held as part of the International Film Festival as a cultural and economic presentation of the Republic of Kazakhstan in Switzerland.

The official opening of the panorama, which took place on March 9 in one of the central cinemas of Friborg, was attended by about 400 people, mainly representatives of the federal bodies of Switzerland, the government of the canton of Friborg, the diplomatic corps, the Swiss media, as well as cultural and art figures, local viewers. The evening was opened with a welcoming speech by Jean-Paul Ryutimann, President of the Friborg International Film Festival, who reported on the federal status of the film festival. Then the floor was given to the Charge d'Affaires of the Republic of Kazakhstan in the Swiss Confederation, who gave a brief report on the history of the formation and development of the independence of the Republic of Kazakhstan, on its economic opportunities, people and national culture. It was also said about the state and future prospects for the development of bilateral relations between Kazakhstan and Switzerland. After the report, a short film about the Republic of Kazakhstan, prepared for the Davos World Economic Forum, was offered to the attention of guests and spectators. This film was shown from a large screen and became the best story about the Republic of Kazakhstan.

After the film was shown, the director of the Friborg IFF, Marcial Knebel, briefly spoke about the past and present of Kazakhstani cinema and, in particular, emphasized the highly developed traditions of the national culture of Kazakhstan as a whole. Next was shown the film director A. Karakulov "Pigeon ringer".

All these events were attended by the President of the State Council and the Minister of Culture, Education and Science of the canton of Friborg Augustin Mashre, who, expressing his admiration for the skill of Kazakhstani directors, offered to discuss the possibility of organizing participation in 2000 among Kazakhstani folk groups in the annual International Festival of Folklore Songs and dance in Friborg. (AP RK, 1998: 21-22).

On November 4, 2014, as part of a world tour for the first time in Belgium (Antwerp), the State Opera and Ballet Theater "Astana Opera" performed, in which 190 Kazakhstani artists took part.

On May 7, 2015 in Brussels, the Kazakh violinist G. Zharova took part in the Queen Elizabeth International Violin Competition.

On the initiative of the Austrian Foreign Ministry in 1997 The Austrian Library was opened at the Kazakh State University of International Relations and World Languages (Almaty), with more than

4,000 books. On May 8, 1997, the official jubilee opening dedicated to the 200th anniversary of F. Schubert and the 100th anniversary of M. Auezov took place, including the children's choir of the music and choir school No. 1 of Almaty "Koktem". From 12 to 26 May 1997, the exhibition "Robert Kabas and the Austrian Graphics" was held at the Central State Museum of Art in Almaty.

In October 2009 in Vienna, the book of the President of Kazakhstan N. Nazarbayev "Kazakhstan Way" (KasachstansWeg) was published in German. The publication in 2010 of the 2010 Book of Remembrance of Kazakhstanis who died in Austria and the inauguration of a memorial plaque on the territory of the Mauthausen concentration camp were timed to coincide with the 65th anniversary of the Victory in the Great Patriotic War. In May 2013, the Days of Culture of Kazakhstan were held in Austria, which ended with a big concert of Kazakhstani performers at the Vienna Concerthouse. In November 2013, the Astana Opera director T. Mukhamedzhanov met with the head of the Vienna State Opera D. Mayer in Vienna, during which cooperation between the two opera houses for the period 2014-2016 was discussed. In September 2014, the Astana Ballet premiered at the Museums Quartier, a museum complex in Vienna.

Since the beginning of 2015, the Embassy of the Republic of Kazakhstan has been implementing the project "Pearls of Kazakhstan" at the expense of sponsorship, which provides for the holding of concerts of Kazakhstani musicians in Austria, as well as a number of other cultural events. This project is continued in 2016 as part of the celebration of the 25th anniversary of Independence of the Republic of Kazakhstan.

From June 21 to June 26, 1998 Vico Equense (Italy) hosted the International Festival of Traditional Musical Art (ASTA), which was attended by the Sazgen folklore ensemble of the Almaty Regional Philharmonic Society, which won the grand prix. The best soloist was Kairzhan Zholdybaev, who conquered the public by performing Neapolitan songs. Perfectly met by the viewer B. Samidenova.

April 25 – July 26, 1998 in the city of Mantua (Italy) the exhibition "The Golden Man: the steppe culture of Kazakhstan from the Bronze Age to the era of great migrations" was held. 560 exhibits, many of which were first shown outside of Kazakhstan, were placed in the halls of the ancient historical palace Palazzo Te on an area of 1200 sq. M. The exhibition was visited by more than 65 thousand people who appreciated the art of unknown geniuses of the past.

From November 12 to November 20, 1998 in Rome, under the patronage of the Ministry of Foreign Affairs and the Ministry of Cultural Heritage of Italy, 21 international competition “Valentino Bucca Award in Rome” was held. The competition was attended by A. Batyrov (12 years old) and M. Salzhanov (9 years old) from Karaganda, who took the 1st place. M. Salzhanov was awarded the special prize of Adalberto Spado. The contestants performed works by Bartók, Debussy, Bucca and others. (AP RK, 1998: 154).

In order to intensify bilateral cooperation in the field of culture, international festivals were held with the participation of Kazakhstani and Italian cinematographers, which took place in both Kazakhstan and Italy. One of the brightest events was held in December 2002. – Days of Kazakhstani cinema in Italy, where such films as “Kazakhstan History”, “The Death of Otrar”, “Zhylama”, “Aksuat”, “The Life Description of a Young Accordionist” were presented.

In November 2006, the XXIV International Film Festival was held in Turin, where the film “Duniyeharyk (Traveling Clerk Notes)”, directed by J. Zhetiruoov, was presented. nostalgic view of the past “; second place in the nomination “Best Screenplay” (Jury of the Holden Prize film school).

Graduates of the wind instrument quintet of the Kazakh State Philharmonic Society named after Zhambyl (Marseille, February 6 – 14, 2005).

On July 18-26, 2008, the VII International Film Festival was held in Bergamo, where the films Jackal and Window were sent for selection. August 27 – September 6, the 65th Venice International Film Festival took place, to which the film “Together with Father” by D. Salamat was directed. The III Rome International Film Festival is dynamically developing, for which the films “Kelin”, “Farewell, Gulsary” are recommended.

In 2013, a cooperation agreement was concluded between the University of Bologna and the Kazakhstan University of International Business (UIB).

In March 2013, the Days of Culture of Kazakhstan in Italy “Kazakhstan – the sky of my childhood” were held. The Days of Culture program was very rich and included Days of Kazakhstani cinema and meetings with famous actors and directors, a photo exhibition, an exhibition of handicraft art and national costumes, presentations of books about the culture and life of the Kazakh people, concerts of the symphonic orchestra and folk instruments orchestra of the Kazakh National University of Arts. The performances of Kazakhstani orchestral

groups were held in the best concert halls in Italy, such as Milanese Dal Verme, Florentine Verdi, Alfieri of Turin and the world-famous Roman stage – the Auditorium, the total girth of which amounted to more than 3 thousand spectators. The Kazakhstan Embassy in Rome conducts consistent and focused work on interaction with various film festivals, cultural centers and foundations in Italy, including the Roman Film Festival Asiatfilmmediale, Levante International (LIFF), the association Arte e Spettacolo), Pergolesi Spontino Cultural Foundation, etc. The leading Kazakhstani opera singers improve their skills in the La Scala Theater. Cooperation at the intercollegiate level is successfully developing.

In 2014, agreements were concluded between the Kazakh National Academy of Arts. T. Zhurgeneva and the National Academy of Dramatic Arts. Silvio D’Amico and the Academy of Fine Arts of Florence, as well as the Medical Institute of Astana and the University of Rome “La Sapienza” on student exchanges.

The beginning of the new millennium was characterized by the appearance of a pleiad of popular science journals, which are a kind of paper analogs of TV shows of the same name (Macchinadel Tempo, Quark, Explora). Interestingly, although the popular science segment does not constitute the most prominent share in the print media system of Italy as a whole, one of its representatives, Focus, in the 2000s consistently occupied and continues to occupy one of the leading places in distribution among all monthly magazines. Despite the difficult situation in which Italian science was located at the end of the first decade of the 21st century. interest in scientific knowledge from the Italian society is preserved. The roots of the popularization of science in Italy go back centuries, however, as in other European countries, as a separate genre of literature, and later, journalism, it began to take shape in the XVII-XVIII centuries. This time was marked by the appearance of encyclopedias, the development of almanacs, the strengthening of literary and scientific journals (Ovchinnikova, 2014: 48-62).

On October 10, 1997, an exhibition of Spanish artists opened in the Central Museum of the Republic of Kazakhstan, on October 25, a week of Spanish cinema.

The interaction between educational institutions of the two countries is developing. There are agreements on cooperation and exchange of students between KazNPU them. Abay and Complutense University (Madrid), Kazakh National University. Al-Farabi with the University of Cadiz and the

University of Granada, ENU im.N.Gumilyov and the University of San Pablo.

In 2014, representatives of the Nexos Association, with financial support from the Ministry of Foreign Affairs of the Republic of Kazakhstan, shot a Kazakh-Spanish documentary film about Spaniards Karlug prisoners “Forgotten in Karaganda”, which in 2015 became the best documentary film at five world film festivals.

There is a regular exchange of cultural events (concerts, days of cinema and culture, exhibitions, etc.).

In March 2015, in the Eurasian National University named after LN Gumilyov opened the Center for the Spanish language. Rui Gonzalez de Clavijo.

Kazakhstan and Hungary have close historical ties, since the descendants of the Kypchaks live in Hungary. During the meeting in November 2007 with representatives of the “Union of Kypchaks of Hungary” (member of the World Association of Kazakhs), the head of our state was elected honorary leader of the Hungarian Kypchaks.

In April 1993, an exhibition of a Hungarian photographer and journalist KunkovachLaslo “Kipchaks in Hungary” was exhibited in Almaty, in May-June 1994. in Szolnok – an exhibition of Kazakhstan artists. In May 1994 Hungarian entomologists Fabian Gyorgy and RetezorImre conducted a series of scientific observations in Kazakhstan. In March 1996 In connection with the 1100th anniversary of the Hungarian people finding their homeland, the Hungarian Embassy in Almaty held an exhibition of the artist Vasarely Victor, a week of Hungarian cinema. Days of Kazakh culture, devoted to the 100th anniversary of M. Auezov, were held in Hungary.

On December 14, 1995 in Budapest, a working plan for cooperation between the Ministry of Education of the Republic of Kazakhstan and the Ministry of Culture and Education of the Republic of Hungary was signed. This work plan was designed for three years, that is, until the end of 1998. Under this agreement, the Kazakh side annually sent up to eight people to Hungary for full education, and the Hungarian to us – up to five people for 5-10 months of Kazakh language education. ethnography and culture. By the end of 1997, 26 students from Kazakhstan studied at Hungarian universities. Thus, scientists, university professors and students take an active part in scientific and educational events held in Kazakhstan and Hungary. Close contacts have been established between research institutes and higher educational institutions of the two countries.

Kazakh and Hungarian scientists continue to show mutual interest in the study of common historical roots. In this regard, joint archaeological work was carried out to clarify the history of the settlement of the Kypchaks in Hungary and the Magyars in Kazakhstan. In general, the prospects for the development of relations in the field of education are becoming ever wider every year. (Sarybaev, 2010a: 25-28).

In August 2014, a Kazakh delegation led by the Minister of Culture and Sports of the Republic of Kazakhstan A. Mukhamediuly took part in the 3rd Kurultai of the Turan peoples. As part of the official visit of the Prime Minister of the Republic of Kazakhstan K.Massimov to Hungary in 2014, Astana was opened and a monument to Abai was erected.

Cultural and humanitarian cooperation between the Czech Republic and Kazakhstan is actively developing. A variety of creative teams from Kazakhstan regularly participate in various events in the Czech Republic, such as International Children’s Festival “Prague Constellation – World. Creation. Friendship “, the annual Festival of contemporary films of the CIS countries, etc. In the Czech Republic, there was created under the auspices of the Embassy of the Republic of Kazakhstan

Association of Kazakhstan students “Tarlan”, which holds various events. Cultural and educational events organized in both countries are taking place: international festival of theater, film, music and folklore, exhibition of folk art, photo exhibitions, international Olympiad in mathematics, computer science, physics and chemistry.

The Czech public got acquainted with a lot of Kazakhstan creative teams. Thus, at the film festivals Karlovarsky, Phoebiofest and Zlata Prague, the works of Kazakhstani cinematographers were repeatedly noted. In the concert halls of Prague concerts of our musicians are regularly held. Within the framework of the international humanitarian exchange, Kazakhstani children’s choral groups successfully performed at the international festival Prague Christmas, as well as the festival of children’s art in the cities of Prague and the Greenhouse, held under the auspices of the JS Group. Works of artists of the Academy. T. Zhurgenev was awarded the first prizes of the III International Art Exhibition “Saxon Plain Eir.”

At the famous Karlovy Vary Film Festival, which celebrated its 40th anniversary in 2005, the works of two Kazakhstani cinematographers – “Anshy” by SerikAprimov and “The Stormy River, the Serene Sea” by Marat Saruly were also presented for the

first time. At the 13th Pebiofest International Film Festival, which took place in March 2006 in Prague, for the first time in its history, three Kazakhstani films were presented. In the summer of 2007, a joint art exhibition of 13 Asian countries with embassies in the Czech Republic was held in Prague. The exhibition of Kazakhstan includes works by artists from the Almaty gallery "Oy", a copy of the "Golden Man", archaeological finds of the Bronze Age. (Sarybaev, 2011b: 53-58).

In April 1994, the Days of the Czech Economy exhibition was held in Almaty and in November a group of representatives of the Czech business community visited. On June 6-10, 1995, a regular exhibition devoted to the "Days of the Czech Economy in Kazakhstan" was held in Almaty. In connection with the exhibition in Kazakhstan, the Czech delegation was headed by the Deputy Minister of Industry and Trade of the Czech Republic, M.Somol. On September 3-6, 1996, within the framework of the international exhibition Karkara-96, a presentation of the exposition of goods from the Czech Republic was held. Kazakhstan consumers were offered consumer goods, automotive equipment, metallurgical and pharmaceutical products, foodstuffs, and printing products. The exhibition was attended by the automobile concern Skoda, Barum Continental (production of various types of cars), Hanoi and Quadrotrade (sanitary products), Chokolodovna (confectionery), Dios Trading (production of steel seamless pipes and metal structures), Technoplast (packaging materials), "R.I.A.S" and "U.T.C" (consumer goods).

In May 1996, the Embassy of the Ch.R. in Almaty took part in the celebration of the International Museum Day, organized on the initiative of the Ministry of Culture and the Central State Museum of the Republic of Kazakhstan. As part of the cultural cooperation, on May 27-June 3, 1997, the Week of Czech Cinema was held in Almaty, organized by the Czech Embassy with the assistance of the Union of Cinematographers of Kazakhstan. In June 1997, the Aigul ethnographic ensemble of the Kazakh State Women's Pedagogical Institute took part in the international festival of folklore art groups in UetynadLavem.

In September 2011, the Days of Kazakhstan Cinema were held in Prague, in June 2012, a film festival was held in the CIS countries, within which were

The best works of "Kazakhfilm" are presented. October 24, 2012, in the framework of the official visit of the President of the Republic of Kazakhstan

N.Nazarbayev to the Chechen Republic, a Memorandum of Cooperation was signed between the East Kazakhstan State University. Amanzholov and Charles University, which provides for the creation by the parties in Ust-Kamenogorsk of a Regional Research Institute for Demography, Migration and Synology.

On November 4, 2013, a solemn gala concert was held in Prague with the participation of Kazakh opera singer N.Usenbayeva. All fees from the concert were sent for the treatment of children with cancer. On November 29, 2013, a classical chamber music concert was held by the State Orchestra of the Kazakhstan Camerata Kazakhstan. In July 2015, in the cities of Prague and Plzen, the youth chamber choir "Türksoy" performed. In September 2015, the Days of Culture of the People of the Republic of Kazakhstan in the Czech Republic, organized by the Kazakh cultural center "Elim-ai", were held.

The days of Bulgaria in Kazakhstan were held in 1992. The cultural program was presented by the famous Bulgarian singer Biser Kirov, the winner of the international folklore festivals, the Zdravets ensemble, the trio of the Biserov sisters. In the State Museum of Arts named after A.Kasteev, Almaty residents and guests of the capital had the opportunity to get acquainted with modern Bulgarian artistic graphics, the exhibition featured 89 paintings of 30 famous Bulgarian artists.

In April 1994, the Days of Culture of the Republic of Bulgaria took place in Almaty, within the framework of which the Kazakh-Bulgarian business forum was also held.

As part of the Days of Bulgaria, in order to participate in the Bulgarian-Kazakh business forum in Almaty, 20 representatives from banks, enterprises, and private firms in the production and trade of the textile, food, pharmaceutical, tobacco, chemical industry, transport and communications, ferrous and non-ferrous metallurgy, tires, electrical goods, glass, ceramics, cosmetics, leather, building materials. 59 organizations took part in the business forum (ministries, enterprises, banks, stock companies, firms), besides 28 joint-stock companies and private firms not only from Almaty, but also from other regions of the republic. In total, 48 people participated in the Days of Bulgaria from the Bulgarian side (NA RK, 1998: 6).

On March 18, 2015, the Office of the Kazakh language and the study of the history and culture of Kazakhstan, the leadership of the Diplomatic Mission and the Rector of the Sofia University I. Ilchev signed a Memorandum of Understanding between the Diplomatic Mission of the Republic of

Kazakhstan in the Republic of Bulgaria and Sofia University of St. Clement of Ohrid.

During the official visit of the President of the Republic of Kazakhstan to Romania on September 21, 1998, an Agreement was concluded between the Government of the Republic of Kazakhstan and the Government of Romania on cultural cooperation.

In June 2004, the Days of Kazakh cinema were held in Bucharest, Romanian artistes participated in the Asia Dauysa international festival. In 2007, the exhibitions “Art and Romanian Spirituality” were organized in Astana, Karaganda and Almaty (about 100 works of eminent representatives of Romanian art). The events were dedicated to the 15th anniversary of the diplomatic relations between Kazakhstan and Romania.

On July 11, 2012, Karaganda State University and the Romanian Institute of Languages signed a protocol on cooperation in the field of higher education and culture. The parties agreed on the creation of mutually beneficial areas in the development of educational and cultural levels, the exchange of information and experience in the higher education system. Romanian national-cultural societies successfully operate in Kazakhstan: “Stephen the Great” (Almaty), “Dacia” (Karaganda) and “Bukovina” (Pavlodar). On their basis, Romanian language courses are regularly held, as well as various cultural events. An agreement was reached on the opening of the Center of Kazakh culture, language and history at the University Babeş-Bolyai in Romania (Cluj-Napoca).

Since September 2015, a preschool institution has been opened in Bucharest with teaching in the Kazakh language for children of citizens of the Republic of Kazakhstan and Romania. In November 2015, in Bucharest, one of the largest festivals of Kazakh cinema in Europe was held, organized with the assistance of the Kazakhfilm film studio. Sh.Aimanova and the Union of Cinematographers of Romania. During the event, 9 film productions of famous Kazakhstani film directors were shown. Kazakh musicians annually take part in the festival of classical music named after George Enescu in Bucharest. On December 5, 2015, the Kazakhstan violinist ArmanMurzagaliyev performed with the orchestra Princess Margaret.

In 2017, 36 motion pictures were presented, including 12 feature films, 17 documentaries, 5 debut films and 2 animated films. Among them are such

large-scale projects as “Amre”, “Shygirau”, “Baluan Sholag”, “Kinomekhanik”, animation films “Kyltegin”, “Manzbalak”, documentary films “Altyn Emel”, “Kazakh Renaissance”, the cycle “Big Country – big family «(5 units) and others.

In 2017, more than 27 Kazakhstani paintings presented Kazakhstan at 43 prestigious international festivals and film shows of the international level, in which 24 awards and prizes were won.

For the first time in 2017, large-scale digitization of film collections of past years was carried out – 11 thousand copies of film documents (films, newsreels of various genres), the originals of which are in the Republic of Kazakhstan, were translated into electronic format.

Thus, cultural relations between the Republic of Kazakhstan and the European Union have a positive dynamic.

Conclusion

The culture of the peoples of the world unites people, traditions and rituals, helps people understand each other better. Kazakhstan is a multinational country, the Kazakhs warmly received the Caucasian peoples during the Great Patriotic War, illegally evicted from their historic homeland.

The interest of the western public is caused by Kazakhstani films presented at international film festivals. Memorandums and agreements in the field of the humanitarian environment help to prepare specialists of the international plan. The days of Kazakhstan culture in European countries acquaint Europeans with the unique nomadic and steppe culture of the Kazakhs, new trends in musical art, and original performance of national *kyuis* and songs.

Kazakhstani singers, artists, sportsmen represent their country at international competitions. Eastern European states have also actively established relations with Kazakhstan: strong contacts in education and culture have been established, joint archaeological expeditions, cinema weeks, photo exhibitions are being held. Creative teams take part in many events.

Kazakhstan since 1992 became a member of UNESCO. A national commission of RK for UNESCO has been established. RK has signed a number of agreements and conventions on the author’s plan, the protection of cultural property, the protection of cultural heritage, etc.

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