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Raikhan Doszhan*

Kazakh National Academy of Choreography
010000, 9 Uly Dala Ave., Nur-Sultan, Republic of Kazakhstan

Multi-vector cultural connection in the conditions of modern globalisation

Abstract. Culture is the main value of the existence of not only individual peoples and small ethnic groups but also states. There is such a concept as the cultural unity of the world. That is, it is necessary to realise that the cultural values accumulated by peoples over the centuries do not belong to one particular institution or country, but are common to all mankind. It is for this reason that to establish a multi-vector cultural connection in the world as a whole, it is worth starting with the unification of all people of this culture. Multi-vector cultural communication was forced to rely primarily on previously prepared paradigms. It was conducted all over the world through the “West-East” antinomy. The study examines the world experience of establishing multi-vector cultural ties. The term globalisation is explained and focuses on the views of the nation in the era of globalisation when goods and money are exchanged endlessly in the conditions of globalisation. The qualitative changes that have occurred in the cultural life of the people since the proclamation of independence by the Republic of Kazakhstan are considered. The emergence of a qualitatively new global geopolitical and geo-economic situation forces modern Kazakhstan to reconsider its position in the world. The purpose of the study is to consider the multi-vector cultural connection as a means of integrating the Republic of Kazakhstan into the world community. The paper uses the method of analysis of legal documents and a historical approach. It is concluded that a multi-vector cultural connection is an objective necessity, which has brought a lot of benefits on the path of gradual integration of the Republic of Kazakhstan into the world community since independence. One of its results is that Kazakhstan is a prosperous regional state, an initiator of regional integration processes, and an active participant in global and regional structures. Thus, the spectrum of multi-vector cultural ties is vast, and the area under study is very diverse and plays a special role in the upbringing of generations

Keywords: politics, international relations, folk traditions, country identity, world unity

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INTRODUCTION

Culture is the main value of the existence of not only individual peoples and small ethnic groups but also states. Their existence outside of culture is unreasonable. There is such a concept as the cultural unity of the world. That is, it is necessary to realise that the cultural values accumulated by peoples over the centuries do not belong to one particular administration, museum, institution, or even one separate country (Sookias *et al.*, 2018). They are

common to all mankind. It is for this reason that to establish a multi-vector cultural connection in the world as a whole, it is worth starting with the unification of all people of this culture. The main purpose of their association is a dialogue among themselves to find ways to preserve various cultural values, both spiritual and material, common to all mankind, and the creation of a legal code for its protection (Meuleman, 2021; Wu, 2019; Messner, 2021).

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*Corresponding author

This refers to various “spaces” and “fields” concerning information or social networks. Dozens of newspaper and magazine studies and TV and radio programmes actively discuss issues related to economic, political, informational, and other spaces. In this regard, the author of the study is interested in the issue of cultural space. In this case, space means not just a certain geographical area, but, first of all, the space of an environment with great depth and scale. Although globalisation is a new term, it is often considered from the perspective of the West. In this sense, P. Beyer (1994) evaluates globalisation as “something other than the spread of one culture at the expense of other cultures”. That is, it leads the world to a global culture that has its own social structures. In accordance with this, globalisation, on the one hand, generates contradictions between some social and cultural phenomena, and on the other hand, minimises differences between cultural phenomena. In the course of globalisation, capital, goods, services, and sometimes even labour go beyond borders and acquire a transnational character. The flow of religious ideas and cultural values can be accompanied by this process and change the picture of the world, that is, gradually transform it into a single global system (Maynard & Chaudhary, 2018; Hall, 2018; Flew, 2018).

Multi-vector cultural communication was forced to rely primarily on previously prepared paradigms. It was conducted all over the world through the “West-East” antinomy. The process of globalisation, which is taking place very intensively today, has shaken and moved this old paradigm from the dead point. Today, the catchphrase expression of Abai “Batysym – shygys, shygysym – batys” has become a reality (Abuov, 2010). However, Western states, which were the first to undergo the process of globalisation, are afraid that they will not be able to preserve their national characteristics. Today’s Western sociology and philosophy, although they recognise political and economic globalisation, still try to be isolated in culture. Therefore, the American philosopher Ph. Bagby (1979) coined the term “local culture” to clearly denote this phenomenon. In this context, such giant countries as, for example, France, are making efforts to preserve and protect national traditions, culture, and language, in particular, to survive the expansion of the United States (Scott-Smith, 2019). In this sense, the support and protection of national culture and civilisation should become the main issue of national policy of Kazakhstan. In this paper, the author aimed to consider the multi-vector cultural ties of Kazakhstan as a means of its integration into the world community.

The problem of preserving cultural diversity in the context of globalisation

In the context of globalisation, when goods and money are exchanged endlessly, the view of the nation is also changing, new theories are emerging. Further, some of them are considered. A nation today is not only a linguistic, cultural, and religious community, it is a brand, a product that it produces in accordance with the competition. And a nation-state is only a corporation that produces this product (Maynard & Chaudhary, 2021). It is worth considering this theory in more detail. Evidently, the problem lies not in it, but in the fact that the reputation, good name (image) of a

nation is also measured by the goods it produces, and this measurement is the truth that determines the place of a nation among peoples, its authority.

One nation is likely to own several brands. Together with the goods of the brand’s state of origin, its history, traditions, and national culture are distributed. Representatives of more than a hundred ethnic groups living in the country make up a unique cultural flavour sharing Asian and European components. Therefore, in the context of mass disseminating global cultural standards and patterns, preserving cultural diversity and distinctive cultural traditions becomes a particularly urgent problem. It is no coincidence that each country creates samples of the protection of its culture by its own means.

Realising the importance of this problem, priority areas, in particular, cultural policy, began to be developed at the state level in Kazakhstan. It is based on the unique programme “Cultural legacy”, the systematic approach of which to the preservation, development, and dissemination of the cultural gene pool in the country is implemented through the results of specific practical measures (Abuov, 2010). Cultural unity in the 21st century is becoming denser and more diverse than previously. It is seen and felt due to the establishment and strengthening of multi-vector political ties that are being created now. Then what is the general multi-vector? Evidently, this definition cannot be found in the modern political science dictionary. However, paying enough attention to the etymology of the word vector, it can be translated as a carrier or conductor, and this means a segment of a certain length and direction. However, this concept is important not only for foreign policy but also for establishing cultural contacts. After all, the very establishment of these foreign policy ties begins with the fact that representatives of one nation transmit internal spiritual ties to representatives of another nation through art (Laumulin, 2006).

After gaining independence in 1991, Kazakhstan, under the influence of many objective and subjective factors, was able to take a fairly strong place in the international arena in a very short time. Unlike other CIS countries, the Republic of Kazakhstan has not allowed the emergence of major interfaith and interethnic conflicts within the state. Therewith, the polyethnicity and polyconfessional nature of society were perceived as an advantage, not as a disadvantage of the country (Abuov, 2010). The Republic of Kazakhstan has joined the International Trade Organisation, and this has opened a great way to the further development of not only the economy but also the culture of the country by establishing comprehensive ties and integrating national values into the process of globalisation. The international exhibition EXPO-2017 is a large-scale cultural and economic event aimed at the global popularisation of culture, literature, national values, and art of the Kazakh people. Notably, over the years of independence, Kazakhstan has pursued a fairly balanced and cautious policy, which is based on a multi-vector approach.

The Republic of Kazakhstan should not remain an independent separate world in the 21st century, where people communicate with each other through global integration, establish cultural dialogues, and learn from each other. Since the territory of the country is quite large, the

population consists of representatives of different ethnic groups, there are plenty of natural resources, the capital is located in the centre of Eurasia, and from an economic standpoint, there is no direct access to any sea. Given these facts, it is important to correct the natural geographical disadvantages of Kazakhstan and strengthen multi-vector cultural ties to gain certain advantages. Multi-vector is defined by President N.A. Nazarbayev (Laumulin, 2006), as follows: "Multi-vector is the development of friendly relations with all states that meet the practical interests of our country and play a substantial role in world affairs. Kazakhstan should not be confined to narrow regional issues related to its geopolitical and economic potential. It would be incomprehensible not only to our multinational people but also to the entire world community." Later, on September 11, 1996, speaking at the expanded board of the Ministry of Foreign Affairs of the Republic of Kazakhstan, he confirmed "the rightness of the determination of the multi-vector nature of the international policy of the state at the time".

Since the proclamation of independence by the Republic of Kazakhstan (1991), great qualitative changes have begun in its cultural life. Firstly, its place and need for historical cultural legacy were determined and international relations began to develop. One of the global goals of this area is the development and revival of culture as the spiritual wealth of the nation. In the early 1990s, there was a special breakthrough in the cultural development of Kazakhstan. The figures of culture and art understood that not only their own creative successes were connected with these advances but also the state of development of the culture of the country as a whole. Many figures began to open their own schools, including the music college of the People's Artist of the Republic of Kazakhstan Jania Aubakirova, the art school of art critic Yevgeny Gutsalyuk, the eponymous dance school at the International Dance Festival "Art Therapy" by artist Bakhyt Talkambayev, etc. In general, the professional art of Kazakhstan combined European and local Kazakh traditions and themes, so in the 20th century, it developed in all fields and was already Eurasian in terms of the principles of thinking. It is based on the Russian professional school of academic education, fully relying on the national flavour and cultural legacy (Irgengioro, 2022).

There are many museums and galleries that continue to contribute to the development of the cultural life of the country. To date, there are 103 state museums of various fields in the republic: historical and local history, art, literary-memorial, and music museums (Birkeland *et al.*, 2021). It is customary to hold international festivals and competitions in Astana, such as the "Festival of Friendship of the Peoples of Kazakhstan", the republican festival of talented youth "Shabyt", "Song Contest of Kazakhstan", "Astana Zhuldyzy", Kazakh song contest, etc. The material basis of all creative organisations – cultural structures is preserved and restored (Meirambekov & Abdkhodaei, 2022). Interstate relations in the field of culture have been revived. Today Kazakhstan has risen to the international arena of a high level in various areas of art. Based on individual comments of political researchers and experts investigating this subject, first of all, analysing the realities of the state's foreign policy activities, it can be concluded that

the policy of establishing multi-vector cultural ties is the establishment of balanced and homogeneous relations with the world and regional players and various substantial centres of power.

Development of multi-vector cultural ties within the framework of the foreign policy of the Republic of Kazakhstan

The main goal of each nation, including the Kazakh, is to establish multi-vector cultural ties, aimed at maximising the protection of national interests and minimising dependence. In this regard, it is important to be able to follow a constructive geopolitical course, balanced and equal with various geopolitical centres of the modern world. As an example of the multi-vector cultural policy of Kazakhstan at present, allied relations with Russia, cooperation and neighbourhood with China, strategic partnership with the United States, integration relations with Central Asian countries, and mutually beneficial ties with the European Union and Asian countries should be noted. Speaking about the multi-vector cultural ties in relation to the Central Asian states, it can be assumed that the state of mutual cultural ties of these countries is in the transition period of the era of globalisation. According to K. Mukhtarova *et al.* (2021), there are a number of factors explaining the need to develop multi-vector cultural ties within the framework of the foreign policy of the Republic of Kazakhstan:

- 1) the location of the Republic of Kazakhstan on a vast territory between such large states as the PRC and the Russian Federation;
- 2) unprotected borders and unresolved border issues;
- 3) implementation of direct access to the world's maritime communications only through the neighbouring states;
- 4) pressure from world power centres and regional powers;
- 5) the presence of minerals in the field of view of the countries of the near and far abroad;
- 6) the volume of the economy of Kazakhstan is smaller in comparison with its territory;
- 7) military weakness;
- 8) scattered location of residents.

Considering these factors, it can be concluded that the development of multi-vector cultural ties in foreign policy is a tool that allows correcting natural shortcomings using the advantages of modern Kazakhstan. Currently, a qualitatively new geopolitical and geo-economic situation in the world is emerging, forcing Kazakhstan to reconsider its place in the international arena. The factors determining the new situation are: the end of the transformational period in Kazakhstan, the growth of the regional influence of the state, the uncertainty and incompleteness of integration processes in the countries of the Commonwealth of Independent States (CIS) and Central Asia, the changing geopolitical situation in the world and the balance of international centres of power, the emergence of new hotbeds of threats, the aggravation of the crisis in the global economy. One of the main priorities of the policy of the Republic of Kazakhstan is the development of the cultural field of the country on a par with other developed countries in the context of globalisation, without losing national values.

The Republic of Kazakhstan currently does not consider itself a global player. The main interests of this state are concentrated at the regional level. However,

this does not leave Kazakhstan aside from taking part in solving modern global problems. Due to its location in the Eurasian space and the clarity of the strategic goals, the country will continue the multi-vector development of culture for centuries through cooperation and friendly relations with other states. Working in this area, Kazakhstan creates a solid foundation for interaction and open cultural ties, conducting conversations, and achieving stability in the region (Sultanov, 2011). Recently, the draft laws “On Culture” (2006) and “On Cinematography” (2019) were adopted, aimed at the development of culture in Kazakhstan. Legal acts will also be put into effect in this regard. In the country, much attention is paid to the training of educated, deep-thinking specialists. The main goal of cultural development is to create a unified cultural information space in multinational Kazakhstan. This space makes a great contribution to the world recognition of the nation, an increase of its spiritual wealth, and equality with the world community.

Along with the revival and development of Kazakh culture and art, the Ministry of Culture pays great attention to improving international cultural relations. The main area of Kazakhstan’s cultural policy is the correct representation of the country in the global space, access to global development trends. Involvement in the global process and ensuring the existence of a separate communication space of the country is necessary for the common culture of Kazakhstan to be properly placed in society. Therewith, the “strengthening of friendship” in cultural life is not limited to holding festivals and concerts, and attention is also paid to the cultural education of the population of the country. The work is being conducted with many states to expand cultural and educational work, together with the Ministry of Education and Science of the Republic of Kazakhstan. According to the presidential programme aimed at investigating abroad, in-demand specialists in the field of culture and art are being trained (Laumulín, 2006). Currently, cultural and scientific ties are being established with Kazakhs living in the states of Germany, Russia (city of Surgut), Bashkortostan, Kyrgyzstan, etc. Work is also underway to promote national musical art abroad. In addition to these festivals and concerts, it is planned to take part in international competitions, scientific conferences, and creative projects and establish contact between different generations and cultures in the post-Soviet space.

Neighbouring states also have a great influence on the development of multi-vector cultural ties. For example, to communicate with any country based on social relations, it is necessary to learn the language and culture of that country. Currently, various points of view are being developed through Internet communication. At one time, French speech and culture were promoted in Russia, and now the customs of Asian countries, Korean and Japanese cultures are widely favoured (Zhang, 2018). Notably, even among Asian countries, the Kazakh people were very civilised, advocating respect for elders and caring for the

younger ones. Considering the multi-vector culture, investigating the traditions of the countries of the world, and adopting their best sides, extolling local customs, the main goal of multi-vector culture is to form the personality of a new society that masters world culture. Therefore, a lot of research work is being conducted in Kazakhstan to examine applied crafts, poultry farming, horse breeding, aytys, technologies for the production of national food products, kumis, and even the art of Kazakh hospitality. Therewith, the value of family ties, the principle of “ata korgen ok jonar, ana korgen ton pisher”, and the popularisation of a large family are the most important events of modern day. In addition, caring for the environment, protecting animals and plants is the duty of any person of Kazakh people. Careful attitude to nature, protection, global ecology, and demographic policy are the most massive problems of the modern period of globalisation. They are also certain branches and important branches of a multi-vector cultural connection.

CONCLUSIONS

The development of multi-vector cultural ties in foreign policy is a tool that allows for correcting natural shortcomings using the advantages of modern Kazakhstan. Currently, a qualitatively new geopolitical and geo-economic situation in the world is emerging, forcing Kazakhstan to reconsider its place in the international arena. The factors determining the new situation are: the end of the transformational period in Kazakhstan, the growth of Kazakhstan’s regional influence, the uncertainty and incompleteness of integration processes in the countries of the Commonwealth of Independent States (CIS) and Central Asia, the changing geopolitical situation in the world and the balance of international centres of power, the emergence of new hotbeds of threats, the aggravation of the crisis in the global economy. One of the main priorities of the policy of the Republic of Kazakhstan is the development of the cultural field of the country on a par with other developed countries in the context of globalisation, without losing national values.

In conclusion, a multi-vector cultural connection is an objective necessity that has brought a lot of benefits on the path of gradual integration of the Republic of Kazakhstan into the world community since independence. One of its results is that Kazakhstan is a prosperous regional state, an initiator of regional integration processes, and an active participant in global and regional structures. Considering the multi-vector culture, investigating the traditions of the countries of the world, and adopting their best sides, extolling local customs, the main goal of multi-vector culture is to form the personality of a new society that masters world culture. Thus, the spectrum of multi-vector cultural ties is vast, and the area under study is very diverse and plays a special role in the upbringing of generations. The prospects for further research are to explore new areas for establishing cultural, trade, and economic ties with Kazakhstan.

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Райхан Казибеківна Досжан

Казахська національна академія хореографії
020000, просп. Улі Дала, 9, м. Нур-Султан, Республіка Казахстан

Багатовекторний культурний зв'язок в умовах сучасної глобалізації

Анотація. Культура є головною цінністю існування не тільки окремих народів і нечисленних етносів, а й держав. Існує таке поняття, як культурна єдність світу. Тобто необхідно усвідомлювати, що культурні цінності, накопичені народами впродовж століть, не належать одній певній інституції чи країні, а є спільними для всього людства. Саме з цієї причини, щоб встановити багатовекторний культурний зв'язок у світі загалом, варто почати з об'єднання всіх людей цієї культури. Багатовекторна культурна комунікація була змушена спиратися насамперед на раніше готові парадигми. Вона здійснювалася в усьому світі через антиномію «Захід-Схід». У статті досліджується світовий досвід встановлення багатовекторних культурних зв'язків. Термін глобалізація пояснюється і фокусується на поглядах нації в епоху глобалізації, коли за умов глобалізації товари, гроші обмінюються нескінченно. Розглядаються якісні зміни, що відбулися в культурному житті народу з моменту проголошення Республікою Казахстан своєї незалежності. Виникнення якісно нової геополітичної та гео економічної ситуації у світі, яка змушує сучасний Казахстан переглянути своє становище у світі. Метою дослідження є розгляд багатовекторного культурного зв'язку як засобу інтеграції Республіки Казахстан у світову спільноту. У роботі використано метод аналізу правових документів, а також історичний підхід. Робиться висновок про те, що багатовекторний культурний зв'язок є об'єктивною необхідністю, яка принесла багато користі на шляху поступової інтеграції Республіки Казахстан до світової спільноти від часу здобуття незалежності. Одним із її результатів можна назвати те, що Казахстан є успішною регіональною державою, ініціатором інтеграційних процесів у регіоні, а також активним учасником глобальних і регіональних структур. Таким чином, спектр багатовекторних культурних зв'язків широкий, напрямом, що вивчається, дуже різноманітний і відіграє особливу роль у вихованні поколінь

Ключові слова: політика, міжнародні зв'язки, народні традиції, самобутність країни, світова єдність