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THE ROLE OF THE MEDIA IN COVERING CULTURAL RELATIONS BETWEEN KAZAKHSTAN AND FRANCE

There are different theories about the role of the media in modern life, but it is a well-known fact that the media is a kind of window through which we look at the real world. After all, when covering international events, the media occupies an important place in ensuring unity, friendship, stability of relations between countries; this circumstance determined the choice of this topic. And the stated topic of scientific work actualizes the different aspects of the study. At the same time, the goal was set to show the history of the formation of the main stages of cooperation between Kazakhstan and France; the history of the periodization of cultural ties, listing the most important events that have taken place in the entire history of their cooperation in the field of culture and the basic models of the foreign cultural policy of both countries. And, summing up the place and role of the media, they conclude that it is they who create the world, which then becomes a reality for the consumer, because this world can take root and be accepted by society as it is built by the media. Thus, the theoretical significance of this study is an attempt to identify the phenomenon of texts compiled by the media on political issues. The practical application of the study can be applied in the study of the courses "Media and coverage of international events", "History of international relations", etc.

Key words: Kazakhstan- France, cultural relations, media, international cooperation, press.

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Қазақстан мен Франция арасындағы мәдени байланыстарды көрсетудегі БАҚ-тың рөлі

Бүгінгі БАҚ-тың рөлі туралы әртүрлі теориялар бар, дегенмен, бүкіләлемдік халықаралық қатынастар насихатын қабылдауда оның атқарар қызметі зор екендігі анық. Тіпті, халықаралық жаңалықтарды жариялау кезінде бұқаралық ақпарат құралдары елдер арасындағы қатынастардың бірлігін, достығын, тұрақтылығын қамтамасыз етуде маңызды орын алатындығы аталмыш тақырыпты таңдауға себеп болды. Бұл аталмыш ғылыми зерттеудің әр түрлі аспектілігін өзектендіре түспек. Мұнда Қазақстан мен Франция арасындағы ынтымақтастықтың негізгі кезеңдерінің қалыптасу тарихы көрсетілуімен қатар, екі ел арасындағы мәдени байланыстардың кезеңге бөлу тарихы, бүкіл мәдениет саласындағы ынтымақтастықтың маңызды оқиғалары және екі елдің сыртқы мәдени саясатының негізгі модельдерін бөліп көрсету секілді мақсаттар қатарында, баспасөз мәліметтері бойынша республикалар арасындағы ынтымақтастықтың негізгі кезеңдеріне назар аударылып, ынтымақтастықтың бүкіл тарихындағы жағдайлар мен оқиғалары тізіліп, мәдени байланыстарды кезеңдеу мәселесі жайлы нақты мысалдар келтірілді. Осыған қоса, БАҚ-та мемлекет басшыларының мәдени контексте адал және өзара тиімді қатынастарды орнатуға және қолдауға бағытталған негізгі бастамалары қарастырылып, екі елдің мәдени байланыстарының жандануымен қатар, одан әрі дамуы туралы болжамдары меңзеледі. Нәтижесінде, БАҚ-тың қоғамымыздағы орны мен рөлі туралы ойды тұжырымдай келе, осы та-

раптан тұтынушы қоғам үшін бұл әлем бұқаралық ақпарат құралдары құрған шындық түрінде қабылданатыны туралы пікір екшеленді. Осылайша, бұл зерттеудің теориялық маңыздылығы – БАҚ-тың саяси мәселелер туралы мәтіндер құбылысын анықтау әрекеті болып табылатындығында және бұл зерттеу «БАҚ және халықаралық ынтымақтастық», «Халықаралық қатынастар тарихы» секілді курстарды оқытуда практикалық қолданысқа ие бола алады деген сенімдеміз.

Түйін сөздер: Қазақстан-Франция, мәдени байланыстар, БАҚ, халықаралық ынтымақтастық, баспасөз.

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Роль СМИ в освещении культурных отношений между Казахстаном и Францией

Существуют разные теории о роли СМИ в современной жизни, но общеизвестен тот факт, что масс-медиа – это своего рода окно, через которое мы смотрим на реальный мир. Освещая международные события, СМИ занимают важное место в обеспечении единства, дружбы, стабильности отношений между странами. Это послужило поводом для выбора данной темы, что, безусловно, актуализирует разноаспектность данного исследования. Главная цель этой публикации – показать историю становления основных этапов сотрудничества между Казахстаном и Францией, а также историю периодизации культурных связей, перечисляя наиболее важные события, имевшие место за всю историю их сотрудничества в области культуры, и основные модели внешней культурной политики обеих стран. И обобщая место и роль СМИ, нами обозначено, что именно ими конструируется мир, который затем становится реальностью для потребителя, так как этот мир может укорениться и быть принятым обществом таким, каким его сконструируют СМИ. А также более детально объясняется роль СМИ в политике, прежде всего в их функциях, наряду с этим, по материалам СМИ рассматриваются основные инициативы глав государств по установлению и поддержанию добросовестных и взаимовыгодных отношений в культурном контексте. Таким образом, теоретическая значимость этого исследования состоит в попытке выявления феномена текстов, составляемых СМИ, посвященных политической тематике. Данное исследование может применяться в изучении курсов «СМИ и освещение международных событий», «История международных отношений» и т.д.

Ключевые слова: Казахстан-Франция, культурные отношения, СМИ, международное сотрудничество, пресса.

Introduction

The media occupy a special place in the development of society. Their effect on humans begins at a very young age and lasts a lifetime. In fact, in the modern world, the media have taken on a significant part of the functions of shaping people's consciousness, educating their tastes, views, habits, and preferences. One of the important roles of the media is to ensure unity and stability in society, and the second function is to satisfy a wide range of cultural and recreational needs of the audience. If we will look for the answer to the question of what role the media play in public life, we get the following: 1) Information (Introduction of people to political values, values norms behavior); 2) Formation public opinion (Selection, commenting, evaluation information); 3) Political socialization of citizens (Analysis and assessment by citizens government activities); 4) Public oversight for the actions of the authorities (Encouraging people to certain political

action); 5) Mobilization (Representation of various public interests, opinions, views on politics). And in the context of media materials representing public views on politics, historical moments of the formation of international relations between Kazakhstan and France are presented, and we must emphasize the following: in the formation of Kazakhstan's foreign policy, of course, a constant priority belongs to the European vector. In this regard, a comprehensive analysis of the development of relations of Kazakhstan with European countries, namely with one of the centers of world politics, economy and culture - France, is useful (Agreement on friendship..., 09.23.1992). A study by Alaukhanova and Chumachenko examines the old and new dialogue between Kazakhstan and France. The article highlights the issues of political, economic and cultural cooperation between the two countries. Countries are multi-ethnic, multi-faith and multi-cultural. A proper and serious dialogue is needed between the various value systems, both for social and global

stability. The USA, Australia, Great Britain, France, Germany, Russia, India, Malaysia and Indonesia live with this reality (Küng 1991). The authors notes that the potential for effective cooperation between the parties has not yet been realized. France intends to increase its presence in Kazakhstan, which would meet the interests of both the Kazakh and French sides (Alaukhanova, 2015). The foreign policy of our republic over the years of independence has taken place as a multi-vector one. Immediately after the first nationwide presidential elections on December 1, 1991, N. Nazarbayev at a press conference in Almaty for foreign and domestic media correspondents outlined the main contours of our state's foreign policy, defining its multi-vector nature. At the same time, the Head of State emphasized that Kazakhstan, having a middle position on the continent, should become a bridge between Europe and Asia (Tokayev, 2007). Therefore, Kazakhstan will not be isolated only on the Asian continent, the country should have a reasonable balance between Europe and Asia. In this regard, integration with European countries, including France, has become one of the important parts of the overall integration of Kazakhstan into the world economy and world economic relations. The country could not become isolated within the framework of its region and the post-Soviet space; equal and mutually beneficial relations were also needed with other partners, countries of Europe, Asia, America, Africa, the Near and Middle East. Indeed, many expect that culture will play a more important role in international interactions (Hudson, 1997). Pursuing an active and proactive foreign policy, France makes its unique contribution to the formation of a complex and contradictory picture of the modern world. The country successfully participates in the "world concert of nations", and often its "melody" stands out from the general ensemble. She has rich experience in conducting a flexible and highly maneuverable foreign policy, skillfully using all the modern foreign policy tools to achieve her goals. In this regard, the establishment of productive cooperation with France contributes to the strengthening of the positions of Kazakhstan in the international community. It also promotes the development of cooperation between our country and in the cultural sphere.

Literature review

After the collapse of the Soviet Union on the geopolitical map of the Eurasian continent, new sovereign states began to emerge. They had to choose

their own path of cooperation with many developed countries of the world, including such powers as France, Great Britain, America, etc. According to Brzezinski, the United States has become the only superpower in the world, and that no other country can hardly surpass America (Z. Brzezinski, 1997). It is well known that the history of powers is reflected in world literature. And we should not forget that the Americans themselves recognize the superiority of the works of Russian, German and French writers. English literature, a collection of written works published in English by residents of the British Isles (including Ireland) from the 7th century to the present day. The main literary works written in English outside the British Isles are considered separately in accordance with American literature, Australian literature, Canadian literature, and New Zealand literature. English literature is sometimes stigmatized as an island. It can be argued that not a single English novel reaches the universality of War and Peace by the Russian writer Leo Tolstoy or Madame Bovary, the French writer Gustav Flaubert. At the end of the 20th century, as in the mid-1980s, the Approach, known as structuralism, a phenomenon in French and German origin, comprehensively studies English literature in many published critical studies. And deconstructionist analysis, the fundamental rights to work of French philosophy of Jacques Derrida, had an additional influence. In addition, British imperial activities around the world continued to inspire literature - in some cases thoughtful, in others - hostile (Jacques Derrida, 1967). Finally, English literature has gained some distribution abroad, not only in predominantly English-speaking countries, but also in all those other countries where English is the first option as the second language of instruction. However, France, which has a rich history of many centuries, is one of the first countries that recognized Kazakhstan's independence and began to take steps towards cooperation with our country. Therefore, in any case, the media play a huge positive role in the international relations of countries. And if you take a tour of the media to the origins of the establishment of intercultural relations between Kazakhstan and France, then nowadays, Kazakhstan's development process is undergoing major secular changes. The today is not at all like yesterday. According to the researchers, Kazakhstan needs to enter the path of sustainable development to enter into the list of 50 developed countries (Yertysbayev, 2001). As you know, culture is the key to the development of society. Scientists, philosophers, writers and statesmen spoke a lot about this. The documents of the UN and

UNESCO noted that culture is an important basis for future life, and in this regard, politics also begins with an understanding of the importance of culture (Universal Declaration, 2001).

Material and methods

The future of human (world) society should be based on rich and diverse cultural processes (Madanova, 1993). And if you take a tour of the media to the origins of the establishment of intercultural relations between Kazakhstan and France, then nowadays, Kazakhstan's development process is undergoing major secular changes. Cultural relations between countries, this is perhaps the strongest connecting link that can be between two completely different states that have learned a completely different path of formation and a completely different story, different from each other. In contrast to political and economic ties, culture can serve as an important basis for further mutually beneficial cooperation. For France, cultural policy has been and remains one of the most important vectors in foreign policy. The globalization we are dealing with now only favors its spread. Kazakhstan, for its part, shows a great desire for cooperation between the two countries, not only in the fields of politics, economy and military affairs, but also pays great importance to the issue of cooperation in the field of culture, as evidenced by the numerous agreements and events held in both countries. In the sphere of our priorities, France is one of the main centers of world politics, economics and culture of Europe, distinguished by its active, independent policy. An important factor is the interested position of Paris in the integration of Kazakhstan into the global economy, support for our reforms and mutually beneficial cooperation, especially in the trade and economic field, extraction and processing of raw materials. The establishment of productive cooperation with France helps to strengthen the position of Kazakhstan in the international community, contributes to the development of our country, including in the economic sphere. The field of culture is an essential aspect of bilateral cooperation. France is interested in strengthening its cultural presence in Kazakhstan. France is one of those countries for which the development of cultural ties has been and remains one of the main directions of foreign policy. This is evidenced by rich historical material and modern facts. France annually holds more than 10,000 cultural events in various countries of the world. This country has a

peculiar model of foreign cultural policy, which is characterized by an annual increase in funding for cultural events held in almost all countries of the world; a wide range of participants in cultural ties; a large number of diverse actions covering all spheres of culture. France has a detailed concept of foreign cultural policy (Universal Declaration.,2001).

Scientific methodology

Unlike political or economic ties, establishing an accurate time frame for the onset of cultural relations, its spirit and mutual exchange is problematic. For example, in the book by M. Madanova "Little-studied pages of the history of the communication of peoples in the 19th century"(Madanova, 1993), excerpts of travel essays and travel diaries of French authors who traveled through Central Asia and published several books in French, such as "Central Asia from a Bird's Eye," "are given Flight", "From Paris to Samarkand, Ferghana, Kuldzh and Western Siberia. Travel impressions of a Parisian woman", "Through the Tamerlane Empire" and many others to introduce the world to the life of the Kazakh people in the Kazakh steppes. Their essays describe the social system, national clothes, Kazakh cuisine, family relations, generosity and incredible hospitality of the people of that era (Satpayeva, 2000). Perhaps one of the first genuine acquaintances of the French with the Kazakhs occurred when the studies of C. Valikhanov began to be published in the famous geographical works of the French geographer and historian Elise Reclus, entitled "LaNouvellegéographieuniverselle" Or when, in the 60s, Abai's works began to be translated into French. Dzhambul was the first among the artists of this word whose work crossed the borders of the Kazakh steppe and gained all-Union and world fame. In connection with the 75th anniversary of the poetry of Dzhambul (1938), well-known foreign writers sent warm congratulations. Romain Rolland wrote: "From the heart of the Western Alps to the heart of the steppes of Kazakhstan, fraternal greetings to Dzhambul - the singer of his Kazakh people and new humanity" (France needs Kazakhstan., 2007). Perhaps during a concert at a concert in Paris, Kazakh singer Amre Kashaubaev, who then performed Kazakh folk songs on stage in front of the French public 90 years ago. One of the first France recognized the independence of the Republic of Kazakhstan, this happened on January 7, 1992, then diplomatic relations were established on January 25, 1992, which was accompanied by a visit by French Foreign

Minister Rolland Dumas, followed by the opening of the French Embassy in Kazakhstan in March 1992, and July 1993, the opening of the Embassy of Kazakhstan in France. The agreement on friendship, cooperation and mutual understanding, signed between the two countries on September 23, 1992 by the presidents of both republics, symbolized the beginning of strong and friendly relations aimed at strengthening and strengthening them. The agreement was signed during the official visit of the first president N. Nazarbayev to France, which sees both sides as equal states, collaborating in all areas, such as culture, economics, politics, etc. This Agreement was the beginning of strong mutually beneficial relations and a large number of subsequent agreements and an agreement in various fields of security, culture and, in particular, a large exchange in the field of education. The initially chosen rather regular nature of the international dialogue, begun between F. Mitterrand and N. Nazarbayev, continues its tendency towards further development to this day. Since 1992, President N. Nazarbayev has made 11 official visits to France, in turn, F. Mitterrand and subsequent French Presidents N. Sarkozy and incumbent President F. Hollande have repeatedly made official visits to Kazakhstan. Contacts between the foreign affairs agencies are maintained: on March 1, 2013, France's Foreign Minister L. Fabius made his first visit to Kazakhstan, and Minister of Foreign Affairs of the Republic of Kazakhstan E. Idrisov visited Paris on June 10-11, 2014. On April 14, a twinning agreement was signed between the cities of Rennes and Almaty (Kazakh-French cooperation at the present stage: 90s...). Thanks to the Agreement, relations between cities have reached a higher level. Cultural, educational and informational exchanges are intensifying. Within the framework of the relationship, the days of the culture of Almaty in Rennes are held. On October 3, 2011, a significant event took place, symbolizing friendly and future-oriented relations in the city park "Morpa", which opened on Almaty Lane, where the Almaty airport was laid. The event was attended by representatives from the Kazakh side, Deputy Akim of Almaty S. Seidumanov and the Ambassador of the Republic of Kazakhstan in France N. Danenov, from the French side - Mayor of the city Roselyn Le Francois, as well as the chairman of the twinning committee Thierry Liebrih. The event was accompanied by various workshops that demonstrated traditional Kazakh art: embroidery and ceramics, carving and jewelry, then a photo exhibition and a festive concert with the participation of Kazakhstani artists was organized.

The great desire to expand and strengthen cultural ties between the two countries is demonstrated by the Agreement on cooperation in the field of culture and art of September 17, 1993, signed during the official return visit of French President F. Mitterrand. The agreement considers the development of cooperation in the field of culture through exhibitions, tours, the establishment of various associations and cultural centers, as well as through many other events. The Small Kurultai of European Kazakhs was held 3-5.06. 2006 in Paris, attended by 1000 delegates from various countries of the European space. A holiday was organized with the participation of Kazakh artists, sports events between diaspora teams, a round table with the participation of the First Deputy Chairman of the Higher Attestation Commission (World Association of Kazakhs). As part of the event, the Kazakh delegation visited the city of Rouen in France, where they introduced the public to their culture and customs. According to information from the Ministry of Foreign Affairs of the Republic of Kazakhstan, the second Small Kurultai of European Kazakhs took place on May 18-19 2013 year in Paris. According to the Strategic Partnership Agreement of June 11, 2008, where and relations in the field of culture, science and linguistic cooperation in Kazakhstan there are more than 100 French and joint ventures. An active policy is being pursued to disseminate the French language, as it is one of the six official languages of the UN, which is studied in different parts of the world. The French Alliance Francaise promoting the spread of French culture operates in the cities of Astana, Almaty, Karaganda, Kostanay and Shymkent. The French Alliance conducts French language training at all levels and for people of different ages, is accredited to conduct the DELF / DALF / TCF language proficiency test and issue certificates on them. This cultural and educational organization promotes various events to French missions and consulates. Its competence includes sending students to study in French-speaking countries (France Diplomacy: <https://www.diplomatie.gouv.fr/en>). The French Alliance has a rich library with a large selection of French print media and a French media library. Of course, the Cross seasons of Kazakhstan in France and France in Kazakhstan were held, which took place in 2013 and 2014, where 2013 is designated the year of France in Kazakhstan and 2014 the year of Kazakhstan in France. Two concerts were held at the Lille National Symphony Orchestra, the presentation of the French Ballet, an exhibition dedicated to Napoleon and a concert by Patricia

Kaas. Publications on the activities of the French architect Paul Gourde in Almaty, which at that time was still called Verny, as well as the works of Mustafa Shokai, a Kazakh politician who emigrated by fate to France, were presented by the Academy of Sciences, etc. As we noted in this article, in contrast to political and economic life, culture can serve as an important basis for further mutual cooperation.

Results and discussions

The close and friendly relations between the countries and the high level of relations can be evidenced by the fact that after the attacks in Paris on November 13, 2015, the first president of Kazakhstan N. Nazarbayev personally visited the French consulate in Kazakhstan and left a note in the Book of Condolences. Earlier, N. Nazarbayev was awarded the highest award of France with the Order of the Great Cross of the Legion of Honor for his enormous contribution to world security and peace, as well as for promoting the strengthening of Kazakh-French relations (Kazakh-French cooperation at the present stage: 90s...). In the framework of the 550th anniversary of the Kazakh Khanate, a conference was launched at the UNESCO Palace in Paris on the initiative of the Embassy of Kazakhstan in France, the Alash Research Center, the International Institute of Man in Almaty, the Great Steppe Foundation and the Writers' Union of Kazakhstan. Also, as part of the event, on September 22, 2015, the presentation of the book "The Great Nomad" by B. Gabdullin, which tells the centuries-old history of the formation of the state, was held at the Embassy of the Republic of Kazakhstan in France (France needs Kazakhstan..., 2007). The book became a bestseller in Kazakhstan. In France, the book was published in the most prestigious French publishing house LesSyrtes and translated into French by the famous French poet Atanasi Vanchev de Tracy. An important aspect of cooperation and cultural penetration is tourism between the two contributing states (Anthology of cultural..., 1997). The exchange of cultures should be learned in practice, first of all, tourism promotes the practice of cultures. In this regard, the decision to facilitate the visa regime for European

countries, as well as the opening of a direct flight between France and Kazakhstan, is very opportune, which contributes significantly to the promotion of relations in the scientific, educational and economic sphere. The holding on April 15, 2015 in Paris at the initiative of the Council of Turkic States of the international forum "Heritage of Korkyt and the Turkic World", dedicated to the 200th anniversary of the publication of the first book of Korkyt-ata and the 70th anniversary of UNESCO, attracted the attention of the whole world. The purpose of this forum is to facilitate the inclusion, on the initiative of Kazakhstan, of the mausoleum and heritage of Korkytat in the UNESCO World Heritage List. The ideas of Korkyt-ata are imbued with the ideals of humanism, goodness and peace, which resonate both in the program of the President of the Republic of Kazakhstan "Mangilik yel" and in the message "Nurly jol - the path to the future". There is a program of the International Decade for the Rapprochement of Cultures for 2013-2022. The purpose of this event is to carry out all kinds of cultural programs to bring together and strengthen peace, as well as preserve and promote humanity and universal values around the world. Realizing that cultural dialogue plays a crucial role in achieving an understanding of the world and the global idyll, Kazakhstan offers its own ways of resolving and eradicating international conflicts, being a clear example of a multi-ethnic and multi-faith community living in peace and harmony. Undoubtedly, an important role is played by the media contribution to the coverage of cultural cooperation between the two countries. The events that were held were professionally and promptly reported in different parts of the world through the media, which indicates a high level of cooperation between these countries. The dialogue of cultures is already quite active all over the world. If a single global culture really appears in the future (see Kessler 2000), it is imperative that this new culture be inclusive, and flexible enough to meet new needs. In general, as indicated before, the media occupy a special place in the development of the situation. And one of the important roles of the media is to ensure unity and stability in society, as well as to satisfy a number of cultural needs of the audience.

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