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LOGISTICS (In economy)

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LOGISTICS OF PUBLIC PROCUREMENT IN FOREIGN COUNTRIES (ON THE EXAMPLE OF USA, GERMANY AND POLAND)

¹Toluev Yuri, ²Mukhtarova Karlygash, ³Mukhtar Yernur,
⁴Akhmetkaliyeva Sandigul, ⁵Kozhakhmetova Assel

¹Doctor of Technical Sciences, Professor, Fraunhofer Institute IFF, Magdeburg, Germany

²Doctor of economic sciences, professor, Al-Farabi Kazakh national University, Almaty, Kazakhstan

³Doctor PhD, Al-Farabi Kazakh national University, Almaty, Kazakhstan, e-mail: pravovedprof@gmail.com

⁴Candidate Technical Sciences, Associate Professor, Altai State University,
Barnaul, Russia, e-mail: sandygula025@gmail.com

⁵PhD candidate, Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: aselekdream@gmail.com

Abstract. Issues of regulating public procurement throughout the world are the subject of close attention from the legislators. Because in this case the buyer in the face of the state is interested in the maximum efficiency of the process. One of the important directions in lawmaking around the world has become the struggle for fair competition, which, according to economic theory, should lead to lower prices. The main problem in the modern practice of public procurement is the “human factor”, which generates corruption and bad faith. This isn't about episodic bribing of officials, but about the merging of government and business, as a result of which, along with competitive methods of selecting suppliers, lobbying has become important. However, it is believed abroad that a well-developed regulatory framework and competent procurement administration may well reduce potential efficiency losses to a minimum (Government purchases abroad, 2017).

The purpose of the study is to consider the theory and practice of public procurement management in developed countries, such as the United States, Germany and Poland, which have many years of specific experience in regulating public procurement, in addition, highlighting the most important aspects of state order placement in Kazakhstan Republic from the scientific research viewpoint.

Key words: government procurement, government order, government regulation, public procurement system, logistics, legislation effectiveness, suppliers, government and business, corruption, competition, price policy, foreign practice.

Шетелдегі мемлекеттік сатып алу логистикасы (АҚШ, Германия және Польша мысалында)

¹Толуев Ю., ²Мұхтарова Қ., ³Мухтар Е., ⁴Ахметкалиева С., ⁵Қожахметова Ә.,

¹Т.ғ.д., профессор, Фраунговерлік институт IFF, Магдебург, Германия, e-mail: vlad17@bk.ru

²Ә.ғ.д., профессор, әл-Фараби атындағы ҚазҰУ, Алматы, Қазақстан

³PhD докторы, әл-Фараби атындағы ҚазҰУ, Алматы, Қазақстан, e-mail: pravovedprof@gmail.com

⁴Т.ғ.к, доцент, Алтай мемлекеттік университеті, Барнаул, Ресей, e-mail: sandygula025@gmail.com

⁵PhD докторанты, әл-Фараби атындағы ҚазҰУ, Алматы, Қазақстан, e-mail: aselekdream@gmail.com

Андапта. Бүкіл әлемде мемлекеттік сатып алуларды реттеу заң шығарушылардың үнемі назарында, себебі іс жүзінде сатып алушының өзі, яғни мемлекет, үдерістің барынша тиімділігіне мүдделі. Әлемдегі заң шығару саласында маңызды бағыттардың бірі, экономикалық теорияға сәйкес, баға төмендеуіне әкелуі тиіс әділ бәсекелестік үшін күрес болып саналады. Мемлекеттік сатып алудың заманауи тәжірибесіндегі басты мәселе – жемқорлық пен сенімсіздік тудыратын «адам факторы». Бұл шенеуніктердің жемқорлығы жайында емес, нәтижесінде жабдықтаушыларды таңдауда бәсекелестік әдістерімен қатар лоббизм маңызды болып отырған үкімет пен бизнестің етене бірігуі туралы. Дегенмен, шет елдерде орын алғандай жақсы дамыған нормативтік база және құзыретті сатып алу әкімшілігі ықтимал шығындарды минимумға дейін төмендетуі мүмкін деп саналады (шетелде мемлекеттік сатып алу, 2017).

Мақаланың мақсаты мемлекеттік сатып алулар жүйесін реттеуде көпжылдық әрі бірегей тәжірибесі бар АҚШ, Германия және Польша тәрізді шетелдердегі мемлекеттік сатып алулар жүйесінің теориясы мен тәжірибесін қарастыру, оған қоса ғылыми зерттеу тұрғысынан ҚР-дағы мемлекеттік тапсырысты жайғастырудың тиімділігін арттырудың аспектілерін ерекшелеу болып саналады.

Түйін сөздер: мемлекеттік сатып алу, мемлекеттік тапсырыс, мемлекеттік реттеу, мемлекеттік сатып алу жүйесі, логистика, заң шығару тиімділігі, жабдықтаушылар, үкімет және бизнес, сыбайлас жемқорлық, бәсеке-лестік, бағалық саясат, шетелдік тәжірибе.

Логистика государственных закупок в зарубежных странах (на примере США, Германии и Польши)

¹Толуев Ю.И., ²Мухтарова Карлыгаш, ³Мухтар Ернур, ⁴Ахметкалиева Сандыгуль, ⁵Кожамбетова Асель

¹Доктор технических наук, профессор, Фраунгоферовский институт IFF, Магдебург, Германия

²Доктор экономических наук, профессор, Казахский национальный университет им. аль-Фараби, Алматы, Казахстан

³Доктор PhD по специальности «Логистика», Алматы, Казахстан, e-mail: pravoredprof@gmail.com

⁴Кандидат технических наук, доцент Алтайский государственный университет, Барнаул, Россия,
e-mail: sandygula025@gmail.com

⁵Докторант PhD, Казахский национальный университет им. аль-Фараби, Алматы, Казахстан, e-mail: aselekdream@gmail.com

Аннотация. Вопросы регулирования государственных закупок во всем мире являются объектом пристального внимания со стороны законодателей – ведь в данном случае сам покупатель, то есть государство, заинтересован в максимальной эффективности процесса. Одним из важных направлений в законотворческой деятельности во всем мире стала борьба за честную конкуренцию, которая, согласно экономической теории, должна привести к снижению цен. Главная проблема в современной практике госзакупок – “человеческий фактор”, порождающий коррупцию и недобросовестность. Речь идет не об эпизодическом подкупе чиновников, а о сращивании власти и бизнеса, вследствие которого наряду с конкурентными методами выбора поставщиков важную роль стало играть лоббирование. Однако, как считают за рубежом, хорошо проработанная нормативная база и грамотное администрирование закупок вполне могут свести возможные потери эффективности к минимуму (*Госзакупки за рубежом, 2017*).

Целью статьи стала попытка рассмотреть теорию и практику управления системой государственных закупок в зарубежных развитых странах таких, как США, Германия и Польша, имеющих многолетний и специфичный опыт регулирования системы государственных закупок, выделяя при этом наиболее важные с точки зрения научного исследования аспекты повышения эффективности размещения госзаказа в РК.

Ключевые слова: государственные закупки, государственный заказ, государственное регулирование, система государственных закупок, логистика, эффективность законодательства, поставщики, государство и бизнес, коррупция, конкуренция, ценовая политика, зарубежная практика.

Introduction. The principles of procurement and placement of orders generally accepted in world practice are formulated in the laws of individual countries and are set forth in a number of international documents, such as EU Directives, the WTO Multilateral Agreement on Public Procurement, documents of the Organization of Asia-Pacific Economic Cooperation and others. Differences in the laws of individual countries exist due to the priorities of the economic policies of a state. The degree of centralization of the economy has a significant impact. The specification of international provisions takes place at the level of national legislation, taking into account the specifics of the state's economic policy. Sectoral regulations are issued, which make it possible to formulate specific provisions reflecting the specifics of a particular industry on the basis of general national legislation in a number of countries.

The state is the most important customer in the domestic market for state needs in almost all developed countries. World practice shows that the most effective way to implement all the principles of procurement is holding public competitions. There is no worthy alternative to the process of placing state orders, because the secrecy and subjectivity of their implementation give rise to corruption and wasteful spending of budget funds.

According to the classification of the Organization of Economic Cooperation countries, depending on the degree of freedom of the procurement authorities in choosing a supplier, competitions are divided into automatic and discretionary. Discretionary tenders provide procurement authorities with greater freedom in choosing a supplier, since only part of the contract terms are announced in advance. For automatic tenders, the basic terms of the contract (delivery terms, payment terms, technical specifications,

etc.) are indicated. award of the contract takes place automatically. The cases of application of these contests and the procedure for their conduct are usually strictly regulated by transactions (Asaul A.N., Grakhov V.P., Koscheev V.A., Chibisov V.E., 2005).

Literature review. Such foreign scientists as Johnson J.S., Zielińska A., Kloss D.J, Lambert D., Lanzillotti, Linders M., Mate E., McAfee, McMillan, Prudzienica M., Stoke J., Porter, Tixier D., Toluev YI, Watsr D., Firon X.E. and etc. devoted their researches to the problems of procurement logistics.

Among the Russian scientists-experts in the field of science “Logistics” and its various scientific and practical areas (procurement logistics, government procurement) can be noted such scholars as Andreeva A., Antonov V.I., Asaul A.N., Burkov V.N., Grakhov V.P., Kiseleva O.V. Koshcheev V.A., Pokrovskaya V.V., Uskova E.A., Chibisov V.E. and others. Among Kazakhstani authors, the works of Akhmetkalieva S.K, Dairabaeva N.K., Zhanuzakova N.T., Mukhtar E.S., Mukhtarova K.S, Ospanova D.A. are significant. The listed authors have devoted their works to the issues of procurement logistics and public procurement at the international and national levels.

Materials and methods. The research methodology is based on the use of a systems approach and systems analysis, theoretical and informational material of an economic and legal nature, including works of foreign

and Kazakhstan economists in the field of logistics. As an information base, the paper used analytical studies on public procurement of such foreign countries as Germany, Poland, the United States, legislative acts and reports of international organizations working in the field of public procurement, European Union studies and information retrieval systems posted on the global Internet.

The authors use research methods such as logistic analysis, marketing, statistical review, management, logical, economic and statistical, comparative analysis, and others. The work used visual material in the form of diagrams and diagrams.

Results and discussion. The United States of America (USA) has good experience in regulating the public procurement system. The US government is the largest customer of goods and services for state needs among developed countries. Government procurement accounts for about a third of all total federal budget expenditures.

Government procurement in the US economy is called the Federal Contracting System (FCC). The US government is by far the largest customer in the world. The annual volume of contracts for the supply of GWS for the last fiscal 2016 exceeded \$ 500 billion and accounts for more than 16.5% of the total public spending.

The expenditure part of government contracts presented in the following figure (Budget Report of the US Government, 2016.) – see fig. 1:

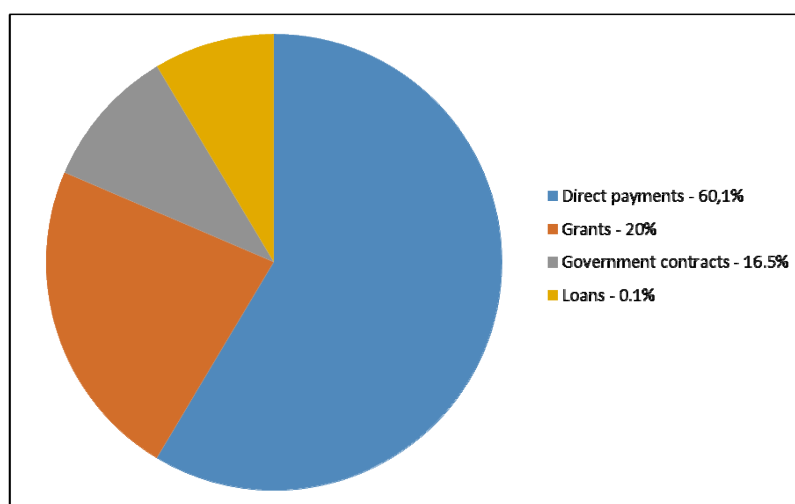


Figure 1. Expenditure items of the US Federal Government in 2016 (US Government Budget Report, 2016.)

FCC participants are more than 160 thousand commercial organizations. Almost 12.5% of the

working population of the United States (about 17 million people) are engaged in government contracts.

The first law in the United States that regulate the FCC was adopted in 1792, according to which the Ministry of Finance and Defense was vested with the main powers in the field of public procurement.

At the same time, the Great Depression of the 1930s of XX century became a powerful push for the development of the FKS.

During these years, the government of Franklin Delano Roosevelt was looking for ways out of the Great Depression, which shook the foundations of the capitalist system. The mechanism of indirect state regulation of the economy was built into the free market economy, and the state sector of the economy was created. The state assumed the function of producing public goods, caring for pensions, sickness benefits and unemployment. The ideas of the English economist John Keynes were implemented by President Roosevelt in the New Deal policy. Keynes creatively used the experience of state regulation accumulated by Western countries during the First World War, and the experience of Soviet Russia in creating a command economy. The result of Roosevelt, three times elected for the presidency, was the creation of a mixed economic system in the United States, combining the advantages of a free market and government regulation. Subsequently, this model was implemented in Europe (US Federal Contract System, 2016)

Thus, the legislative framework of the FCC was laid in the middle of the 20th century with the adoption of the Procurement Act of Federal Property and Services (1949) (Act on procurement of federal property and services, 2016).

US law in the field of FCC was subjected to a serious audit as not sufficiently reflecting the increased role of purchasing products for state needs in 1994. The result of the audit was the emergence of a law on improving federal acquisitions, which resulted in the modernization of the entire FCC, with an emphasis on information policy and the formation and use of information resources in the system. The organization of public procurement procedures was also analyzed (by 1994, there were 889 general controlling laws and regulations). Now, the federal commissioners for CPs were given a great deal of independence in choosing the forms, methods, and methods of conducting procurement for the needs of the state.

The legislation significantly simplified the contract procedure for small purchases and at the same time supported e-commerce. The term "e-commerce" in this case refers to electronic technologies for business operations, including e-mail, Internet, bulletin boards, payment cards,

money transfer, virtual data exchange, etc. (US Federal Contract System, 2016). All these documents are consolidated into uniform Procurement Rules for Federal Needs (Federal Acquisition Regulations – FAR). The defense order is governed by the Defense Procurement Rules for Supplements, which are an addition to the FAR (DFARS) (FAR, 2016). It should be noted that federal legislation does not regulate the procurement of states, counties and municipalities, but only specifies the general principles on the basis of which local procurement laws are created. Attempts to unify local procurement legislation were not crowned with success: only a few states brought their legislation into full compliance with the federal one. However, the federal procurement information system of the United States provides information on 400-500 thousand contracts with a unit cost of more than \$ 25 thousand and 17 million contracts with a small unit value annually concluded by federal agencies (totaling about \$ 200 billion). Thus, the central federal procurement information system is a source of consolidated information on the state of emergency (Andreeva A., 2016)

Thus, today, each US federal agency is obliged to form and maintain the maintenance of a computer database containing unclassified information on all contracts of unit value in excess of \$ 25,000 over the last five fiscal years. All departments must send this information to the Central Federal Procurement Information System. Federal agencies use standard document forms and unified data formats to provide information on contracts. In addition to the submitted list, departments should have electronic data identifying subcontracts under contracts for a total amount of \$ 5 million or more (Antonov V.I., Kiseleva O.V., 2013).

At the same time, the US legislation along with Kazakhstan has a number of similarities, such as determining equal rights between a customer and a contractor when fulfilling a government contract, but the customer's preemptive right to unilateral refusal of an order. In order to accumulate information on the planning of public procurement in the United States, multi-level spreadsheets are available that are available to outside observers. This information system allows you to track public procurement plans even before trading. Information on each purchase is available in the information system in the context of US government agencies, the price range, the form of the contract and its implementation, there is also information about the responsible person for each contract. The American practice of individual planning models each future purchase in stages from the moment the demand for goods, work or services

arises to the moment the contract is implemented and the delivered goods, work and services are accepted.

The participation of businesses in US public procurement tenders opens up great opportunities for the participating country. The total public procurement of the federal government in 2016 amounted to about 6.9 trillion USD.

US law provides an opportunity for both US and foreign companies to participate in public procurement. However, in order to have a chance to win a tender, you must first carefully study the procedure for participation in tenders. (US public procurement system, 2017). Requests for proposals – a direction of requests for purchases of at least three suppliers. The customer establishes the criteria for evaluating proposals received, the value, the order of application in their evaluation. These criteria relate to the capabilities of the supplier in managerial and technical characteristics, the most beneficial – the proposal submitted to them to solve the task, as well as the price offered to them, including the costs of operation, maintenance and repair. When conducting a request for proposals, it is permissible to hold negotiations or allow the customer to revise proposals.

Negotiations are confidential, and all applicants who have submitted their proposals, as well as proposals that have not been rejected, can participate in them. After negotiations, the customer offers suppliers to submit by a certain date their final versions, from which the best is chosen. As part of the ongoing unification of procurement rules, more and more attention is being paid to uniform standards. Most European countries are gradually

adjusting their legislation based on European Union directives.

Meeting the requirements of the European Union, the public procurement procedure control system in Germany has its own specific features. The state procurement monitoring system in Germany consists of two levels:

- the appeals instance – in the form of an independent institution;
- judicial authority – in the form of a judicial authority.

The opportunity to challenge the results of placing a state order in court has become a successful innovation in Germany. Decisions made by both instances of control of the public procurement system are published and serve to further develop the transparency of public procurement. Since the law establishes an accelerated procedure for the consideration of complaints against the actions of the customer, the cancellation of the decision on the placement of the state order does not lead to a delay in the spending of budget funds and the purchase of goods for state needs (Antonov V.I., Kiseleva O.V., 2013).

There are open and closed one- and two-stage tenders, quotation requests and purchases from a single source in the EU, which are also familiar to us in our national government procurement practice.

At the same time, among the most developed EU countries, Germany has extensive experience in organizing public procurement, whose regulation of the PP system meets the EU requirements, but has certain specifics, which is clearly shown in the following figure (see Fig. 2):

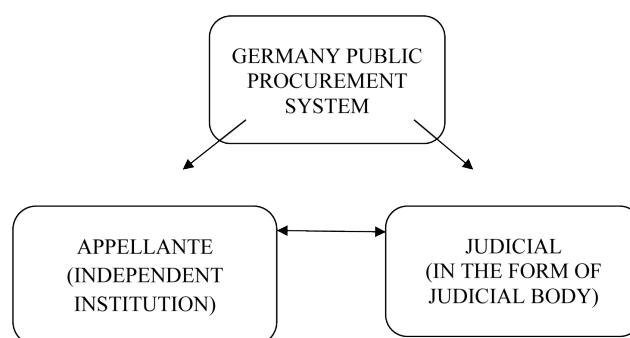


Figure 2. German public procurement system

* Note: compiled by the authors based on data from the German public procurement system

The possibility to challenge the placement of a state order in court has become a successful innovation in Germany.

Since the law establishes an expedited procedure for the consideration of complaints against the actions of the customer, the cancellation of the

decision on the placement of the state order does not lead to a delay in the spending of budget funds and the purchase of goods for state needs. Decisions in the form of a Resolution issued by both instances are published in open access and serve to develop and further improve public procurement.

In addition, the public organization of experts and scientists that called “Government Order Forum” has existed for a long time and successfully exchanges views and forms a public attitude to new phenomena in the field of public procurement in Germany. The forum annually awards the prize for the best research work in the field of public procurement – Public Procurement Award. It should be noted that it was German public procurement legislation that was used as the basis for lawmaking of the EU government procurement.

So, Germany is obliged to comply with European legislation on public procurement as a

member of the European Union. The requirements of the European Union concerning the creation of a competitive environment and the inadmissibility of discrimination fit organically into German law. It is the European legislation governing public procurement that borrowed from the German legislation a section of the law on the inadmissibility of restricting competition (antitrust law), which corresponds to the basic requirements of the draft European Constitution, where state satisfaction is viewed as a principle of a market economy (URL, 2019).

In general, the costs of government procurement in Germany, as in most developed countries, are covered from the state or territorial budgets, special government and extra-budgetary funds generated from tax and other types of revenues, including income from the activities of the state structures themselves, which is presented by the author in the following figure (see figure 3):

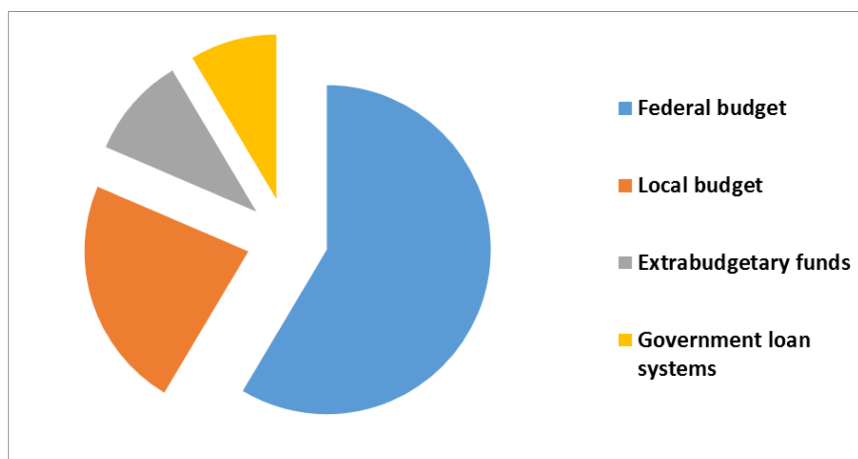


Figure 3. Sources of the formation of the GZ Germany

* Note: compiled by the authors based on data from the German public procurement system

The important role of government procurement in Germany is the principle of free competition in the field of employment, having a significant impact on the regional policy of placing government orders on the territory of individual countries. This is manifested in the fact that national companies have the priority right to enter into public contracts. As Pokrovskaya V.V. and Uskova E.A. note, the above principle on the German government order market, like other European countries, is caused by existing discriminatory preferences, i.e. a way of unequal access to the development of a state order on the part of the state body financing them in relation to non-resident companies.

The preference on the part of the customer to the national enterprises is based on such factors as the German mental principle, the lack of a language barrier and the European rules in the field of trade exchange, remuneration of labor, indexation of utility tariffs, safety measures for the operation of products, public health and environmental protection. specific to Germany as a European country. Restrictions associated with the requirement to ensure national security within the country and the regulation of the national economy may also become an obstacle to the participation of foreign suppliers in the state of emergency. To the number of discriminatory measures can also be attributed to the requirements of

the state order, which are based only on the national standards, and which in turn are an insurmountable barrier for foreign manufacturers (Pokrovskaya VV, Uskova EA, 2008)

Meanwhile, the author's interest is attracted by the government procurement logistics of the Republic of Poland. This interest is due to such factors as, an interesting geographical location and great potential.

So in the north of Poland is washed by the Baltic Sea; borders:

- in the west with Germany – 467 (456) km.,
- in the south-west with the Czech Republic – 790 (615) km.,
- in the south with Slovakia -539 (420) km.,
- in the southeast with Ukraine – 529 (428) km.,
- in the east with Belarus – 416 (605) km.,
- in the northeast with Lithuania – 103 (91) km and Russia (Kaliningrad region) – 206 (210) km.,
- In addition, Poland borders the zones of Denmark and Sweden through the economic zone in the Baltic Sea.

The total length of the borders is 3582 km, of which -3054 (2888) km. of land and 528 (491) sea (Economy of Poland, 2016).

Poland, being in the center of Europe, performs the role of a transport corridor between Belarus and Germany and is used by very many transport companies to actively transport various goods from the European Union to the countries of the Eurasian Economic Union. The public procurement system in Poland is distinguished by the multilateral cooperation of representatives from various spheres of public and state life. In 2002, the Public Service Information Center was established in Poland, the purpose of which is to increase the access of ordinary citizens and civil servants themselves to information about the types of public services, the areas of activity of individual state bodies and institutions, etc. (Ospanova DA, 2016). These partnerships can be initiated both for business entities operating on a non-profit basis in non-governmental organizations, and in government agencies that work at the local, regional, national or even international level.

The very idea of partnership convinces and activates as many diverse objects as possible, which increases the chance of developing strong connections and realizing many social goals, in particular, in which the supremacy of partnership is of paramount importance. Due to this, joint efforts (actions) are observed in the public procurement system, in which persons from the public sector are equal parties. They unite efforts to solve common social and economic problems, thereby being

open to all participants in the public procurement system (Zielińska A., Prudzienica M., Mukhtar E., Mukhtarova K., 2016).

Thus, we may assume that these partnerships do not have opposing interests and strategies.

Conclusion

1. Based on the experience of countries with a developed system of state procurement regulation, it can be concluded that the public procurement system has become the main part of the progressive process of commodity exchange in the national economy. As a rule, the issue of material and technical supply for state needs in developed countries is solved by acquiring the necessary material and intangible resources, goods, works and services through various logistic processes in the state procurement system of the state.

2. As mentioned earlier, the US legislation along with Kazakhstan has a number of similarities, such as determining equal rights between a customer and a contractor when fulfilling a government contract, but the customer's preemptive right to unilateral refusal of an order. However, the authors of this study are particularly interested in the American methods of the system of individual planning of public procurement and public procurement through request for proposals and competitive negotiations to further improve the regulation of logistics processes in the public procurement system.

The US public procurement policy declares that the contract at the lowest price is false. It is highly likely to result in losses that the customer cannot control. When choosing a contractor, preference is often given to a participant who has a higher cost of his own work, but minimizes overall costs (Dayrabaeva N.K., 2017).

3. At the same time, the participation of the judicial system in the field of public procurement and, accordingly, the procedure for the expedited procedure for the consideration of complaints about the actions of the customer, are of no less interest to the author of this study. For example, the cancellation of the decision on the placement of state orders does not lead to a delay in the expenditure of budgetary funds and the purchase of goods for state needs. At the same time, decisions in the form of a Resolution issued by both instances are published in open access and serve to develop and further improve the public procurement system.

4. As it's known, the implementation of the transport transit potential of Kazakhstan on the example of Poland will further develop the national public procurement system through the

transport and communications complex, ensure its competitiveness in the global market of services and, accordingly, will continue to stimulate the growth of transportation of goods through Kazakhstan's territory. This can be achieved by increasing the level of transport infrastructure and the development of competitiveness of domestic carriers in the foreign market, as well as through the effective use of transit potential.

5. In foreign procurement practice the main basic principles include: transparency (transparency) – openness and availability of information on procurement; accountability and compliance procedures (accountability and duprocess) – strict adherence to procurement procedures under state and public control; open and effective competition – non-discrimination; fairness – equal opportunities for all procurement participants.

At the same time, Germany has great experience in organizing public procurement among the most developed EU countries, the regulation of which in the GZ system meets the EU requirements, but has certain specific features. It should be noted that it was German public procurement legislation that was used as the basis for lawmaking of the EU government procurement.

6. Based on the analysis of the experience of public procurement in countries with market economies, we can draw the following conclusions:

1) the public procurement system is the most important lever of state regulation of the economy of any country.

2) through government procurement, the government ensures the implementation of its economic and social programs, stimulates the development of various sectors of the national

economy, supports national producers in the face of international competition, provides for conducting research, creating and introducing new technologies, supporting small businesses, etc. and also regulates some social processes.

3) the state, acting in the person of the largest consumer of products of a number of industries, has a significant impact on the dynamics and structure of the economy. In EU countries, in key areas with a high degree of dependence on government orders (high-tech industry, heavy engineering) investments are considered as the main means of stimulation. Traditionally, in high-tech areas (aerodynamic industry, computer science, electronics), the share of government orders is about 40-50% of total production, in construction – 25%.

4) the experience of government procurement as a system of organizing the logistics of public procurement allows the use of the concepts-concepts, concepts and methods adopted in this science. Modern logistics is a dynamic, constantly evolving science, in whose field of interest fall into its large areas of economic activity.

5) the use of the logistic concept in the procurement system can significantly improve the efficiency of competitive purchases for state needs based on the principles of “systematic, integrity, optimization of total costs” [95], i.e. due to consideration of processes in a complex, from system positions.

6) public procurement logistics as a specific area of logistics pursues the strategic goal of improving the procurement process, i.e. maximization of the result of this process with minimal costs, thereby solving the information logistic problem of reducing transactions (Asaul A.N., Grakhov V.P., Koscheyev V.A., Chibisov V.E., 2005).

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WORLD ECONOMY

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DEFINING, CONCEPTUALISING AND MEASURING THE DIGITAL ECONOMY

¹Pomfret Richard, ²Mukhtarova Karlygash, ³Tovma N.A.

¹Doctor of Technical Sciences, Professor, The University of Adelaide, Adelaide, Australia, e-mail: pompid@gmail.com

²Doctor of economic sciences, professor, Al-Farabi Kazakh national University,
Almaty, Kazakhstan, e-mail: k-mukhtarova@mail.ru

³Doctor PhD, Al-Farabi Kazakh national University, Almaty, Kazakhstan, e-mail: nataliya-tovma@mail.ru

Abstract. The digital economy is becoming an important driver of innovation, economic growth and competitiveness. More than 15 countries are implementing a national programme of digitization. The formation and development of the national segment of the digital economy through the use of trusted, mainly domestic ICT, and its further integration into the global digital economy, on the one hand, provides a “window of opportunity” for the integration of the economy of the Republic of Kazakhstan in the emerging world economic order, and on the other hand – carries significant risks to economic security and sovereignty of the state. The purpose of the study is to analyze the current state and develop effective measures to regulate the digital economy to achieve sustainable economic growth, improve the competitiveness of the economy and improve the quality of life of the population of the Republic of Kazakhstan. The introduction of information technologies in the public sector brings to a qualitatively new level key aspects of life – from payment for utilities to insurance policies and treatment. The methodology is based on methods of analysis, synthesis, induction and deduction. The value of the research is that the model of digital economy development is defined. The practical significance of the study lies in the development of proposals to improve the regulation of the digital economy in the Republic of Kazakhstan. The article is executed within the project AP05135078 “Formation and development of digital economy in the Republic of Kazakhstan: theory and practical measures of realization” of grant financing of scientific researches of the Ministry of education and science of the Republic of Kazakhstan.

Key words: digital economy, digital dividends, digital state, single digital market, online sales, development of electronic networks and digital services.

Сандық экономиканың құрамы, тұжырымдамасы және жоғалау

¹Помфред, Ричард, ²Мұхтарова К., ³Товма Наталия,

¹PhD, профессор, Аделаида университеті, Аделаида, Австралия, e-mail: pompid@gmail.com

²Ә.ғ.д., профессор, әл-Фараби атындағы ҚазҰУ, Алматы, Қазақстан, e-mail: k-mukhtarova@mail.ru

³Әл-Фараби атындағы Қазақ Ұлттық Университетінің Есеп және аудит кафедрасының доценті,
Алматы, Қазақстан, e-mail: nataliya-tovma@mail.ru

Андатпа. Сандық экономика инновациялардың, экономикалық өсудің және бәсекеге қабілеттілік-ті қамтамасыз етудің маңызды драйверіне айналады. Әлемнің 15-тен астам елі цифрландыру Ұлттық бағдарламаларын жүзеге асырады. Сенім білдірілген, басым түрде отандық АКТ – ны пайдалану негізінде цифрлық экономиканың ұлттық сегментін қалыптастыру және дамыту және оның әлемдік цифрлық экономика кеңістігіне одан әрі кірігуі, бір жағынан, қалыптасқан әлемдік экономикалық тәртіпке Қазақстан Республикасының экономикасын енгізу үшін «мүмкіндіктер терезесін» ұсынады, ал екінші жағынан-экономикалық қауіпсіздік пен мемлекет егемендігінің Елеулі тәуекелдерін көтереді. Зерттеудің мақсаты-тұрақты экономикалық өсуге қол жеткізу, экономиканың бәсекеге қабілеттілігін арттыру және Қазақстан Республикасы халқының өмір сүру сапасын жақсарту үшін қазіргі заманғы жағдайды талдау және сандық экономиканы реттеудің тиімді шараларын әзірлеу. Мемлекеттік секторда ақпараттық технологияларды енгізу коммуналдық қызметтерді төлеуден бастап сақтандыру полистерін ресімдеуге және емдеуге дейінгі халық өмірінің негізгі аспектілерін сапалы жаңа деңгейге шығарады. Әдістеме талдау, синтез, индукция және дедукция әдістеріне негізделген. Зерттеудің құндылығы-сандық экономиканың даму моделі. Зерттеудің практикалық маңыздылығы Қазақстан

Республикасында цифрлық экономиканы реттеуді жетілдіру бойынша ұсыныстарды әзірлеу болып табылады. Мақала AP05135078 «Қазақстан Республикасында цифрлық экономиканы қалыптастыру және дамыту: теория және практикалық іске асыру шаралары» жобасы аясында Қазақстан Республикасы Білім және ғылым министрлігінің ғылыми зерттеулерін гранттық қаржыландыру аясында орындалды.

Түйінді сөздер: сандық экономика, сандық дивидендтер, сандық мемлекет, бірыңғай сандық нарық, онлайн сату, электрондық желілер мен сандық қызметтерді дамыту.

Понятие, концептуализация и измерение цифровой экономики

¹Помфред, Ричард, ²Мухтарова К.С., ³Товма Наталия,

¹Доктор PhD, профессор Университета Аделаиды, Аделаида, Австралия, e-mail: pompid@gmail.com

²д.э.н., профессор, Казахский Национальный Университет имени аль-Фараби, Алматы, Казахстан, e-mail: k-mukhtarova@mail.ru

³PhD, доцент кафедры «Учет и аудит», Казахский Национальный Университет имени аль-Фараби, Алматы, Казахстан, e-mail: nataliya-tovma@mail.ru

Аннотация. Цифровая экономика становится важнейшим драйвером инноваций, экономического роста и обеспечения конкурентоспособности. Более 15 стран мира реализуют национальные программы цифровизации. Формирование и развитие национального сегмента цифровой экономики на основе использования доверенных, преимущественно отечественных ИКТ, и его дальнейшая интеграция в пространство мировой цифровой экономики, с одной стороны, предоставляет «окно возможностей» для встраивания экономики Республики Казахстан в формирующийся мировой экономический порядок, а с другой стороны – несет значительные риски экономической безопасности и суверенитету государства. Цель исследования – анализ современного состояния и разработка эффективных мер регулирования цифровой экономики для достижения устойчивого экономического роста, повышения конкурентоспособности экономики и улучшения качества жизни населения Республики Казахстан. Внедрение информационных технологий в государственном секторе выводит на качественно новый уровень ключевые аспекты жизни населения – от оплаты коммунальных услуг до оформления страховых полисов и лечения. Методология основана на методах анализа, синтеза, индукции и дедукции. Ценность исследования заключается в том, что определена модель развития цифровой экономики. Практическая значимость исследования заключается в разработке предложений по совершенствованию регулирования цифровой экономики в Республике Казахстан. Статья выполнена в рамках проекта AP05135078 «Формирование и развитие цифровой экономики в Республике Казахстан: теория и практические меры реализации» грантового финансирования научных исследований Министерства образования и науки Республики Казахстан.

Ключевые слова: цифровая экономика, цифровые дивиденды, цифровое государство, единый цифровой рынок, продажи онлайн, развитие электронных сетей и цифровых услуг.

Introduction. The ideas of the digital economy appeared in the late twentieth century, when the global web began to penetrate into all spheres of life. At first, customers could purchase software through the network, later games and books. Over time, it became possible to buy absolutely any product without leaving your home. The market for selling software, computer games and e-books, which could be ordered and paid for without leaving home, began to actively develop.

In 1995, the American computer scientist Nicholas Negroponte (University of Massachusetts) introduced the term “digital economy”. Now this term is used all over the world, it has come into use by politicians, businessmen, journalists. Last year, one of the main reports of the World Bank contained a report on the state of the digital economy in the world (the report was released under the title Digital Dividends) (N.Nazarbayev, 2015).

However, until now, the content of this concept remains vague; there is no clear definition in the World Bank report. The term “digital economy” has a lot of concepts. Doctor of Economics, Corresponding Member of the Russian Academy of Sciences – Vladimir Ivanov gives the broadest definition: “The digital economy is a virtual environment that complements our reality.”

Indeed, probably, all our actions in computer virtual reality can be attributed to the system of production, distribution, exchange or consumption. But, of course, virtual reality, as such, did not appear with the creation of a computer. All human thought activity can be attributed to it. In addition, money – the main tool of the economy – is also a product of virtuality, since they are invented “measure” of the value of goods and services. But with the invention of the computer, it was possible to “digitize” money, which undoubtedly simplified commodity-money

relations, led to a tremendous time saving and increased security of operations.

Roman Meshcheryakov – Professor of the Russian Academy of Sciences, Doctor of Technical Sciences, Vice-Rector for Research and Innovations, Tomsk State University of Control Systems and Radioelectronics, believes that there are two approaches to the term “digital economy”. The first approach is “classical”: the digital economy is an economy based on digital technologies and, moreover, it is more correct to characterize exclusively the field of electronic goods and services. The classic examples are telemedicine, distance learning, the sale of medical content (cinema, TV, books, etc.).

The second approach is advanced: “digital economy” is economic production using digital technologies. “At present,” explains Roman Meshcheryakov, “some experts believe that it is necessary to expand this understanding and include in it the chain of goods and services that come with using digital technologies, including such concepts as: Internet of Things, Industry 4.0, smart factory, fifth-generation communication networks, engineering for prototyping, etc. “

Indeed, before the virtual part of the world, which was located in the mental reality of man, was not a productive force, it was not the medium where new ideas and products are created. Now the virtual part is combined with the real: you can create a “world based on real events” world, which itself will be an “economy in the economy.” The virtue of this world is that there you can do anything. This is important not only in the case when it becomes possible to create an online game where you can jump up to the height of a multi-storey building, travel around space without a spacesuit and die many times – this is important for testing, improving, testing new products.

Thus, the digital economy has got a smart chance to overtake the “analog” one, which is obliged to carry out a crash test every time, breaking machines in reality, and not in a virtual environment. Alexandra Engovatova – Candidate of Economic Sciences, Associate Professor, Department of Economics of Innovations, Faculty of Economics, Moscow State University Lomonosov, it gives the following definition: “Digital economy is an economy based on new methods of generating, processing, storing, transmitting data, as well as digital computer technologies.”

“Within the framework of this economic model,” emphasizes Alexandra Engovatova, “the existing market business models undergo a radical

transformation, the model of value-added formation changes significantly, the value of intermediaries at all levels in the economy is sharply reduced. In addition, the value of the individual approach to product, because now we can simulate anything. “ Summarizing, we can say that the digital economy can cover everything that is amenable to formalization, that is, transformation into logical circuits. And life itself will find an opportunity to write this “something” into the system of production, distribution, exchange and consumption.

Literature review. Research of the main trends of the digital economy dedicated to the works by I. V. Alekseeva, A. S. Airapetian, A. Bryan, A. P., Dobrynin, A. V. Druzhinin, K. A. Zhumagaliev, V. Ivanov, V. Yu. Konyukhov, D. Marchukova, V. P. Kuprianov, I. A. Matveeva, E. V. Popova, K. A. Seed, N. Stefanova, D. V. Sikorski, D. A. Smirnova, I. M. Tushkanova, A. Rusina, L. Yu., Chernykh, A. A. Kharchenko and T. N. Yudina.

In the Republic of Kazakhstan, the problem of formation and development of the digital economy, Internet marketing, the information sector of the economy were engaged in such scientists as A. A. Ashimov, Dnishev F. M., A. K. Koshanov, G. M. Mutanov, B. M. Mukhamediev, N. To. Theoretical and practical issues], K. A. Sagadiyev, M. S. Tulegenova A. G., and Ploshay.

Despite the scientific contribution of scientists to the theory and practice of the formation and development of the digital economy, there are issues that require further study, in particular, requires clarification of the regulation of the digital economy.

The relevance, great demand, and not the study of the main trends in the development of the digital economy in the future predetermined the choice of topics and main areas of research.

At the World Bank seminar in December 2016, the digital economy was identified as the paradigm of accelerating economic development with the help of digital technologies. In another definition, digital economics implies a virtual environment that complements our reality.

The digital economy is digital production. Currently, about half of the world’s population uses the Internet in their daily lives to learn and conduct business. The volume of virtual trading in the near future will exceed the standard types of trade relations. Digitized money is easier to use, much more difficult to fake.

Virtual life is an industry where new products are produced and the craziest ideas are implemented. Tests of new inventions have become more accessible and faster – there is no need for real tests. Emulation

allows you to identify the pros and cons of new products with minimal cost. Electronic economy, according to experts, will completely change the usual business processes and economic relations.

However, until now, the content of this concept remains vague, and there is no clear definition in the WB report. In this material, RIA “Science” contains the most general ideas about what constitutes a digital economy. To begin with, it is worth remembering the definition of a conventional “analog” economy – this is the economic activity of a society, as well as the totality of relations developing in the system of production, distribution, exchange and consumption. The use of computer, Internet, mobile phones can already be considered “consumption”, in this case, the digital economy can be represented as that part of the economic relations, which is mediated by the Internet, cellular communication, ICT. Doctor of Economics, Corresponding Member of the Russian Academy of Sciences – Vladimir Ivanov gives the broadest definition: “The digital economy is a virtual environment that complements our reality”.

Indeed, probably, all our actions in computer virtual reality can be attributed to the system of production, distribution, exchange or consumption. But, of course, virtual reality, as such, did not appear with the creation of a computer. All human thought activity can be attributed to it. In addition, money – the main tool of the economy – is also a product of virtuality, since they are invented “measure” of the value of goods and services. But with the invention of the computer, it was possible to “digitize” money, which undoubtedly simplified commodity-money relations, led to a tremendous time saving and increased security of operations.

The term “virtual economy” is increasingly appearing in news and newspaper headlines. Scientists, politicians and businessmen use this concept in their speeches, reports and scientific papers. A great future is predicted for the virtual economy (Digital Kazakhstan, 2017).

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Doctor of Economics, Corresponding Member of the Russian Academy of Sciences – Vladimir Ivanov gives the broadest definition: “The digital economy is a virtual environment that complements our reality” (Message of the President, 2017).

Indeed, probably, all our actions in computer virtual reality can be attributed to the system of production, distribution, exchange or consumption. But, of course, virtual reality, as such, did not appear with the creation of a computer. All human thought activity can be attributed to it. In addition, money – the main tool of the economy – is also a product of virtuality, since they are invented “measure” of the value of goods and services. But with the invention of the computer, it was possible to “digitize” money, which undoubtedly simplified commodity-money relations, led to a tremendous time saving and increased security of operations.

Material and Methods. The research methodology is based on a comprehensive analysis of the problem. The state can provide a “digital leap” in the country through the accelerated development of specific technologies. In such cases, the state assumes the role of an investor, determining the key, the most promising areas of financing, based on the assessment of long-term return on investment, competitive position, trends, as well as invested in the fundamental conditions of success, such as education and retraining. In South Korea, with the active position of the state, support companies are beginning to independently invest in breakthrough digital technologies. Virtual life is an industry where new products are produced and the craziest ideas are implemented. Tests of new inventions have become more accessible and faster – there is no need for real tests. Emulation allows you to identify the pros and cons of new products with minimal cost. Electronic economy, according to experts, will completely change the usual business processes and economic relations. Formation and advantages of the digital economy. The main direction of the digital economy is to provide quick and easy access to services through the Internet. The advantage of digital technologies are low costs, which affects the reduction of the cost of goods and prices for the end user. For example, an electronic version of a book can be purchased at least 25 percent cheaper than its printed equivalent. Virtual releases of your favorite artists are less expensive to produce than recordings on standard media.

Results and Discussion. The ideas of the digital economy appeared in the late twentieth century, when the global web began to penetrate into all spheres of life. At first, customers could purchase software through the network, later games and books. Over time, it became possible to buy absolutely any product without leaving your home. The market for selling software, computer

games and e-books, which could be ordered and paid for without leaving home, began to actively develop. The digital economy is an activity directly related to the development of digital

computer technology, which includes services for the provision of online services, and electronic payments, and online trading, and crowdfunding and more.

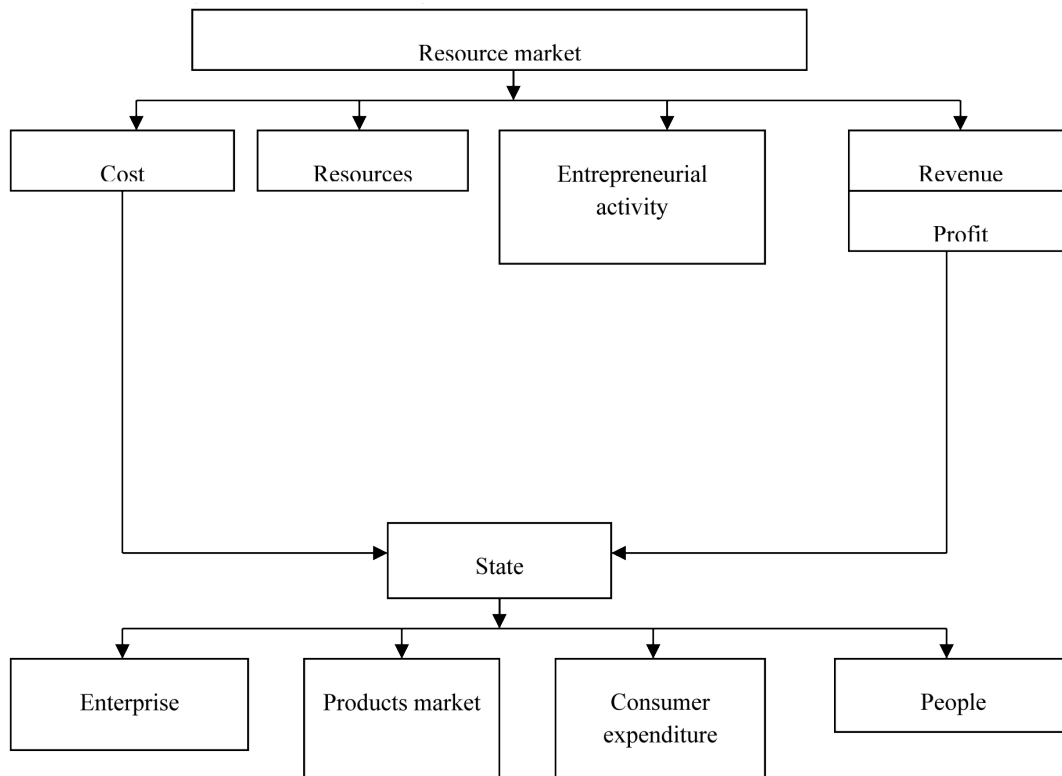


Figure 1. Economic model

*Note: according to literature 2, 3

Thus, we can assume that the essence of the digital economy lies in the fact that thanks to the development of digital technologies, the consumer can more quickly receive the services he needs, save money by buying products from online stores at lower prices. The core of the digital economy is the sector of the production of digital goods and the provision of services related to digital technologies. The growing role of the digital economy lies in the fact that the digital economy is the basis for development in general and has an impact on such diverse sectors as banking, retail, transport, energy, education, health care and many others.

The concept of a digital state is a relatively new concept that emerged with the increasing role of information technology in the functioning of the private and public sectors. The implementation of IT solutions that allow the state, business and society to effectively interact, is becoming an increasingly large-scale and dynamic process. In addition, with

the development of the information technology sector in Kazakhstan, new opportunities for the labor market are emerging.

As world experience shows, each workplace in the field of IT (information technology) creates 2-4 jobs in other industries. The introduction of information technology in the public sector brings to a qualitatively new level the key aspects of the life of the population – from paying utility bills to issuing insurance policies and treatment.

The digital economy is becoming the most important driver of innovation, economic growth and competitiveness. Today, the attention of the Government of Kazakhstan and society to digitalization as a global trend, including the expectations of the socio-economic effect of their implementation, is very high. And this level is primarily determined by the scale and specificity adopted by the President of Kazakhstan N.A. Nazarbayev Nation Plan “100 concrete steps.” In

particular, one of the “100 steps” is the creation of the state corporation Government for Citizens: a unified provider of public services modeled after Canada Service in Canada and Centrelink in Australia. Kazakhstan within the framework of current reforms is focused on the countries that have achieved significant success in creating a digital state. As you know, these are Austria, USA, Denmark, Australia, Canada, Singapore. For example, in Vienna, the principle of “smart” planning of the city budget allows the municipality to save over 2 million euros annually. In Boston (USA), the mobile utility control application has helped to reduce the number of calls related to solving utility problems by 66%.

According to a study by the Boston Consulting Group (BCG), reflected in the article “Kazakhstan on the way to the digital economy”, in 2016, by the level of digitalization of the economy, Kazakhstan occupied the 50th line of the rating from 85 countries and is in the emerging digital economy group.

According to forecasts of leading world experts, by 2020 25% of the world economy will be digital. In connection with the above-mentioned aspects, the State Program “Digital Kazakhstan” was developed. It is designed for 2017-2020 and is of strategic importance for the country. The main objective of the program is “improving the quality of life of the population and the competitiveness of the economy of Kazakhstan through the progressive development of the digital ecosystem”. It is not by chance that the basis for its development was the Decree of the President of the Republic of Kazakhstan of February 1, 2010 No. 922 “On the Strategic Development Plan of the Republic of Kazakhstan until 2020”. The foundation of the “Digital Kazakhstan” program was the state program “Information Kazakhstan-2020”, approved in 2013.

The expected results for the country from the implementation of the state program “Digital Kazakhstan” are defined and designated in accordance with the strategic objectives of the state – improving the efficiency and transparency of public administration, providing employment, improving the quality of education and health, improving the investment climate, increasing productivity and increasing the share of small and medium-sized businesses in the structure of GDP.

According to the results of three years of implementation of the state enterprise “Information Kazakhstan-2020”, its execution was achieved by 40%. Economic experts have calculated that as a result of the implementation of the state-owned enterprise Digital Kazakhstan, the share of the IT sector in Kazakhstan’s GDP will reach 4.85% by

2020, and labor productivity in this industry will grow by 31%. Digital literacy of the population will be 80%, the share of Internet users will increase to 78%, and the percentage of e-government services provided in relation to the total number of services received in paper and electronic forms will increase to 80%.

For 10 years, the e-Government portal (eGov) has been functioning. During this period, the legal framework, architecture and infrastructure of the “electronic government” was formed. Today, eGov uses almost 50% of the economically active population of the republic, which is about 5 million people. The ecosystem of the “Open Government” is also developing: 338 sets of publicly available data of government agencies are posted on the open data portal. One of the largest implemented projects in the public sector was e-Ministry of Finance – the creation of a consolidated reporting system for the public sector based on SAP solutions for the Ministry of Finance of Kazakhstan.

The President of the Republic of Kazakhstan, Nursultan Nazarbayev, in his message “The Third Modernization of Kazakhstan: Global Competitiveness” noted the need to develop in the country such promising sectors as 3D printing, online trading, mobile banking, digital services, including in health care and education, and others. The widespread digitalization of the economy will lead to the disappearance of entire industries and the creation of fundamentally new ones.

These industries have already changed the structure of the economies of developed countries and have given new quality to traditional industries. Worldwide studies confirm the initiative of the President of the Republic of Kazakhstan. According to the consulting company Gartner, which specializes in information technology markets, the world is actively entering the era of digital globalization. So, in 2015, the volume of the global IT market amounted to 3.5 trillion. US dollars or 4.8% of global GDP.

In particular, Kazakhstan in the World Bank’s Doing Business ranking in 2020 should be in the list of the first 35 countries. The e-government index (according to the UN methodology) in 2020 should be among the top 25 countries. Accessibility of information and communication infrastructure in households of the Republic of Kazakhstan should reach 100%, and the number of Internet users in 2020 – 75%.

Today, in many developed countries, the well-known program of Bill Gates “Oracle” is used for this, which allows mobile scanning of all land areas and providing data on their condition in a matter

of time. In most advanced countries of the world, such as, for example, Canada, Korea, Malaysia, Singapore, the United States, strategies or integrated information development programs are developed and implemented both for society as a whole and for individual spheres of activity. Kazakhstan is confidently moving along the path of digital transformation.

There are risks of irrational development of the digital economy. In particular, digital technologies strengthen state control over citizens, increase inequality between regions and companies, and also cause a monopoly in the market. Negative consequences occur precisely in the case of the intensification of the so-called digital inequality, in which there is a different level of IT development in different regions.

The World Bank names three important categories of problems that are indications of the possibility of digital transformation: legal regulation, the presence of skills among the population, and the creation of appropriate institutions of digital governance.

Therefore, in order to transform the economy into a digital one, it is necessary to create an appropriate legal and regulatory framework for e-business, reforming the education system and attracting citizens to governing the state through electronic services. It seems necessary to combine the standard tasks of ministries, including accounting and personnel records, office management, with the key functions of the Ministry of Finance – public

debt management, work on improving capital, transparency and control over the expenditure of budgetary funds.

Conclusion

The essence of the digital economy lies in the fact that thanks to the development of digital technologies, the consumer can quickly get the services he needs, save money by buying products in online stores at lower prices. The core of the digital economy is the digital goods and services sector.

The growing role of the digital economy is that the digital economy is the basis of development in General and has an impact on a variety of industries such as banking, retail, transport, energy, education, health and many others. Currently, a number of factors affecting the development of the digital economy can be identified. Internal factors are managerial. External factors – infrastructure and General economic.

For the growth of the digital economy it is necessary to develop the national IT sector, to stimulate the creation of innovative technologies, to cooperate with foreign market actors for their development. It is necessary to attract investment and motivation of entrepreneurial activity in this industry.

All strata of society – the state, the private sector, civil society and the IT community – must participate in digital economic activities. Ensuring information security of information and innovative technologies is also an important component.

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THE MAIN DIRECTIONS OF ECONOMIC DEVELOPMENT AND ASSESSMENT OF INTEGRATION EFFECTS IN THE EURASIAN ECONOMIC UNION IN THE CONDITIONS OF GLOBAL CHALLENGES

¹Aroupova N. R., ²Abaidullayeva M.M., ³Arupova N.A.

¹Ph.D, associate professor, Moscow State Institute of International Relations (University) Ministry of Foreign Affairs of Russia, Russia, Moscow, e-mail: n.arupova@mail.ru

²Ph.D, Institute of World Economy and International Relations, associate professor «Turan» University, Almaty, Kazakhstan, e-mail: madina09@mail.ru

³Doctoral student of «Turan» University, Almaty, Kazakhstan, Almaty e-mail: nargiza-05@mail.ru

Abstract. This article considers the strategic directions of economic development of the member states of the Eurasian Economic Union, based on available resources and objective opportunities for their joint effective use. With all the turbulence and uncertainty that exist today in the world economy, the definition of the main directions for the coordination of economic policies looks extremely important and timely. In general, by 2030, the results of the economic development of the EAEU have to show the world competitiveness of the integration association. In the 2030s, the economic development of the EAEU would be possible to overcome the competitive advantages of integration integration. The Customs Union of Kazakhstan, Belarus and Russia is a logical breakthrough from the Eurasian Economic Community. Established in 2000 in the format of Belarus, Kazakhstan, Kyrgyzstan, Russia and Tadjikistan – a momentous moment in the practice of the Eurasian integration. For all 11 years EurAsEC has been shaped by the mechanism of differentiation of mechanisms in the integration process. By the way, they do not just become intergovernmental, but also by initiative entrepreneurs, educators, education and culture, NGOs, and youth. With the help of the global financial and economic crisis, the creation of the Eurasian bank was undermined by the anti crisis. Kazakhstan considers Eurasia Union as an open project. Его нельзя представить без международному обществу, например, с Евросоюзом, with other convergence. Astana observes that the Euroasian Soyuz propiska is a defensive part of the Chinese definition of economic expansion.

Key words: EAEU, integration effects, Eurasian integration.

Жаһандық сын-қатері жағдайында еуразиялық экономикалық одақтағы экономикалық дамудың негізгі бағыттары және интеграциялық әсерлердің бағалауы

¹Арупова Н.Р., ²Абайдуллаева М. М., ³Арупова Н.А.

¹Ph.D, Ресей Федерациясының Сыртқы істер министрлігінің Мәскеу мемлекеттік халықаралық қатынастар институтының доценті, Мәскеу, Ресей, e-mail: n.arupova@mail.ru

²Ph.D, Әлемдік экономика және халықаралық қатынастар институты, «Тұран» университетінің доценті, Алматы, Қазақстан, e-mail: madina09@mail.ru

³«Тұран» университетінің докторанті, Алматы, Қазақстан, e-mail: nargiza-05@mail.ru

Аңдатпа. Бұл мақалада Еуразиялық Экономикалық Одақ мүше мемлекеттердің экономикалық дамуының стратегиялық бағыттарын қарастырады. Олар қолда бар ресурстарға және оларды бірлескен тиімді пайдаланудың объективті мүмкіндіктеріне негізделген. Әлемдік экономикадағы бар кезде барлық турбуленттілік пен белгісіздікпен экономикалық саясатты үйлестірудің негізгі бағыттарын айқындау өте маңызды және уақытылы көрінеді. Жалпы, 2030 жылға қарай ЕАЭО-тың экономикалық дамуының нәтижелері интеграциялық бірлестіктің әлемдік бәсекеге қабілеттілігін көрсетуі керек. Еуразиялық экономикалық одақтың экономикалық дамуының қорытындысы бойынша интеграциялық интеграцияның бәсекеге қабілеттілігін арттыруға бағытталған

бүкіл әлемде 2030 жылдан бастап жүзеге асырылады. Таможенный одақ Қазақстан, Беларусь және Ресейдің Еуразиялық экономикалық қоғамдастығына қисынды кірді. Сіз 2000 жылы елімізде қалыптасқан жылы – Беларусь, Қазақстан, Қырғызстан, Ресей және Тәжікстан – еуразиялық интеграцияда тәжірибе жинақтап тұрды. ЕурАзЭС шеңберіндегі 11 жыл бойы интеграциялық процестің айырымдық өлшемдері бойынша бөлінген құрылымның механизмін құрастырды. Олар тек мемлекеттік деңгейде ғана емес, сонымен бірге бизнес-инициативалармен, науқандар, білім беру және мәдениет, НПО, жасөспірімдер. Жаһандық қаржы-экономикалық дағдарыстың Еуразиялық банктің дамуына және антикризистік фонда қалыптасуына мүмкіндік туғызды. Қазақстан Еуразиялық Одақтың ашық жобасын бағалайды. Егжей-тегжейлі байланыстың болмауы, мысалы, Еуросоюз, басқа бірлестіктер. Астана емес деп санайды, бұл Еуразиялық Союзға Қытайдың экономикалық экспансиясы деп аталады.

Түйін сөздер: ЕАЭО, интеграциялық әсерлері, еуразиялық интеграция.

Основные направления экономического развития и оценка интеграционных эффектов в Евразийском экономическом союзе в условиях глобальных вызовов

¹Аруппова Н.Р., ²Абайдуллаева М. М., ³Аруппова Н.А.

¹Ph.D, доцент, Московского государственного института международных отношений МИД РФ, Москва, Россия, e-mail: n.arupova@mail.ru

²Ph.D, Институт мировой экономики и международных отношений, доцент университета «Туран», Алматы, Казахстан, e-mail: madina09@mail.ru

³Докторант университета «Туран», Алматы, Казахстан, e-mail: nargiza-05@mail.ru

Аннотация. В данной статье рассматриваются стратегические направления экономического развития государств-членов Евразийского экономического союза, основанные на имеющихся ресурсах и объективных возможностях их совместного эффективного использования. При всей турбулентности и неопределенности, которые существуют сегодня в мировой экономике, определение основных направлений координации экономических политик выглядит крайне важным и своевременным. В статье отмечается, что в целом к 2030 году результаты экономического развития ЕАЭС должны продемонстрировать мировую конкурентоспособность интеграционного объединения. Таможенный союз Казахстана, Беларуси и России логично вырос из Евразийского экономического сообщества. Его создание в 2000 году в формате пяти стран — Беларуси, Казахстана, Кыргызстана, России и Таджикистана — стало переломным моментом в практике евразийской интеграции. Всего за 11 лет в рамках ЕврАзЭС сформировалась разветвленная структура механизмов по различным измерениям интеграционного процесса. Причем они учреждаются не только на межгосударственном уровне, но и снизу по инициативе бизнесменов, деятелей науки, образования и культуры, НПО, молодежи. Своевременным с учетом глобального финансово-экономического кризиса было создание Евразийского банка развития и Антикризисного фонда. Казахстан рассматривает Евразийский Союз как открытый проект. Его нельзя представить без широкого взаимодействия, например, с Евросоюзом, другими объединениями. Астана не считает, что Евразийский Союз призван стать защитой от так называемой китайской экономической экспансии.

Ключевые слова: ЕАЭС, интеграционные эффекты, евразийская интеграция.

Introduction. The formation of the Eurasian Economic Union was a consequence of the search for a format and directions for an equally beneficial cooperation.

1 On March 29, 1994 in the walls of Moscow State University named after Lomonosov M.V. the President of the Republic of Kazakhstan Nazarbayev N.A. came up with an idea of creation of new integration association – Eurasian Economic Union which could “function freely only on the principles of equality, voluntariness, consideration of pragmatic interests and mutual benefit for each participating country” (Arupov A.A., Abaidullayeva M.M., Raitskaya L.K., Aroupova N.R., 2015.)

According to Nursultan Abishevich, the concept of association already gives a chance to our people

to build a new type of the multilateral interstate relations based on important points which are close and clear to all citizens of the CIS countries, such as general history and close interrelation of cultures, mutual economic attraction and proximity of human aspirations.

In spite of the fact that this idea hasn't been understood and underestimated by most of politicians of that time in the CIS, today became relevant and widely demanded not only in a business community, but also at the public and humanitarian level. Integration processes in the Eurasian space are increasingly gaining momentum. Moreover, many joint platforms that strengthen Eurasian integration are already functioning actively and successfully: Eurasian Development Bank, Eurasian Economic

Club of Scientists, Eurasian Business Council, Eurasian Media Forum, Eurasian Association of Universities and many others.

International practice shows that any interstate association is experiencing different stages in its development and is complemented by new forms of cooperation

Literature review. Research of the main trends of the digital economy dedicated to the works by: Arupov A.A., Abaidullayeva M.M., Raitskaya L.K., Aroupova N.R., Vinokurov E., Tsukarev T., Gnidchenko A., Salnikov V. Golovnin M., Zakharov A., Ushkalova D. Sultanov B. K., Uralov S.

Material and Methods. In the conditions of the modern economic reality which is characterized

by tendencies of globalization and regionalization, member states of EAEU have taken the path of uniting the potentials of national economies for their sustainable development.

The presence of a serious resource base, industrial, scientific and technical potential creates opportunities for the extensive integration agenda, which allows to expand the list of economic areas and market niches in the long term, in which the EAEU is an important player in the world arena.

Results and Discussion. According to the official website of the Eurasian Economic Commission, today the EAEU has a huge economic potential, in particular (Table 1):

Table 1 – Economic potential of EAEU

Potential	The place in the world	Indicator	World share
Gas production	2	682,6 billion m ³	18,4%
Oil production	1	607,5 million tons	14,6%
Coal mining	6	261 million tons	5,8%
Electricity generation	4	1 210,2 billion kWh	5,1%
Metallurgical production: – cast iron	3	54,6 million tons	4,5%
– steel	5	76,9 million tons	4,5%
Production of mineral fertilizers	2	27 349 thousand tons	10,8%
Agricultural production:	5	\$144,1 billion.	5,5%
Gross collecting grain and leguminous crops	5	134 million tons	5,5%
Production of milk	3	44 million tons	7%
Road infrastructure	5	1 605,9 thousand km	2,5%
Railway infrastructure	2	107 thousand km	7,8%

The main directions of economic development of the Eurasian Economic Union (EAEU) till 2030, accepted by the decision of the Higher Eurasian Economic Council on October 16, 2015, are presented below:

1. Ensuring macroeconomic stability:
– improvement of measures, tools and mechanisms of ensuring macroeconomic stability;
– increase in technological level;
– diversification of production and export;
– maintenance of a steady condition of balances of payments;
– decrease in external debt of the states of the Union.

2. Creation of conditions for growth of business activity and investment attractiveness:

– reduction of exemptions, restrictions and barriers to the free movement of goods, services, capital and labor;
– development of the competition in the cross-border markets of the Union;
– creation of legal, institutional and financial conditions;
– maintenance of a steady condition of balances of payments;
– saving external debt at a consistently low level.

3. Innovative development and modernization of economy:

- increase in level of scientific and technical potential;
- development of the knowledge-intensive branches;
- increase in a share of hi-tech export.

4. Ensuring availability of financial resources and formation of the effective financial market of the Union:

- harmonization of the national legislation and practice of its application;
- creation by 2025 of supranational regulator in the financial markets;
- carrying out the coordinated currency policy;
- improvement of regulation of securities market;
- formation of the integrated exchange space;
- solution of problems of crediting of the enterprises of the real sector of economy;
- decrease in level of the state participation.

5. Infrastructure development and realization of transit potential:

- harmonization of the legislation in the sphere of transport;
- stimulation of creation of uniform transport space and common market of transport services;
- integration into the world transport system;
- expansion of participation in large international transport projects;
- improvement of quality of transport and logistics services;
- improvement of customs, boundary procedures and procedures of transport control.

6. Development of personnel potential in the conditions of transition to innovative economy:

- creation of legal, institutional and financial conditions;
- development of hi-tech sectors of economy;
- decrease in deficiency of a highly skilled manpower;
- development of the system of monitoring of the movement of a manpower;
- cooperation on ensuring effective functioning of labor market.

7. Cooperation in resource-saving and increase in energy efficiency:

- development of uniform requirements and standards to the imported and released production in territories of the states;
- formation of the uniform scientific platform for development and commercialization of energy efficient technologies;
- construction of facilities of power infrastructure with the minimum negative consequences for the environment;

– production (import from the third countries) energy saving production technologies and stimulation of their application;

- development of low-power-intensive sectors of economy, renewable and alternative energy sources;
- expansion of participation of the states in implementation of projects in the sphere of nuclear power.

8. Regional development (interregional and border cooperation):

- cooperation of border territories on a multilateral basis;
- exchange of experience;
- growth of the mutual importance of the markets of member states;
- establishing production communications;
- creation of new jobs in small and medium business.

9. Realization of the foreign trade potential:

- diversification of trade streams in the conditions of the accruing competition;
- reduction of transaction costs;
- conclusion of not preferential and preferential trade agreements;
- interaction in a dialogue format.

The purpose in the long term – creation of several common markets and spaces:

- the common market of energy resources (single market of gas and oil by 2025, the common electrical power market by 2019);
- single transport space and development of the Eurasian transport corridors;
- the coordinated agro-industrial policy;
- elimination of barriers in the movement of goods and labor;
- formation of the common financial market of EEU.

In table 2, a consolidated list of economic spheres with the maximum integration potential of development for all EAEU member states was formed, based on the results of assessment of the sectoral priorities of cooperation of the EAEU member states up to 2030, conducted by Eurasian economic commission.

The list below shows in which spheres of the economy the maximum possible increase in economic results, an additional impulse to development through integration potential, expediency and priority of development of appropriate sectoral integration measures are expected by 2030.

Within the EAEU the largest potential of development has:

1. In the sphere of goods – production of pharmaceutical production and goods of chemical industry.

2. In a services sector – trips (covering goods and services purchased in a country during its visit by non-residents of that country for own consumption or subsequent transfer to a third party) and transport services.

Integration of the EAEU countries will provide the effect of «economy of scale» and will facilitate additional inflow of foreign direct investments (mutual and from the third countries). Proceeding from the practice of integration associations of the world, having a significant domestic market, it is economically profitable to develop and implement innovations, and also to implement infrastructure

projects jointly, thus saving national resources and using each other's scientific and technological potential, or transferring technologies from developed countries for sharing. As for investments, they will be attractive primarily due to the bigger volume of the common domestic market and the opportunities for using the competitive advantages of member states. This will create a certain «safety margin» and strengthen the economic basis for the continuation of the integration dialogue, taking into account the possibility of expanding the membership of the EAEU member states in the long term.

Table 2 – The summary list of priority spheres of economy with the maximum integration potential of development for all member states of EAEU

№	Integration effect	Goods/services	Spheres of economy
1	Growth of mutual trade	Goods	Household chemicals; Black metals; Food; Pharmaceuticals; Cosmetics; Furniture; Vehicles; Caoutchouc, rubber and products from them; Light industry goods; Paints, varnishes
		Services	Transport services; trips
2	Growth of non-oil and gas export	Goods	Production of electrical machines and electric equipment; Production; Pharmaceutical production; Crop production
		Services	Transport services; trips
3	Import substitution	Goods	Metallurgical production from ferrous metals; Production of the basic chemical elements; Production of pharmaceutical products; Crop production
		Services	Construction services
4	Development of cooperation communications	Goods	Production of pharmaceutical products; Production of basic chemicals; Production of non-ferrous metals

The economic spheres that provide a multiplicative effect for the economy of the EAEU (transport, energy, financial market, etc.), as well as the national economies of the member states, for which the scale of the market matters, have a great integration potential. Perspective cooperation is seen in the spheres that are not represented in the structure of the economies of the member states and have the prospects for long-term growth in the share in the domestic and foreign markets (to integrate into what isn't present, easier and more efficient than to compete for the division of established spheres of influence).

Global financial and economic crisis has accelerated regionalization process in North and South America, Southeast Asia, the Persian Gulf sub-region and the Arab-Muslim world, Australia

and Oceania, the Western Africa. There are large regional systems with uniform algorithms of the interstate economical and financial relations.

In the XXI century, regional integration is becoming an important factor of counteraction to various global risks. In conditions of globalization, it is a fundamental issue of the economic and civilization development of states, of increase in their global competitiveness.

In the conditions of the crisis of modern monetarism and the institutions of its development, which is followed everywhere by series of destructive factors and the phenomena, an effective managing system of global processes is needed. The strategic initiatives of President Nursultan Nazarbayev to create a new model of the economy represent a system of productive proposals to the

world community. This process is closely related to the prospects for Eurasian integration.

The current global instability is not only a crisis of the world economy, but also a crisis of international law and the entire political system of our time. This crisis is caused by the insecurity of the world payment unit – the US dollar. An exit for global capitalism will be either the bankruptcy of the emission center (which they do not want in the US, Britain, Switzerland and island off shores), or a new world war (to what the whole world is being pushed, especially to Russia and China).

Any attempts to reanimate the «sick» world economy by traditional methods obviously do not contribute to its recovery, since transnational capital is not inclined to change the rules. For example, the fundamental problems that led to the global financial and economic crisis of 2007-2009 have not been resolved.

The EAEU is considered as an integration core of the future Eurasian civilization, as a field that is open not only to the countries of the Eurasian continent, but also to the whole world. The Eurasian project, gradually realized as an international integration project, is aimed primarily at the formation of a fundamentally new integration model of cooperation between neighboring Eurasian countries.

In these conditions we observe various attempts to avoid a global crisis or, at least, to minimize its possible consequences (Arupov A.A., 2015).

In March 2014, restrictive political and economic measures (sanctions) were imposed on Russia and a number of Russian and Ukrainian individuals and organizations. According to some experts, sanctions have become one of the causes of the financial crisis in Russia. According to other experts, the causes of the crisis were not sanctions, but a decline in oil prices. The countries of the European Union have experienced a negative impact, both on their own sanctions and on Russia's response. The countries of the EAEU also felt the consequences of the economic and financial crisis in Russia. The exchange rate of the national currency in one union country greatly influences the economy of neighboring countries. Over the past year, representatives of the business of our countries suffered from the uncoordinated devaluation of national currencies.

The emerging transition from a unipolar to a multipolar system turns out to be much more dramatic and to some extent even tragic. A chapter of human history with unpredictable consequences and the many thousands victims is developed before our eyes. In particular, a year ago no one could have imagined that the bitter and bloody confrontation that covered

Libya, Afghanistan, Iraq, Syria, can be transferred from the Islamic world to the post-Soviet space, namely, to Ukraine (Abaidullayeva M.M., 2013)

Functioning of the Eurasian Economic Union is carried out in difficult external and internal political conditions. In the West, as it was already noted, this integration project was opposed by a number of influential politicians and experts. And in China, the attitude towards the Customs Union and the EAEU has recently changed for the better. The possibility of combining the project of the economic corridor of the Great Silk Road with the EAEU is being studied there.

The current problems of the development of the EAEU in the first year of its existence under the influence of external factors (delay of growth of the world economy, the Ukrainian crisis, the sanctions policy towards Russia, the sharp decline in world prices for oil and gas) once again emphasize the need to strengthen the interaction of the participating countries at the solution of the arising problems.

The work of the EAEU should be carried out gradually, without undue haste, taking into account and critical thinking about the experience of the formation and current problems of the European Union, which was recently perceived as the most successful example of a regional integration association. The current problems of the EU demonstrate inexpediency of accelerating the formation of a unified policy in the monetary and financial sphere due to the heterogeneity of the levels of development and structure of the economies of Russia, Kazakhstan, Belarus, Kyrgyzstan and Armenia. At the same time, economic expediency should not be sacrificed to political preferences, and the organization itself should become attractive to other countries, not only in the post-Soviet space Abaidullayeva M.M., Raitskaya L.K., Aroupova N.R., Vinokurov E., Tsukarev T., Gnidchenko A., Salnikov V. Golovnin M., Zakharov A., Ushkalova D. Sultanov B. K., Uralov S...

The main purpose of assessment of integration effects is to reduce the restrictions of long-term development of integration processes, including:

- improvement of trade relations;
- convergence of levels of technological development and restoration of cooperation communications;
- development of integration at the level of certain sectors of the economy.

The research of effects of economic integration is based on the theories which are marking out specific effects of trade integration for each participating country. Possible effects of trade integration of the countries of the Eurasian Economic Union are presented in table 3.

Table 3 – Effects of trade integration of the EAEU countries

Conditions	Result	Effects of trade integration
Static effects – the impact of integration on welfare of the integrating countries		
- removal of barriers of mutual trade between participants of the agreement	- increase in volumes of foreign trade of the country	- formation of new trade flows (trade creation)
- reduction in cost of import from the countries, included into integration group	- reorientation of trade flows to less effective products of member countries of the trade agreement (in comparison with third countries); - a labor overflow from low-productive to high-performance sectors of economy.	- deviation of trade flows (trade diversion); - effects in production, consumption, employment, labor productivity and incomes of the population.
- high level of an external customs and tariff barrier	- stimulation of development of the industrial sector (theory of the training field)	- industrialization based on import substitution; - insignificant structural changes due to small regional markets.
Dynamic effects - change of the basic conditions for the functioning of the economy		
	- cost reduction, development of production specialization; - increase of competitiveness; - stimulating the development of advanced technologies.	scale effect
- liberalization of cross-border capital movements	- reduction of costs; - removal of barriers to the movement of capital	The effect of creating investment flows

The effectiveness of the integration of the EAEU countries depends, first of all, on the sustainable development of the participating countries, strengthening and deepening their economic relations. At the same time, not only the number, the territory, reserves of gas and oil, the total GDP of the countries, which is about 85% of GDP of all CIS countries, but also the geostrategic position and transit potential are the capacity of EAEU. (Raitskaya L.K., 2015).

Factors, both internal, and external character exert impact on achievement of a main objective of integration association of the countries, in particular:

- long terms of final formation of the common markets of the electric power, gas, oil and oil products (in some cases not earlier than 2025);
- lack of the arrangement on introduction of single currency policy;
- imperfection of a legal framework of EAEU;
- ineffectiveness of work of judicial instances in the consideration of disputes and conflicts between participants of business transactions;
- preservation of various restrictions for mutual trade in goods and services (when new member countries enter);
- unfavorable external economic conditions, worsening of the conjuncture in the world markets of raw materials and energy carriers;

– problems related to the crisis in Ukraine with observance of the mode of the unified customs territory of the EAEU countries, on trade and economic relations of Kazakhstan and Belarus with Ukraine;

- imposition of economic sanctions against Russia;
- decrease in rates of economic growth in Kazakhstan and Belarus;
- devaluation of national currencies;
- decrease in the standard of living of the population;
- growth of political instability and sharpening of social tension in the EAEU countries, etc.

Despite the existing difficulties, obstacles and negative moments in the first year of the existence of the EAEU, integration tendencies on the Eurasian space are still preserved, though in a weakened form.

Thus, the mutual trade of the EAEU states is only 13.5% of their total external trade turnover. The volume of mutual trade in goods for January-June 2016 amounted to 19 billion US dollars, or 83% to the level of January-June 2015.

The commodity structure of the mutual trade of the member states of the EAEU is characterized by the following indicators:

- the largest share is occupied by mineral products – 31.8% of the volume of mutual trade, of

which 87.8% is supplied to the market of the EAEU by Russia;

- food products and agricultural raw materials – 16.5% of the volume of mutual trade, of which 55.2% accounted for Belarus and 34.5% – for Russia;

- cars, equipment and vehicles – 15.8% of the volume of mutual trade, 53.7% of which accounted for Russia and 43% – for Belarus;

- products of the chemical industry – 12.3% of the volume of mutual trade, 61.2% of them from Russia (Aroupova N.R., 2013).

The analysis of trade and economic relations of the countries of EAEU has allowed drawing a conclusion on need of development of effective model of trade, financial and investment interaction.

Obviously, the stability of the integration association is directly dependent on the economic component, i.e. from the positive economic effect that each country receives. Thus, in the Treaty on the Eurasian Economic Union, it was noted that to determine the degree of integration, the Eurasian Economic Commission should use such indicators as:

- a share of each state in the total amount of export of the member state (in %);

- a share of each state in the total amount of import of the member state (in %);

- a share of each member state in the total foreign trade turnover of the member state (in %);

- the volume of the national investments directed to economy of each member state, including direct investments (in US dollar);

- the volume of investment, that has been received by the national economy from each member state, including direct investments (in US dollar).

On the basis of these indicators, it becomes possible to estimate the economic efficiency of integration processes in the EAEU Abaidullayeva M.M., Raitskaya L.K., Aroupova N.R., Vinokurov E., Tsukarev T., Gnidchenko A., Salnikov V. Golovnin M., Zakharov A., Ushkalova D. Sultanov B.K., Uralov S...

Economic effect for the EAEU member countries is distributed between its participants unevenly. Due to the short duration of the union, it is very difficult to accurately calculate the effects of integration for each country. At the same time, we can note the following. The system of distribution of revenues from import customs duties on the territory of the EAEU brings some dividends, in particular:

- increase in receipts from transit and cargo traffic through the territory of Kazakhstan by 4 times (January-June, 2015), in view of simplification of procedures of passing the customs border through Kazakhstan, low cost of automobile transportation of goods;

- establishment of consortium between Kazakhstan, Turkey, China, Azerbaijan and Georgia on transportation of freights from China to Europe (November, 2015). In the long term the creation of a transport and logistics hub is planned. At the same time Kyrgyzstan becomes the major regional transit state (large volumes of re-export trade flows pass through the largest markets of Central Asia “Dordoi” and “Karasuu”);

- increase in the freight flow of agricultural goods, textile industry, etc.);

The main directions for achieving the maximum positive effect from the establishment of the EAEU by 2025 include the following:

1. Formation of uniform commodity market and services. This direction assumes “integration from below”: growth of mutual trade, cross-border investments, civilized labor migration; creation of the single market of pharmaceutical and medicines (till January 1, 2016); the common electrical power market (by 2019); supranational financial institution of EAEU (by 2022); the single market of oil, gas and oil products (by 2025).

2. Unification and cancellation of non-tariff barriers in trade in goods and services. This direction assumes elimination of price control measures that affect competition (institute of special importers, restrictions on sales and government purchases, subsidies).

3. Effective coordination of macroeconomic and monetary policy which assumes annual state budget deficit no more than 3% of GDP a national debt – no more than 50% of GDP, the rate of inflation – doesn't exceed 5%. In addition to ensuring macroeconomic stability and the formation of unified principles for the functioning of the economy, the formation of unified rules for currency regulation and payment and settlement operations; coordination of monetary and fiscal policies; liberalization of banking sector services (participation of foreign capital, opening branches of foreign banks and removal of restrictions on the movement of capital); liberalization of access to the securities market, including free circulation of securities for national issuers and in respect of depositary activities are also necessary.

4. Creation of network of Free trade zones and agreements. This direction assumes signing of agreements of EAEU with Vietnam, Egypt, India, Israel, South Korea, Chile, South Africa, Iran and other countries in the field of development of trade in services, electronic trading, compliance of investment regime, technical regulation; activation of negotiation process between EAEU–EU and China (“The Economic belt of the Silk way”); liberalization

of access to the financial markets, development of the international transport infrastructure, development of mechanisms of settlement of the trade conflicts, etc. (Vinokurov E., 2013).

Expected effects:

- an intensification of mutual trade due to decrease in transaction costs and volatility of exchange rates;

- development of the common financial market and investment flows;

- decrease in costs and risks;

- growth of volume of mutual investments;

- reduction of the prices of loan;

- decrease of the inflation rate and interest rates;

- economic stability;

- regional development;

- transport, power and financial interaction in Central Asia, Siberia and in the Far East.

etc.

An increase in long-term effects from a high-quality change in interaction between countries and the development of integration processes in the EAEU is possible only with significant changes in the structure of production interactions connected with development of cooperation

communications, alignment of technological level of production, harmonization of investment and financial policies.

Conclusion

Meanwhile, the leading countries of the EAEU do not have the necessary resources for realization of the financial and institutional development model, based on expanding demand and outrunning the leveling of parameters of the standard of living in the integration association.

The countries of the EAEU need their own agreed reindustrialization program, as further reduction of the contribution of manufacturing to GDP creates risks for macroeconomic stability and an increase in the qualitative component of economic dynamics.

Modernization of the production potential of the EAEU countries requires the development of specialized institutes focused on financing the projects in the production sector and their saturation with appropriate resources. For these purposes, the potential of financial institutions of development and the separate large companies, whose activity can have interstate character, can be involved.

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ALCOHOL ADDICTION IN THE SYSTEM OF FORMS OF DEVIANT BEHAVIOR OF MINORS

¹Schramm H.J., ²Zhetpisbayev B.A., ³Tynybekov S.

¹Doctor of Law, Professor, University of Wismar, Wismar, Germany,
email: hans-joachim.schramm@hs-wismar.de

²Doctor of Law, Professor, Al-Farabi Kazakh National University, Almaty, Kazakhstan

³Doctor of Law, Professor, Head of the Department of Civil Law and Civil Procedure, Labor law, Al-Farabi Kazakh National University, Almaty, Kazakhstan e-mail: serikkaly@rambler.ru

Abstract. Solving the problem of combating alcohol abuse of minors seems to be the most effective only by studying the patterns of genesis and the further development of the mechanism of addiction and addictive forms of behavior, one of which is the alcoholization of minors. The analysis of addiction and addictive forms of behavior makes it possible to understand their real place in the structure of public relations, to predict the consequences of their distribution and to take measures to eliminate these negative phenomena.

Antisocial behavior of a minor in the form of alcoholism is interconnected by the influence of various factors, primarily the external social environment (especially the microenvironment), as well as the individual characteristics of the minor's personality, which cause his individual response to various life problems, independent solving which is problematic for a minor.

The article analyzes the emergence and development of alcohol addiction among minors, and also the authors conducted sociological survey to identify different forms of addiction among schoolchildren and students in Kazakhstan. This scientific article is based on traditional and innovative approaches, and such methods as the dialectical method of cognition, comparison, analysis and other empirical methods are widely used.

Key words: minor, addict, addiction, addictive behavior, alcoholism, sociological survey, prophylaxis, prevention, control measures, anti-alcohol policy.

Кәмелетке толмағандардың мінез-құлқы нысандарының девианттық жүйесіндегі алкогольдік аддикция

¹Шрамм Х.И., ²Жетписбаев Б.А., ³Тыныбеков С.

¹Құқық докторы, Висмар университетінің профессоры, Висмар қ., Германия,
email: hans-joachim.schramm@hs-wismar.de

²Заң ғылымдарының докторы, профессор, әл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан

³Заң ғылымдарының докторы, профессор, әл-Фараби атындағы ҚазҰУ Азаматтық құқық және азаматтық іс жүргізу, еңбек құқығы кафедрасының меңгерушісі, Алматы қ., Қазақстан, e-mail: serikkaly@rambler.ru

Андапта. Кәмелетке толмағандардың маскүнемдік проблемалары мәселелерін шешу генезистің заңдылықтарын және кәмелетке толмағандардың маскүнемдігінің бір түрі аддикция мен аддиктивтік мінез-құлқтың түрлерін зерттеу арқылы тиімді болып табылады. Мінез-құлқтың аддикциялар мен аддиктивтік нысандарын мұқият талдау олардың қоғамдық қатынастар құрылымындағы нақты орнын түсінуге, олардың таралуы салдарын болжауға және осы жағымсыз құбылыстарды жою үшін шаралар қабылдауға мүмкіндік береді.

Кәмелетке толмағанның маскүнемдеу түріндегі бейәулеттік мінез-құлқы әр түрлі факторлардың, бірінші кезекте, сыртқы әлеуметтік ортаның (микро орта ерекшеліктері) әсерінен, сондай-ақ кәмелетке толмағанның жеке тұлғасын жеке ерекшеліктермен байланысты, ол кәмелетке толмағанның әр түрлі өмірлік сәтсіздіктеріне жеке әрекет жасауына себепші болады, олардың дербес шешімі кәмелетке толмағанға проблемалы болып табылады.

Аталмыш мақалада кәмелетке толмағандардың арасында маскүнемдік құбылысының пайда болуы және оның даму үдерісіне талдау жасалынды. Сонымен бірге, мақала авторлары Қазақстан аумағындағы мектеп оқушылары мен студенттер арасындағы аддикцияның түрлі нысандарын анықтау мақсатында социологиялық

зерттеулер жүргізді. Қарастырылып отырған мақала дәстүрлі және инновациялық зерттеу әдістеріне негізделді және танымның диалектикалық әдісі, салыстыру, талдау және эмпириканың өзге де әдістері кеңінен қолданылады.

Түйінді сөздер: кәмелетке толмаған, аддикт, аддикция, аддиктивтік мінез-құлық, маскүнемдік, әлеуметтік сауалнама, алдын алу, ескерту, күрес шаралары, маскүнемдікке қарсы саясат.

Алкогольная аддикция в системе девиантных форм поведения несовершеннолетних

¹Шрамм Х.И., ²Жетписбаев Б.А., ³Тыныбеков С.

¹Доктор права, профессор университета Висмар, г.Висмар, Германия,
email: hans-joachim.schramm@hs-wismar.de

²Доктор юридических наук, профессор, Казахский национальный университет им. аль-Фараби, г.Алматы, Казахстан

³Доктор юридических наук, профессор, заведующий кафедрой гражданского права и гражданского процесса, трудового права, Казахский национальный университет им. аль-Фараби, г.Алматы, Казахстан, e-mail: serikkaly@rambler.ru

Аннотация. Решение вопросов борьбы с алкоголизацией несовершеннолетних, представляется наиболее эффективным только путем исследования закономерностей генезиса и дальнейшего развития механизма аддикций и аддиктивных форм поведения, одной из которых является алкоголизация несовершеннолетних. Анализ аддикций и аддиктивных форм поведения дает возможность для понимания их реального места в структуре общественных отношений, прогнозировать последствия их распространения и принимать меры для устранения этих негативных явлений.

Антисоциальное поведение несовершеннолетнего в форме алкоголизации, взаимообусловлено влиянием различных факторов, в первую очередь внешней социальной среды (в особенности микросреды), а также индивидуальными особенностями личности несовершеннолетнего, которые обуславливают его индивидуальное реагирование на различные жизненные неудачи, самостоятельное решение которых для несовершеннолетнего представляется проблематичным.

В статье проводится анализ возникновения и развития алкогольной аддикции среди несовершеннолетних, а также авторами были проведены социологические исследования для выявления разных форм аддикции среди школьников и студентов Казахстана. Данная научная статья базируется на традиционных и инновационных подходах, и широко применяются такие методы как диалектический метод познания, сравнение, анализ и другие эмпирические методы.

Ключевые слова: несовершеннолетний, аддикт, аддикция, аддиктивное поведение, алкоголизация, социологический опрос, профилактика, предупреждение, меры борьбы, антиалкогольная политика.

Introduction. In modern legal science, the problems of addictive forms of deviant behavior of minors remain unexplored. Addiction (addictive behavior) is a destructive tendency of a minor to be negative: to smoking, alcoholism, drug addiction, vagrancy, begging, tendency to run away from home, etc. In our research, the problem of alcoholization of minors will be considered as a form of addictive behavior. Without understanding the mechanism of occurrence and the process of addiction, it is difficult to analyze many problems of juvenile delinquency, as well as issues that primarily concern the problems of alcoholism, which is one of the reasons for formation of sustainable skills of juvenile delinquent behavior (Zhetpisbayev B.A., Baimakhan R.M., Kuttygaliyeva A.R., 2013).

The essence of this addictive behavior of a minor is found in the desire to change his mental state through alcohol intake, which allows the minor to fix his attention on certain objects or activities.

Simultaneously, the process of drinking alcohol, addiction to it and its effect is accompanied by the development of intense emotions and, as a result, it begins to control the life of a minor and deprives him of the will to resist addiction. This form of behavior is characteristic of minors with low resistance to psychological difficulties, who do not adapt well to a quick change in life circumstances, and in this connection seek to achieve psycho-physiological comfort faster and easier. Addiction for them becomes a universal means of escaping from real life (Nagayev V.V., 2009). For self-defense, minors with an addictive pattern of behavior use a mechanism in psychology called “desire thinking”: contrary to the logic of cause-effect relationships, they consider as a real only that which corresponds to their desires. Consequently, interpersonal relationships are violated, and the teenager is alienated from society.

Addictive behavior in the form of alcoholization, is formed gradually. The onset of deviation is

associated with experiencing an intense acute change in the mental state of a minor in connection with taking alcoholic substances that entail certain non-standard actions, as well as an understanding that there is a certain way to change one's psychological state, to experience a feeling of elevation, joy, ecstasy.

Subsequently, there will be formed sustainable reliance on alcoholic substances.

Difficult life situations, states of psychological discomfort provoke an addictive reaction. Gradually, this behavior becomes the usual type of response to the requirements of real life. And addictive behavior develops as an integral part of a personality, which means that another 'new' personality arises, displacing and destroying the former one. This process is accompanied by an internal struggle, the emergence of feelings of anxiety, fear and various kinds of doubts, which become obsessive and inseparable from the person. At the same time, protective mechanisms are activated, contributing to the preservation of the illusory feeling of psychological comfort. The defensive formulas are: "I don't need people", "I do what I like", "if I want, everything will change" (Lukyanenko M.V., Romashenko A.E., Yakhyarova G.D., 2006).

As a result, the addictive part of the personality of the minor fully determines the behavior of the minor. He will be isolated from society, find problems in communication with people not only on the psychological, but also on the social level, and loneliness will grow. Furthermore, there is a fear of loneliness, so the addicted person prefers to stimulate himself by superficial communication with his peers or other people around him, by the desire to be in the circle of a large number of people. But such a teenager is not capable of full-fledged communication, deep and long-term interpersonal contacts, even if the people around him strive for it in every possible way. The main for him is those objects and the results of their actions, which are his means of addiction – alcohol.

In general, studying the mechanism of the emergence and development of addictions and addictive forms of behavior makes it possible to understand their real place in the structure of social relations, to predict the consequences of their spread and take measures to eliminate these negative phenomena.

Antisocial behavior of minor in the form of alcoholization is interconnected by the influence of factors, primarily the external social environment (especially the microenvironment), as well as the individual personality characteristics of the teenager,

which cause his individual response to various "life problems" (Issues of studying and preventing juvenile delinquency, 1970).

In addition, great importance is attached to the forms of state response to the problems of a minor inclined to addiction. Ineffective government protection of the rights of minors (to health protection and medical care, to housing, to social protection, etc.) is essentially a source of social tension in society, which predetermines a difficult financial situation, as well as a depressive condition of not only minors, but also adult citizens. From this it follows that the state by protecting the health of people, providing state support of the family, motherhood and childhood, ensuring the right of everyone to an adequate standard of living and social protection, is trying to solve the whole range of priority tasks that constitute one of the main directions of the Republic of Kazakhstan as a legal, democratic state.

Literature review. Currently, the term "addiction" is being used in various spheres of life starting from psychology to medicine. Moreover, the addiction is mostly associated with drugs, psychotropic substances and alcohols as wine, beer or vodka and there are many published research papers in science discussing this issue from several aspects. However, there is no any paper examining alcohol addiction in a certain period of an individual from the perspective of law.

In Kazakhstani science there are some authors, who focus on the mentioned thesis and they have also published several papers and books. Those pioneers are B. Zhetpisbayev, A. Aytpayeva and S. Sartayev.

Materials and Methods. The research is based on the dialectical method of cognition and systematic approach in order to study the social and legal phenomena arising in the system of addictive forms of behavior of minors expressed in the form of alcoholization of a minor.

The methodological base is characterized by both traditional and innovative approaches, methods and techniques of research of considered social relations. In the process of research, there have been applied the methods of analysis and synthesis, modelling, generalization, prediction, abstraction, historical and legal, comparative legal, formal legal and other methods.

Results and Discussion. Ideas about what alcoholic beverages are and how they act arise early in children. Even in early childhood, children playing "hosting guests" arrange a feast, pour into a glass, clink, and then depict drunken guests, almost completely copying their actions, behavior, voice, gestures (for example, neighbor Uncle Vanya and others.).

Thus, according to Y. F. Prilensky and N. D. Ivanyuzhenko, 32 percent of boys and 7 percent of girls played such games in kindergartens. 23-34 percent of girls and 32-43 percent of boys of them actually tried beer, 13-26 percent and 21 percent – wine, 7-13 percent and 11-16 percent – vodka, respectively. Already at this age, 13 percent of girls and 16 percent of boys liked the wine (Prevention of juvenile delinquency, 2007).

Thus, the first impressions of alcohol are formed in early childhood, and it was based on their own experience among almost a third of children.

A study of the teenagers, who are prone to alcohol consumption, by N.G. Yakovlev, led to the following conclusions:

- firstly, earlier (two to three years) compared with their peers familiar with the use of alcohol;
- secondly, the difference in motives (reasons) of alcohol use;
- thirdly, the intensive formation of the habit of consuming alcohol in free time, and in some cases – needs. To this can be added such a distinguishing feature as the inexperienced use of alcoholic beverages in large doses.

These sociological studies conducted by us among minors also reveal an unusual picture. So, to the question of what impact alcohol consumption has on the life dynamism of society, 89 percent of minors said that drinking is a great social evil and that this evil must be fought at all levels of the life of the society (state). However, on the other hand, as it turned out in the course of the study, the same overwhelming majority of minors either “drink like everyone else” or do not completely prevent it.

About half of the surveyed minors answered the question whether they wanted only non-drinkers to surround them and they said that they would not like to have a non-drinker among their friends. The third part of the respondents thinks that they would be offended if they were invited to visit and the host did not offer alcohol (Zhetpisbayev B.A., Aytpaeva A.K., 2002).

More than 40 percent of the minors surveyed believe that alcohol consumption within the “norm” is harmless and does not affect performance, and every fifth minor fully accepts appearing drunk on the street, in public transports, in places of rest, if only this does not lead to scandals and conflicts. At the same time, it is interesting that the same number of minors considers that the appearance of a woman in a drunken state in a public place is an unacceptable and disgraceful phenomenon.

Regarding the motives of alcohol consumption by minors, it is necessary to point out that among

juvenile offenders, less often than in the control group, there are drinkings exclusively on the occasion of holidays, birthdays and on the occasion of so-called other traditional occasions. Simultaneously, it is logical that the motives for drinking alcohol directly reflect the unfavorable social conditions of this category of teenagers (Dolgov A.I., 1981).

Therefore, it is not accidental that when explaining the motives, the reasons for committing a drunken teenage crime, as a rule, they refer to difficult life conditions in the family, life failures, and the fact that it is easier to endure grief, shame, pain, and insult. Thus, in conducting sociological studies, V. M. Kormshchikov obtained the following results: – 30 percent of young men and 26 percent of girls explained their use of alcohol by saying that “there was nothing to do”, they drank for “courage” in order to “have fun” etc. In general, the direct influence of the company as the only reason for the use of alcoholic beverages was named only by 8-10 percent of the subjects. The rest already had desires and habits, although they were formed under the influence of friendly companies, but then turned into independent (Kormschikov V.M., 1977).

In the scientific literature, in the study of the problems of alcoholism of the population, as a rule, three groups of sociological indicators of the severity of the alcohol problem and the extent of alcohol abuse in the country are used:

- firstly, the level of alcohol consumption per capita and the structure of consumption;
- secondly, the characteristics of mass behavior, which is a consequence of the consumption of alcohol;
- thirdly, the damage caused to the economy and society by drunkenness.

The alcohol consumption indicator makes sense only in combination with data on the structure of consumption. It is necessary to take into account a number of characteristics, for example, regularity of consumption, duration, connection with food intake.

It is also important to study the general indicators of the prevalence of alcoholism and indicators of the distribution of total alcohol consumption among the population, and in particular:

- the number of drinkers, non-drinkers and moderate drinkers;
- the distribution of alcohol consumption between men and women;
- distribution of alcohol consumption by age and other socio-demographic characteristics;
- behavior with the same degree of intoxication and evaluation of this behavior also significantly differ in the socio-cultural and ethnic groups (Issues

of studying and preventing juvenile delinquency, 1970).

All the above characteristics of alcoholization of the population are included in the concept of the model of alcohol consumption, and when assessing the alcohol situation, three models of alcohol consumption are traditionally distinguished: wine, beer and vodka. These models have developed historically and are manifested in the traditions of alcohol consumption among different people.

The wine model became widespread in countries such as France, Italy, Portugal, Armenia, Georgia, Moldova. They are characterized by the regular consumption of weak grape wine for lunch and dinner. This model has an extremely high total consumption of alcoholic beverages (by the beginning of the 80s in France – 15.8 liters of absolute alcohol per person per year, in Italy – 13.9 liters). A particular problem in these countries is the consequence of alcoholism, as a threat to the health of drinkers and their offspring.

The vodka model traditionally prevails in Poland, Russia, Finland, Sweden and other countries, where up to half or more of the total alcohol intake is for strong drinks. This model is characterized by: a high uneven distribution of alcohol consumption among the population, the existence of groups that stand out sharply by immoderation and asocial behavior, and severe intoxication as a consciously achieved goal of consumption. The countries of the predominantly vodka model, noticeably lagging behind the “wine” in total consumption of alcohol per capita per year, often have no less negative consequences.

Beer model is close to wine; in terms of alcohol consumption, “beer” countries occupy the middle place.

In this aspect, it is possible to point out that the main part of drinking minors prefer beer. In the streets of the city, you can often see a minor who drinks beer straight from the bottle, or who freely buys beer in a store. While studying this problem and conducting a sociological survey among first-year students of the Faculty of Law of Al-Farabi Kazakh National University on the subject of determining which alcohol is preferred by non-adults, 78 percent of respondents indicated beer, explaining that, firstly, it is cheap in cost, secondly, none of the others seriously regard beer as an alcoholic beverage capable of causing serious consequences, and thirdly, if the consequences are unpleasant for a drinker (a gripe from adults, parents, etc) they can always be justified that they actually drunk only beer. At the same time, paradoxically, 95 percent of respondents agree that beer contributes to the development of

skills in the systematic consumption of alcoholic beverages and subsequent alcoholization. However, this does not serve as a basis for the cessation of consumption of beer by minors.

A sociological survey of undergraduates at the same university indicated that vodka was the most popular in this environment (78 percent of the respondents).

In a sociological survey of juvenile delinquents (353 teenagers in labor camps and 120 out of them), 15 percent of respondents to the question asked them: “How did you spend your free time before the conviction?” answered that they drunk or spent time in search of alcohol (Zhetpisbayev B.A., 2001).

Thus, it is possible to clarify the alcohol situation among minors by studying the effects of alcohol consumption:

- deformations of personality (narrowing the world of a minor to the level of a small world of drinking companions);
- the number of crimes related to drinking, and their share in general, the volume of crimes;
- the number and proportion of accidents on the basis of drunkenness, delivered to a medical detox center;
- the presence of chronic alcoholics;
- economic and material damage from crimes and from accidents, costs for the treatment of patients with alcoholism, that is, all damage resulting from alcoholism;
- spiritual and moral damage, damage to relations in society, family, etc. (Prevention of juvenile delinquency, 2007).

Under the considered aspect, D.D. Yenikeeva described and analyzed various forms of alcoholism and drug addiction among non-adults. The research identifies risk groups among schoolchildren, to which teachers and parents should pay particular attention. There are given the features and description of the behavior of students, who are prone to consume alcoholic beverages are given. So, the main symptoms of the beginning alcoholism of a minor are:

- pathological craving for alcohol;
- loss of quantitative control;
- extinction of a protective emetic symptom;
- systematic alcohol intake.

D. D. Enikeeva described 3 stages of alcoholism in minors. Giving detailed medical-physiological and psychological characteristics of each of these stages, D. D. Enikeeva notes that alcoholism in juveniles progresses rapidly (formed 2-4 times faster than in adults) and is atypical in many respects. The hogging syndrome (withdrawal) also occurs quickly

and from the beginning is accompanied by mental disorders: irritability, nastiness, depression, gloom, anxiety, fears and nightmares, hallucinations, and convulsive seizures.

In juveniles, there is also a malignant course of alcoholism, when severe mental disorders prevail over other manifestations of the disease. Alcoholic hallucinosis, as well as alcoholic psychosis, is repeatedly noted in such cases. Degradation occurs quickly. Such minors no longer study, they don't stay at work for a long time due to labor discipline and drunkenness, become homeless, beggars, majority have many police reports or several convictions (Yenikeeva D.D., 1999).

In all cases, to prevent domestic drunkenness and alcoholism of schoolchildren, teachers and parents need to study the causes and symptoms of this deviant behavior, to know of the individual and psychological characteristics of children and adolescents, as well as the advantages and disadvantages of various forms of prevention. In this context, the following types of preventive activities are distinguished: primary prevention; health education; identification of risk groups; secondary prevention.

Historical and cultural studies show that the properties of alcohol and drugs have been known to people since ancient times and have been used to enhance the effect of changes in consciousness during worship. They were made from plants, and their consumption was part of a religious ritual, which accompanied the festivities. The ancient Greeks even erected at one time the statues of the god of wine, Bacchus, and the goddess of wisdom, Minerva, although the goddess of water, Nymph, was later placed between them, probably considering it necessary to dilute the wine with water.

The ancient tribes of the Mediterranean were throwing into the fire rotted bunches of grapes (i.e., those in which the fermentation process had already begun) and from the smell of burning fruit they became intoxicated (Maksimova N.Yu., 2000).

A relatively cheap way to get strong drinks was mastered in the 16th century. For a long time alcohol drinks, especially strong ones, remained a luxury item for the majority of the population: they were expensive and inaccessible. The fundamental changes occurred after the industrial method of producing ethanol was discovered. It was a discovery that made possible the massive consumption of alcohol, and in the 18th century, it became widespread in such European countries as England, Germany, Sweden, etc. At the same time, vodka quickly came into use in Russia. We can say that vodka was born in the 19th century, and the 20th century aggravated a

very difficult problem for human civilization – the problem of alcoholism.

In fact, alcohol has entered our lives, becoming an element of social rituals, a prerequisite for official ceremonies, holidays, some pastimes, and solutions to personal problems. However, this socio-cultural situation costs society dearly. According to statistics, 90 percent of cases of hooliganism, 9 percent of rape with aggravating circumstances, almost 40 percent of other crimes are related by condemnation. Murder, robbery, robbery, heavy bodily injury in 70 percent of cases is committed by drunk persons; about 50 percent of all divorces is related to drunkenness (Zhetpisbayev B.A., Aytpaeva A.K., 2002).

Unfortunately, alcohol is preferred not only by a more adult and socially well-established society, but also among minors, which, of course, points out depressing consequences.

In modern scientific literature there are many models of the most varied theories of alcoholism. Researchers of this anti-social phenomenon are constantly discussing which models of alcoholism are the most reliable and which are the most effective ways to combat alcoholism (Yeskendirov A.A., 2011).

Conducted research in this area allowed us to conclude that the most generally accepted and popular among the models of alcoholism are: moral; medical; psychological; genetic or hereditary models of alcohol abuse (Zhetpisbayev B.A., 2001).

The meaning of the moral model of the theory of alcoholism is that alcoholism, in this case, is regarded as a controlled human weakness. Proponents of this theory believe that a person, if he wants it, is fully able to stop drinking, and the fact that he does not quit drinking shows his inner moral weakness and lack of will.

The medical model of the theory of alcoholism lies in the fact that alcoholism is considered as an ailment, a disease that must be treated with medical means and methods, and preferably in special, adapted for this clinics. Of course, the medical model of alcoholism imposes on a person abusing alcohol less responsibility than a moral one. Supporters of this theory, as a rule, are less inclined to condemn and despise alcoholics.

The psychological model of the theory of alcoholism lies in the fact that alcoholism, in this case is considered as a means of relieving stress, relief from anxiety, depression, fatigue, etc. According to this model, alcoholism is most likely considered as a behavioral deviation from the norm, and not as a purely physical condition.

The meaning of the genetic or hereditary model of the theory of alcoholism is that supporters of this

theory are inclined to believe that alcoholism is inherited from parents to children (Ilyin E.P., 2000).

Conclusion

Alcoholization and the processes of alcoholization of society, including minors, have always been the conditions of particular concern to society and the state.

The Republic of Kazakhstan pursued an anti-alcohol policy at all stages of its development. There can be found two direction:

- first, limiting the availability of alcoholic beverages, reducing their sales and production, raising prices, toughening punitive measures for violating prohibitions and restrictions;

- secondly, efforts aimed at reducing the need for alcohol, improving social and economic conditions of life, the growth of general culture and spirituality, calm, balanced information about the dangers of alcohol, the formation of non-alcoholic behavioral stereotypes among the population.

The history of the fight against alcoholism has been a witness of attempts to introduce on the territory of some countries “prohibition” (England, USA, Finland, Russia). All of them did not achieve their goal, because the presence of alcohol is not the only and not the main reason for the existence of alcoholism. The problem of overcoming drunkenness and alcoholism is the most complex, it includes economic, social, cultural, psychological, demographic, legal and medical aspects. Only taking into account all these aspects, perhaps, will bring to successful solution.

Measures of special prevention aimed at combating the alcoholization of minors are traditionally carried out in the process of organizing and conducting special operations to identify

violators of anti-alcohol legislation. At the same time, the development of recommendations and relevant instructions on the alignment of forces and means, the development and distribution of best practices of administrative and jurisdictional activities of various state apparatus, juvenile police, commissions for the protection of the rights of minors, in terms of preventing and combating juvenile delinquency committed in alcoholism and alcoholism (Seypoldayev Y.S., 2006). In this aspect, the above authorities carry out the following anti-alcohol measures:

- identify minors, as well as parents and other persons prone to abuse of alcoholic beverages; carry out preventive work with them with the aim of forming a healthy lifestyle;

- make proposals to the relevant authorities on the rational placement of under construction and functioning trade enterprises, cafes, restaurants and other institutions that sell alcoholic beverages, due to their potential and negative impact on the crime situation in a particular area of the settlement;

- examine territories and especially places where minors and persons inclined to consume alcohol are concentrated (markets, shops, cultural and entertainment institutions, stations and public transport stops, etc.);

- prosecute persons who maliciously consume alcoholic beverages to various types of legal liability (Zhetpisbayev B.A., 2001).

Legislation prohibits the delivery of juveniles with craniocerebral injuries or other life-threatening injuries, symptoms of acute food poisoning or drug intoxication, who are in a state of alcoholic psychosis, into a medical detox. When such minor children are identified, law enforcement and other agencies must call emergency medical care at the scene (Pronin A.A., 2011).

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PROBLEMS OF FORMATION ANTICORRUPTION LEGAL AWARENESS

¹Joshua Castellino,²Mynbatyrova N.K.

¹Professor of Law, Middlesex University, Middlesex, UK, e-mail: j.castellino@mdx.ac.uk

²Candidate of Juridical Sciences, Associate Professor of the Department of Theory and History of State and Law, Constitutional and Administrative Law, Law Faculty, Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: nurlaiym@mail.ru

Abstract. The article is consider problem of current corruption and how to deal with it is discussed. At the same time, modern peculiarities of the legal awareness of anti-corruption law are analyzed and studied. The author of the article also pays special attention to the development of legal awareness. The results and conclusions reached by the author can be used to ensure the state policy, increase the legal awareness of the society, and encourage the legal education of the society. Corruption in all its manifestations represents a serious threat to the national security of any state, has a destabilizing effect on all areas of society and the individual. The key to successfully countering its manifestations is not only the effective operation of state institutions in this area, but also a clear understanding by every citizen of corruption as an absolutely unacceptable social phenomenon.

Corruption is a large-scale problem of our time. No state, regardless of its socio-economic and political structure, has absolute immunity to corruption. Today we are talking about the fight against corruption, its development and structure, the world outlook of citizens, and the whole economy.

The President of the Republic of Kazakhstan, the Leader of the Nation Nazarbayev N.A. underlines in his annual Address to the people of Kazakhstan the importance of anti-corruption. Anti-corruption has become one of the priority directions of Kazakhstan's legal reform. At this point, corruption issues are frequently heard in the media and public speeches. Different ways and methods of combating corruption are being developed.

Key words: law, legal interpretation, legal awareness, legal nihilism, the state, the activities of the State, corruption.

Сыбайлас жемқорлыққа қарсы құқықтық сананы қалыптастыру мәселесі

¹Кастеллино Дж., ²Мынбатырова Н.К.

¹Профессор, Миддлсекс университеті, Миддлсекс, Ұлыбритания, e-mail: j.castellino@mdx.ac.uk

²заң ғылымдарының кандидаты, Әл-Фараби атындағы ҚазҰУ-дің заң факультеті, мемлекет және құқық теориясы мен тарихы, конституциялық және әкімшілік құқығы кафедрасының доценті, Алматы, Қазақстан. e-mail: nurlaiym@mail.ru

Жұмыста қазіргі кездегі сыбайлас жемқорлықтың туындау мәселелері және онымен күресу жолдары мен мазмұндық тұстары ашылып, қарастырылады. Сонымен қатар қазіргі сыбайлас жемқорлыққа қарсы құқықтық сананың ерекшеліктері талданып, жан жақты зерттеледі. Сондай ақ мақаланың авторы құқықтық сананың арықарай дамуына аса назар бөледі. Автордың қол жеткізген нәтижелері мен қорытындыларын мемлекеттік саясаттың қамтамасыз етілуіне, қоғамның құқықтық санасын арттыруға, қоғамның құқықтық тәрбиесін көтермелеуге ісінде қолдануға болады.

Барлық көріністеріндегі сыбайластық кез-келген мемлекеттің ұлттық қауіпсіздігіне елеулі қатер болып табылады, қоғамның және жеке тұлғаның барлық салаларына тұрақсыздандырушы әсер етеді. Өз көріністеріне сәтті қарсы тұрудың кілті тек осы саладағы мемлекеттік мекемелердің тиімді жұмысы ғана емес, сондай-ақ әрбір азаматтың мүлдем қолайсыз әлеуметтік құбылыс ретінде айқын түсінуі болып табылады.

Сыбайлас жемқорлық біздің уақытымыздың ауқымды мәселесі болып табылады. Бірде-бір мемлекет, оның әлеуметтік-экономикалық және саяси құрылымына қарамастан, сыбайлас жемқорлыққа мүлдем имму-

нитет бермейді. Бүгінде біз сыбайлас жемқорлыққа қарсы күрес, оның дамуы мен құрылымы, азаматтардың дүниетанымдық көзқарасы және тұтастай алғанда экономика туралы айтып отырмыз.

Қазақстан Республикасының Президенті, Елбасы Н.Ә.Назарбаев жыл сайынғы Қазақстан халқына Жолдауында жемқорлыққа қарсы маңыздылығын атап өтті. Сыбайлас жемқорлыққа қарсы іс-қимыл Қазақстандағы құқықтық реформалардың басым бағыттарының бірі болды. Бұл кезде бұқаралық ақпарат құралдарында және қоғамдық тыңдауларда сыбайлас жемқорлық мәселелері жиі естіледі. Сыбайлас жемқорлыққа қарсы күресдің әртүрлі тәсілдері мен әдістері әзірленуде.

Түйін сөздер: құқық, құқықтық таным, құқықтық сана, құқықтық нигилизм, мемлекет, мемлекеттің функциясы, сыбайлас жемқорлық.

Проблемы формирования антикоррупционного правосознания

¹Кастеллино Дж., ²Мынбатырова Н.К.

¹ профессор, университет Миддлсекс, Миддлсекс, Великобритания, e-mail: j.castellino@mdx.ac.uk

² кандидат юридических наук, доцент кафедры теории и истории государства и права, конституционного и административного права юридического факультета, Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан, e-mail: nurlaiym@mail.ru

Аннотация. В работе рассматриваются содержательные стороны антикоррупционного правосознания. Также в работе всесторонне исследуются природа возникновения коррупционных правонарушений, и пути их устранения. В работе также особое внимание уделяется на дальнейшее развитие правосознание общества. Основные выводы и положения автора могут быть использованы в обеспечении политики государства, в повышении правосознания и правового воспитания казахстанского общества.

Коррупция во всех ее проявлениях представляет собой серьезную угрозу национальной безопасности любого государства, оказывает дестабилизирующее воздействие на все сферы жизни общества и отдельных людей. Ключом к успешному противодействию его проявлениям является не только эффективное функционирование государственных институтов в этой области, но и четкое понимание каждым гражданином коррупции как абсолютно неприемлемого социального явления.

Коррупция – это масштабная проблема нашего времени. ни одно государство, независимо от его социально-экономической и политической структуры, не обладает абсолютным иммунитетом к коррупции. Сегодня мы говорим о борьбе с коррупцией, ее развитии и структуре, мировоззрении граждан и всей экономики.

Президент Республики Казахстан, Лидер Нации Назарбаев Н.А. в своем ежегодном Послании народу Казахстана подчеркивает важность борьбы с коррупцией. Борьба с коррупцией стала одним из приоритетных направлений правовой реформы Казахстана. В этот момент проблемы коррупции часто звучат в СМИ и публичных выступлениях. Разрабатываются разные способы и методы борьбы с коррупцией.

Ключевые слова: право, правопонимание, правовое сознание, правовой нигилизм, государство, деятельность государства, коррупция.

Introduction. Corruption in all spheres of society, in particular economy, social sphere, politics, etc. adverse effects. The negative effects of this phenomenon are so serious that it will not only hurt the development of society but also seriously affect the national security of the country.

According to economists, corruption is determined based on the premise that it is rational a type of behavior aimed at finding the best way interests in the context of limited resources. In sociology, corruption is understood as a dysfunctional phenomenon, the pathology of society, generates ugly forms of relationships between people. Sociological approach defines this socio-economic phenomenon as informal system of regulation of public processes existing in parallel with the official mechanism of such regulation and generated ineffective activity of public authorities.

In political science corruption is considered as one of the phenomena of the political sphere, deforming the political organization of society. Here is a study of corruption mainly associated with the question of the possession of power or a way to fight for it.

Corruption in such a context is understood as behavior that expresses in the illegitimate use by officials of their position for the purpose of occupying and retaining power in society. These corruption relations themselves, according to political scientists, especially clearly manifested during the election.

Formal legal model of corruption, ignoring economic, political and sociological characteristics of corruption, based on the recognition that corruption- it is a system of unlawful actions of power subjects related to the violation, first of all,

special legal norms defining the activities of state bodies and officials. Within the framework of this paradigm, only the act that is in the sphere of legal regulation and may be qualified as an official crime or offense.

A cultural-logical approach to the definition of the essence of corruption offers three interpretations this phenomenon. According to the first interpretation, corruption is peculiar culture (business or organizational) and should be analyzed in terms of reproduced within the business community or organization of symbols, myths, customs, ten representations and basic values. According to the second cultural interpretation, corruption is a temporary condition, dysfunction in a culture that becomes possible in a situation of anomie, negative attitudes or indifference of a significant part of communities to social norms generated by the conflict between elements of the system values. For example, anomia occurs when symbols are exalted in society success (for example, material), supposedly common to the entire population as a whole, while how do the current rules and regulations limit or completely eliminate access to legal means of achieving these values for a significant part of the population. Third interpretation within the framework of the cultural approach considers corruption not as temporary, painful condition, but as a phenomenon, constantly reproducible cultural a tradition that relies on permanent, stable features. (Hegel, 1990)

Some academic psychologists see corrupt behavior as dependence, which develops in four steps. The first stage has character one-time remuneration, and at the second stage there is dependence (a corrupt official is waiting for this event, anticipating a moment of corrupt behavior).

The symptom of the third stage of corruption as an addiction is the appearance of depressive signs with a shift of priority exclusively to corrupt behavior, which turns into a certain dope, allowing you to experience a feeling of comfort, have place resistant frequency, activity in the search for opportunities for corruption behavior and the development of effective corruption schemes. Last fourth stage occurs when a person constantly exists in the stream of corruption income, divorced from reality, losing the feeling of empathy and even the ability to rejoice what gets as a result of corrupt acts.

Literature review. The motives for choosing a degree in journalism have been shaped by the mentality of the Kazakh nation for several centuries, including a close association with Russia. It is important to examine the motivations for those students who seek to be journalists in this new

media environment, and today's media environment was shaped by Kazakhstan's past. There were three periods that formed the foundation for the journalism profession in Kazakhstan. The first period occurred in the late 1800s and early 1900s with the founding of first the newspapers in Kazakh and Russian languages. The second period is from 1917 to 1991 when Kazakhstan was influenced by the Soviet Union. The third period occurs from 1991 to the present once Kazakhstan became independent.

Corruption in the global economy: infringes the mechanisms of market competition, leads to the inefficient distribution of state budget funds, unfair distribution of income, promotes rise in prices for goods, creates an organized criminal group and creates shadow economy. All of this impedes the taxation of the state budget and the implementation of the economic activity of the state.

Corruption in the social sphere: It promotes unfair distribution of living things that in turn leads to property inequalities, restricts the right of the state, which regulates the existence of the state and society, and in the consciousness of the society, the views and feelings about the vulnerability of citizens to power and criminality are formed. (Vengerov, 2000)

Corruption offenses include bribery, stealing in their favor, misuse of authority, and crimes can be attributed. At present, countering corruption, including bribery, is a challenge. The relative vulnerability of the majority of the population to corruption and the tolerance to society have limited opportunities to prevent and combat this crime. For many entrepreneurs, citizens, and other employees, unlawful remuneration for official acts has become a usual and normal phenomenon.

At present, there are two main areas for fighting corruption:

Firstly, the fight against the external appearance of corruption is a direct counteraction to the subjects of corruption, by means of direct influence on the corrupt actors, in order to stop their illicit activities, including legal action, including legal coercion.

It should be borne in mind that corruption is a serious phenomenon, and it is important that the crime is not disclosed. Corruption is often attributed to offenses, which often show the truth and are not interested in punishing the perpetrator. Therefore, there are no opportunities to show corruption elements. It is important to stress that this is a must and should be done to combat corruption offenses. It is important not only to combat corruption, but also to prevent and eliminate corruption. (Program, 2014)

The law has established the legal basis of state policy in the fight against corruption, it is aimed at protecting the rights and freedoms of citizens and public interests from threats arising from corruption, ensuring effective activity of state bodies, other organizations, government officials and persons equivalent to them by warning, identify, suppress offenses that create the conditions for corruption and corruption offenses, eliminate their consequences. However, first of all this document is aimed at the prevention and prevention of corruption. (Decree, 2006)

The key measure in the formation of intolerance to corruption among the younger generation is: anti-corruption education, obtaining knowledge in the field of anti-corruption, as well as the practice of application of normative legal acts on countering corruption; anti-corruption outlook – a stable belief system, value orientations, rejection of corruption, which determine student behavior; anti-corruption behavior – actions, actions of a person, motivated by rejection and denial of corruption; prevention of corruption – neutralization of factors of a corruption situation with the help of pedagogical methods and their elimination; as well as information, counseling, advertising.

Material and Methods. One of the most important areas of anti-corruption policy is the change in public consciousness under the influence of anti-corruption propaganda, the formation of anti-corruption behavior and a negative attitude towards manifestations of corruption. An atmosphere of intolerance towards corruption must be created in society, and this must be fostered. The most important role in this is given to the mass media.

The media is one of the tools for anti-corruption propaganda. Only in cooperation with the media can we form a full-fledged anti-corruption policy, the conditions for its implementation.

The media themselves in the field of anti-corruption activities may, in particular, the following:

- create a database of publications on corruption;
- to educate citizens about corruption and ways of life without corruption, to organize peculiar actions of refusal from bribes;
- search for and describe the experience of countering corruption in other localities and regions of our country;
- to educate citizens, businessmen and officials about the methods used to successfully counter corruption in other countries;
- all its activities contribute to the expansion of openness of government and business to society.

The most important components of anti-corruption activities, as well as anti-corruption

advertising, is to determine their main goals and objectives. The goals of anti-corruption advertising, depending on the information placed in it, are anti-corruption information and the formation of anti-corruption behavior. Anti-corruption information occurs in two forms:

- informing the public about anti-corruption measures in public authorities;
- informing the population about the ways to protect their rights and legitimate interests from corrupt officials in law enforcement and judicial bodies (their location, mechanisms for applying to them, etc.).

Formation of anti-corruption behavior of the population, including government (municipal) employees is carried out by informational influence in order to reject corruption behavior (formation of passive anti-corruption behavior) or by helping law enforcement agencies to fight corruption (formation of active anti-corruption behavior). Achieving these goals of anti-corruption advertising can help address the main goal of anti-corruption policy – reducing corruption in society and increasing the effectiveness of anti-corruption. (Law, 2015)

At the same time, to achieve the main goals of anti-corruption advertising, it is necessary to gradually solve a number of interrelated and interdependent tasks, namely:

- a) to draw public attention to the problem of corruption;
- b) change the attitude of the population towards it unambiguously to the negative;
- c) show possible ways to reduce the level of corruption in the republic;
- d) change the behavior patterns of residents when confronted with facts of corruption;
- e) to create new behavioral values – the rejection of corruption as a means of solving personal, group or corporate interests. At the same time, it is necessary to agree with domestic experts that any social advertising, including anti-corruption, solves only one specific task facing it.

The specificity of anti-corruption advertising forms specific and its main functions. These functions largely coincide with the functions of social advertising, and reflect the specificity of the advertised object. Such functions of anti-corruption advertising are:

1. Informational. The information function is to inform the public about measures to counter corruption, designating the interests of the state and society.

2. Educational. The educational function of anti-corruption advertising involves the formation and

adjustment of public consciousness, psychological attitudes and behavioral models of the population (the formation of anti-corruption consciousness, anti-corruption outlook and anti-corruption behavior).

3. Educational. The educational function of anti-corruption advertising is aimed at disseminating anti-corruption values, educating the public on anti-corruption issues.

4. Economic. The economic function of anti-corruption advertising is that in the future, the advertiser may not so much make a profit as to reduce the economic costs associated with corruption.

Anti-corruption education is a purposeful process of training and education in the interests of the individual, society and the state, based on general educational programs developed within the framework of state educational standards and implemented in educational institutions for solving the problems of shaping an anti-corruption worldview, increasing level of legal consciousness and legal culture of students.

Within the framework of the Anti-Corruption Strategy, the education system is also an important component. The issue of anti-corruption education and enlightenment of pupils in an educational institution is rather complicated and requires targeted efforts by specialists and the public in general to solve.

In the content of school education and, in particular, in the educational field "Public Disciplines", great attention is paid to the development of the legal culture of the individual, which is considered as one of the most important conditions for solving the strategic political task – turning Kazakhstan into a modern legal state. Tomorrow the youth will have to occupy responsible posts in the system of state authorities and local self-government, public life and business. For pupils, it is important not only to gain certain knowledge, but also to form a negative attitude towards corruption, gaining practical social skills and communication skills that allow you to avoid corrupt practices.

Against the background of an increasing number of various forms of deviant behavior, corruption is increasingly acquiring features that threaten the national security of the state. At the present stage, human activity aimed at increasing the comfort of its existence is at the same time a source of the formation of negative behavior, striving to acquire benefits through illegal activities. In this regard, the rejection and prevention of corruption ceases to be the lot of only professional professionals and becomes a problem for every person. (Petrishin, 2013)

Misunderstanding of the importance of preventing corruption leads to the fact that social injustice increases every year, neglect of the law increases, the ecological situation worsens, etc. Many of the negative phenomena in society are a consequence of corruption.

Modern society places high demands on the professional training of students. Under current conditions, the need for anti-corruption implementation of various types of activities, the individual's understanding of the goals and consequences of their actions for society is relevant. This means that one of the most important goals of the educational process is the formation of future thinking specialists, based on the principle of unconditional non-acceptance of corruption in solving any professional and personal tasks. Consequently, there is a need for the formation of a special type of culture, taking into account the peculiarities of human activity in modern conditions of anti-corruption culture.

It is important not only to limit corruption and the way it acts, but also to investigate and investigate the nature of the problem. In order to prevent this as an anti-corruption effort, students should introduce special discipline in higher education institutions aimed at creating anti-corruption ideas. (Law, 2008)

It is worth noting that the Law Faculty of Al-Farabi Kazakh National University started to implement this problem in practice. A new discipline called "Legal basis of anti-corruption" was introduced to the curriculum of the current year or 2017-2018 by the faculty of law faculty of the University as a compulsory subject for all faculties. In this discipline students study and study the concepts, systems, historical and legal aspects of corruption, the nature of emergence, the regulatory framework aimed at counteracting corruption in the RK, ways of overcoming and preventing it. It is a good lesson for students. As mentioned above, corruption is a violation of all spheres of the society, so it is envisaged to study in all faculties.

New educational standards involve the formation of key competencies of students, such as: personal, informational, self-cognitive, subject-specific, and civil law. This program is aimed at the formation of anti-corruption consciousness among pupils through the formation of key competencies that will allow them to socialize adequately in modern society. (Matuzov, 2003)

This program focuses pupils on the ethical side of the problem. The problem of moral choice, which should be a psychological neoplasm of a modern school graduate, is the most difficult in teaching

practice. To date, legal and organizational measures to counter corruption are already being implemented in the Kazakhstan. However, according to the results of various studies, it is clear that corruption in the Kazakhstan state is becoming one of the global problems, with each year increasing its potential. Corruption as a social and legal negative phenomenon is a threat not only to the economic security of the state, but is also a national problem of all states of the world, since a high level of corruption in any state completely destroys all values and traditions, destroys key concepts of morality, legal foundations and a sense of social justice. According to Kazakhstan and foreign scientists, the causes of corruption are in the legal consciousness of the society itself, since legal culture based on historical development has long been formed in any society. In modern Kazakhstan, the legal consciousness of society is successive, especially the firmly established national traditions of different times are seen. Of course, this affects the effectiveness of the implementation of the anti-corruption strategy of the Kazakhstan state. In the current socio-economic situation in our country, the importance of analyzing and restructuring those aspects of education that significantly affect the professional potential of a future university graduate and, consequently, determine the life path, is growing. Today, one of the defining sides of education is the fundamental nature of theoretical and practical training of students, including a developed legal consciousness, which implies readiness for preventive anti-corruption activities. Education problems are closely interrelated with the development trends of Kazakh society, which are aimed at the formation of standards of anti-corruption behavior. These standards should include such requirements that could cultivate in young people the rejection of corruption as negative phenomena in society that are completely incompatible with the values of our state. This will be the most important task of Kazakhstan education, since the level of education of the population, its legal culture is not only the face of our state in the global space, but also a matter of national security. (Tapchanian, 1999)

Secondly, prevention of corruption is the formation and implementation of anti-corruption policy as an independent function of the state. The country has adopted an anti-corruption strategy for 2015-2025 and its provisions are being implemented.

To address the challenges of combating corruption, it is necessary to involve all Kazakhstani society in the fight against the dangerous phenomenon, to implement complex, systematic

measures and to improve the legal framework for strengthening of legal responsibility.

Recently, the level of corruption in the public service has grown so much that today it has become one of the threats to the national security of the country. The problem of anti-corruption is one of the issues of the scientific community, society and the state. Today, corruption is very important for political scientists, government officials and citizens of the country. In recent years, much attention has been paid to the problem of anti-corruption in the system of public services. Such a focus on the part of the state and the society means that corruption is a decline in the effectiveness of public administration. As a result, economic growth in the country will decline, people's well-being will be weakened, the number of criminal cases will increase. (Kurazhenkova, 2015)

Corruption is a complex phenomenon that distorts the political, economic, and social foundations of society. Corruption is an attempt by the offenders, political and administrative civil servants to make their own benefit, which seriously damages the state and society. Today, anti-corruption law, anti-corruption strategy, and various anti-corruption programs are in the country. At present the country needs to join the Association of Civilized States. Despite the huge work done by the state apparatus, civil society and the individual in the field of anti-corruption, the number of corruption increases substantially. Corruption fosters the development of a democratic society. In recent years, corrupt officials in civil service in the country have become transnational. Corruption in public service is not only a result of the public and individual, but also as a result of public servants' reputation. Many of them spend illegal profits through offshore banks or foreign real estate. As a result, foreign law enforcement officials are notified.

As noted above, it is not enough for the state apparatus to carry out anti-corruption measures. There is a question of active involvement of the state and civil society in the political life of the country. Every citizen has a great future in the country's future. Every citizen should know the rules of conduct with civil servants and should not make them incapable of corruption. Implementation of innovative and effective public service delivery will undoubtedly contribute to the reduction of public expenditures, reducing corruption, and increasing public confidence in the government. The state, as the main source of public service, defines ways and means of improving the public service delivery system.

The main task of the modern state is to form a qualitative form of public administration. Its main

purpose is, of course, to protect and safeguard the legitimate interests and rights of citizens. As we all know, the efficiency of the public service delivery system to meet the needs of citizens is characterized by two factors: availability and quality of service.

It should be noted that from July to December, 2018, the Public Reception Program “Civil Control” on the social order of the Agency for Civil Service Affairs and Anti-Corruption of the Republic of Kazakhstan has been launched at the Al-Farabi Kazakh National University. In this project, the law faculty of the Department of Theory and History of State and Law, Constitutional and Administrative Law of the Faculty of Law of the Al-Farabi Kazakh National University is doing a great job. The goal of the project is to provide comprehensive anti-corruption measures, anti-corruption monitoring and anti-corruption culture in society.

Results and Discussion. Public reception performs the following functions:

1) Provides consultations on compliance with the requirements of the legislation of the Republic of Kazakhstan within the scope of public service, public services, anti-corruption and the Ethical Code;

2) carries out informational and organizational activity aimed at formation of anti-corruption culture, in particular, organizes informational work and events in mass media on a regular basis. (Ayupova, 1997)

These services are being actively implemented today by the Public Reception Project “Civil Control”. For example, 10th of November, 2018 Al-Farabi Kazakh National University in the frames of the project “Social Analysis of Corruption Risks in the Control-Supervisory Sector” by the Agency of the Republic of Kazakhstan on Corruption under the Governmental Order of the Republic of Kazakhstan on Corruption and Corruption Proceedings.

During the event, the issues of corruption-related and controllable functions of the state bodies were discussed at the meeting. In addition to the public reception of “Civil Control” Public Association “Young people Resource Center of the Kazakh National University named after al-Farabi” Keremet “Askerov A.A. It has not been forgotten that it is impossible to define the anti-corruption law, to exploit the group, to execute the state functions, to direct them to the merits and to identify the consequences of the use of methods and methods. It is necessary to evaluate the prize and to evaluate corruptive risks.

The participants noted in their speeches found that risk and corruptions can be prevented from establishing the entire frame of mind. However, the

installation of similar bands can always lead to risk. The analysis of corruptive risks is foreseen for the long-term debt crisis and its deterioration. In the twelve months of the day, some of the problems that existed in the field were offered and I proposed their decision. (Yuldybaev, 2008)

Also, the participants noted in their speeches wrote that corruption has the right to the excellence, and at one time or another, it is possible to distinguish between corrupt practices. For a definition of the corrupt state of the state, it is impossible to detect a social and economic order in the frames of the state act. Degree corrupt risk can be defined by definition and analysis of the internal and social control, and in the case of execution of the specific full – fledged.

By the way, a roundtable was initiated by the law enforcement agencies and advisory bodies on the implementation of the law. On the results of the seminar-meeting on the topic: “Results of the analysis of corruption risks in the control and supervision sphere”, conducted within the framework of the project Public reception “Civil control” on social order of the Agency for Civil Service and Anti-Corruption of the Republic of Kazakhstan

The main topic of discussion was the problematic issues of the activity of control and supervisory bodies.

Following the seminar-meeting, proposals and recommendations were developed to improve the current legislation:

– Due to the fact that it is not possible to find any information about companies in the system, it is necessary to optimize the system and create integration links for the site;

– for the normal functioning of the entire system of control and supervisory functions, it is necessary to improve the current legislation, in particular, the verification of a small enterprise such as cafes and restaurants to 50 places is regulated by law, below 50 places the sanitary epidemiological station has no right to inspect;

– a large number of orders from the control bodies are carried out in written form, in order to avoid the time and expense required, certain types of instructions must be replaced from the written one to the oral one;

– it is necessary to improve the legislation in the field of carrying out a life threat check, in particular if there is a need to hold accountable for the threat to human health. Unscheduled inspections are replaced for verification, it is proposed to be conducted for those entrepreneurs for whom violated Article 11 of the Business Code.

Corruption, along with moral and moral destruction, hinders realization of the state policy and destroys it. The low quality of public service delivery, the social and psychological situation, the presence of acquaintances and royalty contribute to the growth of corruption.

Corruption will have a negative impact on the development of the economy and social infrastructure as well as the power and governance. As a result of corruption in a significant part of the public service sector, the scope of free mandatory service in education, health care and social welfare is reversed. (Report, 2017)

Corruption is a reason to get rid of legal liability for offenses committed by offenders, which in turn creates an escape from punishment and degrading authority of the state, increases public confidence in them, and creates the most dangerous phenomenon or legal negligence.

One of the functions of culture is the implementation of the optimal form of life in society. Therefore, the need for anti-corruption implementation of professional and social activities is updated.

Anti-corruption culture is a state of personal development, which is characterized by the attitude to the problems of ensuring a reduction in the level of a corrupt situation, both in personal environment and in society. It is also a social process aimed at the realization of such conditions of existence and activity in society, the formation and development of such behavioral stereotypes in which corruption becomes an unacceptable phenomenon. From the psychological and pedagogical point of view, this is an integral personality quality that determines the readiness and focus on the development of the need to acquire special scientific legal knowledge, continuous improvement of skills and abilities to realize the rejection of corruption, the formation of certain competencies. (Rafiev, 2015)

Anti-corruption culture is an integral part of the general culture and is of a regulatory nature, aimed at a specific result – the mandatory implementation by the individual of the norms of behavior in society, which, in fact, is a moral position. The lack of anti-corruption culture leads to a decrease in the culture of society, a decrease in the level of individual values and distorts the process of professional career.

Of course, state authorities pay close attention to the formation of intolerance to corruption in society, but in educational institutions, in our opinion, this is spontaneous and scattered, manifested in holding one-time events, in various forms-lectures, meetings with law enforcement officials, holding meetings, flash mobs and contests.

Increasing corruption can lead to a socially dangerous object, such as bribery.

1) low level of use of information and communication technologies in the process of receiving public services. While introducing the e-government portal, it is not unusual for the public to use it. Although the people know that there is an electronic government, most of the population can not use it. This, in its turn, leads to the informational and technological illiteracy of the population. At the same time, we must address the problem in rural areas. In many rural areas, there is no Internet connection or not. One aspect of this problem, on the other hand, rural people are often unable to use the computer. (Melnichuk, 2008)

2) It is necessary to improve the regulatory framework regulating public services. One of the actual issues of the law enforcement service is the incomplete implementation of the principle of access to the service.

3) There is a need to use international experience of public service. In foreign countries, various portals and websites operate.

It is important to identify the causes of corruption and to be consistent in its fight against corruption, and to achieve transparency, quality and prompt service, which will contribute to reducing corruption and increasing civic activism.

To carry out anti-corruption activities in the country:

- promotion of legal literacy and legal education of the country;

- It is necessary to identify and investigate the negative factors that influence the development of corruption;

- encourage and increase the anti-corruption culture and legal awareness of the Kazakh society;

- It is necessary to interact with the public authorities in the matter.

The causes of corruption should always be studied and should be constantly monitored, and it would be more effective to find ways to prevent it until it faces the consequences of corruption.

Confident in the authorities, corruption that will undermine the authority will seriously hurt the social, political, economic and legal policies of the public, hindering the interests of the community, the exercise of hatred. (Zatsepin, 1991)

The key to overcoming corruption is the formation of anti-corruption consciousness, a high legal culture of citizens and their legitimate behavior. Forming a legal culture based on knowledge and respect for the legislation of the Republic of Kazakhstan, on the correct understanding of its norms, conscientious

attitude towards the performance of official duties and civic duty, an anti-corruption consciousness is undoubtedly formed. Here the decisive role belongs to society and its institutions, since it is a question of using different means of influencing the inner world of a person and his actions.

Education in the field of countering corruption should form students' legal awareness and civic ethics, instill anti-corruption standards, and competence in combating corruption at various levels: combating corruption at the first level, i.e. on the basis of the basic vocational education received, and at the second level, while mastering additional professional anti-corruption education programs. This education, as a rule, should be directed at the citizen in order to promote legal consciousness and behavior, as well as training in the recognition of corruption and other actions. The basis of basic anti-corruption education lies in the formation of civil responsibility, an uncompromising attitude towards corruption as a negative social and legal phenomenon. The main task of anti-corruption education is to educate in individuals the fundamentals of civic ethics and the formation of ideas about social control skills, since historical experience, including that of our country, indicates that the use of public control turned out to be an effective means of combating corruption strategy. Many citizens of our country have their own anti-corruption outlook, but they cannot alone or a small group fight against corruption manifestations, however they already have intolerance to its manifestations and cannot close their eyes to corrupt practices in society, which they happened to witness. In a professional sense, anti-corruption education is aimed not only at preventing, but also at actually countering corruption.

Thus, the purpose of this education is to form students' anti-corruption outlook, a firm civic and moral position, as well as possession of sustainable knowledge, skills, skills and competence in the field of combating corruption. In general, in the process of anti-corruption education one should strive to overcome legal nihilism. Anti-corruption education is an integral part of the education process as a whole and involves the use of various forms of interactive work in the educational process, which have a significant impact on the formation of the student's personality. (Golik, 2005)

Conclusion

Today it is possible to see the corrupted organizations that have deep roots today. They encourage citizens and organizations to interact with

government agencies to fulfill their rules. In our opinion, there are a number of reasons for corruption in public service, including the complexity of the structures of the government, the lack of internal and external control over the functioning of the state power, unequivocal division of powers, duplication of official duties, lack of mechanisms and legal frameworks for the protection of interests of citizens involved in the work of the authorities or something else? (Decree, 2017)

For intensive anti-corruption activities in the country:

- constantly develop mechanisms for interaction with public authorities and law enforcement agencies in the fight against corruption;

- adoption of laws and other administrative measures aimed at inviting citizens to participate actively in anti-corruption actions;

- We believe that it is necessary to introduce anti-corruption requirements that set out a single system of prohibitions, restrictions and permits that provide corruption prevention.

Structural analysis of the content of anti-corruption consciousness has shown that this is a complex multi-purpose anti-corruption tool used in modern regional and municipal anti-corruption activities that need a relatively new semantic definition. Taking into account the structural analysis of the content of anti-corruption campaign conducted by us, the following definition can be proposed.

Anti-corruption campaigning is the dissemination by the subjects of an anti-corruption policy of anti-corruption information in any way, in any form and with the use of any means against an indefinite number of persons, aimed at forming a stable anti-corruption outlook and active anti-corruption behavior in society. Of course, the definition of anti-corruption campaign presented by us is not ideal, and other approaches to its formation are possible. But it seems to us that the proposed definition has a number of obvious advantages over the definitions of anti-corruption campaigning available in legal theory. Firstly, it quite fully describes the circle of subjects vested with the authority to carry out anti-corruption campaigning. Secondly, it indicates the object of anti-corruption agitation – anti-corruption information. Thirdly, it defines and fixes the main goals of anti-corruption agitation – the formation of a stable anti-corruption outlook and active anti-corruption behavior. Fourthly, it indicates subjects of anti-corruption agitation – an indefinite circle of persons, which does not exclude the use of anti-corruption agitation means and target groups. Fifth, the use of any anti-corruption information methods, forms and means is allowed

to achieve the goals of anti-corruption agitation. Sixth, the use of the single legal definition of “anti-corruption agitation” proposed by us allows us to eliminate the legislative contradictions in the

implementation of regional and municipal legislative activities in the sphere of combating corruption and thereby improving its quality.

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INTEGRATION PROCESSES IN THE ENERGY SPHERE OF EURASIA: FEATURES AND PROSPECTS

¹Michael Brown, ²Baikushikova G.S., ³Saliyeva A.

¹PhD Emeritus professor, University of Wyoming Laramie, Wyoming, USA

²PhD in International Relations, acting Associated Professor of International Relations and World Economy Chair, al-Farabi Kazakh National University, Almaty, Kazakhstan,

³Student of Master's Degree, Faculty of International relations,
Al-Farabi Kazakh National University, Almaty, Kazakhstan,
e-mail: alimasaliev@gmail.com

Abstract. In a world where the process of globalization in all sectors of human activity is developing at a steady pace, the energy sphere attracts particular attention as one of the most important global problems of the modern world. This importance is due to the fact that the energy factor, both in the interrelations of individual countries and regions, and on an international scale plays a decisive role in the development of political relations. In this regard, the article discusses the role of the energy factor in the framework of the Eurasian Economic Union. Achieving economic integration is closely related to the energy integration of the region and one of the components of the energy integration complex is the formation of common markets for oil, gas and oil products. Thus, the study examines the features and potential of the oil and gas markets of the EAEU member countries, as well as the problems and challenges that need to be solved for the formation of energy integration. The article analyzes the characteristics of the integration of world energy markets and the problems of ensuring energy security, as well as the analysis of the characteristics of the development of regional energy markets in Russia, Kazakhstan and the Republic of Belarus. The article attempts to predict the trends of their development and to identify the prerequisites for the formation of the Eurasian energy space.

Key words: Energy factor, energy cooperation, energy security, the Eurasian Economic Union, energy integration, energy resources, regional energy market.

Еуразияның энергетика саласындағы интеграциялық үдерістері: ерекшеліктері мен келешегі

¹Мишель Браун, ²Байгушиева Г.С., ³Салиева А.

¹PhD, профессор University of Wyoming Laramie, Уоминг, АҚШ

²PhD Халықаралық қатынастар саласындағы халықаралық қауымдастырылған профессор, Халықаралық экономика кафедрасы, Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан

³Магистранттар мен аудиттің мамандануы, халықаралық қатынастар факультеті, «Әлемдік экономика» кафедрасы, Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы Қазақстан

Андапта. Адам өмірінің барлық салаларында жаһандану үдерісі тұрақты қарқынмен дамып келе жатқан әлемде энергетикалық сала қазіргі уақыттағы ең маңызды ғаламдық мәселелердің бірі ретінде өзіне ерекше назар аудартады. Бұл маңыздылық, жекелеген елдер мен аймақтар арасындағы қарым-қатынаста да, халықаралық ауқымда да энергетикалық фактордың саяси қатынастарды дамытуда шешуші рөл атқаратындығына байланысты. Осыған байланысты мақалада Еуразиялық Экономикалық Одақ шеңберінде энергетикалық фактордың рөлі талқыланды. Экономикалық интеграцияға қол жеткізу аймақтың энергетикалық интеграциясымен тығыз байланысты және энергетикалық интеграциялық кешеннің құрамдас бөліктерінің бірі мұнай, газ және мұнай өнімдерінің ортақ нарығын қалыптастыру болып табылады. Осылайша, зерттеу ЕАЭО-ға қатысушы елдердің мұнай-газ нарығының ерекшеліктері мен әлеуетін, сондай-ақ энергетикалық интеграцияны қалыптастыру кезінде шешілуі қажет мәселелер мен сын-тегеуріндерін қарастырады. Мақалада әлемдік энергетикалық нарықтар интеграциясының сипаттамалары және энергетикалық қауіпсіздікті қамтамасыз ету проблемалары,

сондай-ақ Ресей, Қазақстан және Беларусь Республикасындағы аймақтық энергетикалық нарықтардың даму сипаттамалары талданады. Мақала олардың даму тенденцияларын алдын ала болжауға және Еуразиялық энергетикалық кеңістікті қалыптастырудың алғышарттарын анықтауға тырысады.

Түйін сөздер: энергетикалық фактор, энергетикалық ынтымақтастық, энергетикалық қауіпсіздік, Еуразиялық экономикалық одақ, энергетикалық интеграция, энергиялық ресурстар, аймақтық энергетикалық нарық.

Интеграционные процессы в энергетической сфере евразии: особенности и перспективы

¹Мишель Браун, ²Байгушиева Г.С., ³Салиева А.

¹PhD, профессор University of Wyoming Laramie, Уоминг, США.

²PhD в области международных отношений, ассоциированный профессор факультета международных отношений, кафедры «Мировой экономики», Казахский Национальный университет имени аль-Фараби, Алматы, Казахстан

³Магистрант специальности «Учет и аудит» факультета международных отношений, кафедра «Мировой экономики», Казахский Национальный университет имени аль-Фараби, Алматы, Казахстан, e-mail: alimasalieva@gmail.com

Аннотация. В мире, где процесс глобализации во всех отраслях жизнедеятельности человечества развивается уверенными темпами, особое внимание привлекает энергетическая сфера как одна из важнейших мировых проблем современности. Такая значимость обусловлена тем фактом, что энергетический фактор как во взаимосвязях отдельных стран и регионов, так и в международном масштабе играет определяющую роль для развития политических отношений. В связи с этим в статье рассматривается роль энергетического фактора в рамках Евразийского Экономического Союза. Достижение экономической интеграции тесно связано с энергетической интеграцией региона и одна из составляющих комплекса энергетической интеграции – формирование общих рынков нефти, газа и нефтепродуктов. Таким образом в статье изучаются особенности и потенциал нефтегазовых рынков стран-участников ЕАЭС, а также проблемы и вызовы, требующие решения при формировании энергетической интеграции. В статье проводится анализ особенностей интеграции мировых энергетических рынков и проблем обеспечения энергетической безопасности, а также анализ особенностей развития региональных энергетических рынков России, Казахстана и Республики Беларусь. В статье делается попытка спрогнозировать тенденции их развития и выявить предпосылки формирования евразийского энергетического пространства.

Ключевые слова: энергетический фактор, энергетическое сотрудничество, энергетическая безопасность, Евразийский экономический союз, ЕАЭС, энергетическая интеграция, энергоресурсы, региональный энергетический рынок.

Introduction. An integral part of economic integration is energy integration, as the availability of energy is the most important factor in the industrial development of any country. The need for reliable and stable energy supply makes energy security one of the most important problems facing the world community in the 21st century. Energy security is the level of protection of state economies from external threats. The countries-oil importers after the “oil shocks” of the 70s of the last century, under the term “energy security” understand the reliability of “security of supply” at a reasonable price. At the same time, oil-exporting countries, whose economy is completely dependent on oil revenues, are directly concerned about the stability of their sales markets.

The economic and social development of mankind is directly dependent on reliable, stable and adequate energy supply. We are witnessing ever-increasing energy consumption, especially pronounced in dynamically developing regions

of the world with a large population. In addition, high, but subject to sharp fluctuations in the price of oil, gas and petroleum products also put at risk the process of stable development of the world economy. In addition to this, the gradual depletion of the resources of the North Sea, which today meet the needs of European countries, and the rapidly growing demand in other countries will lead to significant changes in the sources of energy supply on a geographic scale in the coming years. (Kokoshin A. A., 2012).

In this context, since global energy consumption is largely dependent on fossil resources, especially oil and gas (and these resources are mainly concentrated in the Middle East and the Caspian basin), export outlets with different routes and security of energy supply, through uninterrupted energy supply, become an important issue on a global scale. Various sources of energy resources and their transportation routes are directly related

to the geopolitical and geo-economic interests of European countries, since the European Union is the largest consumer of hydrocarbons. Today, 60% of oil used by the European Union is exported from outside, of which 29% is imported from post-Soviet states, mainly Russia, Azerbaijan and Kazakhstan.

Large-scale changes occurring in the global energy markets at present, globalization of the global energy space, growing energy demand and, as a result, increased competition between regional energy markets predetermine the need to create a common Eurasian energy space in order to ensure the region's energy security, reliability and continuity of supply hydrocarbons, the development of joint anti-crisis programs. The need to create a unified system for ensuring energy security is also associated with an increasing dependence on oil exports and a shortage of energy resources (Kulbatyrov N., Tulepbekova A., 2014)

Literature review. Energy integration of the Eurasian space today is one of the sought-after research topics. A large number of various scientific and analytical works, articles, memoirs, monographs of domestic and foreign authors are devoted to this topic. In this series, first of all, it is necessary to single out the Kazakhstani school of Eurasian studies, which was formed at the Department of International Relations and World Economy of the Al-Farabi Kazakh National University.

In general, scientific and theoretical approaches to the study of problems of integration are based on the understanding of global processes. The formation of the EAEU as a subject of global geopolitics cannot be studied outside the global system of international relations. Moreover, an appeal to the conceptual basis of Eurasian integration leads to fundamental works in the field of geopolitics, economics and energy cooperation. These problems were considered in the works of well-known domestic and Russian experts, including: Movkebayeva G. (Movkebayeva, 2017) dedicated number of researches to the study of the energy factor in the development of integration process of the EAEU. The author also identified the main principles in the formation of common markets of oil, gas and petroleum products; Zhiznin S.Z. (Zhiznin, 2013) analyzes in detail the aspects of energy diplomacy and the importance of the energy security; the monograph of Voronin A.Yu. and Malikova O.I. (Voronin, Malikova, 2010) discusses the features of the influence of the processes of globalization of energy markets and the expansion of energy exports on the economic situation in the Russian Federation. Particular attention is paid to the global financial and economic crisis.

The article of Kulbatyrov N. and Tulepbekova A. (Kulbatyrov, Tulepbekova, 2014) gives a definition of trends and the specifics of formation of the energy space of the SES member countries on the basis of deepening of regional economic integration. They analyze the features of integration of global energy markets and energy security issues, as well as the characteristics of development of regional energy markets of Russia, Kazakhstan and Belarus.

In the article of Mastepanov A.M. (Mastepanov, 2015), he analyzes the impact of the geopolitical factor and big politics on the energy policy of Russia and the leading players, discusses the issues of their energy interaction and cooperation. The thesis is proved that in the new geopolitical conditions, mutually beneficial energy cooperation remains the fundamental way to solve energy problems and ensure energy security.

Parkhomchik L.A. (Parkhomchik, 2015) devoted his report to key aspects of the interaction of the countries of the Eurasian continent in creating new and developing existing energy-transport corridors, especially highlighting the role of the Caspian region. He analyzes the current situation of energy corridors and sub-corridors and discusses the top priorities for the Caspian region.

The western bibliography plays a significant role in the study of the economic-energy cooperation of the Eurasian states but only in the general framework, while the problems and challenges that face the region are still in need of explanation. Nevertheless, there are still appropriate researches in the field as G. Fabio and D. Yergin. G. Fabio (Fabio, 2014) asks whether Europe's energy policy can serve as an example for the Eurasian Economic Union. Daniel Yergin is one of the most authoritative experts in the field of energy issues, he believes that modern relations between exporting countries and importing countries are largely based on interdependence and cooperation (Yergin, 2005).

Materials and methods. The subject of the article was disclosed on the basis of general scientific methods of knowledge, using an interdisciplinary approach. Functional, systemic, logical, and institutional methods of analysis were applied in the course of the study. The study of the theoretical provisions of the development of integration is carried out using comparative analysis and synthesis. The theoretical basis of the study was the works of domestic and foreign scientists on various aspects of the problem of the development of integration, in particular in the field of energy security. Combining various methods allows for a comprehensive analysis of the integration problems of the Eurasian Economic

Union. The multifaceted nature of the problems raised in the article requires varying methodological approaches; in this regard, historical, statistical, comparative and factor analysis are used in the work. Particular attention is paid to the content analysis of official documents and materials of the EAEU and the member countries affecting the subject of the study.

Results and Discussion. The power of the Eurasian Economic Union as the main tool of regionalization. Globalization, which was considered as the main trend of international development only a few years ago, is being replaced by a powerful regionalization – as a response of states to an unstable, saturated with risks and threats external environment. Adapting and seeking to find answers to the emerging challenges, states form fundamentally new mechanisms and principles of interaction based on the paradigm of international economic integration. The establishment of economic integration as a new and dominant form of cooperation between countries similar in their structure is determined by the desire for economic growth, stability, economic and energy security.

Serious and deep processes connected with economic integration are taking place today in the Eurasian space – the Eurasian Economic Union (EAEU) has been formed and is developing. Eurasian integration began as a desire of integrating economic and political communities to find points of stable development in order to determine their own way to overcome global instability. In this sense, Eurasian integration was an attempt to offer an answer to the challenge created by history (Mastepanov A. M., 2015).

Today the EAEU produces about 4% of world GDP, has a share of 4% of world industrial production, lives on its territory 5.5% of the world population (about 200 million people), and the territory itself is the largest economically integrated region in the world 20 million square kilometers. On the totality of indicators, this organization is the second integration association in the world after the EU, and in addition, is a capacious and growing market. Countries included in the EAEU differ in the intensity of economic growth and the level of macroeconomic development (Table 1).

Table 1 - GDP at PPP of the EAEU countries in 2014 (worldbank.org).

State	GDP at PPP, billion USD	GDP per capita, USD
Russia	3 745,1	25 635,9
Kazakhstan	418,4	24 204,7
Belorussia	172,2	18 184,9
Kyrgyzstan	19,4	3 322,2
Armenia	24,3	8 077,5
Totally / average EAEU:	4379,4	15 885,0

At the same time, it is necessary to remember that the principles of macroeconomic regulation in the EAEU space remain similar. The EAEU states, as well as the CIS countries that are not currently members of the EAEU, have a common history and cultural code, were twice integrated first in the Russian Empire, and then the Soviet Union. The region has developed unique economic, logistical, cultural, social and

political ties, a single national economic complex was created. The rupture of these ties led to a drop in production in all post-Soviet republics. We also note that the sectoral structure of the economies of the EAEU countries such as the Russian Federation, Belarus and Kazakhstan remains generally similar, but in Armenia and Kyrgyzstan, the share of agriculture in the GDP structure is higher (Table 2).

Table 2 - Sectoral structure of GDP of the EAEU countries in 2014, (%), (worldbank.org).

State	Agriculture	Industry	Services
Russia	3,9	36,3	59,8
Kazakhstan	4,6	36,0	59,4
Belorussia	8,9	42,4	48,7
Kyrgyzstan	17,3	26,7	56,0
Armenia	21,9	30,4	47,7

The countries of the EAEU have a powerful potential in the energy sector. The EAEU accounts for 20% of world reserves and production of natural gas and 25% of world exports of natural gas, 20% of world coal reserves and 6% of its

world production, 7% of world oil reserves and 15% of its production and export, 21% of world reserves of uranium and 43% of world uranium production, 5% of world electricity production (Table 3).

Table 3 - Energy reserves in the EAEU countries (BP Statistical Review of world Energy-2015, WNA Report).

State	Oil reserves, billion tons.	Gas reserves, billion cubic meters	Coal reserves, billion tons	Uranium reserves, thousand tons
Russia	14,1	32,6	157,0	480
Kazakhstan	3,9	1,5	33,6	710
Belorussia	0,05	-	-	-
Armenia	-	-	-	-
Kyrgyzstan	-	-	-	-

The share of the fuel and energy complex in the EAEU countries' GDP is 17%, the share of the fuel and energy sector in the industrial production of the EAEU is about 33%. This potential is the basis for the integration process; therefore, integration into the EAEU began precisely as an energy one. However, today the states of the EAEU and the entire post-Soviet space have faced both common problems for the entire world economy and very specific challenges.

Problems and Challenges of the EAEU at the current stage

Among the special challenges facing the EAEU states are the lack of competitiveness of their economies, high dependence on the energy sector, as well as on imports. Thus, the Russian economy today forms about 3.6% of world GDP, but in the structure of technological products only about 2.7% (Готовский А., 2015). Over 70% of Russia's exports are resources, and more than half of imports are high-tech goods. Moreover, the largest percentage of imports from the total mass of the relevant market is observed in the sector of production of means of production and in the component sector, that is, Russia has a high share of imports in the intermediate product, which shows a significant, over 36%, dependence of Russia on technology imports (Березинская О., Ведев А., 2015).

A similar situation is observed in Kazakhstan, which is also oil exporter. Over the years, the share of revenues from the oil industry in the budget of Kazakhstan has constantly grown, today in the consolidated budget of Kazakhstan it accounts for about 44% of all revenues. At the same time, the oil

and gas complex of Kazakhstan is still not able to fully cover the country's own energy needs, which makes it necessary to import oil products from Russia and a number of other countries (Laumullin M., 2016).

Among the challenges is also the formation of a new energy structure in the leading countries of the world. This structure creates new opportunities and new risks for energy markets and leads to a gradual transition from the energy market to the market technology and services in the energy sphere. It also causes a slowdown in global economic integration, reduces the growth rate of the world economy and energy, and contributes to the transition from "resource globalism" to a combination of technological globalization and regional energy self-sufficiency.

The volatility of energy prices and the slowdown in the growth of world energy markets, taking into account the above, put additional pressure on the economies of the EAEU states. Thus, with the fall in world oil prices in 2014-2015, the GDP of the Russian Federation showed negative gains: at the end of 2014 – about 0.1%, and at the end of 2015 – negative values at the level of 3-4%.

Due to the high level of pressure on the economies of the EAEU countries during the global economic crisis and the general negative background, including geopolitical, indicators of mutual trade in Russia, Belarus, Kazakhstan, Armenia and Kyrgyzstan are also contradictory. However, despite the absence of a pronounced tendency to increase, it is impossible to talk about the decline in mutual trade (Mastepanov A.M., 2015). It should be noted a high share of energy products in mutual trade, as well

as a significant increase in trade in non-food consumer goods (see Tables 4 and 5). The sanctions regime imposed by a number of foreign states has a significant negative impact on Russian indicators. However, it should be emphasized here that the dynamics of the national currency exchange rates contribute to the decrease in imports and support exports in almost all EAEU states.

The current foreign policy situation, a complex of threats and challenges are pushing the states of the EAEU to form corresponding answers to them. Today, there is a unique opportunity to make a breakthrough transition from a model based on the use of resources to innovative use of them for the development of the economies of the EAEU countries, and this transition can only be carried out as part of the integration process.

Integration process of the EAEU: its potential and perspectives

The neo-institutional type of integration model assumes an initial focus on certain sectors with the expectation that successful integration of these sectors will lead to the development of integration, first adjacent and associated sectors of the economy, and then in others. Obviously, the energy industry, according to which the EAEU has a truly significant competitive advantage on the world stage, should become the basis of industrial cooperation, turning the insufficiently effective transfer of oil and gas revenues into value added finite technological goods, provided with investments. This will significantly improve the efficiency of the manufacturing industry, which, in turn, will create prospects for filling the domestic market with domestic goods (Table 4).

Table 4 - Eurasian Economic Commission, Department of Statistics

The main indicators of the development of mutual trade of the member states of the CU and the CES in 2013-2014											
Year	CU and CES – total	Including:									
		Belorussia			Kazakhstan			Russia			
	Bln. USD	% to the corresponding period of the previous year	Bln. USD	% to the corresponding period of the previous year	Unit weight, in % to the total for the CU	Bln. USD	% to the corresponding period of the previous year	Unit weight, in % to the total for the CU	Bln. USD	% to the corresponding period of the previous year	Unit weight, in % to the total for the CU
2013	64,5	95,1	17,7	103,5	27,4	5,9	95,3	9,2	40,8	91,8	63,4
2014	58,5	90,7	16,0	90,7	27,4	6,4	108,7	11,0	36,0	88,1	61,6

Thus, an anti-inflation spiral can be formed, prerequisites for the growth of welfare, and hence prerequisites for overcoming the listed systemic problems, can be created. That is, energy, which

plays a crucial role in the economies of the EAEU member states, will continue to play it in the foreseeable future (in the medium term, inevitably, in the long term, with a high probability) (Table 5).

Table 5 - Eurasian Economic Commission, Department of Statistics

Volumes of mutual trade of the member states of the CU and CES by type of goods in 2014			
	Bln. USD	in % to the total	in % to 2013
Total	58,5	100,0	90,7
From which:			
Investment goods	5,6	9,7	85,8
Intermediate goods, including:	36,5	62,4	85,3
energy products	15,2	26,0	82,7
other intermediate goods	21,3	36,4	87,3
Consumer products, including:	15,2	26,0	107,0
consumer food products	6,7	11,4	100,5
consumer non-food items	8,5	14,6	112,8

The presented logic indicates the place of energy integration in the process of global positioning of the Eurasian community. The energy industry, according to which the EAEU has a really significant competitive advantage, should become the basis of industrial cooperation, turning the oil and gas transfer into the added value of the final technological goods.

Integration of the EAEU in this case will receive incentives for deepening and, accordingly, new perspectives in the global world.

Energy integration involves the creation of a single Eurasian Energy Space (EES). The purpose of the EES is to ensure the sustainable energy development of the member states. The key elements of the EES are the formation of a single legal field, common energy markets, as well as the joint use and development of a common transport and energy infrastructure (synergies).

All EAEU states declare their interest in energy cooperation. At the present, the gas markets of the EAEU countries are undergoing major changes and transformations, focused mainly on overcoming the infrastructural constraints and intensifying interstate natural gas trade. The EEC initiated work on the creation of a common gas market of the countries of the Eurasian Economic Union by 2025, and in 2015 the Concept of its phased formation was already prepared.

It implies not just the growth of trade or investment interrelations at the state or corporate level, but a transition, to one degree or another, to general rules of regulation and to at least partially opening up domestic markets (in the area of supply to consumers) for economic entities of countries participating in integration (Fabio Genoese, 2014). The formation of a common gas market of the EAEU will be carried out in stages and on the basis of the following key principles:

1. It is the elimination of customs duties and other factors hindering mutual trade;
2. The parties proceed from the priority provision of domestic gas needs of the member states and ensuring environmental and energy security;
3. Domestic gas prices and tariffs for transportation services will be set in accordance with the laws of the Member States;
4. Gas standards should be unified;
5. Finally, the parties agreed to create an information exchange system on the fundamental indicators of the gas industry.

Such approach will contribute to increasing gas consumption as an effective and environmentally friendly source of energy for electricity and heat generation. However, in addition to opening

domestic markets, the development, adoption and implementation of a comprehensive EAEU Program on the use of natural gas and the development of its deep processing are required.

Thus, natural gas will be in demand in the markets and provided with stable demand not only as fuel, but also as a resource for the processing industry producing high value-added products. At the same time, the price of gas for consumers within the EAEU, due to the growth of production volumes and the development of infrastructure, can be kept low, which will reduce the cost of industrial production and energy costs.

In the oil industry, the most important is the issue of interaction between Russia and Kazakhstan as two oil-producing countries of the EAEU. Russia and Kazakhstan should act not as competitors in the global energy market, but as partners. The project to create common oil markets in the EAEU is currently at the development stage.

A comprehensive EAEU Program for the development of deep oil refining should be developed. By analogy with the gas sector, the use of oil as fuel should be combined with highly efficient refining, whose products have high added value and are in demand in the markets of the EEU countries and the world market.

Conclusion

On the territory of the EAEU, one fifth of the world's uranium reserves is concentrated. In view of the fact that within the framework of the development of the EAEU, the formation of a common electricity market is expected by 2019, it is advisable to create an atomic energy commission of EAEU-Atom based on the experience of Euratom, which will be part of the EAEU Agency for Energy Integration and Atomic Energy. Integration in the field of nuclear energy is designed to promote the peaceful use of nuclear energy, joint decision-making in the nuclear industry, the formation of a unified energy policy, increasing the stability of nuclear energy, ensuring control over nuclear energy, and conducting research and development in the field of nuclear energy. It seems that the creation of joint ventures should be the most important area of energy cooperation. Moreover, the basis for this kind of cooperation is already there: joint ventures of the Russian Federation and the Republic of Kazakhstan – the joint venture Nuclear Stations, the joint venture Akbastau, the joint venture Uranium Enrichment Center (Bolkunets D.V., 2014).

The successful implementation of energy integration and the creation of the Single Energy Space of the EAEU will lead to a strong increase in energy production, boost investment and cash flows within the EAEU, and increase the availability of energy for consumers. It is important that energy integration will have a positive impact on the social sphere: first of all, because of the development of the industry, numerous jobs will be created, including in remote and underdeveloped regions of the EAEU

states. A rather high level of education of the EAEU labor resources, taking into account the possible expansion of the integration association, is a strong advantage. On a macroeconomic scale, the generation of large profit streams in the Single Energy Space will make it possible to redistribute and use these funds across the entire EAEU for investment in other industries, R&D, and innovation development. Starting from the energy sector, the integration process will spread to all sectors of the economy and the life of citizens.

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INTERNATIONAL RELATIONSHIPS AND HISTORY

UDC 38.41

INTERNATIONAL RELATIONS OF KAZAKHSTAN AND GERMANY IN FILM AND PHOTO DOCUMENTS (THE SOVIET PERIOD)

¹Susanne Freund, ²Gulzira Seksenbayeva

¹Professor, doctor, Historical Education, Historical Basic Sciences, Archive Science
Project Manager of FBW Archive, e-mail: freund@fh-potsdam.de

²Doctor of History, al-Farabi Kazakh National University, e-mail: s.gulzira@mail.ru

Abstract. The modern period of the formation and development of historical knowledge is characterized by a gradual increase in the number of film-, photo- and audible documents created (as known as audiovisual documents). To a certain extent, based on the scope and scale of the events recorded by the public and private life, it can be stated that this kind of historical sources becomes widespread. Therefore, there is a natural need to enrich and expand scientific and scientific-methodological concepts of film-, photo-, audible documents as archival storage facilities and historical sources. In them, as well as on traditional information carriers, the history of society is reflected and they become available for political, social, economic, cultural and other historical research. Information and cognitive properties of visual and sound sources containing historical information are obvious. They act as unique means of comprehension of reality thanks to which it is possible to receive visual and figurative (film- and photo-documents) and sound (phono- (audible) documents) idea of real events. One of the specific sources of studying of national history are the film photophonodocuments which are formed in activity of the specialized and other institutions which are actively creating this type of documents. They carry audiovisual information on socio-political, economic, cultural life of society.

The study of the history of the newest period is impossible without the involvement of audiovisual documents, although they actually remain not in demand and not implemented in practice as a source of historical research. Like other types of historical sources, they remain relevant and important as a means of preserving social memory. The value of audiovisual information for the formation of a social memory history today is an indisputable fact. In the modern world, the information capabilities of audiovisual sources, their ability to act as a unique means of comprehending reality, through which one can get a visual and imaginative representation of facts and events of real life, as well as solve the traditional problems of scientific knowledge, are actualized.

Key words: film-document, photo-document, historical source, newsreel, motion picture, audiovisual information, retrospective information, international cooperation.

Қазақстан мен германияның халықаралық қатынастары кинофотоқұжаттарда (кеңестік кезең)

¹Сюзанна Фрейд, ²Гүлзира Сексенбаева

¹Профессор, тарих докторы, FBW мұрағатының жетекшісі, e-mail: freund@fh-potsdam.de

²тарих ғылымдарының докторы, әл-Фараби атындағы Қазақ ұлттық университеті, e-mail: s.gulzira@mail.ru

Түйіндемe. Қазіргі кезең тарихи білімнің қалыптасуы мен дамуында жасалып жатқан кинофотофоноқұжаттардың (аудиовизуалды құжаттардың) санының тұрақты түрде өсуімен сипатталады. Қоғамдық және жеке өмірдің тіркелген оқиғаларының көлемі мен ауқымдылығына қарай, белгілі дәрежеде, тарихи деректің бұл түрі бұқаралық сипат алуда деп айтуға болады. Сондықтан да архивтік сақтау объекті және тарихи дерек ретінде кинофотофоноқұжаттар туралы ғылыми және ғылыми-әдістемелік түсініктерді кеңейту мен байытудың табиғи қажеттілігі пайда болады. Бұларда, дәстүрлі тасымалдаушылардағы сияқты, қоғам тарихы тіркеледі және олар саяси, әлеуметтік, экономикалық, мәдени және басқа да тарихи зерттеулер үшін қолжетімді болады. Ретроспективті мазмұндағы ақпараттар сақтайтын бейнелі және дыбыстық деректердің ақпараттық және танымдық

қасиеттері айқын. Олар шынайы өмірдегі жағдайлар туралы көркем, бейнелі (кинофотоқұжаттар) және дыбыстық (фоноқұжаттар) түсініктер алуға болатын, шыдықты танудың тамаша құралы ретінде көрінеді. Отандық тарихты зерттеудің ерекше деректерінің бірі кинофотофоноқұжаттар, құжаттың бұл түрін белсенді жасайтын мамандандырылған және басқа мекемелер қызметі барысында жасалады. Олар қоғамның әлеуметтік-саяси, экономикалық, мәдени өмірі туралы аудиовизуалды ақпараттарды береді.

Қазіргі кезеңдегі тарихты зерттеуде, тарихи зерттеулердің деректік негізі ретінде іс жүзінде сұранысқа ие болмағанына және іске аспай жатқанына қарамастан, аудиовизуалды құжаттарды пайдаланбау мүмкін емес. Басқа да тарихи дерек түрлері сияқты, олар да әлеуметтік жақты сақтау құралы ретінде өзектілігі мен маңызын сақтауда. Бүгінде әлеуметтік тарихи жақты қалыптастыру үшін аудиовизуалды ақпараттың құндылығы талассыз факт болып табылады. Қазіргі әлемде аудиовизуалды деректердің ақпараттық мүмкіндіктері, олардың шынайылыққа қол жеткізудің ерекше құралы ретіндегі қабылеттілігі өзекті бола түсуде, соның арқасында шынайы өмірдің оқиғалары мен фактілері туралы көрнекі әрі бейнелі түсініктер алуға, сондай-ақ ғылыми танымның дәстүрлі міндеттерін шешуге болады.

Түйін сөздер: киноқұжат, фотоқұжат, тарихи дерек, киножурнал, кинофильм, аудиовизуалды ақпарат, ретроспективті ақпарат, халықаралық ынтымақтастық.

Международные отношения Казахстана и Германии в кинофотодокументах (советский период)

¹Сюзанна Фрейд, ²Гулзир Саксенбаева

¹Профессор, доктор истории, руководитель проекта FBW Archive, e-mail: freund@fh-potsdam.de

²Доктор исторических наук, Казахский национальный университет им. аль-Фараби, e-mail: s.gulzira@mail.ru

Аннотация. Современный период в формировании и развитии исторических знаний характеризуется последовательным ростом числа создаваемых кинофотофонодокументов (аудиовизуальные документы). В известной мере, исходя из объема и масштабности фиксируемых событий общественной и частной жизни, можно констатировать, что этот вид исторических источников приобретает массовый характер. Поэтому возникает естественная потребность в обогащении и расширении научных и научно-методических представлений о кинофотофонодокументах как об объектах архивного хранения и исторических источниках. В них, как и на традиционных носителях информации фиксируется история общества и они становятся доступными для политических, социальных, экономических, культурных и иных исторических исследований. Информационные и познавательные свойства изобразительных и звуковых источников, содержащих ретроспективную информацию, очевидны. Они выступают в качестве уникального средства постижения действительности, благодаря которому можно получить наглядное и образное (кинофотодокументы) и звуковое (фонодокументы) представление о событиях реальной действительности. Одним из специфических источников изучения отечественной истории являются кинофотофонодокументы, образующиеся в деятельности специализированных и иных учреждений, активно создающих этот вид документов. Они несут аудиовизуальную информацию о социально-политической, экономической, культурной жизни общества.

Изучение истории новейшего периода невозможно без привлечения аудиовизуальных документов, хотя они фактически остаются не востребованными и не реализованными на практике источниковой базой исторических исследований. Как и другие виды исторических источников, они сохраняют актуальность и значение как средства сохранения социальной памяти. Ценность аудиовизуальной информации для формирования социальной истории памяти сегодня является бесспорным фактом. В современном мире актуализируются информационные возможности аудиовизуальных источников, их способности выступать в качестве уникального средства постижения действительности, благодаря которому можно получить наглядное и образное представление о фактах и событиях реальной жизни, а также решать традиционные задачи научного познания.

Ключевые слова: кинодокумент, фотодокумент, исторический источник, киножурнал, кинофильм, аудиовизуальная информация, ретроспективная информация, международное сотрудничество.

Introduction. The study of interstate relations between Kazakhstan and Germany as one of the important historical events of the second half of the twentieth century belongs to that category of research, most of which have so far been developed on the basis of written historical sources. Meanwhile, on the periphery of the study, there remains such a large array of documents, like cinema and photo shooting, that can expand our understanding of a

particular event. Unfortunately, these richest sources of information and emotional content are not fully used by historians in their studies, their use is rather applied and illustrative than scientific (Kuzmin, 1996, Maksimychev, 1993, 1997, Timmermann, 1995).

The peculiarity of film-, photo-, and phonodocuments, determined by their technical, technological and other features, the ability of audiovisual documents to communicate information

about the phenomena of social history and the history of spiritual culture which have raised the problems of organizing their state storage. The central repository of these documents, having a special historical, artistic, cultural significance is the Central State Archive of Film and Photo Documents and Sound Records of the Republic of Kazakhstan (CSA FFDSR RK), organized in 1943. Chronologically they (photo documents) cover the end of the XIX century to the beginning of the XXI century. The archive includes film- and photo-documents, formed in the process of the activities of institutions and individuals, which has a special value for society and the uniqueness of the content. Moreover, the content (information) value of the document, its historical, artistic and culturological significance was the defining feature allowing it to be classified as archival sources, thus ensuring their safe and long-term storage.

The nationwide fund of audiovisual documents today forms the basis of the spiritual and material values of our society and ensures the safety and availability of sources for various purposes. However, their study in an interdisciplinary aspect remains a promising task for the Kazakhstani historical community. In our opinion, the lack of close attention of historians to film, photo and phono-documents (FPPD) as historical sources is due to several reasons, such as the lack of a full theoretical basis for FPPD research in Motherland historiography; imperfection of the existing theory and methodology of studying FPPD; distrust of historians to the information contained in the FPPD, which are capable of acting as an independent historical source; insufficient knowledge of historians about the composition and content of the FPPD of the National Archive Fund of the Republic of Kazakhstan; insufficient interest of scientists and specialists in the concrete results of the use of FPPD in historical studies.

The lack of demand for FPPD by historians suggests that there is a certain narrowness of the source base of existing research on this issue. So, none of the published works on the history of interstate relations between Kazakhstan and Germany has so far not involved FPPD (Gubaidullina, 2004; 2009, Dzhunusalieva, 2003, Kasenov, 2005, Taldaeva, 2011).

This article attempts to use audiovisual documents as a historical source, which is stored in the national audiovisual archive. The meaning of this research is the disclosure, through information contained in film and photo-documents, of the vivid facts of interstate relations between Kazakhstan and Germany, as well as the color of the era that audiovisual sources are

able to convey. Today, this problem continues to be relevant for historical science.

The relevance of this problem is obvious and is due to the following: the need to consider the relations of Kazakhstan and Germany in the context of the most important historical events of the 20th century. with a wide use of the possibilities of modern film and photo-documentary archival and source study; demonstration of cognitive possibilities of film and photo-documents as independent historical sources containing original information having direct or indirect relation to the problem under study; a systematic approach to the use of historical sources, regardless of species, taking into account their significance, involving the use of different research methods.

The source study and archivist analysis of the FPD of Kazakhstani archives on the history of relations between the two states allows us to recreate real events with the help of a significant and almost unexplored layer of film and photo-documents that reflect facts and phenomena connected with contacts in various spheres of society and give the researcher a number of important advantages, as well as coverage of many issues, not found due reflection in the research of specialists.

In the course of the study, it was considered advisable to separate film documents (FD) and photo documents (PD) into different groups in order to identify information and historical potential. As the basis, film and photo documents related to the Soviet period are taken, since, during the period of independent Kazakhstan, their number is insignificant. Due to the small number of articles, the content of phono documents is not covered.

Literature review. A large number of works in which the coordination is performed by selecting the Cele features elements or fine functions or enabling functions or data of formation procedures.

However, in real logistical distribution systems, such as “consumers Supplier” is often the formation of orders procedures for delivery, performance criteria elements and the system as a whole are determined and are fixed, but some parameters such as contract prices, the volume of orders for the supply of ready products and other, can be purposefully changed in a given area, for example, depending on the efficiency of production. Functioning of distribution logistics in the set-theoretic language as two-level active systems. The value of audiovisual documents from a historical point of view is largely determined by the breadth and diversity of the information provided on the socio-political and cultural life of the country. Acting as a single complex of historical sources, they have rather high informational properties,

transmitting them by specific methods. The problems of in-depth and comprehensive analysis and assessment of information opportunities and prospects for the use of audiovisual sources are relevant at the present time. The audiovisual fund of our country, which is kept in the national archive of film and photo documents and sound recordings, contains valuable, sometimes unique information about all aspects of socio-economic, political, and cultural life that occur in Kazakhstani society.

The central place in the study of audiovisual documents of the National Archival Fund of the country as a source of historical research is the question of its composition and content. This issue is one of the poorly developed in Kazakhstan historical and source literature. Despite the recognition of audiovisual documents as a powerful information tool and information product, the content value of these sources remains unattractive to the historical community.

The use of film and photo documents, along with other types of historical sources, when covering the events of individual periods of Motherland history, would greatly enrich the documentary base of historical research.

Audiovisual documentation on history of foreign policy of the country is of interest to a historical research. It should be noted that the film and photo-producing institutions, the main sources of the national archive (Kazakfilm studio, republican newspapers and magazines, the Society for Friendship with Foreign Countries, etc.) showed a constant interest in this issue, as a result of which the country's filmphotography has postponed enough a large array of documents that documented the diversity of Kazakhstan's political, economic, cultural ties and cooperation with virtually all countries of the world. As for phonodocuments, this group of sources on the history of external relations is not numerous. This is due to quite certain reasons: the vast majority of official events of this kind are not documented through sound recording; separate interviews of state, political figures, representatives of foreign states are created as part of a radio report or radio and television programs, which, in turn, are rarely postponed in archival funds in full.

Identifying the information possibilities of film and photo documents in covering international relations in the previous period of the history of our country, where we have accumulated sufficient experience and traditions of cooperation with the outside world, with the entry of our country into the world arena as an independent and independent subject, remain constantly relevant.

The audiovisual storehouse of the republic contains a significant array of archival information that characterizes various aspects of the country's foreign policy activities, which will undoubtedly interest the researchers of this problem.

International relations of our country are closely connected with the problems of ideologizing the foreign policy of the USSR. The entry of the countries of Eastern Europe and certain regions of South-East Asia after the Second World War into the sphere of influence of the USSR and their choice of the socialist path of development played an important role in interstate relations. The establishment of a bipolar world in accordance with the prevailing political order determined relations between countries and regions depending on ideological attitudes.

Material and Methods. Film documents have the most informational potential, which, in comparison with photo documents, is characterized as a complex source combining visual and sound elements. These specific features of film documents allow them to serve as a unique source of information for various fields of knowledge.

The film fund of the archive can be divided into:

- documentary films devoted to a specific problem;
- periodically produced newsreels, combining a film of several current events (plots);
- special issues relating to certain important events.

Of all the types of film documents, a variety of documentary information is provided by newsreels which outline most aspects of the activities of society. As a rule, newsreels are a periodic film release, the content of which is usually operational film information about various events taking place in the country.

The issues of the magazine "Soviet Kazakhstan", created by the Alma-Ata studio of art and chronicles, and then the film studio "Kazakhfilm" are kept in the archives since 1936. They consist of separate plots and are of independent interest as specific information within the given field of knowledge. Together they have a high information level and are able to sufficiently illuminate our multidimensional historical past. Quite a homogeneous layer of socio-political events was covered mainly in periodical issues of the newsreel "Soviet Kazakhstan" (produced since 1936), which was an operational film about the most significant current events. The newsreel in the source-research aspect has a rather high potential, having a rich information density. It recorded multifaceted information about virtually all spheres of life of Kazakhstani society. The

subjects in the newsreels are not devoid of a kind of splendor and propaganda. However, in our opinion, they should be perceived, first of all, as a product of certain time and comprehend cognitive properties as a valuable historical source.

The development of contacts between countries had got mass forms in the 20th century, when international relations at the level of public associations were the main form of cooperation. In this issue, both the tendencies of relations between states, as well as public and personal affairs were reflected. Under the considered period, the 1960s, the ideological basis of the relationship was also noteworthy, where the priority of Soviet foreign policy was to strengthen the position of the USSR in the socialist camp.

It should be noted that our country's cooperation was carried out through the Union of Soviet Societies of Friendship and Cultural Relations with Foreign Countries, which had a ramified structure, part of which was the Soviet Friendship Society with the GDR. On the other hand, his partner was the Society of German-Soviet Friendship. Public cooperation between the two countries was an important component of their foreign policy line and represented the implementation of the principles fixed in the treaties, including the "Treaty on Friendship, Mutual Assistance and Cooperation between the USSR and the GDR" of June 12, 1964.

Results and Discussion. The development of international public forms of cooperation intensified after the founding conference on the creation of the Kazakhstan branch of the Soviet Friendship Society with the GDR in May 1967, led by a member of the Society Ernest Timm. They already had the practice of concluding annual joint cooperation plans, the main purpose of which was "to fully acquaint the working people of the Soviet Union with the achievements of the working people of the GDR in socialist construction and the peace policy of the GDR" on the one hand, and on the other hand help in "acquainting the society of the GDR with the achievements the Soviet people in the implementation of the program of building communism ..., the peaceful foreign policy of the Soviet Union." The fact of the organization of the republican branch of the Society was fixed in the newsreel "Soviet Kazakhstan", 1967 (Central State Archive of Film Documentary, Photographs and Sound Recordings of the Republic of Kazakhstan (further CGA KFDZ RK), arch. No. 1818). The event coincided with the celebration of the 18th anniversary of the formation of the GDR, in which delegates from both sides and tourists who arrived on trains of friendship took part.

The organization of work of the Kazakhstan branch of the Society was timed to significant dates and anniversaries. For example, the anniversary of the formation of the GDR, the creation of the Society of German-Soviet Friendship, and the anniversaries of famous politicians, scientists and culture. Particular attention was paid to the dates associated with the victory over fascism. In the same cadre of the newsreel, it was stressed that cooperation was held under the sign of the 50th anniversary of the Great October Socialist Revolution.

The leading role played the ideas of "socialist internationalism". In the chronicles, the idea was first of all of the unity and cohesion of the countries of the "socialist commonwealth", for which the CPSU (Communist Party of the Soviet Union) and the SUPG (Socialist Unity Party of Germany) are fighting in their policies. A similar plot is also present in the 1979 newsreel devoted to the 30th anniversary of the formation of the GDR and the events of the GDR Culture Days in Kazakhstan (CSA CPDSR RK, No. 3777).

Undoubtedly, in the first place in the newsreel many events with an official part were recorded, which were held with the obligatory participation of the heads and representatives of the authorities. So, the plot of the newsreel for 1983 is dedicated to the arrival of the party and government delegations of the GDR headed by E. Honecker (Ibid., No. 4106).

The forms of cooperation presented in the film documents were not limited to plots or issues on the exchange of delegations, solemn meetings, "Days of Culture". Great importance was attached to acquaintance with the achievements of science and culture, the activation of scientific and technical cooperation between the two countries. Newsreel "Soviet Kazakhstan" recorded the process of installing a rotary excavator in the coal mine "Bogatyr" in the Pavlodar region with the help of specialists from the GDR, a celebration on the day of the launch of the excavator with the participation of engineering engineers of the GDR (1972) (Ibid., No. 3097); Fashion show of the Models House in Magdeburg in the hall of the Palace named after Lenin (1974) (Ibid., No. 3188); participation in the work of the seminar of the delegation of the GDR and their acquaintance with new methods of metallurgical production, the technology of obtaining ultra-pure metals at the Chimkent lead factory (Ibid., 1974); the opening of the KazSSR exhibition at the traditional international fair in Leipzig, the acquaintance of the first secretary of the SUPG, E. Honecker, and visitors with the exposition of our republic (Ibid., 1974). At the Leipzig Spring Fair in 1974, which took place

from 10 to 17 March, in the year of the twenty-fifth anniversary of the German Democratic Republic and the existence of the Council for Mutual Economic

Assistance, progressive methods of mechanization and automation of management in large-scale and mass production were demonstrated (Ibid., 1974).



CSA CPDSR RK, №2-53551. Participants of the World Congress for universal disarmament and peace. The head of the delegation of Germany, Count Emil Von Wesel (in the center) with the doctor of medical sciences I. Karakulov and the chief architect of the city K. Rakhmatiev at the Abay monument. Alma-Ata. Author of the shooting – Egizov. Date – 17.07.1962.

According to the classification of visual products, formed in photojournalism, publicist and artistic genres are distinguished. Proceeding from the source study tasks and the complex of photo documents stored in the national archive, from these genre formations, as applied to our topic, we can distinguish the following types of photo documents:

- documentary photo documents of a socio-political nature;
- documentary photo documents characterizing various spheres of economy, culture and science;
- a series of pictures on a single topic, including a different number of pictures.

The common form is a portrait purely reporting, and giving the chance not only to

represent the person in action, the movement, but also to transfer the atmosphere of an event within which there is this special view of event material, the portrait which is made in a real situation, a close-up of the hero of the event or other actor. In modern photography, the reportage method took the leading place and today is the only one in the section of photo report, in the genre photography, and in the documentary portrait. This creative technique is characterized by shooting in the course of an evolving event, without interference in the action taking place. The resulting images acquire such a force of authenticity and credibility that they literally capture the viewer with the truth of life, the uniqueness of the stopped moments.



CSA CPDSR RK, No. 3-5766. German metallurgists of the GDR Lippendorf Ferroalloy Plant are in the first smelting shop of the ferroalloy plant. Aktyubinsk. The author – D. Karachun. The date - 15.03.1963.

The object of the image in the photo reportage is always an actual event, having a socio-political significance; the object of research is the life of human society. Therefore, it should be noted not only the journalistic nature of the reportage pictures, but also the agitational and propaganda significance of the photo report.

The bulk of the images, identified by the topic of the article, is referred to the so-called informational kind of photo reportage. The information shot has the same event basis as the entire photo report as a whole, contains a message about the news of the day, is highly operational, but often only illuminates

a single fact without going up to generalization. The information genre of the photo report is adjacent to its other section, where the event is not simply fixed in the frame, but an analytical approach to the material is being planned, where the author's position comes through, an assessment of the reality phenomenon that the photo reporter met. And although the basis for the picture is still a concrete fact, this fact is accompanied by an author's commentary. The nature of the photo report does not allow any interference of the photographer in the event, and shooting is possible only right there during the action: the photo reporter follows the event, grasps its key moments.



CSA CPDSR RK, No. 3 - 15126. A group of German specialists assembling rotary excavators in Ekibastuz (from left to right: Reglin G., Dieter Bibran, Herbert Rucker, Georg Golenis, Manfred Heinrich and Gerhard Ekibastuz. Date – 1971.

The specificity of the photo report is determined by the documentary nature of the pictures: each reportage has an exact address, shows the actual events taking place at a certain place at a certain time. And it is documentary that makes reportage pictures so interesting and compelling for the viewer. In the pages of the newspapers, they clearly show the concrete events taking place in the country, introduce readers to advanced people of production and their achievements, new buildings, discoveries, inventions, and events of great public and international significance.

A reportage picture becomes an artistic one, when it carries within itself elements of generalization, when through the single and the particular the essence of what is happening and the characters of people is revealed; such a picture is

created according to the laws of the artistic image. Such an image is emotionally and evokes sympathy and a certain mood in the viewer. It has a perfect artistic form, although it is created as reportage, sometimes in conditions that leave the reporter for the final of the creative process only a few seconds. The audiovisual archives photo library on the history of international relations prevails over the documentary in quantitative terms. They record the diverse aspects of Kazakhstan's international cooperation with virtually all countries of the world. Here we turn only to some photo-documents that can supplement the information contained in the above-mentioned documentary. Together, having a high informative density, they comprehensively characterize Kazakhstan's relations with the outside world.



CSA CPDSR RK, No. 2 - 81785. Workers of the state farm Gigant of Enbekeshikazakh district, Almaty region presented bread and salt to the head of the delegation of the Soviet-German Friendship Society K. Hager. Author – V. Zinin. Date – 18.10.1979.

The photo fund of the archive concerning relations between Kazakhstan and Germany is based primarily on the coverage of official events. These photographs complement the analysis of film documents, which regularly covered the meeting and stay of various delegations on political and cultural aspects. Such reportage photos are of the same type, they usually have sightseeing in Almaty. Therefore, we focus on the figurative reflection of facts, to one degree or another related to contacts in the economic sphere.

It is known that the GDR was the largest exporter for the countries of the socialist commonwealth of heavy machinery, machinery and tools, media, scientific instrument making, agricultural and food

machinery, and etc. In quantitative terms, photo-documents on economic cooperation between the two countries and the arrival of new techniques and technology in various industries prevail. Thus, already in the 1950s, the Sokolovsko-Sarbaisky Combine of the Kustanai Oblast is equipped with electric locomotives from the GDR (Ibid., No. 3-7589, 1957), virgin sovkhoses (joint economy) were equipped with electric power plants "Impulse."

It is noteworthy that the photo fund of the archive has preserved the installation of a mobile dental office, donated by the President of the GDR Wilhelm Peak (October 11, 1949, the first and only President of the GDR was elected one of the two Presidents of the SUPG – Wilhelm Peak, in 1953 and 1957 he was

reelected respectively in the second and the third term, after his death in 1960, the post of President of the GDR was abolished) to the Herzen grain farm of the Kustanai region (Ibid., № 4-5999, 1958).

The German Democratic Republic was a characteristic example of the rational use of

progressive management methods in the economy, science and technology among the socialist countries. In the photographic fund, a lot of filming from exhibitions of goods from the GDR, held at different times at Exhibition of Achievements of National Economy (EANE) of KazSSR (non-



CSA CPDSR RK, No. 2 - 84327. Assemblers from the GDR: H. Krusha, H. Winkler, R. Maldenhauer and laureate of the State Prize of the USSR, head of the Ekibastuz assembly site of the trust «KazPromTechMontazh» while inspecting a rotary excavator manufactured in the GDR. Pavlodar region. Author - N. Kuznetso. Date - 1980.

ferrous metallurgy, medical equipment, furniture kits, building paints, etc.)

The photo fund of the archive is not limited to this information and their potential as a base for documentary research remains in the future.

Conclusion

In the historical literature and source studies, the attitude to audiovisual archives and documents as carriers of retrospective information about the past in various fields of humanitarian knowledge is only emerging. This is not only about domestic research, where they are at best used as an illustrated, auxiliary material for scientific research and synthesis, but, perhaps, about world practice in general. The question of the possibility of using them as a full-fledged historical source is of independent importance.

The information potential of the stored sources is invaluable and concerns all aspects of the life of society. Unfortunately, there are still no scientific works in Motherland historiography, wherever

audiovisual documents were used as full-fledged historical sources along with traditional written testimonies. Historians, as applied to the subject of their research, also essentially ignore the information and cognitive possibilities of figurative sources. Expanding the scope of using audiovisual sources as equal elements of the actual basis of historical research lies in the future. To some extent, this can be explained by the fact that there is still no reliable and full-fledged information base of documentary complexes of audio-visual origin capable of satisfying the needs of scientists, and also no methodological tools and methods for using these sources in historical studies have been developed.

However, along with the complexity of research on attribution, interpretation and even just a long-term perception of audiovisual resources presented in state archives, there are also objective difficulties that impede the effective work of researchers with phonographic documents and the attraction of these documents to study the past. It is these difficulties, which have a long historical origin, that determine the range of actual problems in the study of the

audiovisual documents from archival studies and then from the source-research positions. The primacy of archival problems seems obvious to us, because the document becomes an historical scientific source in objective scientific-practical understanding only when it has passed the stage of expertise of its value and has acquired the status of an object of permanent or, at least, long-term storage.

At this stage and in the specified conditions for the development of historical research, it is obvious that an interdisciplinary perception of film, photo and phono-documents is achieved, which will enrich the existing system of criteria for their evaluation. One of the directions of such work is the use of the culturological approach, which makes it possible to clarify, on the one hand, the psychological attitudes

of the creator of the audiovisual document and, on the other hand, the structure of cultural needs for the audience that is targeted for subsequent publication or another form of replication of these documents. The evaluation of audiovisual documents, including from this position, can clarify many details concerning their information potential; to determine effective forms of using the analyzed information resources.

Thus, in modern conditions there is a whole complex of problems of archival and related source study of audiovisual documents presented in state archives and created by a significant number of subjects. Many of these problems, as was shown above, exist for a long time, have deep historical roots and need both a scientific-methodical and a practical solution.

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